



medical brain[®]

healthPrecision Inc.

Executive Summary | Spring 2023



Who We Are

We Believe:

Everyone deserves access to personalized, on-demand healthcare

Providers should be able to focus on their patients and delivering the best care, and not be burdened by administrative tasks

The Medical Brain is an AI-driven platform that engages with patients and providers to address care gaps and identify emerging health risks to deliver 24/7 patient care, as well as addresses provider burnout and staffing challenges to create clinical efficiencies and revenue opportunities

Our technology solutions enable providers to deliver personalized and precise care at scale and mitigate care delivery challenges affecting the healthcare system



Our Company



Founded in 2017, Medical Brain has been live with patients since 2019

Flagship Product

The Medical Brain® AI/ML platform serves providers and their patients via a SaaS-based model, which targets multiple end-markets

- Jan-2019: Acute care setting
- Jul-2020: Ambulatory setting
- Jul-2022: Accountable care organization
- Jan-2023: Nurse AI established

Selected Clients



ATLANTIC ACCOUNTABLE CARE ORGANIZATION



We are tackling four major challenges that face the U.S. healthcare system

- 1 Patients lack timely access to high-quality, personalized healthcare
- 2 Providers are struggling to shift to a value-based care model
- 3 U.S. lags behind the industrialized world in health outcomes
- 4 Providers face increasing rates of provider burnout and healthcare shortages

Medical Brain for Providers & Patients



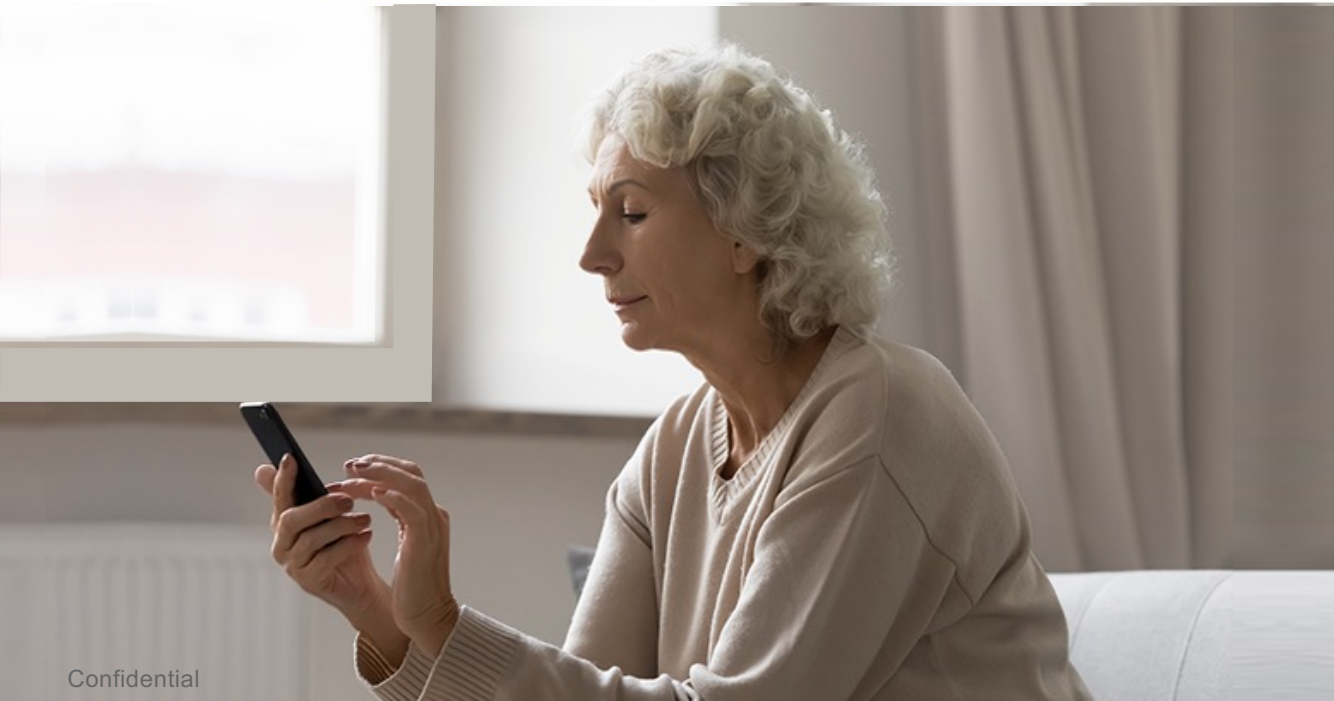
Proprietary, advanced AI and virtual care platform with eight engines that continuously analyze the clinical trajectory of the patient

