



**Paying for healthcare should be this easy**

Insert Investor Name and/or Logo

Date



# Agenda

- Introductions
- CoPatient Overview
- Demo
- Etc.

# Led by A Team of Successful Serial Entrepreneurs



## Akshay Gupta

**Business Development, Product**  
203-543-9255, akshay@copatient.com



## Daniel Lyakovetsky

**R&D, Technology**  
203-984-7524, daniel@copatient.com



## Younes Ghanian

**Business Strategy**  
917-453-0574, younes@copatient.com



## A long track record of working together to drive successful technology-enabled payment integrity solutions for the healthcare industry

### IntelliClaim

- Built ClaimsXten, the industry-standard claims editing solution processing billions of claims annually for most commercial health plans and TPAs across the country.
- Acquired by Change Healthcare (fka McKesson) in 2005

### T3 Worldwide

- Built AuditPoint, a powerful payment integrity data mining platform used to find healthcare claim submission and processing errors
- In use for servicing Anthem, United Healthcare, many Blue Cross plans and other payers and TPAs.
- Acquired by Equian in 2016, now part of Optum / United Healthcare

### CoPatient

- Leading healthcare bill management, payment and advocacy solution
- Available to consumers directly and via sponsors like employers
- Pursuing innovative partnerships to drive convenience, peace of mind and savings in the patient payments space

We **simplify** how consumers pay for healthcare by:

redefining the billing and payment process



saving money through faster and fairer payments





# The Problem

# Consumers Have Become the Biggest Payer in Healthcare...

## + Patient Bill

CHANGES	COSTS
Accelerating shift to high deductible plans	\$\$
Industry consolidation	\$\$
Narrow networks	\$\$
Increasing premiums	\$\$
Increasing cost of healthcare to consumers	<b>YOU OWE \$\$\$\$</b>



### Consumers pay ~\$630 billion in out-of-pocket expenses, growing to over \$800 billion by 2026

For many families, the combined cost of the paid premiums and out of pocket expenses is almost \$13,000 per year, and for some of these families, this amount represents more than 10% of their income.



### Over the last 20 years, fees paid by patients went from 5% of hospitals and doctors' revenue to 35%

Healthcare providers collect only a portion of what patients owe, with estimates ranging from 20% to 55%

Medical bill  
management is

**HARD**

for consumers *and*  
for providers





# Our Solution





**We combine together  
a range of capabilities  
to create a unique  
product offering**

# Our Solution



Automatically  
collect bills and  
EOBs from a  
range of sources



Review for any  
billing issues



Present as a  
consolidated  
statement



Advocate as  
needed, apply  
network and  
prompt payment  
discounts



Facilitate easy  
payments



Drive Engagement  
through Copatient  
Rewards Program



# Key Features

# Key Feature

## Consolidated Statement

Secondary  
Coverage

EOB's & Claims

Bills

CoPatient				Total charge: \$10,288.76	
My Bills					
Sort by: Name				17 results	
Add New					
Bob Newheart					
Norwalk Hospital 3 items				CHARGED	YOU OWE
				\$999,999.00	\$999,999.00
DOCUMENT	DESCRIPTION	ACTIONS	CHARGED	YOU OWE	PAYMENT
Payment 09-26-2019					
				\$999,999.00	
Adjustment 09-26-2019					
				\$999,999.00	
Provider Bill 08-20-2019 189					
Review In Progress	8/10/2019 Lab Tests		\$999,999.00	\$999,999.00	Pay
Provider Bill 09-21-2019 190					
Review Warning	8/11/2019 ER Visit		\$999,999.00	\$999,999.00	✓ Paid
Provider Bill 09-21-2019 191					
Review Passed	8/11/2019 Surgery	Start Advocacy	\$999,999.00	\$999,999.00	Pay
1	8/11/2019 Surgery		\$999,999.00		
2	8/12/2019 Lab tests		\$999,999.00		
3	8/12/2019 Radiology		\$999,999.00		
4	8/12/2019 ER Visit		\$999,999.00		
5	8/13/2019 General Consultation		\$999,999.00		
View item details					
St. Mary's Medical Center 3 items				CHARGED	OWING
				\$999,999.00	\$999,999.00

Make Payments

Use Rewards

Initiate Reviews

Negotiate Bills

Capture data  
automatically and  
uploaded by consumers

CoPatient processes and  
creates consolidated  
statement with easy to use  
summary with metadata links

