welldoc®

Connect. Engage. Transform.

BHCG BUSINESS HEALTH CARE GROUP

Leading change. Creating value.

Today's Agenda

1   **Welcome and Introductions**

2   **Introduce WellDoc's BlueStar and its Value Proposition in Diabetes and Cardio Metabolic Diseases**

3   **Getting to ROI: What to Expect in 90-120 days: Truven Economic Savings Estimation**
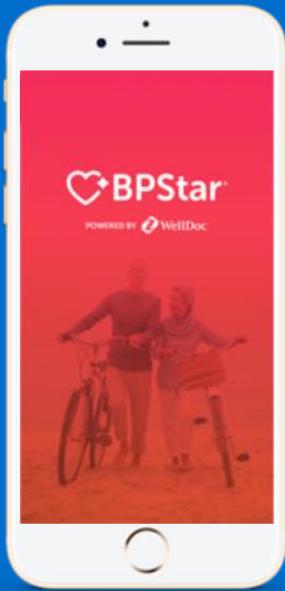
4   **Our Implementation Approach: A Call to Action**

WellDoc: A Leader in Digital Therapeutics

BlueStar®
Your Diabetes Partner

♡ BPStar®
POWERED BY WellDoc

HFStar®
Powered by welldoc

Diabetes with Co-morbid Hypertension and Obesity

Blood Pressure

Congestive Heart Failure

40+ Peer-reviewed publications, posters, presentations of **clinical outcomes** in clinical trials and real-world programs, recognized by JAMA, Nature, Forbes

FDA CLEARED | **American Diabetes Association.** | Health Canada / Santé Canada | ISO 13485 | CE | SOC2 CERTIFIED

Commercially operational in United States, Canada and India with continued global expansion in 2019

Extensible and **secure platform** architecture that scales to support **multiple** chronic diseases.

Key Partnerships

Lifescan

SAMSUNG

HUMAN API

VOLUNTIS

SOLERA INTEGRATED HEALTH NETWORK

AADE American Association of Diabetes Educators

Investors

GLOBAL HEALTH INNOVATION

RS Investments®

AMV

AJMC

ALEXANDRIA CAPITAL
Fortune favors the prepared™

BlueStar

Powered by Welldoc

NPS Score
70

Named
"Top App" for type 2 diabetes treatment
by IQVIA
November 2017

≡IQVIA™

- **1st digital therapeutic for diabetes**

- **Delivers precision, real-time feedback and longitudinal insights to encourage engagement and healthy choices**

- **Significant average A1c reduction (~2-point) demonstrated in randomized control clinical trials and real world outcomes**

- **IBM-Watson analysis of 3K users highlights a decrease in total, per-patient medical costs of $250-$275 per month.**

- **Aligns users with existing care team and facilitates more meaningful discussions and treatment pathway optimization**

- **Scales to the population level**

- **Works on and off-line**

- **Driven by artificial and machine intelligence**

The BlueStar Ecosystem
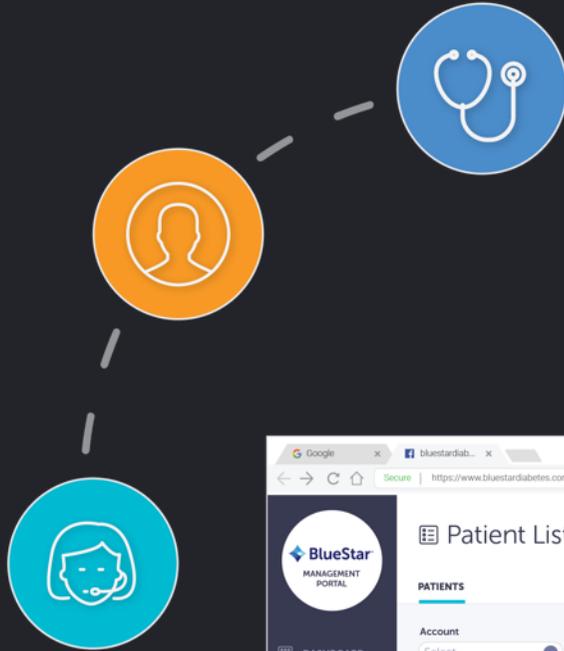
Population Management Portal   **Web/Mobile Digital Therapeutic**   **Clinical Decision Support**

ACTIVITY
(Sleep/Exercise)

MEDS
(Adherence, Insights)

SYMPTOMS
(Surveys, Notes)

PSYCHO-SOCIAL
(Distress, Disability, Economic Conditions)

LABS
(BG, BP, Weight)

DIET
(Carbs, Calories, Sodium, Water)

Thanks for Checking!

