



KEYS TO LONGEVITY

Outrunning Cancer in Your Lifetime

NOVEMBER 14, 2023

The best of what's possible in medicine

Meet our speakers



Matt Murphy
Director
Business Development
FAMILY OFFICE EXCHANGE



Natalya Gertsik, PhD
Vice President
ClearCancer Solutions
PRIVATE HEALTH MANAGEMENT



Tommy Axford, FSA, MAAA
Senior Vice President,
Strategic Partnerships
PRIVATE HEALTH MANAGEMENT

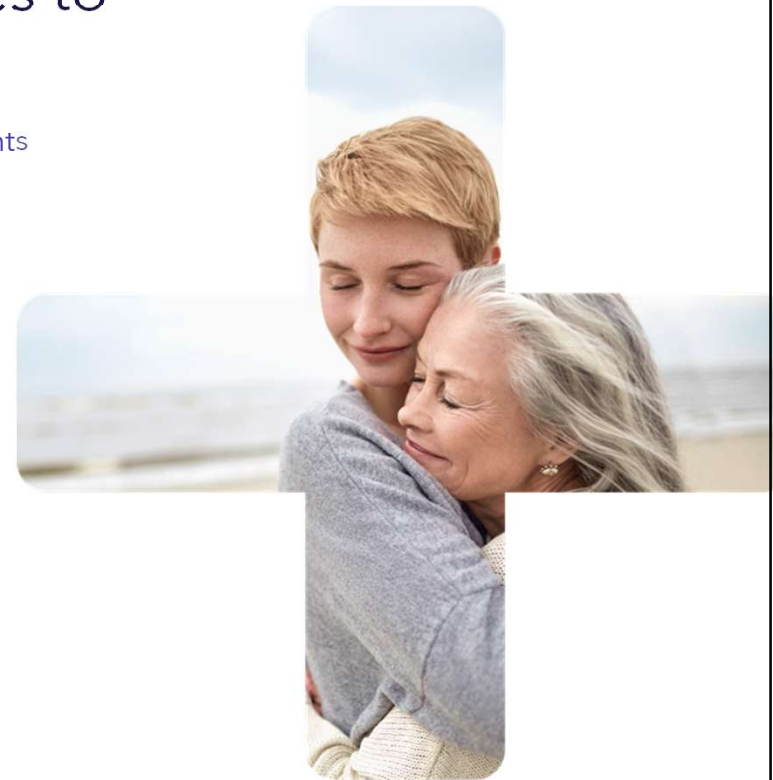


PHM believes everyone deserves to

- + Benefit from the latest science-backed insights
- + Have access to the best diagnostics, specialists, and treatments
- + Receive independent guidance to make informed health decisions with confidence

Our DNA

CLINICAL DEPTH
RESEARCH DRIVEN
ACCESS TO TOP EXPERTS
INDEPENDENT GUIDANCE
COMPASSIONATE CARE



FAMILY OFFICE EXCHANGE

PHM goes beyond traditional concierge medicine

to deeply understand our clients' health priorities and exceed their expectations for support



PRIORITIES

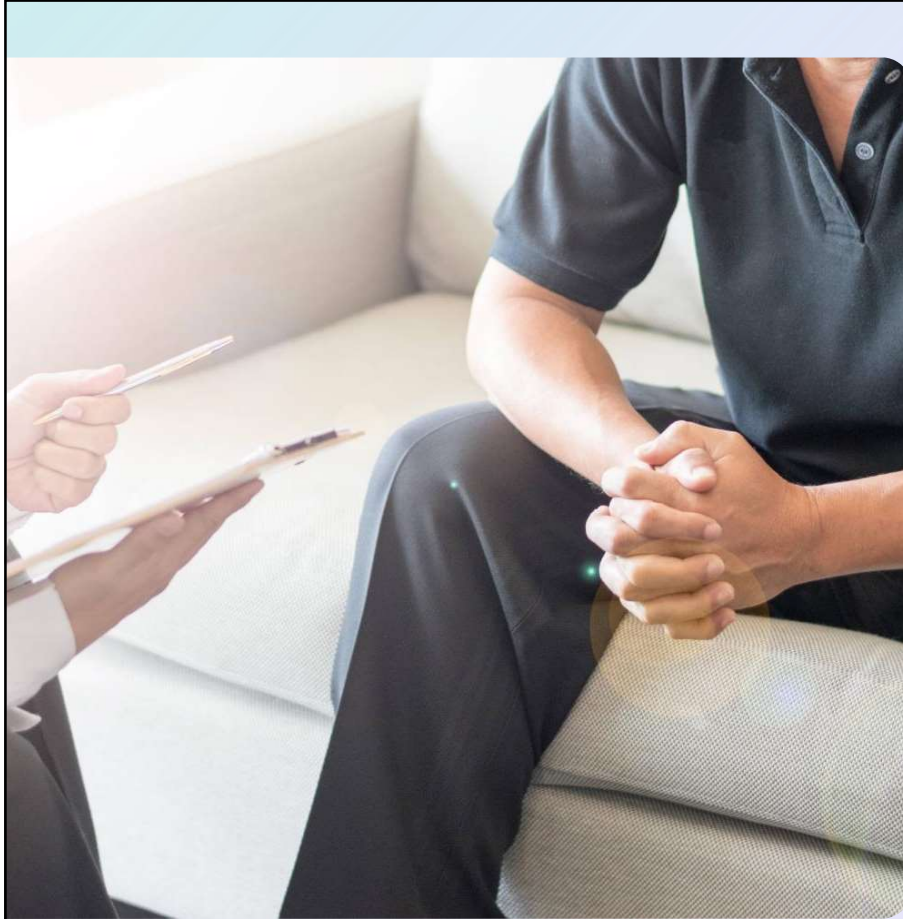
- + Optimizing your health
- + Enhancing your longevity
- + Considering the latest screening technologies
- + Evaluating alternative medicine options
- + Ensuring global health protection