Conversational AI with a seamless, emotionally sensitive communication engine via a smart phone app for patients and providers

Advanced language / text understanding – reads and understands clinicians' notes and patients' narrative communication / free text

Deep medical knowledge and robust clinical decision support platform with extensive knowledge base, including 4,000+ best practice protocols

Workflow tailored to the needs of each organization



1 Patients lack timely access to high-quality, personalized healthcare

- Many patients require 24/7 close attention to identify and address correctable clinical problems
- Providing 24/7 care requires significant clinical resources – beyond what most providers can offer alone, and far beyond what healthcare can pay for
- Multiple patient follow-up communication threads – often without organization and prioritization – overwhelm providers and frustrate patients

The Opportunity

The Medical Brain platform accurately identifies a patient's clinical status and detects concerning deteriorations – organizes, alerts, and prioritizes for providers. Patients enrolled in remote patient monitoring (RPM) programs are guided by the platform to maintain a stable baseline and improve their status. The Medical Brain also alerts healthcare providers only when a medical intervention is needed.

2 Shift to a Value-Based Care Model

- U.S. healthcare industry is transitioning towards value-based care (VBC) models that incentivize providers to deliver high-quality care and achieve improved patient outcomes. This shift, however, necessitates the adoption of novel performance metrics and performance-based incentive payment structures
- By 2030, the Centers for Medicare and Medicaid Services (CMS) aim to transition 100% of Medicare patients to VBC – though currently, a mere 18% of providers feel fully equipped to excel in this new landscape

The Problem

- The shift from fee-for-service (FFS) to fee-for-quality requires a **several fold increase** in provider's attention to each patient's clinical status, to assure a patient is not deteriorating
- Providers do not have the required clinical resources to do this, and do not have financial flexibility to pay for it.

The Opportunity

- National health expenditures are \$4.3T, with ~1/3 of spend tied to VBC arrangements
- The global VBC market is projected to experience substantial growth, from ~\$3B in 2023 to \$20B+ by 2033, reflecting a robust CAGR of 20%+

| Our Value Proposition

Our Value-Based Care (VBC) Solution



Offloading 90%+ of providers' tasks associated with patient follow-up to a high-precision, AI-driven agent – the Medical Brain

Our Value-Based Care Business Model



We partner with healthcare organizations to provide VBC management services to eligible patients, which are performance-based and designed to improve patient outcomes, reduce healthcare costs, and maximize shared savings



We charge a per member per month (PMPM) fee for our services, and providers share with us a portion of their upside from their improved VBC performance.

Our business model aligns our incentives with those of our partners – we succeed when they succeed

VBC Success with Real-Time Care Coordination

Meet Terri, age 70, with hypertension and diabetes

Her blood pressure (BP) spikes and she's unsure what to do...



1 Terri takes a BP reading and her RPM device streams it to the Medial Brain

She speaks into the Medical Brain, confirming her BP

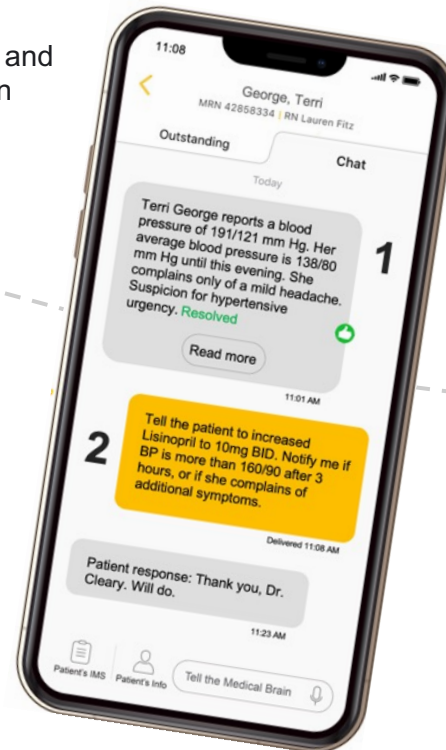
The Medical Brain asks follow-up questions to capture the complete patient picture for this situation in the context of her history and treatment plan

Her BP is in the high-risk threshold and her physician is notified



2 The clinician receives and addresses the concern

Dr. Cleary quickly views the notification and instructs the Medial Brain to tell Terri to increase her Lisinopril dosage and report her BP in 3 hours



