

**Believe  
Health**

**Patient Journey  
Platform**



# What is a Patient Journey Platform?



**More than Telemedicine:** Telemedicine has come to be viewed as a Zoom appointment...we are much more

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**More than CRM:** CRM tools are not very relational at all

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**More than a Prospecting Tool:** We nurture efficient and inspiring engagement covering referral through repeat procedures

**We serve those patients where deeper care is needed...served by a care team who seeks to provide meaningful, efficient engagement**

# Re-imagining the Patient Journey

## Time-Sequenced Video Library Around Care



### Decrease...

- ♥ Time spent repeating the same thing over and over

### Increase...

- ♥ Time to answer the quick but very meaningful questions that come up along the way

# Pre-populate the Patient Journey

The screenshot displays the Believe Health patient journey interface for a patient named Kate Smith. The interface is organized into a sidebar on the left and a main content area. The sidebar includes navigation options: Dashboard, Patients, Org. Structure, Media library, and Timed release. The main content area shows a calendar view for December 2020, with the current date highlighted as Wednesday, December 16th. The calendar is populated with various tasks and events, including 'Send a meal prepering video' (11:30 AM) on Sunday, Monday, and Tuesday; 'Drink water' (10:30 AM) on Sunday, Monday, Wednesday, and Thursday; 'Send blood test results' (10:00) on Monday; 'Get ready for surgery' (10:00) on Thursday; and 'Surgery' (10:00) on Friday. The interface also includes a 'Timed release' section in the sidebar and a 'Timed release' button in the main content area.

Media Library with Different Sections

Drag and Drop Technology

# Content Built for Sections of Library

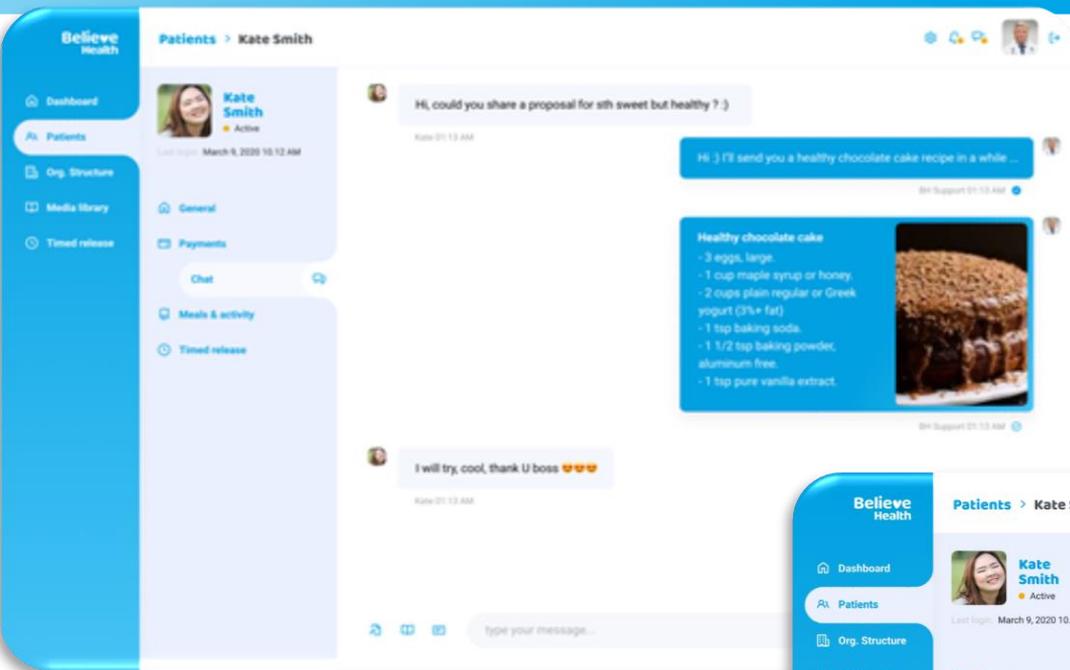
The screenshot shows the 'Medical Journey' section of the Believe Health library. The interface includes a top navigation bar with the 'Believe Health' logo, a 'Media library' tab, and filters for 'Patient Journey' (checked) and 'Food 2.5'. A search bar and utility icons are also present. The main content area displays a grid of video thumbnails with titles such as 'Complete these forms please', 'In advance of your appointment', 'Meet our team', 'Appointment day', '3 days post surgery', 'Day before surgery', 'Night after surgery', 'Introduction to the practice', '2 week appointment prep', and 'Post surgery'. Each thumbnail includes a play button icon, a date of 'July 23rd 2020', and the name of the creator, either 'Dr McKenize Smith' or 'Erik Jacobson'. A left-hand sidebar contains navigation options: 'Dashboard', 'Patients', 'Org. Structure', 'Media library' (highlighted), and 'Timed release'.

