amenities

Healthcare's Digital Membership Platform

The industry's most experience DFD Product Team

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Health Systems have a
Revenue Problem

Cleveland Clinic reports **$1B loss** in first half of this year [2022][1]

Kaiser posts **$1.3B loss** in Q2[2]

Providence's operating **loss grows to $934M** as it shrinks leadership team[3]

About **REVENUE**, Health System leaders reveal[4]

94% prioritize preventing **Patient Leakage**

65% indicate **Patient Retention** is the primary obstacle to reaching financial goals

1 https://www.beckershospitalreview.com/finance/cleveland-clinic-reports-1b-loss-in-first-half-of-this-year.html
2 https://www.beckershospitalreview.com/finance/kaiser-posts-1-4b-loss-in-q2.html
3 https://www.beckershospitalreview.com/finance/providence-s-operating-loss-grows-to-934m-as-it-shrinks-leadership-team.html
4 https://www.definitivehc.com/blog/leaky-health-system-prioritize-keeping-patients
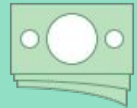
Revenue is built with **Brand Loyalty**

Competition is the Challenge[1]

Loyalty is the Answer

Brand Loyalty > Customer Loyalty[2]

Brand Loyalty Pays Off[3]

- Research[2] indicates that **loyal** customers make repeated visits while **brand loyal** customers are critical to **reliable, high-profit margin** for a particular product or service.

- Apply brand loyalty building metrics to your Health System population to convert patients into **truly reliable patient revenue**.

Solve 'Leakage' with 'Keepage'

1 https://www.definitivehc.com/blog/leaky-health-system-prioritize-keeping-patients
2 https://www.techtarget.com/searchcustomerexperience/feature/Customer-loyalty-vs-brand-loyalty-Whats-the-difference
3 Over time, brand loyal patients not only bring revenue but also pay premium prices and self-source new referrals https://hbr.org/1995/05/do-rewards-really-create-loyalty

Confusing patient loyalties in today's Healthcare Landscape
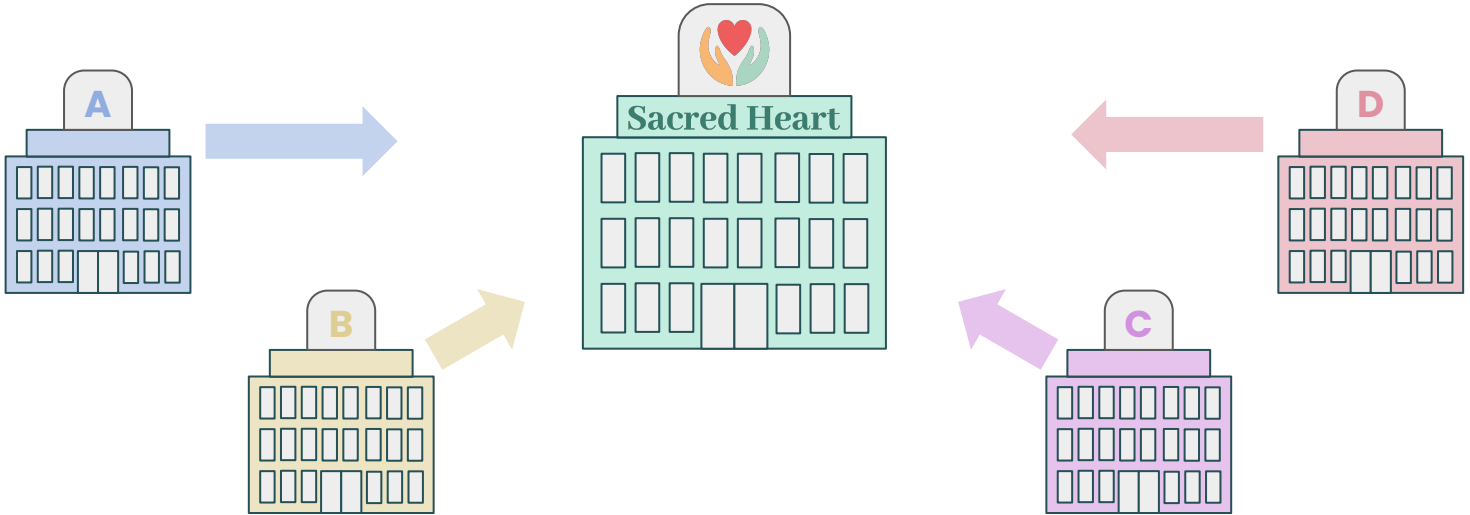
Contributing to your revenue problem
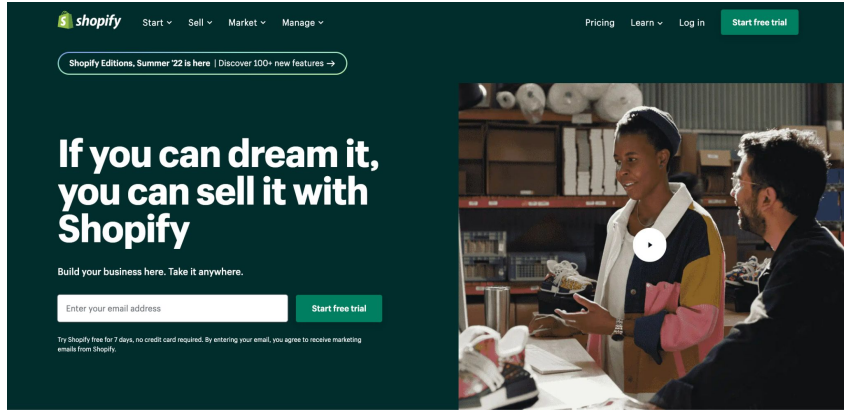