Call to Action

# Key Feature

## Provider Prompt Pay Network



Providers agree to automatic "Prompt Payment" discounts



Provider due date determined based various factors such as bill age and bill status



Payment made Via ACH, Virtual Card or Check to the provider once patient funds clear



Patient only gets discount or earns rewards when payment is made to provider by due date

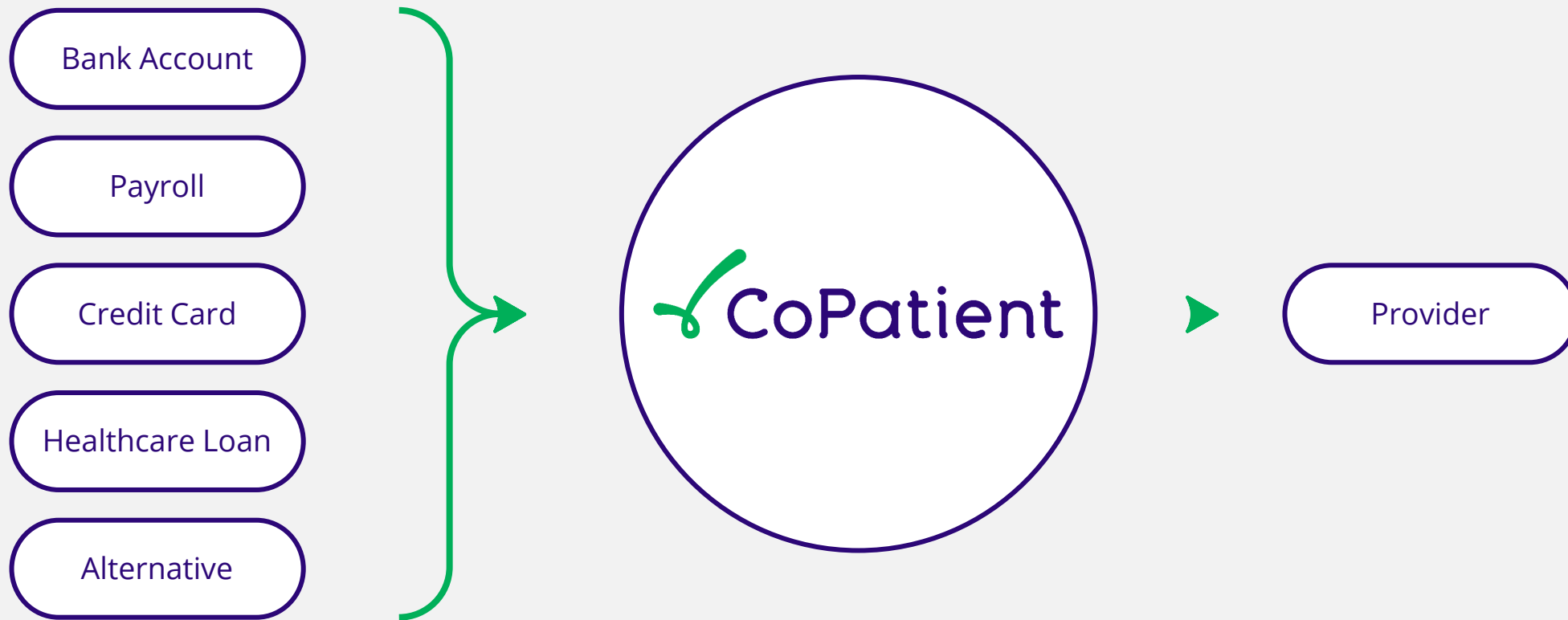


Any negotiated bill reduction due to billing issues will not qualify for additional prompt payment discount

# Key Feature

## Payments

We will support all methods of money movement, in and out.