EXPECTATIONS

- + Gaining priority access to top specialists
- + 24/7 access to clinical support
- + Dedicated team who knows you personally
- + Personalized research
- + High touch vs. technology driven connection
- + Proactive support
- + Leaving "no stone unturned"





Stage 4B prostate cancer

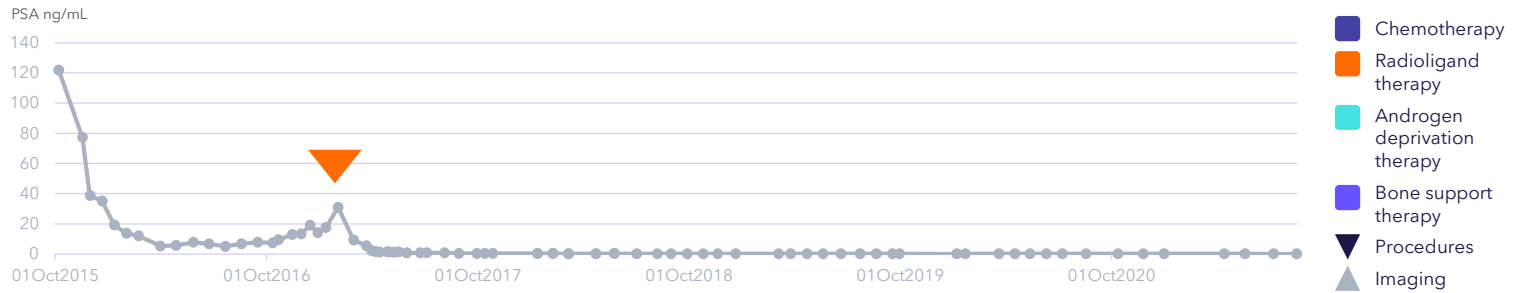
30% chance of

5-year survival

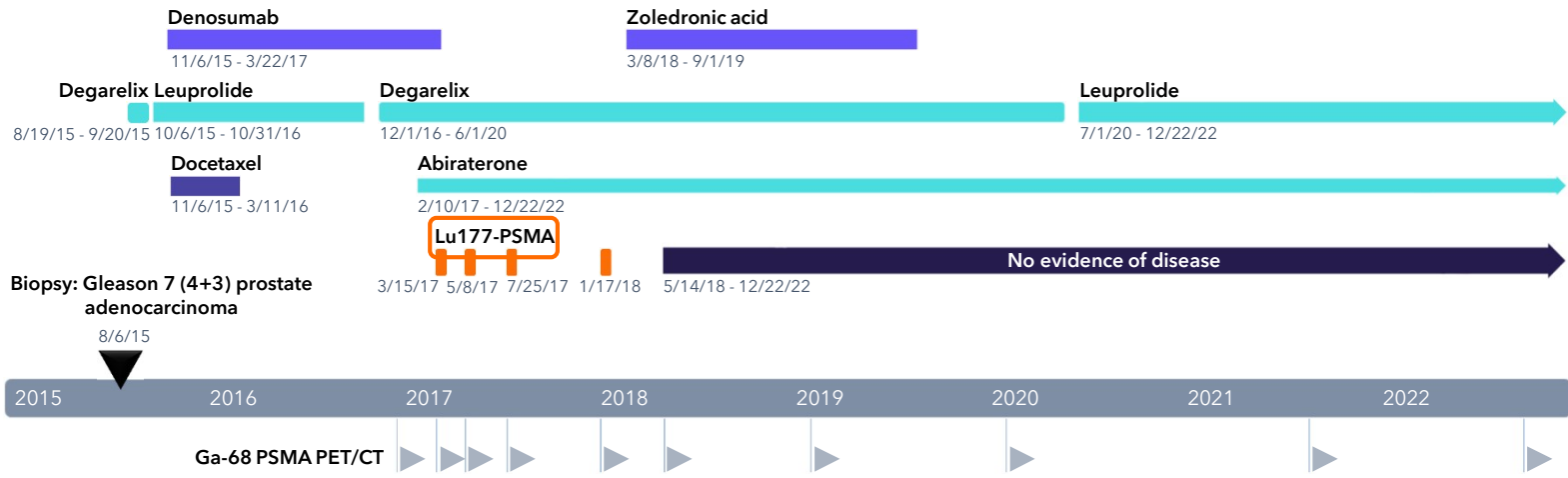
What's possible...