Dilute YOUR Brand

Lose YOUR Data Ownership

Increase YOUR Leakage

KEEPAGE is built with BRAND LOYALTY

Big brands drive revenue with shopify

Discover why millions of entrepreneurs choose Shopify to build their business—from Hello World to IPO.

The New York Times

WHOLE FOODS MARKET

fitbit

TESLA

SEPHORA

shopify A Platform with customizable Digital Assets

Shopify builds **eCommerce** support functions for traditional and new businesses through a **digital platform** that offers **customizable digital assets** designed to reach, excite and process sales in the online marketplace.

START

SELL

MARKET

MANAGE

START
Take the steps to move from ambition to action

Build brand

Build store

Build presence

SELL
One platform that lets you sell wherever your customers are

Online store

Buy button

Point of sale

Sales channels

MARKET
One platform to find and sell to the right shoppers

Audience

Insights

Campaigns

Relation-ships

MANAGE
A powerful management tool that makes your business work

Orders

Mobile

Finance

Insights

amenities A Digital Membership Platform **for Healthcare**

Amenities builds **loyalty** for your Health System through a **Digital Membership Platform (DMP)** that offers white labelled **digital assets** to acquire, activate and engage patients in your healthcare ecosystem

ACTIVATE

PROTECT

EXPAND

DELIGHT
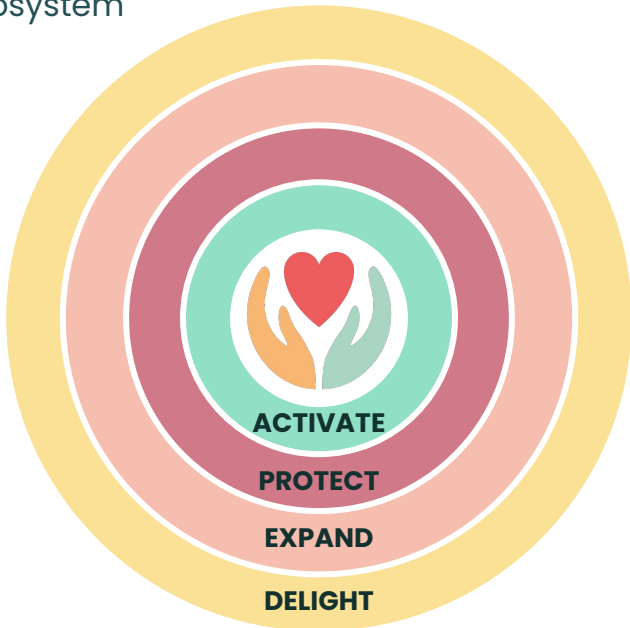
ACTIVATE
Digitally activate your patients and acquire new ones