# Key Feature

## CoPatient Rewards

Using CoPatient Earns Reward Points that Can Be Stored and Used on Future Healthcare Expenses

- Earn 1% on all payments
- Earn 5% or more on payments for care not covered by member's primary insurance
- Individual and employer can add funds
- Certain situations earn more rewards
- Rules refined over time as we learn about consumer use



CoPatient Rewards is the first industry-wide healthcare loyalty program and will be a key driver of consumer adoption and utilization



# Demo



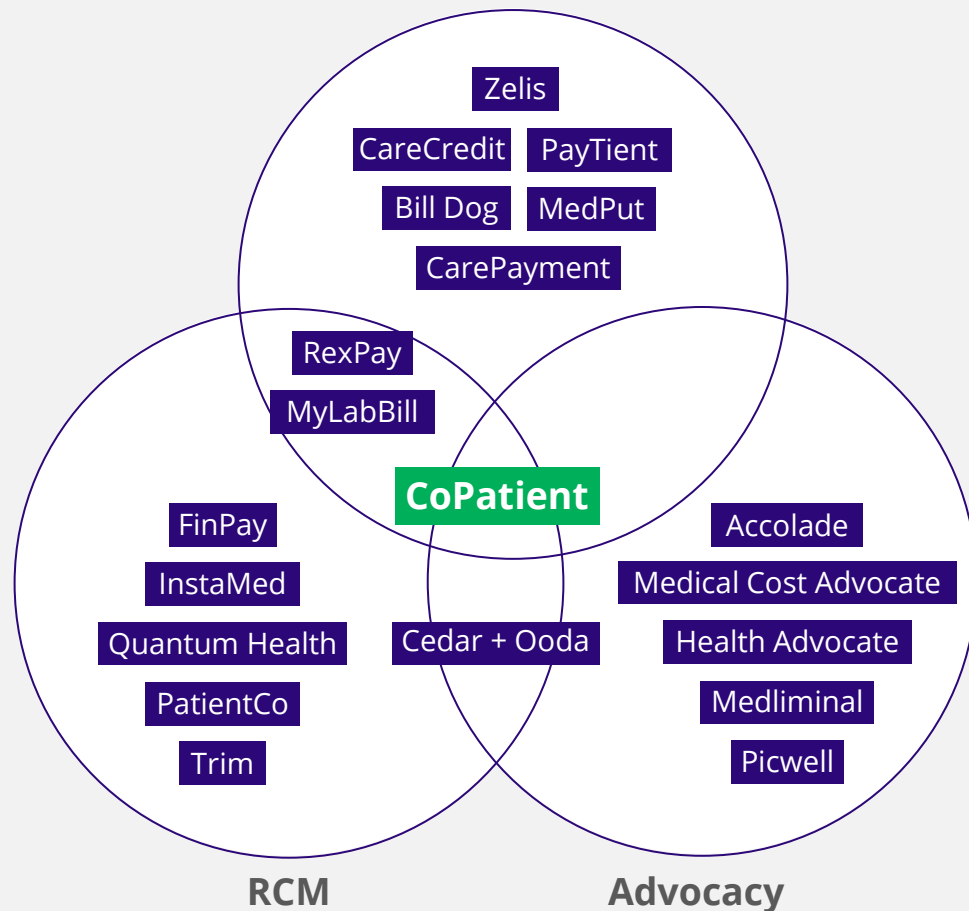


# Industry Landscape

# Competition

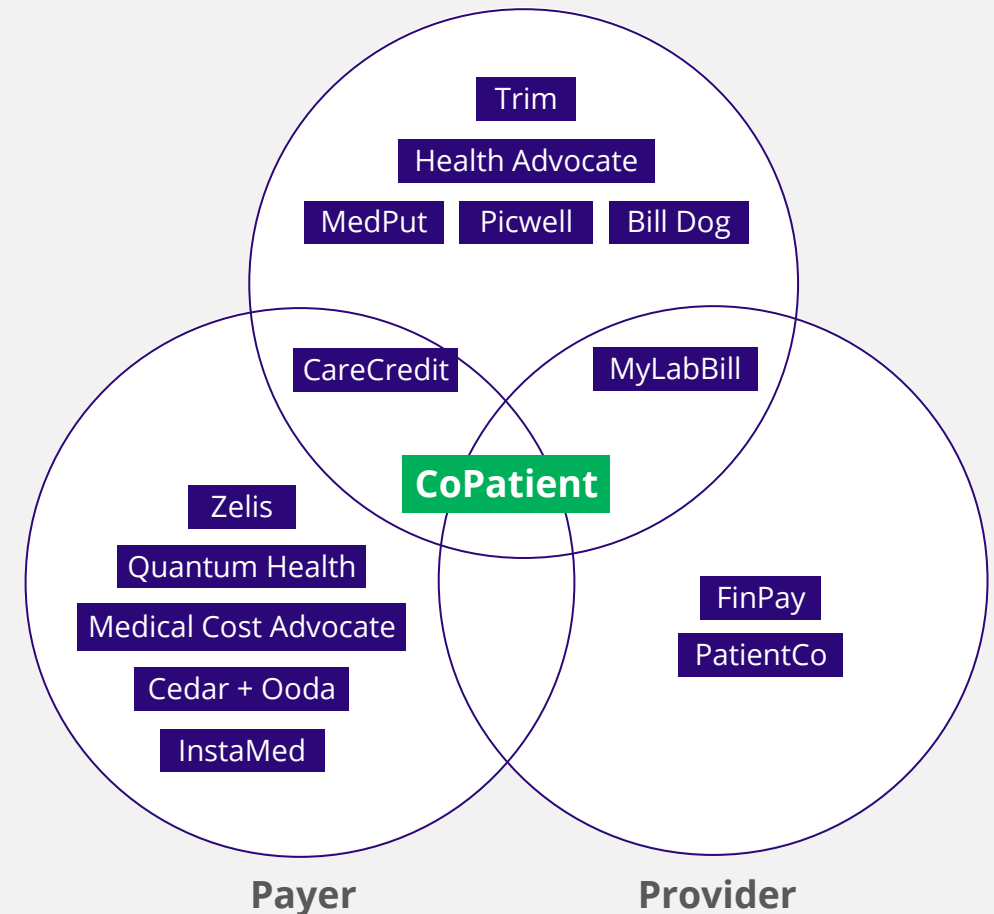