**Medical Journey**  
(standard or customized)

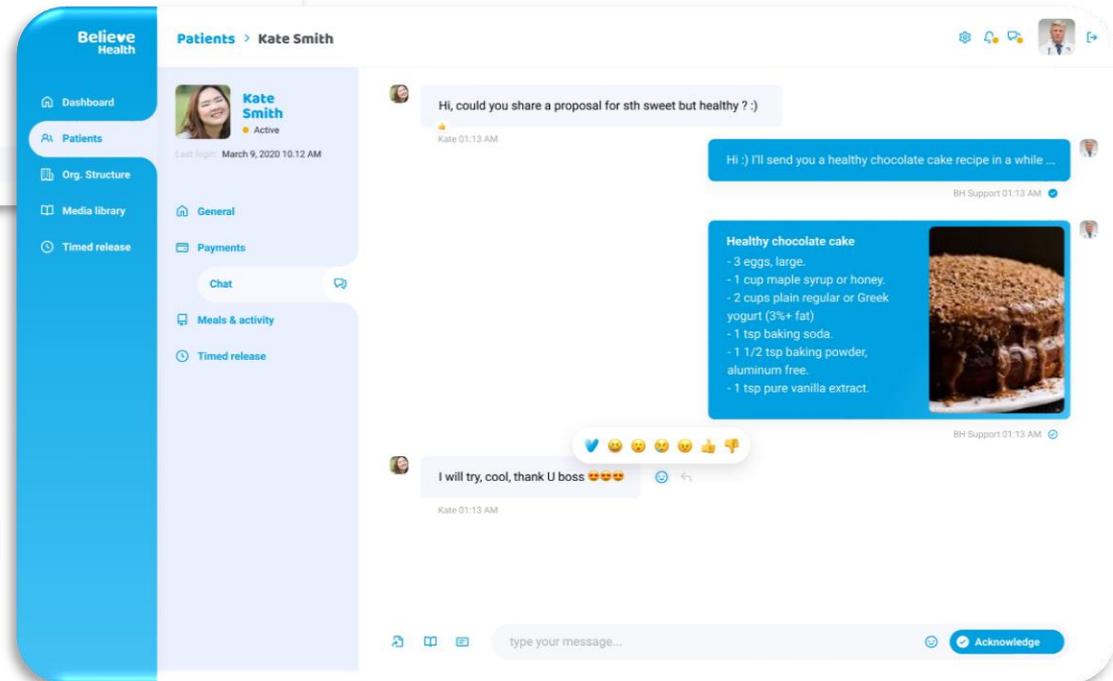
**Food 2.5**  
(example)

The screenshot shows the 'Food 2.5' section of the Believe Health library. The interface is similar to the 'Medical Journey' section, with the 'Food 2.5' filter selected. The main content area displays a grid of food-related thumbnails with titles: 'Kale Smoothie', 'Millet and chia porridge', 'Healthy different chocolate cake', 'Asian salmon', and 'Perfect Grilled Zucchini'. Each thumbnail includes a play button icon, a date of 'July 23rd 2020', and the name of the creator, either 'Kate Smith' or 'Dr McKenize Smith'. The left-hand sidebar is identical to the previous screenshot, with 'Media library' highlighted. A blue circular button with a white plus sign is located in the bottom right corner of the page.