Universal EMR integrations

Provider search

Full family management

Custom groups

PROTECT
Give patients peace of mind about their biggest concerns

Affordability scores

Surprise bill protection

Price guarantees

Loans / financial aid

EXPAND
Complement your providers with full coverage

Evaluation & Benchmarking

24/7 virtual urgent care

Same-day specialist visits

Behavioral health visits

DELIGHT
Make healthcare personal again
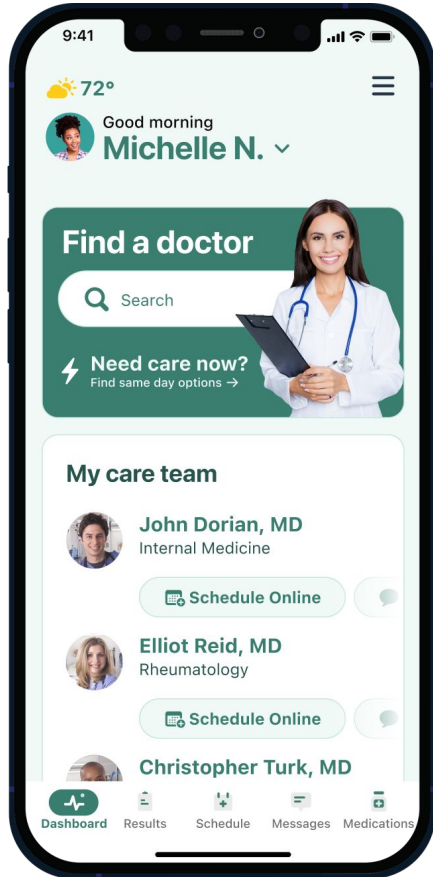
Hour-long doctor visits

Genetic testing

Personal goals & metrics

Unlimited messaging

ACTIVATE: A simple, modern <u>D</u>igital <u>F</u>ront <u>D</u>oor

1. **All-in-one:** Integration of multiple EMRs, third-party vendors and service offerings; consistent Android, iOS and web applications

2. **Branded:** Fully white labeled, with custom styling options

3. **Quick:** <30s new user identity verification and MyChart registration; includes "no access code" self-registration that eliminates contact center calls

4. **Simple:** Easy-to-use provider and location search, plus same day care shortcuts (client or vendor partner)

5. **Personal:** Fully digital capability to add, link, and manage family members, including net new patients

6. **Expandable:** Embeddable, low code third party content or features (vendor or client-designed)

7. **Engaging:** Unique on-brand features and content, designed explicitly to drive app usage and utility