## Product Focus

### Payment & Finance



## Primary Stakeholder

### Consumer



# Value Proposition

## Consumers, Providers and Payers Get Value from the CoPatient Solution

### Convenience

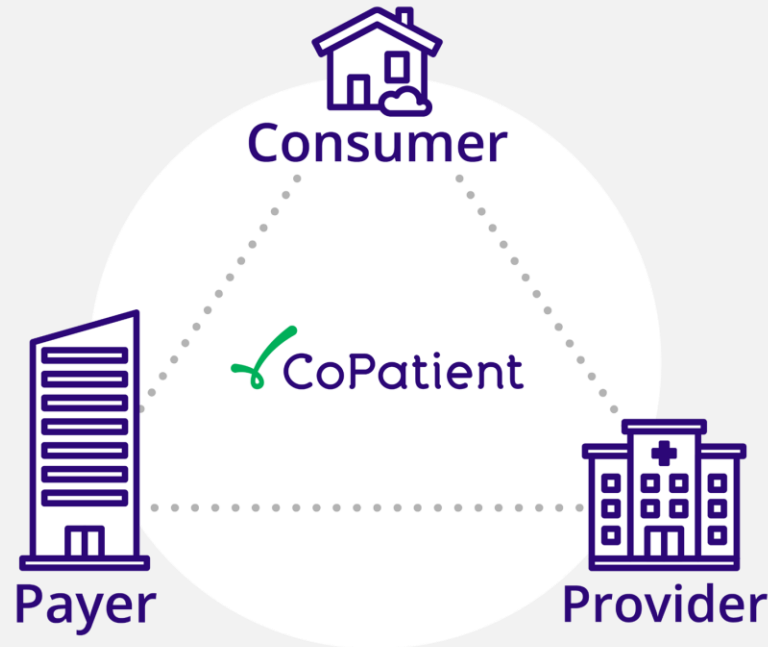
- Simplified bill management and payments for the consumers, payers and the provider

### Peace of Mind

- All bills are checked for errors before they are paid

### Savings

- Payments thru CoPatient earn reward points to be used for future payments
- CoPatient helps to apply for payment plans, loans and financial assistance
- CoPatient appeals and negotiates egregious bills



### Lower Admin Fees

- Lower Payment costs
- Secondary claim submission vs printing and mailing a patient bill