# Rich Messaging Capabilities



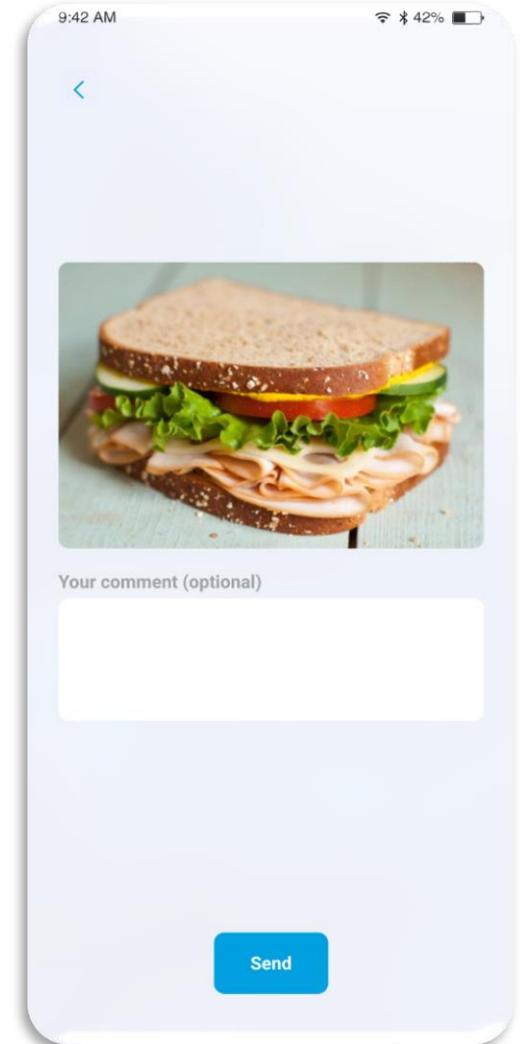
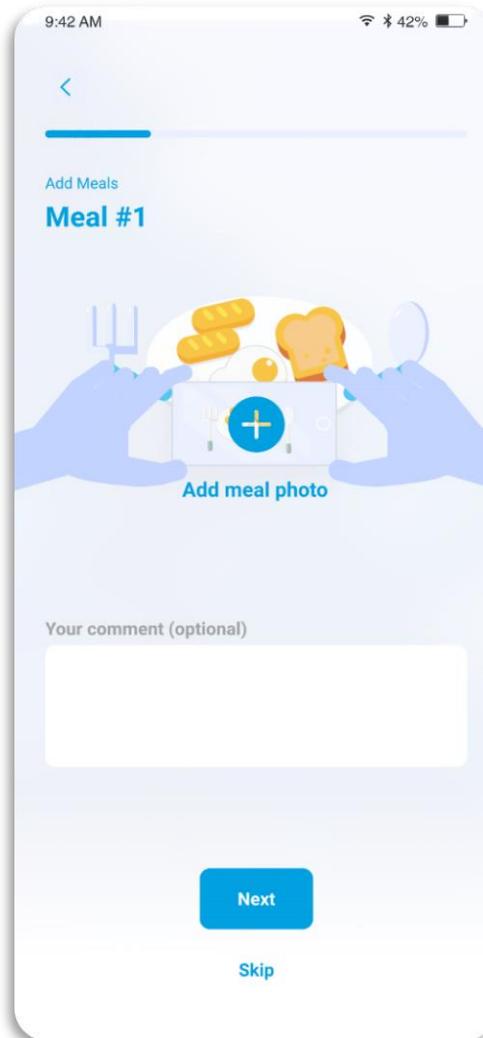
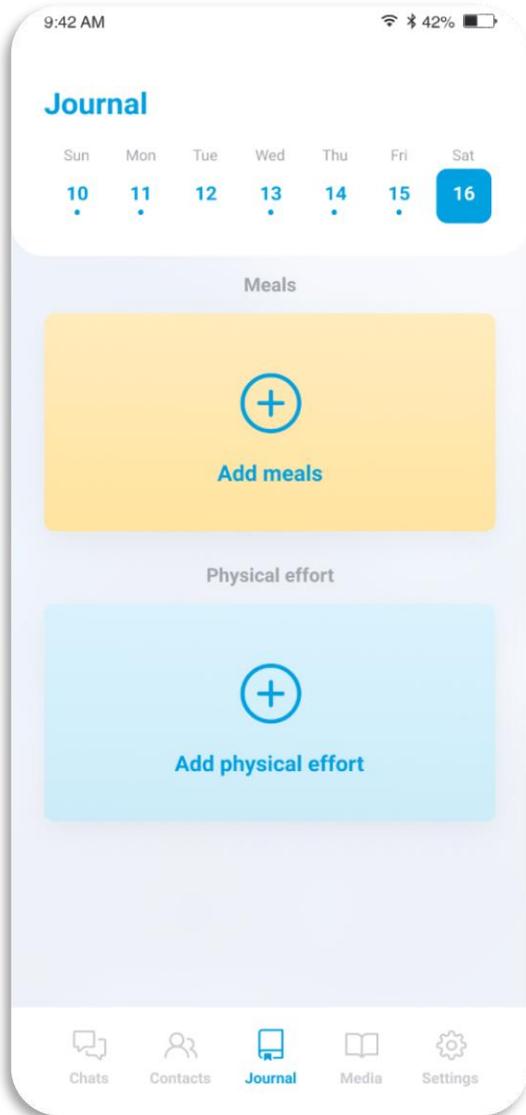
Clean and Bright  
Look and Feel