Case Study: DMP Activation ⇨ Brand Loyalty ⇨ Revenue
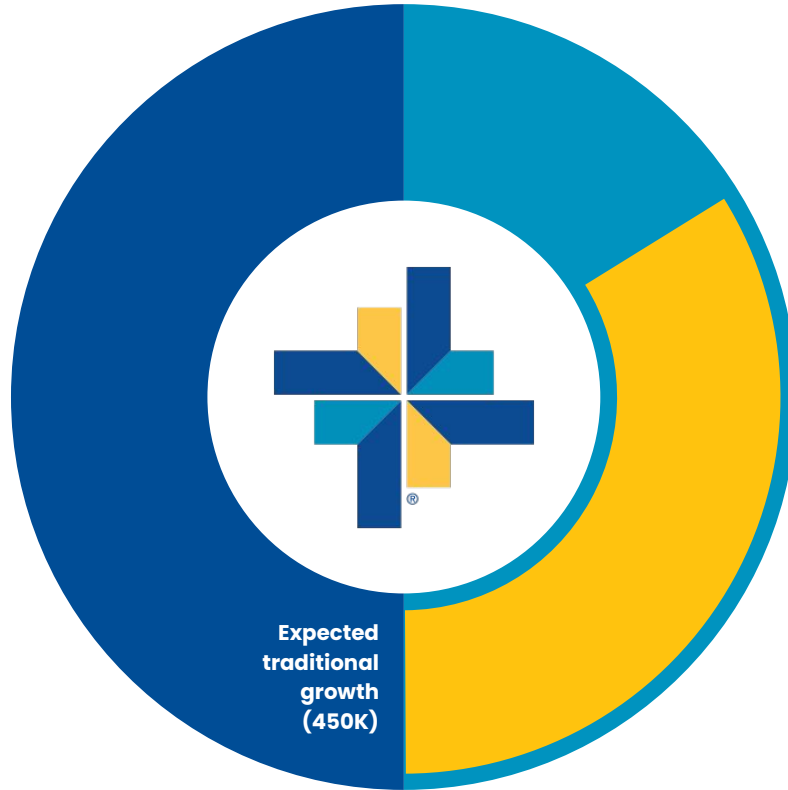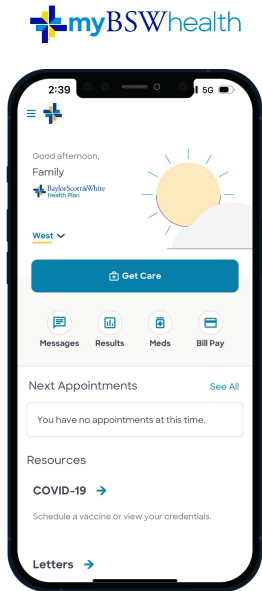
2X New Growth
Adding digital assets doubled the size of new patient growth[1]

66% Conversion
Two-thirds of "digital-first" users converted to revenue-generating patients[1]

36% Sticky
Over a third of patients using the app each month are signing in weekly (>25% for WAU:MAU is considered excellent)[2]

$1.1 Billion
App activation contributed to 'more than double the operating income' because digital health was a top priority[3]
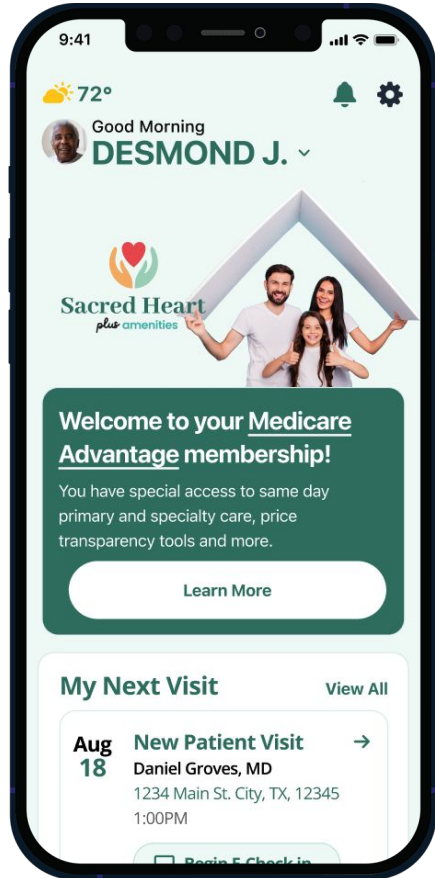
Expected traditional growth (450K)

1 Data collection over 18 months after public launch (1/1/2020 - 6/30/2021)
2 https://appfollow.io/blog/the-difference-between-daily-active-users-monthly-active-users
   Weekly Active Users : Monthly Active Users (WAU:MAU)
3 https://www.dallasnews.com/business/health-care/2021/07/04/how-baylor-scott-white-health-moved-up-to-the-big-leagues/

GROUPS: Engage the right patients with the right options

Roster management and group enrollment

Seamless enrollment and digital activation

Personalized welcome message

Customization and features (per cohort):