240 mg/dl → **70** mg/dl
Nov 24, 8:00 AM   Nov 24, 6:00 PM

We noticed your BG took a big jump from very high to very low in a short period of time.

Hypoglycemia can be scary and needs to be treated quickly! The key is to try and not raise your BG too much.

Preparing Foods in Healthful Ways When You Have Diabetes
03:15

Close
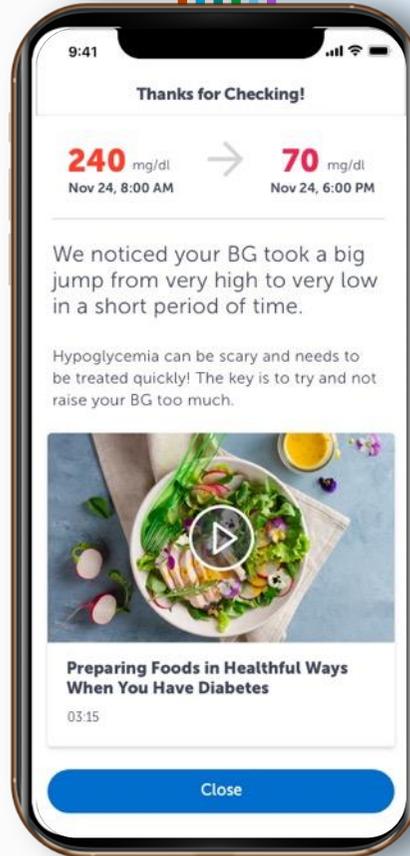
TAILORED
COMPREHENSIVE

1. Tracks and analyzes 6 critical dimensions impacting chronic conditions
2. **Unique, real-time feedback messages given within each dimension**

Seamlessly Integrates Clinical and Consumer-level Data

Clinical/Medical Data

Activity Trackers/IoT

Human API

Blood Glucose Meters

Blood Pressure Monitors

Continues Glucose Monitoring

Weight Scales

Recent Features Added to the Platform

Hypertension Management

Food Recognition

CGM

Spanish

Weight Tracking

Type 1 (In FDA Review)

Clinical Outcomes

Peer-Reviewed Journals

2.0 Point A1C Improvement (mean)
3 month RCT

1.9 Point A1C Improvement (mean)
12 month RCT

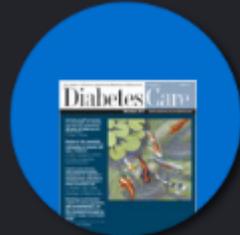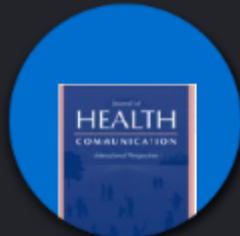**58% Reduction in Hospitalizations & ER Visits**

40+ peer reviewed posters, publications and presentations

Key BlueStar Statistics

Average A1C on BlueStar

— BlueStar
····· Control Group

Baseline 9.9%
3-Months 7.8%
1-year 7.9%

GLYCATED HEMOGLOBIN (A1C) (%)