Ben's clinical timeline



- Chemotherapy
- Radioligand therapy
- Androgen deprivation therapy
- Bone support therapy
- ▼ Procedures
- ▲ Imaging





March 14, 2017



July 24, 2017



May 15, 2018



February 11, 2019

Ben is still
alive
8 years
later

[Case Report](#): Long-term complete response to PSMA-targeted radioligand therapy and abiraterone in a metastatic prostate cancer patient, *Frontiers in Oncology*, 28 April 2023



Why is Cancer the Most Feared Disease?

Cancer is the **2nd** most common cause of death in the US.

1 in 2 men 1 in 3 women



will develop cancer during their lifetime



Cancer survivors are **2.5x** more likely to **declare bankruptcy**

Distant cancers have a



of 5-year survival

2023

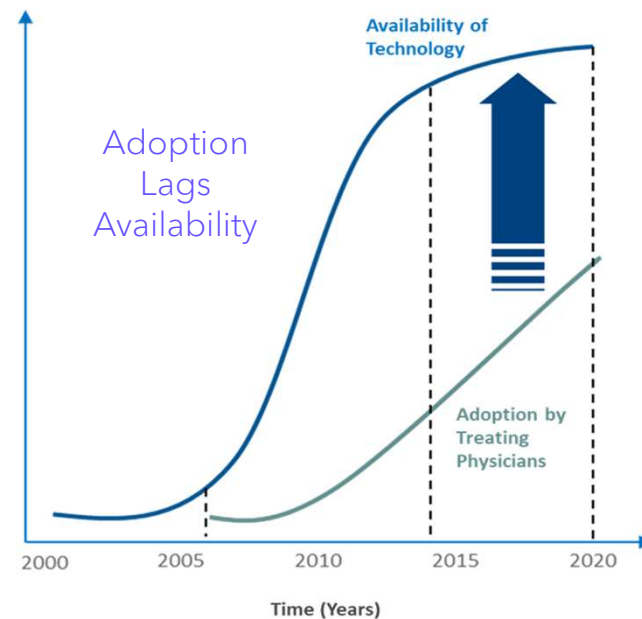
2 million new cancer cases
600,000 cancer deaths

Cancer exacts a **heavy** emotional toll

Cancer can happen to **anyone**, no matter how healthy they appear

The future of medicine is here, but it is neither widely adopted nor equitably distributed

- ▲ Advances in biomedical research are revolutionizing care
- ▼ Finding and accessing the **BEST CARE** is more challenging than ever



Source: National Human Genome Research Institute

Example: Next Generation Sequencing

Closing the clinical quality chasm in cancer

by bringing the full power of precision medicine to the fight against cancer

CURRENT STATE

- Limited diagnostic testing
- Standard of care treatment
- Poorly informed patient
- Sub-optimal outcomes

How PHM
bridges the
gap

WHAT'S POSSIBLE

- + Precise diagnosis
- + Personalized treatment options
- + Clinical trial consideration
- + Fully informed & educated patient
- + Optimized care & superior outcomes

Patient
Education
& Support

Molecular Profiling,
Imaging & Pathology
Recommendations

Targeted Therapy
& Clinical Trial
Recommendations

Timing of All
Suggested
Recommendations

What's your experience?