- Network

- Same day care options

- Virtual care / 3rd party solutions

- Marketing / communications

Benefits, incl. Co-pays, Deductible, Claims

Amenities engagement features

Amenities membership services

Administrative dashboard, analytics & reporting

MA
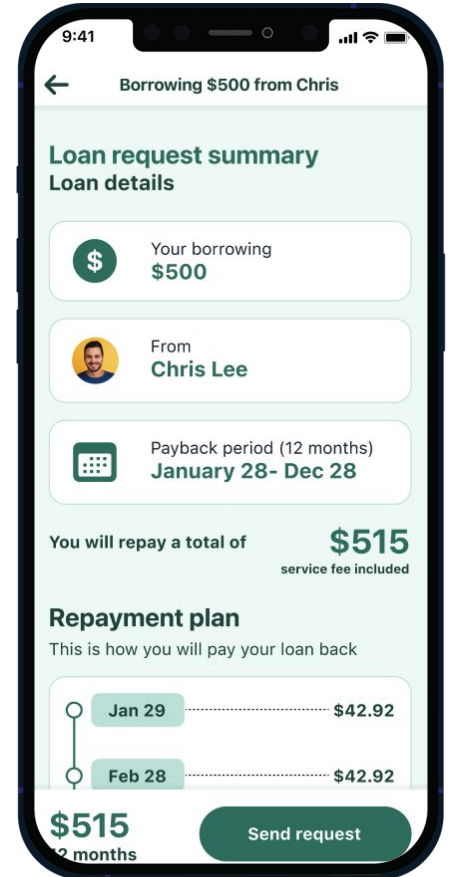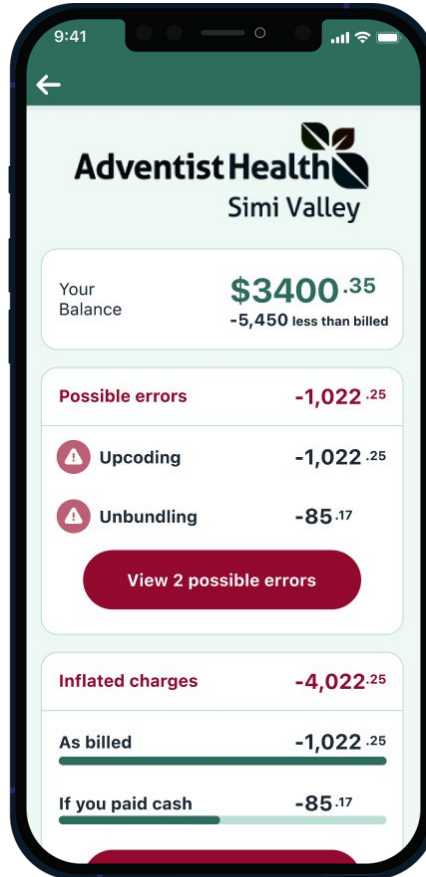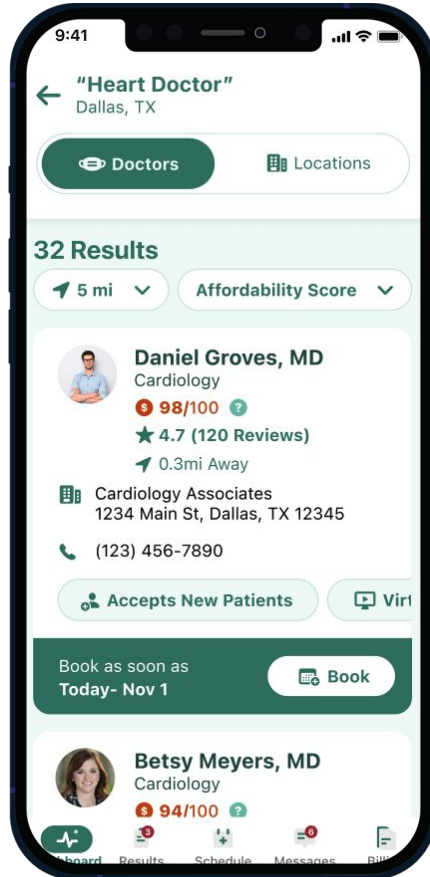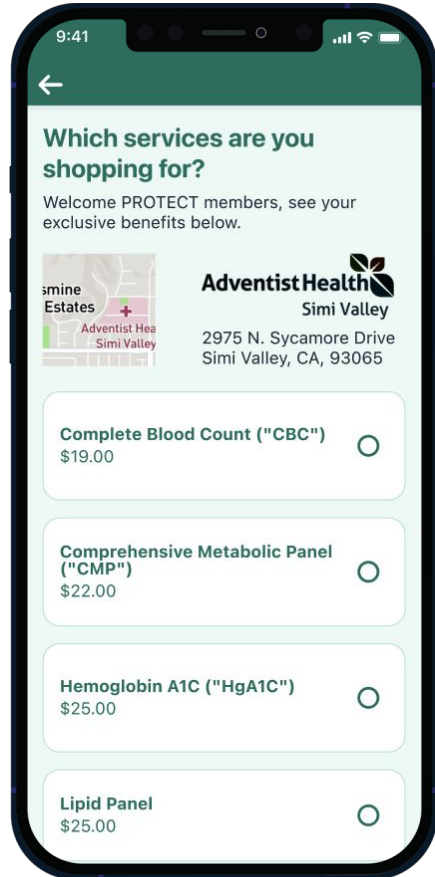
ACOs