3 Terri follows the doctor's advice

Terri confirms the medication change

The Medical Brain follows-up in 3 hours and notifies Dr. Cleary if (and only if) there is a need

Interaction automatically updated to EHR and sent to care manager

4

The Medical Brain notifies the office of care management to schedule follow-up appointments and studies

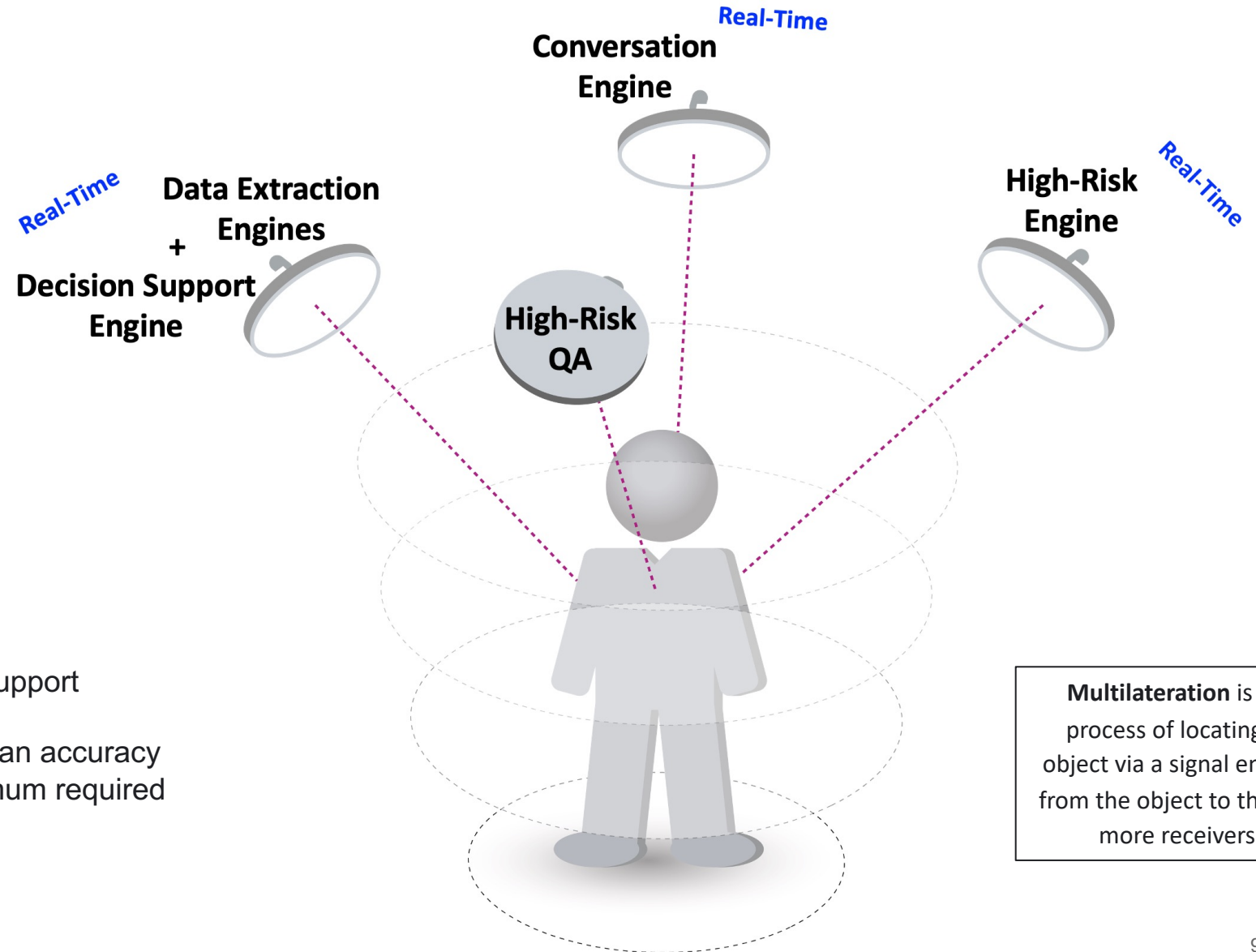


Medical Brain — The Only Multilateration System in the Market

Medical Brain uses a **multilateration** design to achieve high-precision communication between the provider and patient

Multilateration approach makes the Medical Brain the **ONLY** system in the market that reaches 95%+ accuracy – the threshold required for achieving provider and patient compliance and avoid alert fatigue and omission errors

Any conversational AI or clinical decision support system that uses only a unidimensional or bidimensional view of the patient would hit an accuracy ceiling, which is much lower than the minimum required



Multilateration is the process of locating an object via a signal emitted from the object to three or more receivers.