### Accelerated Patient Payments

- Prompt Payment discount
- No need to arrange for Payment Plans or Lending

### Drive Utilization

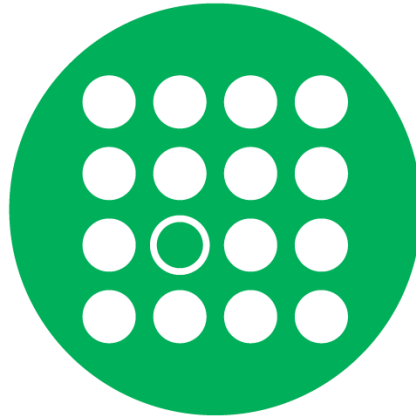
- Via promotional discounts extended to patients via CoPatient
- Can stay out-of-network while offering competitive and flexible pricing to patients

# Differentiation and Moats

Our proprietary platform uniquely combines many of the capabilities of competitor point solutions

## Points of Differentiation

- Consolidated Statement
- Secondary Payer Rails
- Rewards
- Self-service bots to extract data from paper/PDF documents, generate appeals, script negotiations
- Network of providers and consumers
- Potential PHR from bills/EOBs, and EHR from itemized bills and records
- Monetizable data
- Exclusive distribution arrangements



## Moats

Move items from Points of differentiation to here that are moats



# Building the Business

# Vision, Mission, Values

The actual text  
is pasted into  
the speaker  
notes

Chris says: Can we re  
draft this slide?

## Our Vision



### Vision

**To revolutionize how people shop and pay for healthcare services.**

CoPatient redefines how patients engage with healthcare, enabling them to be consumers of healthcare, and ensuring that they have access to fair prices and flexible marketplaces, while providing incentives to encourage active participation.

### Mission

**To establish an effective and efficient patient centric payment platform.**

CoPatient strives to provide tools and capabilities that empower patients to become consumers of healthcare, while safely and securely helping them understand and complete their healthcare payments, and providing rewards for active engagement.

### Values - FETT

**Fairness** – Be fair to all stakeholders.

**Efficient** – Reduce the cost of healthcare.

**Transparency** – Promote clarity in all we do.

**Trust** – Be the North Star for trust.

**CoPatient has transformed  
from its roots focused on  
medical bill negotiation to  
healthcare bill management**



# How We Got Here

## CoPatient 1.0

Founded by several executives from AthenaHealth who early-on identified the shift in consumer healthcare payments

Built direct to consumer bill negotiation solution

High cost to acquire combined with non-recurring revenue model were roadblocks to success

## CoPatient 2.0

## CoPatient 3.0

*\$8 million invested to date has built a solid foundation and generated meaningful learnings*



# How We Got Here Cont.

**CoPatient 1.0**

## **CoPatient 2.0**

Shifted to focus on  
employer-based GTM and  
expanded offering

Launched Subscription model

Account holders only engaged  
when they have a billing issue,  
which is infrequent

**CoPatient 3.0**

*\$8 million invested to date has built a solid foundation and generated meaningful learnings*

# How We Got Here Cont.

**CoPatient 1.0**

**CoPatient 2.0**

## **CoPatient 3.0**

Pivot to focus on capturing all healthcare billing data, making payments, offering discounts, and generating rewards points

Approach will drive higher adoption and utilization

Will fully engage consumers through healthcare billing cycle

*\$8 million invested to date has built a solid foundation and generated meaningful learnings*

# Build Momentum and Critical Mass of Members Quickly Through Multiple Go To Market Channels

## Create Distribution Partnerships

- Work with payers and other organizations to reach employers and individuals

## Sell to Employers

- Create distribution channels and platform partnerships
- Use early successes to establish a broad range of partnerships

## Establish Directly with Consumers

- Marketing strategies to expand base of users and drive utilization
- Offer aggressive use of rewards early on to encourage engagement



## Build Provider Network

- Use established base of consumers to negotiate rates for assured payment
- Leverage established payment rails to pay providers in a way they are used to

# Go To Market Roadmap

## Regional POC –

### Build Brand and Grow Account Base Regionally

- Develop and Execute PR, OOH, and related campaigns to establish Brand with local regions residents
- Create SEO and SEM strategy tailored to each audience
  - Patients, Employers, Brokers, Payers, Providers
- Develop enrollment and activation tools to drive up account activation and use
  - Email/SMS nurtures, rewards, referrals, etc.
- Use Sales Team to build relationships and close deals with brokers, employers and partners
- Build employer pull through strategy to establish brand with employers
- Separate development effort to create provider network
  - Through Partners
  - Direct acquisition
- Start with locations with high population density for B2C scale and existing Payer/Provider/Broker relationships for B2B entrance
- Initial Target Markets will be LOCATION 1 and LOCATION 2