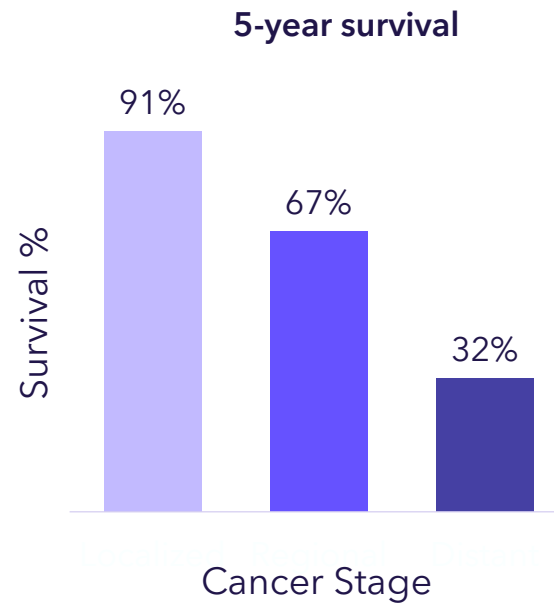
What's your experience with cancer?

Screening and Early Detection



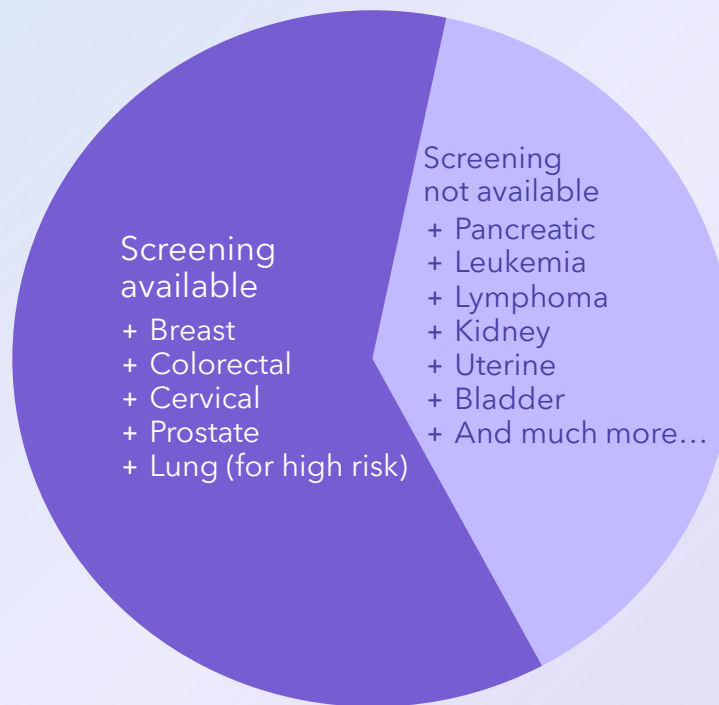
Why early detection matters

Late-stage cancers have a much worse prognosis



Traditional screenings and novel early detection technologies are complementary

Traditional screening available across **60% of cancer cases**



The other **40% of cancer cases** may be partially addressed by new and emerging technologies

- + Multi-cancer early detection tests (GRAIL)
- + Single cancer early detection tests (Guardant)

Traditional screening is complex despite being standard-of-care for many years

Colorectal Screening Options

TEST TYPE	TEST NAME	RECOMMENDED CADENCE
Stool tests (Non-invasive)	Fecal immunochemical testing "FIT"	Annually
	Guaiac fecal occult blood test "gFOBT"	Annually
	Multi-target stool DNA-FIT (Cologuard)	Every 1-3 years
Imaging tests (Invasive)	Colonoscopy	Every 10 years
	CT colonography	Every 5 years
	Flexible sigmoidoscopy	Sigmoidoscopy every 10 years + annual FIT

Guidelines for traditional screening continue to evolve



2023

- + Lung cancer screening is recommended to start at age 50 for individuals with a significant smoking history - the **minimum requirement for “years since quitting”** has been eliminated



2023

- + Breast cancer screening is recommended to start at **age 40, down from age 50**



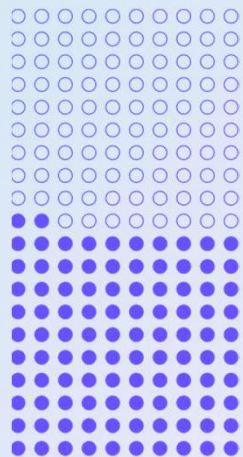
2021

- + Colorectal cancer screening is recommended to start at **age 45, down from age 50**



Novel early detection technologies are exciting, but require expertise to navigate

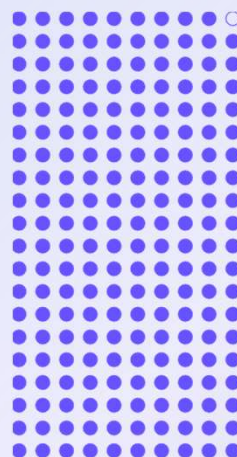
51%



Sensitivity

Sensitivity: The proportion of people with cancer who received "Cancer Signal Detected" results