MONTHS SINCE STUDY ENROLLMENT
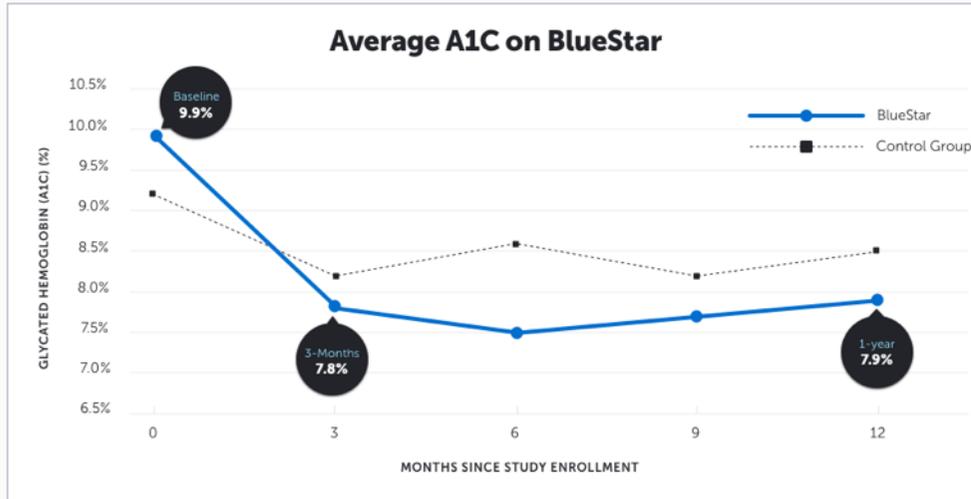
Quinn CC, Shardell MD, Terrin ML, Barr EA, Ballew SH, Gruber-Baldini AL. Cluster-randomized trial of a mobile phone personalized behavioral intervention for blood glucose control. Diabetes Care. 2011 Sep;34(9):1934-42. Erratum in: Diabetes Care. 2013 Nov;36(11):3850.
Tang, P. Peeples, M. Duni, J. Peskin,S. Macleod, J. Kowitt, S. Fisher, E. eHealth-Assisted Lay Health Coaching for Diabetes Self-Management Support. ADA, New Orleans, 2016. Poster

Engagement

24 weekly in-app actions

Clinical Results

1.7-2.0 Reduction in A1C

Time to Results

Sustainable A1C reductions observed in first 3-6 months

Top 5 Features

1. Food
2. Meds
3. BG
4. Logbook
5. Notes

Closing Gaps

Improving Quality Ratings
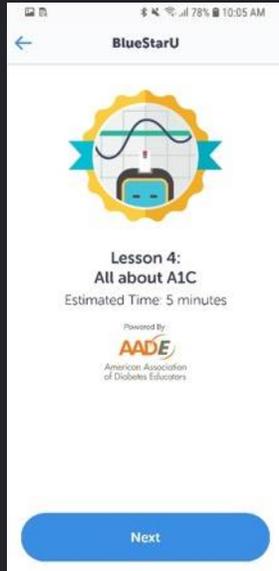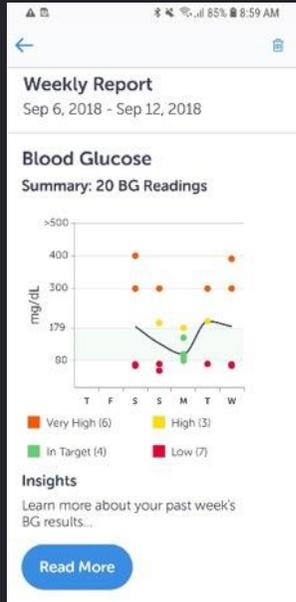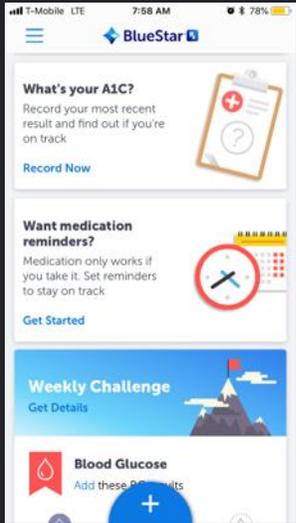
61 %

Of patients with starting A1C >9 achieve at least 2.0 drop in A1C

89 %

Of patients with starting A1C >9 receive at least 0.5 drop in A1C

STARS Measure	Weighting
A1c: Blood Glucose Control	3X
LDL: Use of Statins	3X
BP: Control and Use of ACE/ARB	3X
High Risk Meds: Insulin Dosing	3X
Oral Diabetes Medications: Compliance	1X
Retinopathy: Eye Exam	1X
Neuropathy: Foot Exam	1X

Financial Outcomes

Estimated Savings: $3,048 - $3,252 per patient, annually*

WellDoc has Demonstrated Potential of Its Digital Therapeutic, BlueStar®, to Significantly Reduce Healthcare Costs.