3 Preventable Adverse Events

- There are millions of patient safety events every year in the United States
- By using a combination of AI and machine learning (ML) with real-time monitoring and automated care, the Medical Brain detects and addresses potential issues before they become serious problems, giving patients and their providers more control over their care

Use Case

- Approximately 3.7M births occur in the United States each year, with a significant number involving potential risks and complications
- There were 90,000 obstetrical patient safety events per year in the U.S. during 2015-2017
- In 2018, a new mother in the U.S. was 2x as likely to die in childbirth than in France, and 10x as likely to die when compared to New Zealand
- The Medical Brain has already delivered a 90.7% reduction in high-cost adverse obstetrics events, making it an attractive option for health systems seeking to reduce costs and improve outcomes

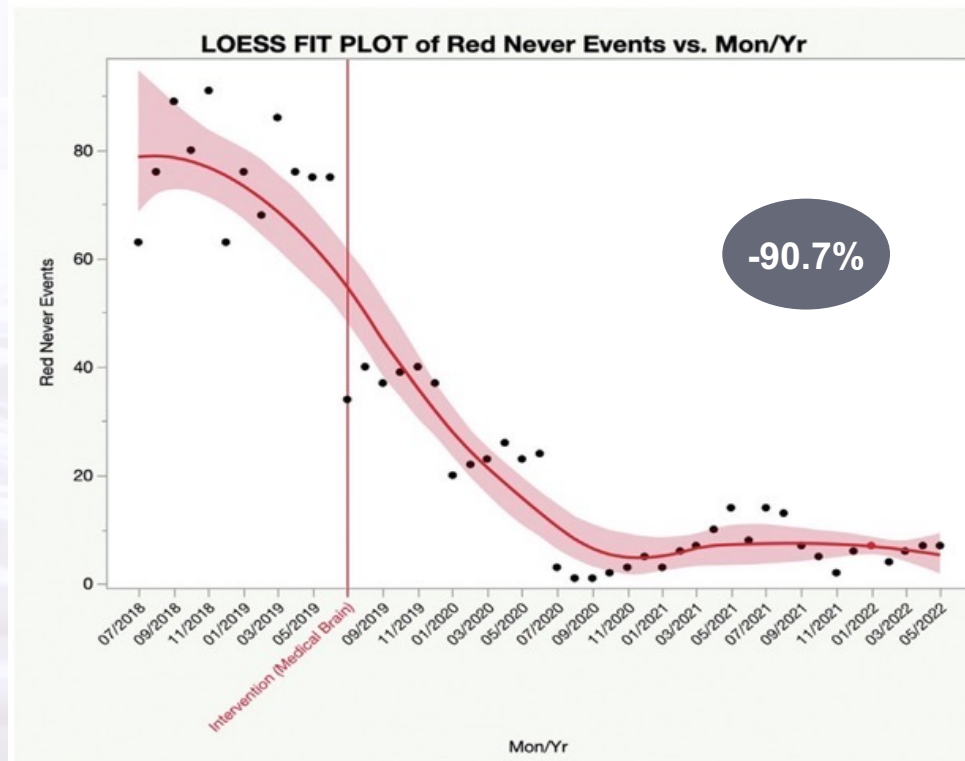
Case Study: Obstetrics Using Medical Brain

American Journal Obstetrics and Gynecology, January 2023
Report of presentation to the Society of Maternal Fetal Medicine

An Artificial-Intelligence-based clinical decision support application reduces the rate of adverse clinical events

Dr. Itamar Futterman, Dr. Erum Azhar, Dr. Shoshana Haberman
Maimonides Medical Center, Brooklyn, NY

Figure 2: LOESS Fit Plot of Red Never Events vs. Month/Year



Findings:

The Medical Brain reduced adverse events by 90.7%, from 117.5 to 10.9 per 1,000 live births

A multi-year study (2018-2022) was undertaken to determine if the Medical Brain could reduce the incidence of OB Red Never Events in a busy, high-risk service

During the course of the study, the impact of the Medical Brain on 28,000 births revealed:

- 117.5 red never events per 1,000 live births in a pre-intervention 1-year analysis
- Following implementation of the Medical Brain, the incidence of Red Never Events dropped to 10.9 per 1,000 live births
- Example of Never Events examined: Oxytocin used when contraindicated, failure to administer antibiotics for Group B Strep, and failure to administer Magnesium Sulfate for preeclampsia

Case Study: Atlantic ACO

The Medical Brain AI platform is helping Atlantic Health ACOs and provider groups achieve better patient outcomes at lower costs so they can succeed with value-based care

Challenges

- By 2030, all Medicare patients will be enrolled in value-based care (VBC) plans, compelling providers to participate despite lacking essential tools for success
- VBC holds providers financially accountable for patient outcomes and costs, placing the burden on them to keep patients healthy and minimize hospitalizations
- However, current systems make it difficult for providers to identify health risks and intervene proactively for all patients, potentially leading to financial losses

Solution

- Atlantic Health ACOs, including Optimus Health and Atlantic ACO, are using the Medical Brain to manage their chronic care patients
 - Atlantic Health is a 7-hospital system with 2,000+ providers and ambulatory services
- healthPrecision is compensated in three ways:
 - Contracted monthly fee for each VBC user
 - Risk-sharing fees, whereby VBC providers capture bonus payments for top performance and share a portion of that with healthPrecision
 - Remote patient monitoring fees for eligible patents
- The Medical Brain is actively being considered for other opportunities within Atlantic's systems, which build on our "land-and-expand" growth strategy within health systems

1. Data represents 2023 projections.



2023
Year



40K+
Patients⁽¹⁾



540+
Providers

Testimonial

"We've been working with the Medical Brain with our ACO and it's made a real impact in our value-based care programs. Our physicians love it and so do our patients. Because of that, we've expanded the scope of the Medical Brain to include all 400,000 of our attributed lives."

*– Dr. Tom Kloos, President
Atlantic Health System ACO*

**Atlantic
Accountable Care
Organization**

4 Shortages & Burnout

- The U.S. healthcare sector faces a severe nursing shortage of 1.1M registered nurses
- Millions of clinicians are experiencing fatigue from administrative tasks, staff shortages, and burnout, which compromises patient care and raises healthcare costs
- The situation is expected to worsen as 800,000 nurses retire and new entrants fail to meet demand