Health Plans

D2E

PROTECT: Build <u>trust</u> with cost tools members will love

Phone 1:

Which services are you shopping for?

Welcome PROTECT members, see your exclusive benefits below.

Adventist Health
Simi Valley
2975 N. Sycamore Drive
Simi Valley, CA, 93065

Complete Blood Count ("CBC")
$19.00

Comprehensive Metabolic Panel ("CMP")
$22.00

Hemoglobin A1C ("HgA1C")
$25.00

Lipid Panel
$25.00

Phone 2:

"Heart Doctor"
Dallas, TX

Doctors | Locations

32 Results

5 mi | Affordability Score

Daniel Groves, MD
Cardiology
98/100
4.7 (120 Reviews)
0.3mi Away
Cardiology Associates
1234 Main St, Dallas, TX 12345
(123) 456-7890

Accepts New Patients | Virt

Book as soon as
Today- Nov 1   Book

Betsy Meyers, MD
Cardiology
94/100

Dashboard Results Schedule Messages Billi

Phone 3:

Adventist Health
Simi Valley

Your Balance $3400.35
-5,450 less than billed

Possible errors   -1,022.25

Upcoding   -1,022.25

Unbundling   -85.17

View 2 possible errors

Inflated charges   -4,022.25

As billed   -1,022.25

If you paid cash   -85.17

Phone 4:

Borrowing $500 from Chris

Loan request summary
Loan details

Your borrowing
$500

From
Chris Lee

Payback period (12 months)
January 28- Dec 28

You will repay a total of $515
service fee included

Repayment plan
This is how you will pay your loan back

Jan 29 $42.92

Feb 28 $42.92

$515
2 months   Send request

Local research demonstrate very high demand for new and differentiated **Premium Membership Features**