Cost savings based on reductions in:

- Hospitalizations
- Emergency room visits
- Supplies and medications
- Burden of co-morbid conditions
- * Starting A1c > 8

Estimated Cost Savings Value Proposition

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Illustrative Analysis (Assumption-based)

Number of Members: **5000**
Number with T2 Diabetes: 12.7% based on Truven: **635**
Cost PDPM: $9 per diabetic per month
Total Savings Opportunity: Savings and ROI grow as engagement grows (modeled by Truven)

Engagement Level	Annual cost of BlueStar (PDPM, fixed for T2 eligible population)	Estimated Annual Savings per Truven	Estimated ROI
10%	$68,580	$80K	**1.2 x**
25%	$68,580	$199K	**2.5 x**
50%	$68,580	$398K	**5.8 x**
100% (illustrative)	$68,580	$796K	**11.6 x**

Implementation Approach

Implementation

- Set Goals
- Targeting
- Outreach Planning
- Customizing Collateral

Build Awareness

- Benefits Booklet
- Text Messages
- Letters and Postcards
- Local Onsite Resources
- Diabetes Management Newsletters
- Emails
- Digital
- Rewards/Incentive Integration
- Phone Calls
- Care Managers

Engagement

- Optimize BlueStar Experience
- Engagement Emails
- Monitor Engagement
- App Messaging/ Coaching
- Phone Calls
- View Population Report

Planning Tools

Welldoc's Implementation Resource Center

Turnkey Marketing and Engagement Tools

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Ongoing Awareness Playbook

Members

6-week Social Media Awareness Campaign

Digital Banner Ads

Email Awareness Campaign (ongoing post launch)

Plan Invite Letter Template

Intranet Ads

In-app On-board Support

Call Center Support

In-app Messages

Weekly Challenges

Outbound Calls at Key Intervals

12-week On-demand Diabetes Education
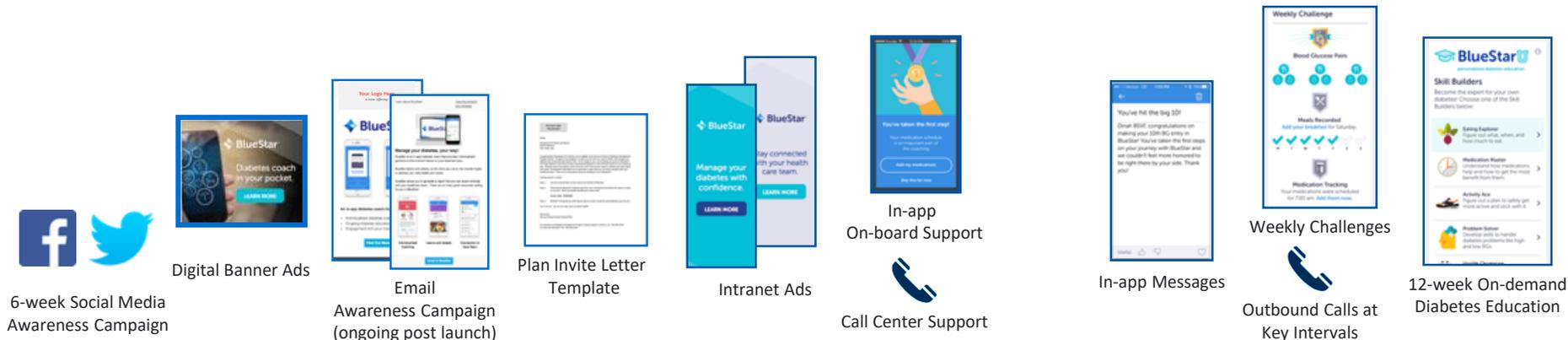
AWARENESS → ENROLLMENT → ENGAGEMENT

Care Team

Product Info Sheet

Lunch & Learn Webinars

LUNCH & LEARN

Learn About BlueStar's Clinical Decision Support Tool

Friday, February 17, 201 Montgomery Hall 12 – 1PM

Plan Announcement Template

Clinical Decision Support Explainer

When to Send SMART Visit Guide

Identification Poster

Informational Brochures

Product Update Emails

Product Update Webinars

How to integrate BlueStar into clinical practice

Clinical Integration Video Series

Clinical Decision Support Tool

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