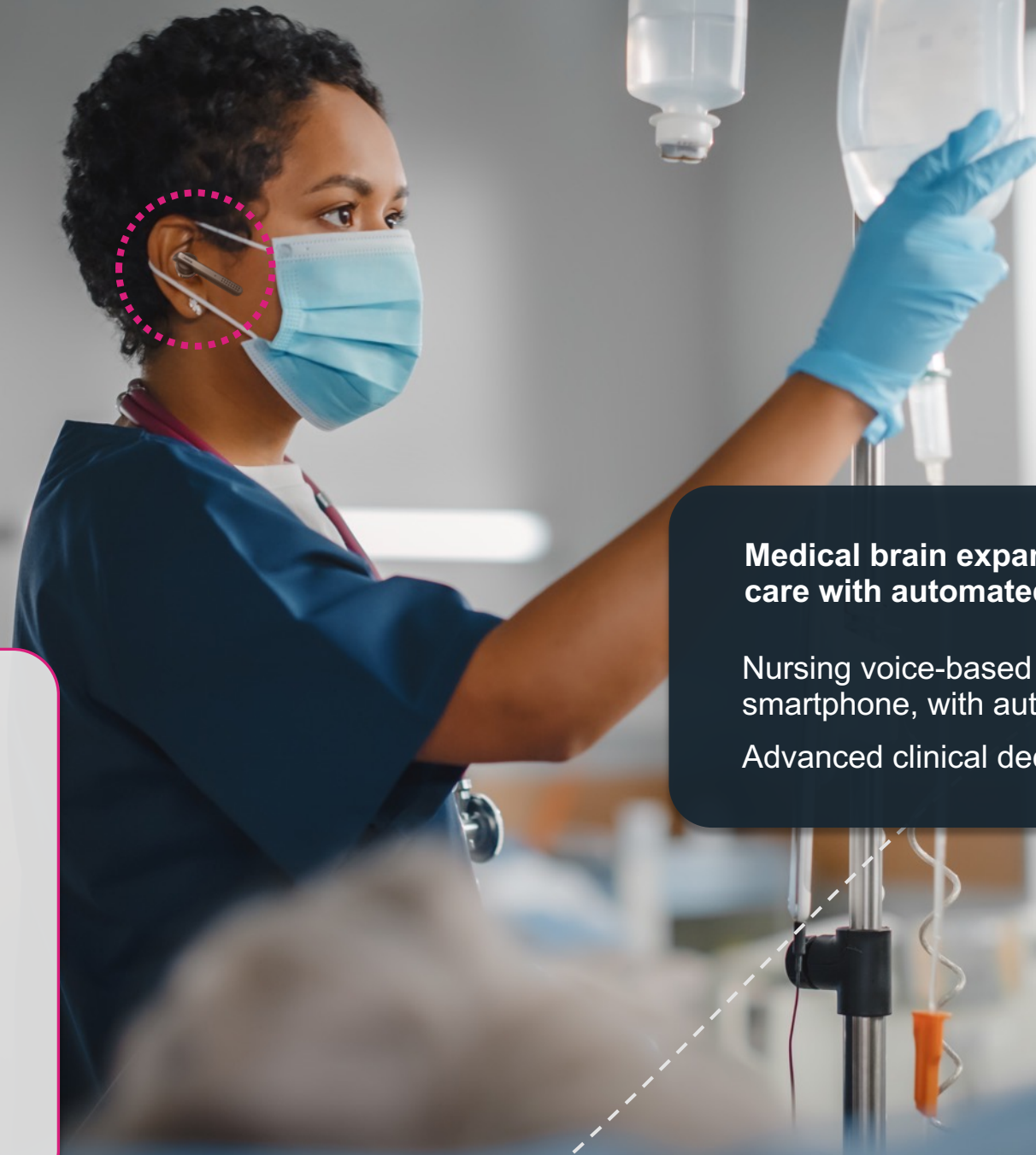
The Opportunity

The Medical Brain supports nurses by:

- Automating documentation and routine tasks, and streamlining workflows
- Enhancing care by providing AI-powered clinical decision support
- Improving patient outcomes and satisfaction of both patients and nurses
- Alleviating workload and stress
- Reducing staff burnout and turnover

By automating documentation and administrative tasks, nurses and clinicians can spend more time providing direct patient care and handle more patients. The Medical Brain may also make a dent in the nursing shortage, reducing costs associated with re-admissions, inefficiencies, and hiring or training new nurses.

Medical Brain for Nurses



NURSE LOG:

“Start reporting: patient reports headache starting 3 hours ago bifrontal constant aching 8 out of 10 intensity, patient AOx4 responds appropriately to commands speech clear but slurred PERRLA appropriate bilateral pupils 3mm facial symmetry no aspiration risk
End reporting”

Medical brain expands nursing capacity for patient care with automated documentation and care

Nursing voice-based documentation system spoken into a smartphone, with auto-fill into the EMR structured fields

Advanced clinical decision support for high accuracy

Our Nursing Documentation & Patient Care Accuracy Business Model



Annual per-seat licensing business model with numerous benefits to both hospitals and healthPrecision



Promotes cost effectiveness and scalability for hospitals, allowing them to access our advanced technology while only paying for the number of users needed

This ensures affordability and enables organizations of all sizes to benefit from the Medical Brain



For healthPrecision, the steady revenue stream generated from the per-seat licensing model enables us to continually invest in research and development

This investment results in ongoing improvements to our platform, which increases customer satisfaction, fosters long-term partnerships, and ultimately strengthens our market position

Case Study: BayCare

The Nurse AI at BayCare automates nursing documentation, and improves accuracy and patient care, while increasing nursing satisfaction

Challenges

- BayCare, like most health systems, is grappling with a crisis-level nursing shortage, leading to reduced services and escalating labor costs
- Nurses are leaving the profession at alarming rates – the top reason is documentation inefficiency in EMRs, which can consume ~40% of their time and diverts them from patient care
- Hospitals are searching for solutions to improve satisfaction and are prioritizing documentation efficiency.

Solution

- BayCare is taking the lead with the Nurse AI Platform, our one-of-a-kind solution that reduces documentation time while improving accuracy and quality of care
- BayCare formed a partnership with healthPrecision to implement the Medical Brain’s automated documentation and clinical decision support system, which will reduce documentation time by ~80% (as demonstrated in a pilot study with 20 RNs in a teaching hospital), while improving their job satisfaction
- The Medical Brain will be tailored to BayCare’s requirements, then rolled out across the 15-hospital system
- The Medical Brain will also be marketed beyond BayCare to a ready market of hospital systems
- healthPrecision will receive a per seat, per month SaaS fee

1. Data represents 2024 projections.



15
Hospitals



10,000
Nurses⁽¹⁾



6,400+
Licenses⁽¹⁾

Testimonials

“We are excited to be at the forefront with healthPrecision to improve the safety and quality of patient care and improve the environment in which nurses practice. Voice technology is the future and its potential to improve patient care, including in hospitals, is extraordinary. BayCare’s commitment to continue to be the best place to receive care, provide care and to work makes pioneering this innovation with healthPrecision a natural fit.”