Desirable Membership Features
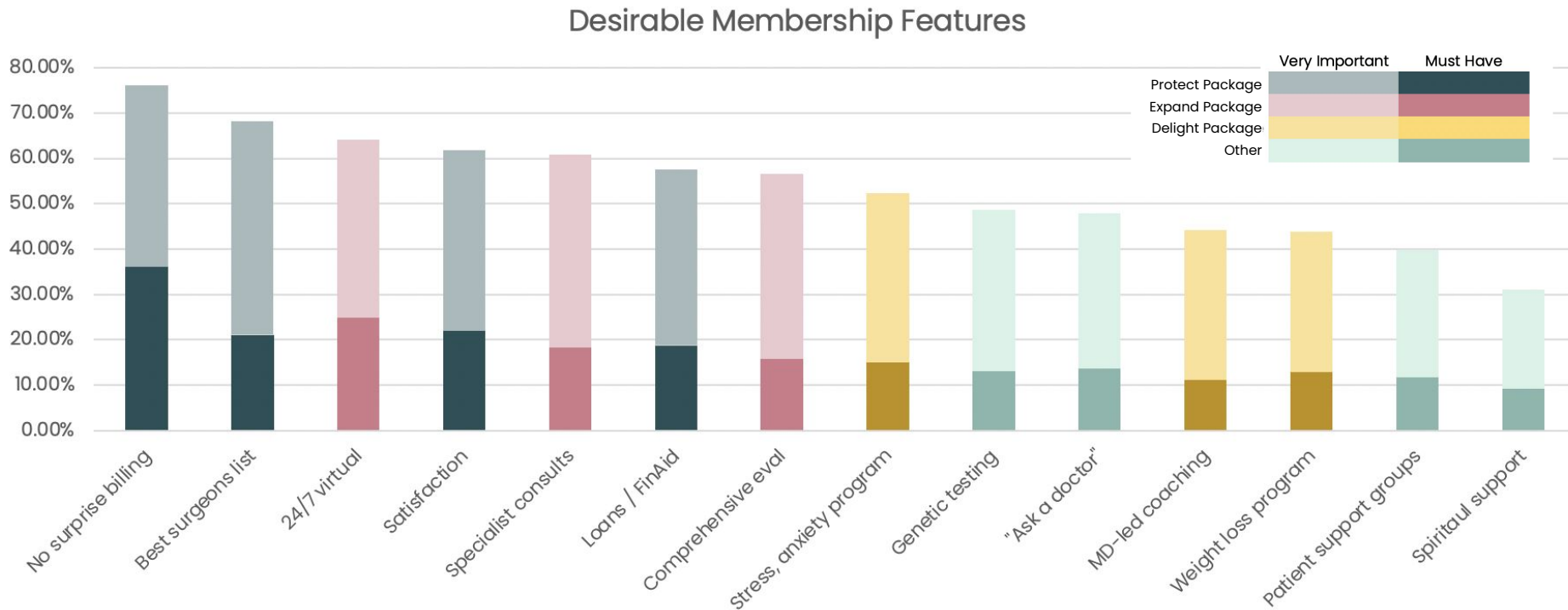
Protect and Expand **Your Brand Loyalty** with Amenities DMP
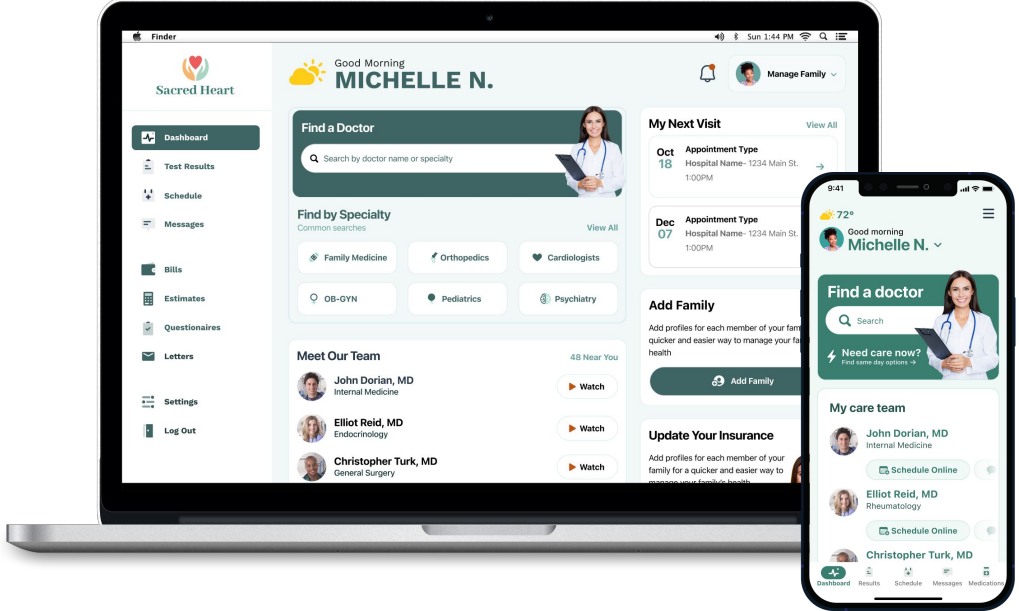
Increase YOUR Patient Acquisition

Build YOUR Loyalty (i.e., NUM)

Solve YOUR Revenue Problem

amenities

Healthcare's Digital Membership Platform

Founded: 11/2021 (15mo)

$3.6 Million in Seed funding from Epic VC & strategic angels

$750 Thousand in ARR from initial product launch; 2 health system clients

20 Months runway; 10 FTEs; $150K/mo burn