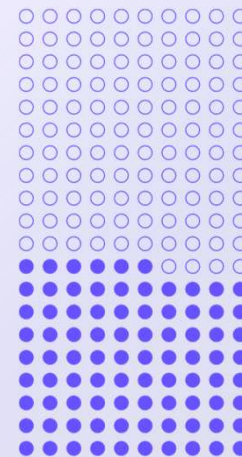
99%



Specificity

Specificity: The proportion of people without cancer who received "No Cancer Signal Detected" results

43%



PPV

Positive predictive value: The proportion of people with "Cancer Signal Detected" results diagnosed with cancer

What's your experience?



What's your experience with traditional screening (e.g. mammograms, colonoscopies, etc.)?

What's your experience?




What's your experience with novel early detection blood tests for cancer?

The Paradigm Shift in Cancer Care and Latest Developments

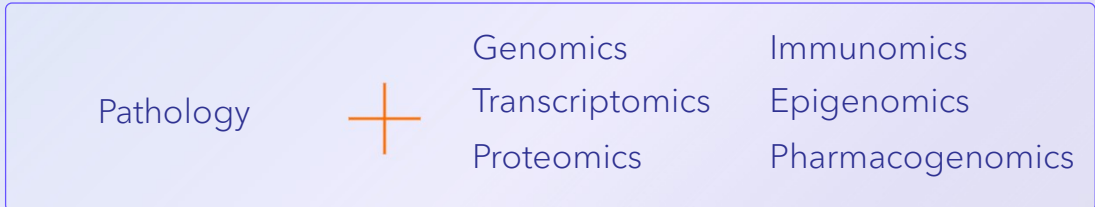


The emergence and importance of precision oncology

1998  2023

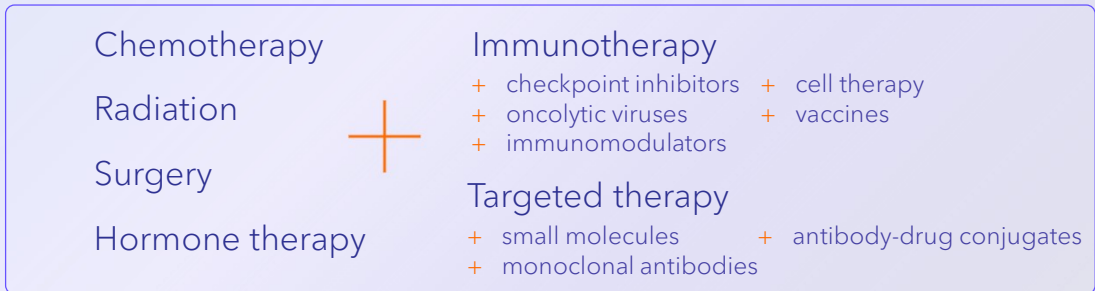
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Diagnostics: Technological advances enable characterization of cancers at the molecular level



2

Treatments: Paradigm shift from treating based on organ of origin to treating based on molecular disease drivers



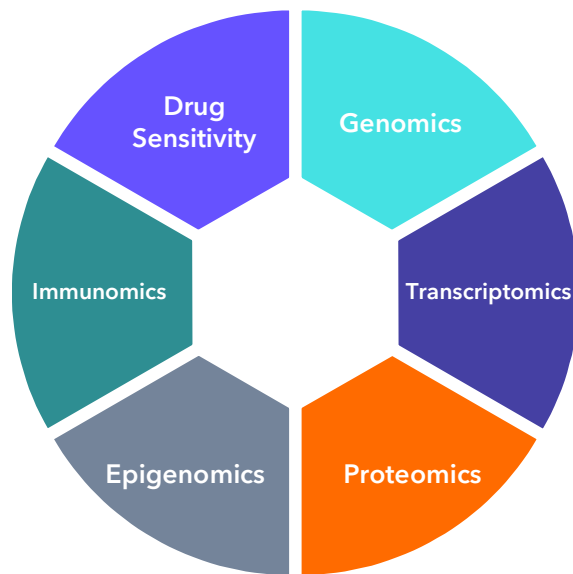
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Outcomes: Improvements in clinical outcomes are profound but unevenly distributed across patient populations