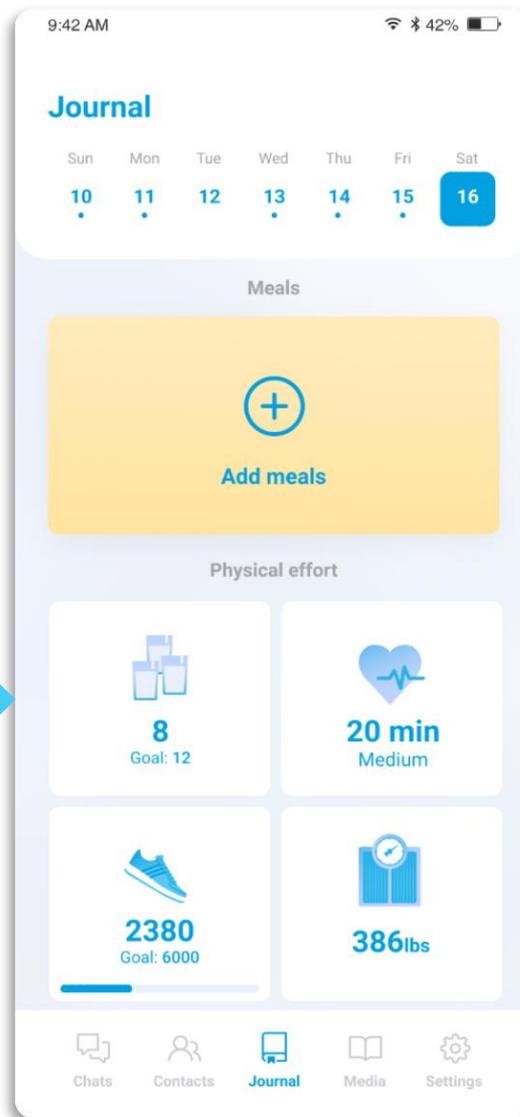
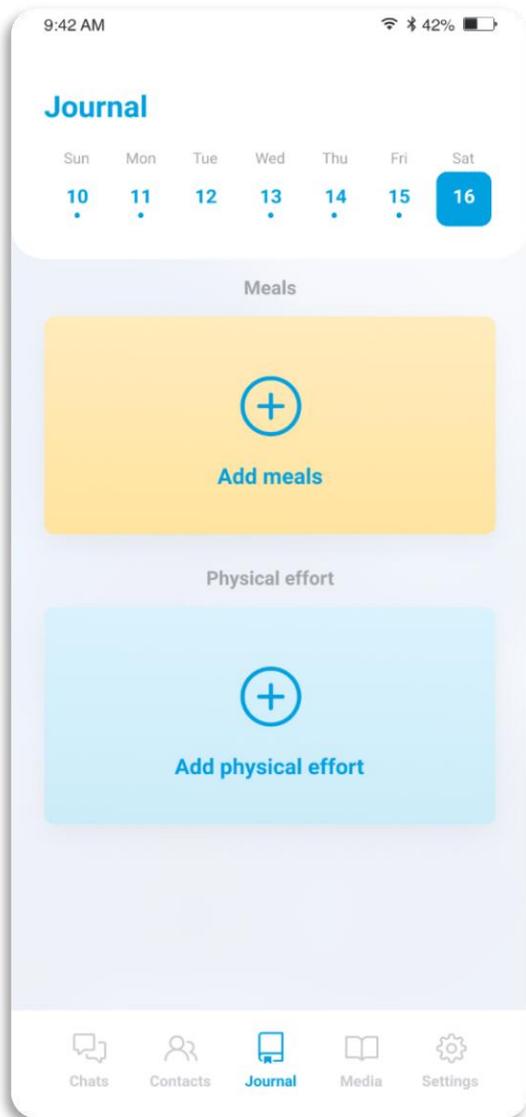
Includes a rich emoji library