– Stephanie Conners, CEO, BayCare

“Through our evaluation of the Medical Brain with 20RNs, we witnessed a remarkable reduction in documentation time by around 80%. Participating nurses expressed their enthusiasm about the medical Brain’s ability to solve their problems and the exciting possibilities they envisioned for their future.”

– Large Health System



Large, Unpenetrated TAM — Providers & Health Systems

Value-Based Care



TARGET MARKET

~47.43MM

Americans 65+ Living With Chronic Disease

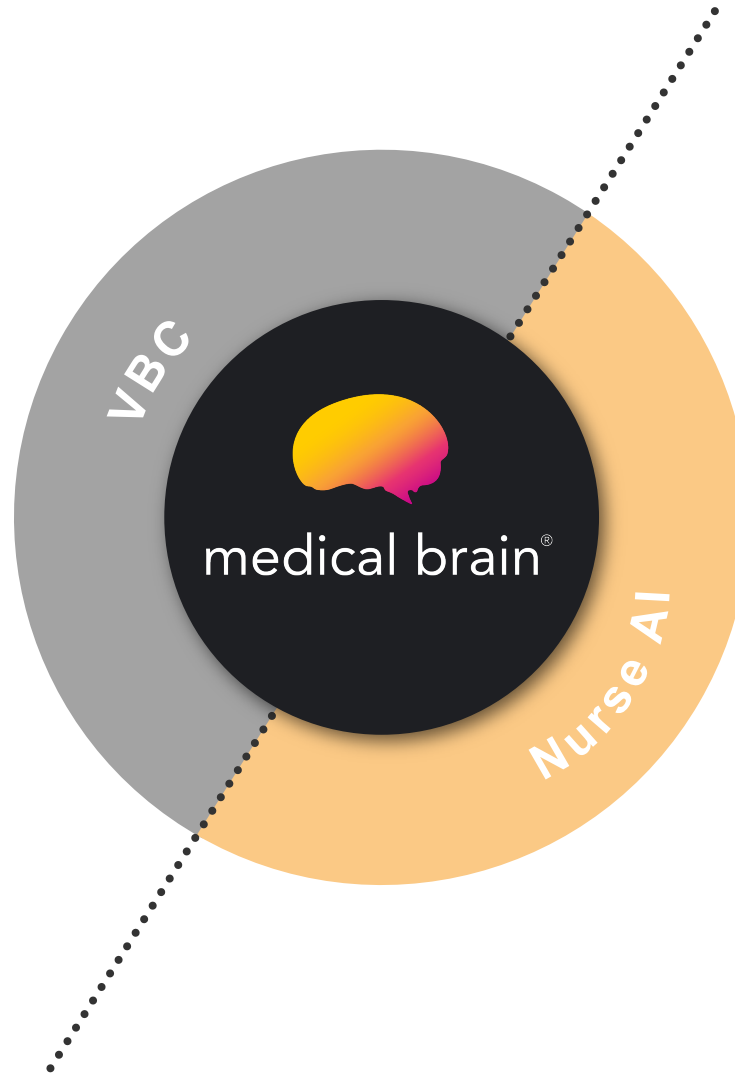
TOTAL ADDRESSABLE MARKET

EST. \$5.69B/YR

Based on Americans living with diagnosed chronic illnesses

MIN. 4% MARKET PENETRATION

EST. \$227.7M/YR



Nurse AI



TARGET MARKET

~1.75M

Nurses employed in acute care hospitals

TOTAL ADDRESSABLE MARKET

EST. \$2.3B/YR

Based on number of RNs employed in acute care hospitals

MIN. 4% MARKET PENETRATION

EST. \$95M/YR

Sources: Industry reports, CMS, American Hospital Association, and National Association of ACOs.

1. Health systems is an organization that consists of either at least one hospital plus at least one group of physicians or more than one group of physicians. Data reflects FY2020 values published in 2022.