Molecular diagnostic tests enable personalized medicine

80% of active cancer patients received no molecular diagnostic tests*

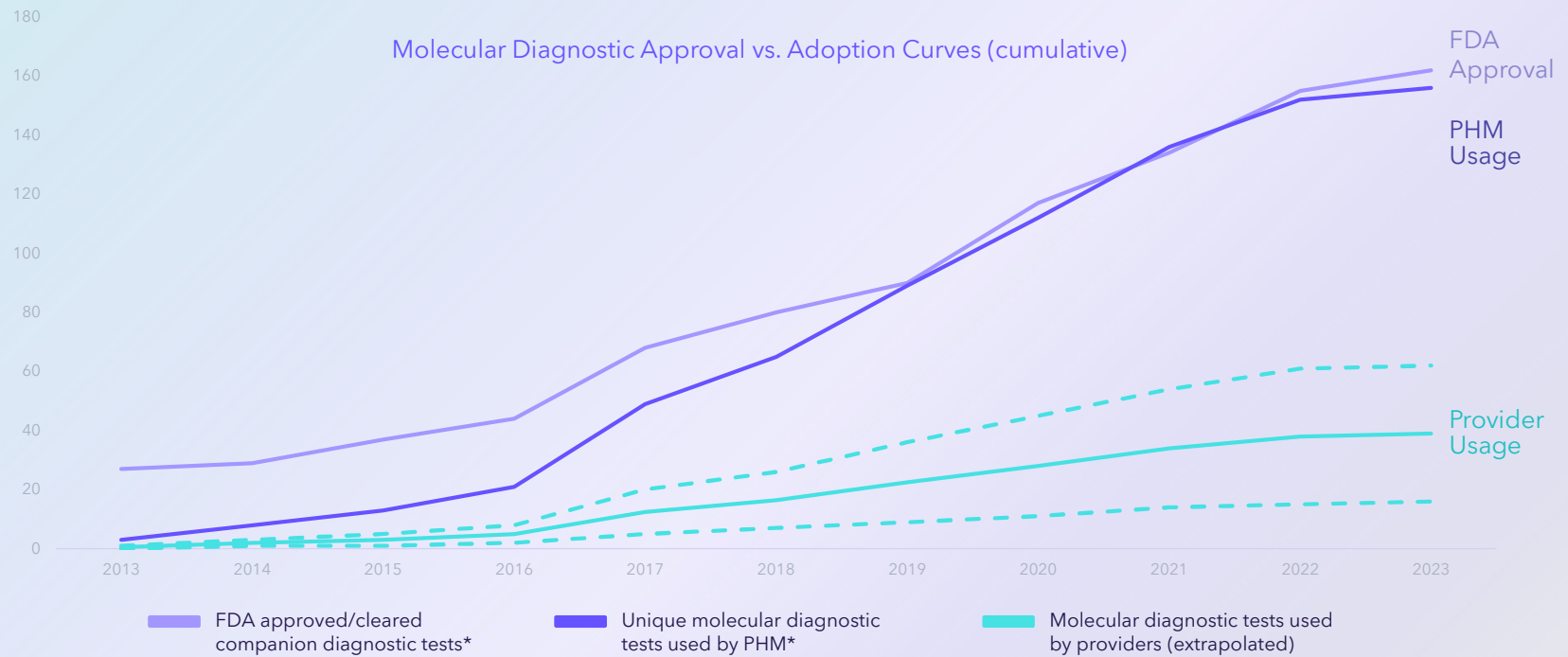


Many Barriers

- + Limited / unpredictable insurance reimbursement
- + Lack of providers knowledgeable on test types and results interpretation
- + Insufficient tumor tissue for analyses

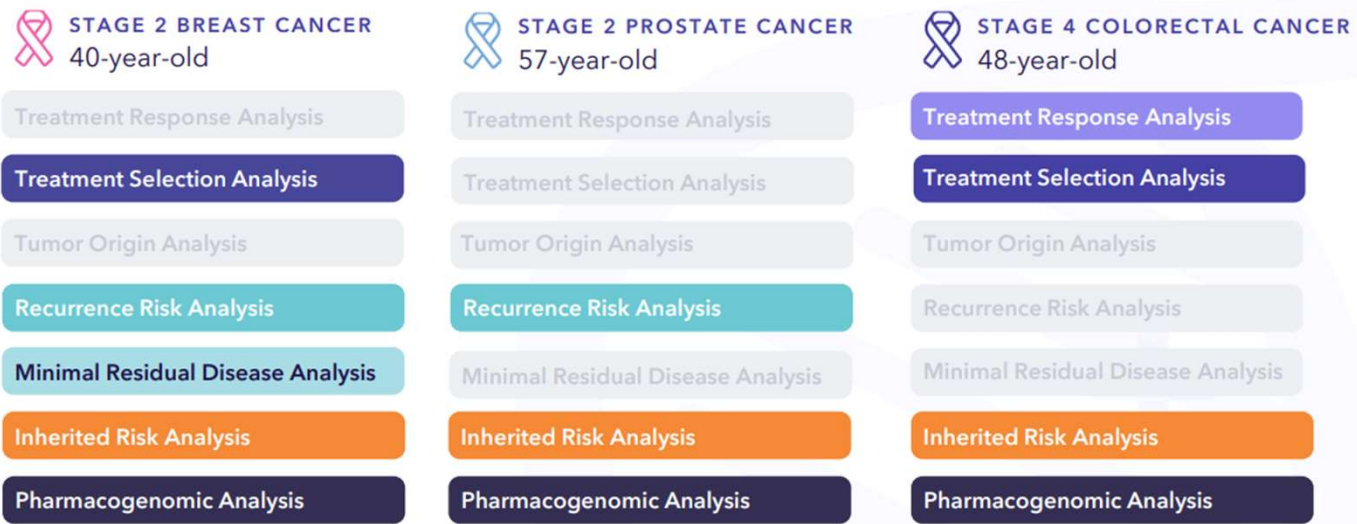
PHM was an early adopter of molecular profiling

