

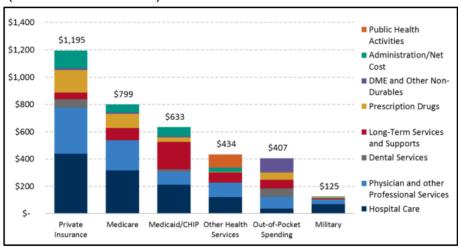
Key Discovery Findings, SWOT Analysis, & Brand Assumptions
Ian Feder
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Key Discovery Findings

- Keywords Healthcare Patient Financial Engagement (PFE) Solution/Provider/Platform B2B solution being offered by competitors to Payers & Providers, being sold as improvement to them as revenue cycle management. It is outsourced payment processing/collection that is automated & digitized but the companies offering it are 100% B2B focused.
 - Point of Differentiation for CoPatient is patient centric/focus vs payer/provider centric/focus
 - In payer/provider space, will need completely different strategy & tactics vs. the patient.
 - As PFE to get them \$ faster?
 - As data provider?
 - Filling capacity, steering patients to better rate options, etc.?
- Patient Demographics Likely Personas B2C
 - Chronic users of healthcare mostly elderly
 - 2. Female healthcare decision makers for families
 - 3. Millennials
- Targeting In-Market Segments B2C
 - Seniors (Need Omni-Channel)
 - Life Events times when people are more open to CoPatient
 - Taxes, Insurance(Open Enrollment?), Marriage, Children
 - Elective Procedures
 - Dental could be an overlooked segment
 - Exclude under 26
- Employers, Health Plans, TPAs B2B2C
 - Revenue Sharing Options, Free Quality Benefit for Employers

Figure 1. Health Consumption Expenditures by Type and Source, 2019

(in billions of dollars)



Source: Centers for Medicare and Medicaid Services, *National Health Expenditure Accounts—National Health Expenditures by Type of Expenditure and Program*, December 2020.

SWOT Analysis

Strengths

- Team with 2 prior successes \$100M+
- Medical Billing Expertise
- AI/ML application to Medical Bills
- Background with Payers/Providers & understanding of B2B Market
- B2B Consultative Sales experience
- Back End Tech
- First to market with a Patient First Financial Engagement Solution

Weaknesses

- No prior B2C GTM experience
- No Brand or Solution Awareness
 - Under-Educated Market
- No Funding
- Cart/Horse Problem = Patients/Others
- Limited budgets for mass marketing
- No current or past clients/partners to speak with to understand perspective
- Product UI/UX?

Internal Factors

Opportunities

- Rapid growth in FinTech/PayTech
- Several large acquisitions in the Patient Financial Engagement space
 - · Similar product B2B focused
- Growth of overall online sector during Covid and digitization of Healthcare
- Consumers want to save \$ and are very open to new technologies to help them achieve their goals.
- Employers want to expand benefits

hreats

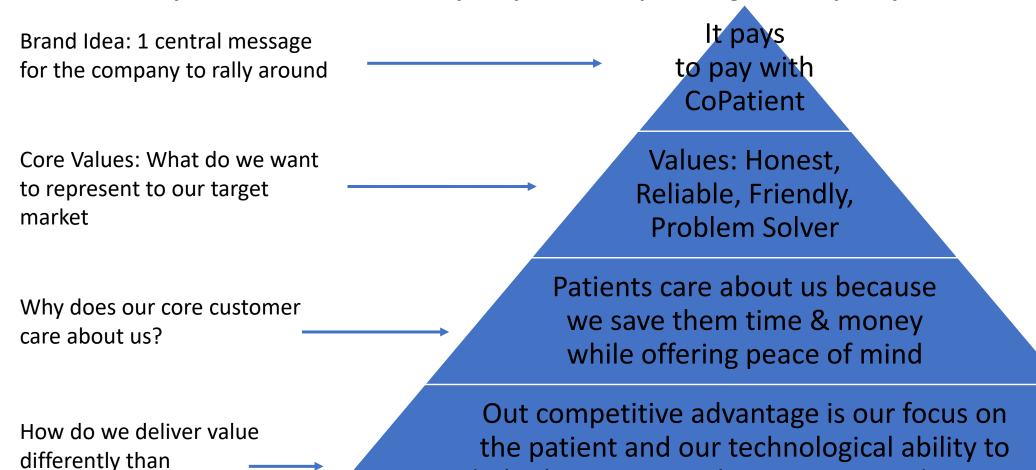
- Copy Catting from competitors or new entrants
- Market Size may require highly regionalized or segmented initial GTM
- Providers may not negotiate in expected ways
- Consumers my have unreasonable savings expectations
- Perception of the company as too impersonal as it scales

External Factors

Positive

Negative

Brand Assumptions – For discussion – I hypothesize that CoPatient is most successful launching a Patient First company, which will truly differentiate them from any competitors and protect against early entry from PFE Solution Providers



What business are we in

our competition

We are in the business of facilitating fair healthcare billings & transactions while rewarding patients for active participation (loyalty, timing discounts, etc.)

help the patient with our automated review