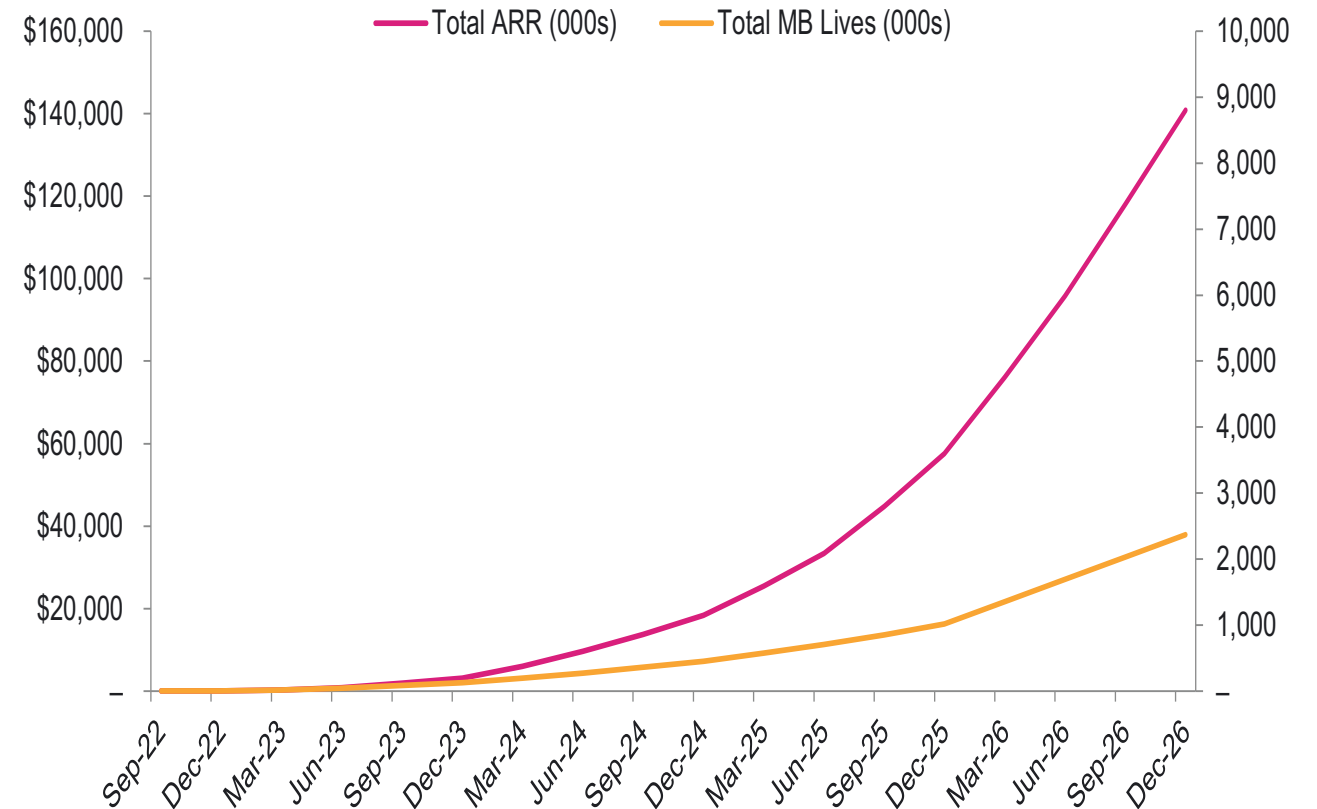
Growth Opportunity

Highly actionable, well-developed pipeline coupled with significant embedded growth within existing clients

2024P ARR of \$24M based on current clients at year-end

Medical Brain growth is primarily driven by:

- Penetration of contracted populations over a projected 3-year maturation period
- Grounded contract penetration rates based on current client performance
- Cross-selling our services to existing clients
- Strong visibility into pipeline with a healthy mix of currently signed contracts across ACOs and health systems
- Nurse AI revenue starting in 2024



The Medical Brain Founders — Proven Builders & Operators



27+ years together building and growing successful healthcare technology companies with two successful exits



EYAL EPHRAT, MD

Chief Executive Officer

Co-founded three AI decision-support companies

Four patents in AI decision support



SONIA BEN-YEHUDA

President

Co-founded two AI decision-support companies



OB decision support

40+ health systems | Successful exit



Multiple specialties

60+ health systems | Successful exit



AI/ML conversational AI

Deep clinical knowledge and decision support



ATLANTIC ACCOUNTABLE CARE ORGANIZATION

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