which is the foundation of our precision medicine approach to cancer care management



* Illustrative visual in which the slope of the lines represents the rate of availability / adoption of molecular diagnostics. Molecular diagnostic tests used by PHM are not limited to companion diagnostics, and the absolute numbers of "PHM usage" or "Provider usage" data are not intended to be directly compared to the FDA approval curve.

A portfolio approach to molecular diagnostics based on cancer type and stage of cancer



Average number of unique molecular profiling tests received per patient

6

What to Do When Faced with a Cancer Diagnosis

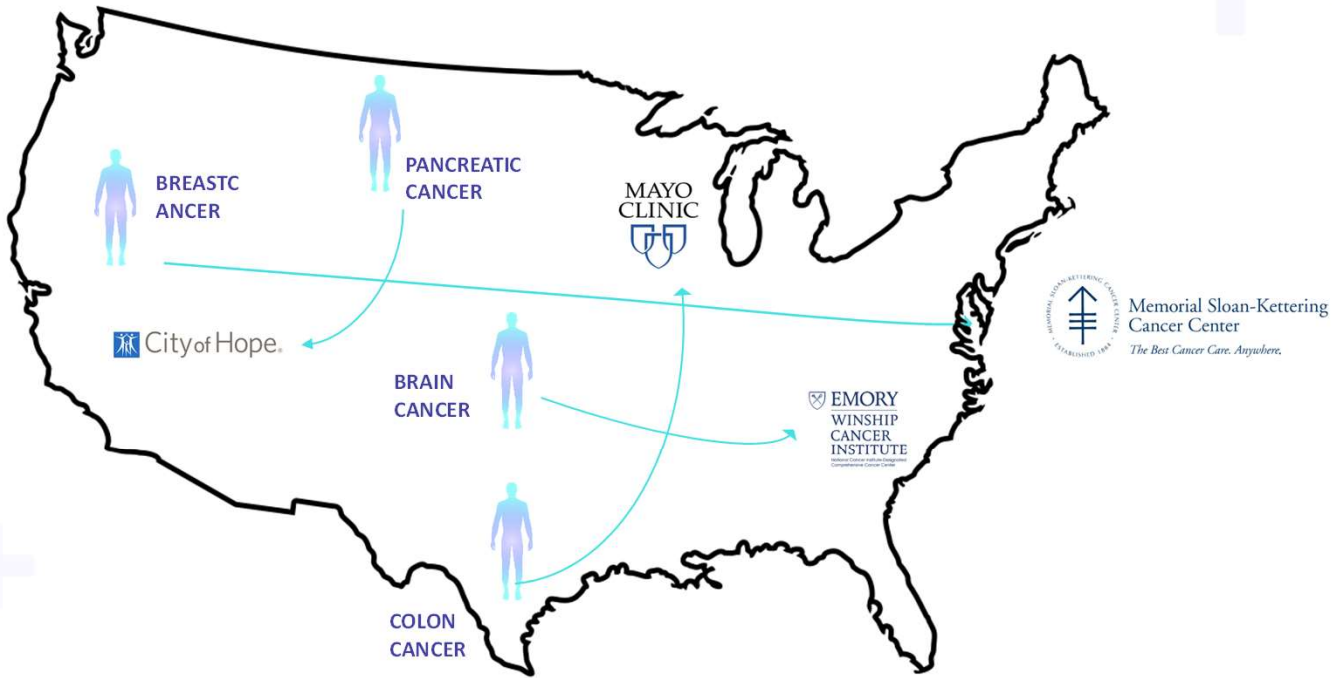


Traditional approaches to access do not guarantee optimal outcomes

	Typical Approach	Advantages	Disadvantages
INSTITUTIONAL ALLEGIANCE	<ul style="list-style-type: none">+ Bias toward brand name+ Donations to local institutions	<ul style="list-style-type: none">+ Access at time of need+ Localized care is convenient+ Relationships create trust and comfort	<ul style="list-style-type: none">+ Limited to one facility+ May not provide best care for specific issues/conditions+ May not be able to control "access" within the institution
CONCIERGE DOCTOR	<ul style="list-style-type: none">+ Pay for direct access to a PCP/Specialist+ Typically, a local provider	<ul style="list-style-type: none">+ Unfettered access to a trusted provider+ Comfortable and reassuring	<ul style="list-style-type: none">+ Does not have research capabilities+ Support basic care needs but not able to support specific issues/conditions+ Requires referrals and expert opinions
INDIVIDUAL RESEARCH	<ul style="list-style-type: none">+ Personal research through literature, google searches, etc. to find innovative or cutting-edge treatment options	<ul style="list-style-type: none">+ Provides feeling of control+ Allows individual to feel like they are taking "action"	<ul style="list-style-type: none">+ Personal research is not always rooted in science and data+ Can lead to wasted time, money and resources

Classic COE challenge

Getting patients to the right institution



Considerations for therapeutic treatments

Cost

Utilization

Line of
Therapy

Cancer Type
Indications

Number of
Phase III/IV
Clinical Trials

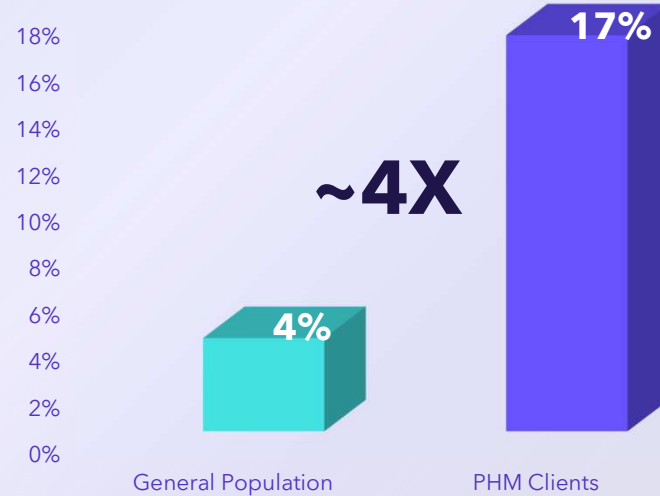