Acknowledgement tool and  
quick response resource

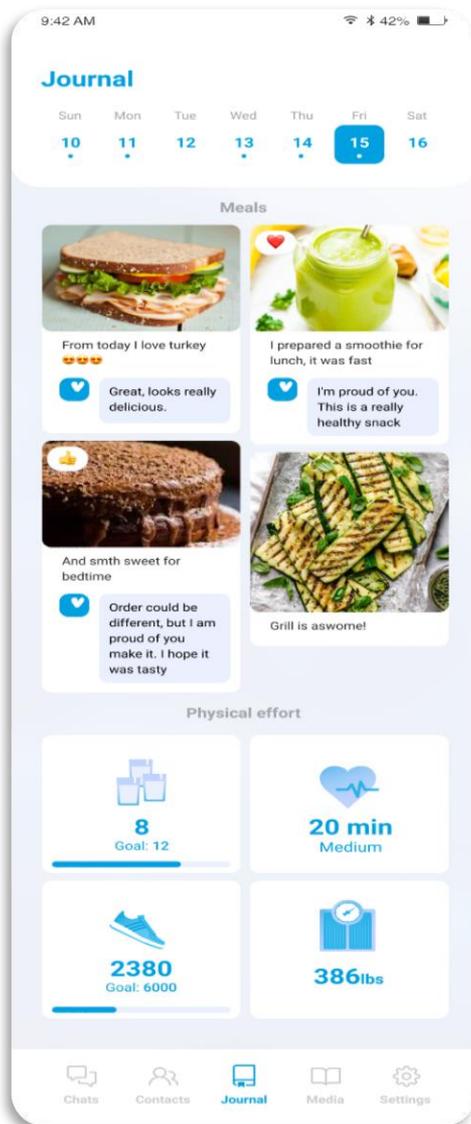
# Journaling Capabilities...



# Journaling Capabilities...



# Daily Journal Compiled



- Journal Gets Compiled into a Summary
- Super easy/fast personalized responses
- Participants can save their favorites
- Served with unconditional love...

# Engagements Set...Going Live Next Month

## **Food 2.5**

- Our weight loss with abundance solution. Users get 2x the flavor and half the calories. 225 paying subscribers with 95% retention

## **Leading Bariatric University Hospital**

- Piloting best in class bariatric program

## **Two Leading General Surgeons**

- One developed leading procedures used for hernia. 12,000 surgeon followers to approach. Other is on the Board of Sharp

## **Top Cosmetic Surgery Centre and Med Spa in the US**

- With 1,000 practices they plan to open up

# We Create Value for Practices

## **Ways we create value...**

1. Increase number of patients converting
2. Apply business discipline where needed and wanted
3. Build practice reputation
4. MIPS excellence for referral management and weight loss
5. Help practices win bonuses based on patient satisfaction

# How We Make Money

## Revenue Model

- \$500/month. First Doctor
- \$300/month. Second Doctor
- \$200/month. Each Additional Doctor

**Est. Revenue per  
Practice: \$20,000**

**Channel Approach:** Sell through to market leaders with broad reach.

- Largely automated onboarding

**Community Building and Support:** Coming soon to support weight loss

	2021	2022	2023
Number of Practices	20	250	1,000
Rev. per Practice	\$20,000	\$20,000	\$20,000
Total Revenue	\$400,000	\$2,000,000	\$20,000,000
Margin	--	20%	40%

Year starting July 1, 2021



**Believe  
Health**

# Thank You!

 <https://believehealth.com>

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