DE&I Impact

Clinical trial access for patients with cancer is low

Advantages of Interventional Clinical Trials

- + Access to potentially **lifesaving therapies**
- + Opportunity to benefit from the **latest scientific advancements now**
- + Ability to receive a **treatment already approved for other indications**
- + Receive consistent and frequent **disease monitoring**
- + Potential to receive **cutting-edge molecular diagnostics**
- + **Low or no costs** to patients and payers

Percent of Adults with Cancer Enrolled in Interventional Clinical Trials



~25,000 interventional cancer clinical trials are currently active, yet only 4% adults with cancer will participate

If you get diagnosed with cancer

- ✓ Ensure your **treatment plan** is informed by **molecular profiling** and **tumor tissue** has been sequenced
- ✓ **Advocate** for an array of **testing/imaging** - including molecular diagnostics - to be used to monitor for disease recurrence
- ✓ Request **repeat tumor tissue testing on new / metastatic sites** if you've had a recurrence
- ✓ Know that **other treatments are often available**, even if your doctor is not familiar with them or doesn't offer them to you
- ✓ Determine whether **clinical trials** may be right for you, particularly if you have a late-stage cancer
- ✓ Don't feel defeated if an **oncology claim is denied** - most denials can be overturned in the appeals process
- ✓ **Engage a clinically sophisticated advocate** to support you throughout your cancer journey



Private Health is in the business of solving complex health problems.

For additional information, please contact:

Tommy Axford

Phone: 615.482.6704

taxford@privatehealth.com

A proven 4-step approach to all complex health problems

Clinically sophisticated care management

Closing the clinical quality chasm by addressing disparities in care quality, cost and outcomes

About PHM

PHM is a clinically sophisticated healthcare navigator specializing in assisting clients to obtain the best care and outcomes when facing serious and complex conditions. Individuals and families who make their health a priority rely on PHM to achieve the best of what's possible in medicine.

To learn more about PHM's comprehensive suite of services, visit [PrivateHealth.com](https://www.PrivateHealth.com)