Waiting on input from Ian

Chris says: Graphic inserted

# Strong Sales Pipeline

## Brokers And Consultants



## Other Distributors



## Payers and TPAs



# Product Features

## Services

- Bill Review <sup>GA</sup>
- Bill Payment & Rewards - Q4 '21
- Appeals & Negotiations - <sup>GA</sup>
- Price Shopping - Q2 '22

## Self Service Tools

- Consolidated Bill Statement - Q3 '21 <sup>GA</sup>
- Account Ledger - GA
- Data Extraction Assistant - Q4 '21
- Negotiation Assistant - Q1 '22
- Appeal Assistant - Q1 '22

## Integrations

- Payer Data Extraction - Q4 '21
- Secondary Payer EDI - Q3 '21
- Benefit Admin Platform - TBD
- Payroll Vendors - TBD
- Credit and Funding - TBD

## Support and S&M

- Support Desk - <sup>GA</sup>
- CRM - <sup>GA</sup>
- Marketing Automation - '22

## Portals & Reporting

- Partner Portal - Q2 '22
- Provider Portal - Q2 '22
- Stakeholder Reporting - <sup>GA</sup>

## Delivery

- Web App - <sup>GA</sup>
- Mobile App - '22

Chris says: I've added little 'GA' badges. Let me know if they're sufficient emphasis.

Also, can we change the order of the different sections to better fill the layout?



# The Raise

## Seeking Series A Investment of \$20 Million

Execute on the business plan, building additional product functionality, expanding the provider network, and executing on the go-to-market strategy.

### Round

- Priced round
- Gets us to breakeven
- Close in Q4

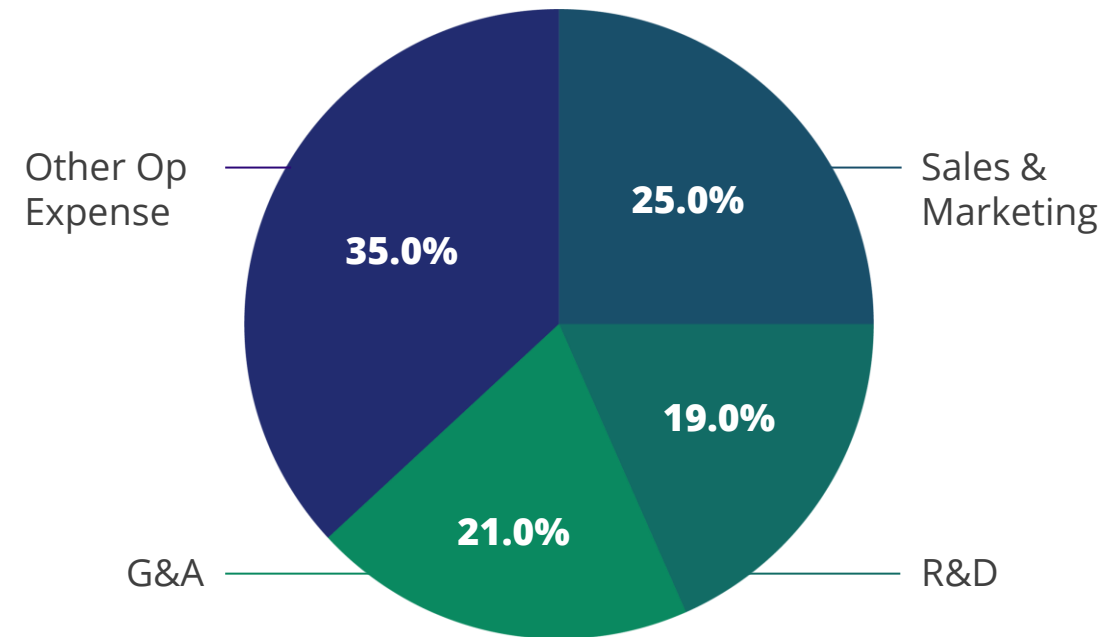
### Investment To Date

- \$8 million

### Investment Milestones (Year 3)

- Scale the team to 70 people
- Onboard over 300K subscribers
- Pay over 60K providers, add over 1K providers to the network
- Implement two platform partners
- Achieve close to \$1M/month run rate revenue

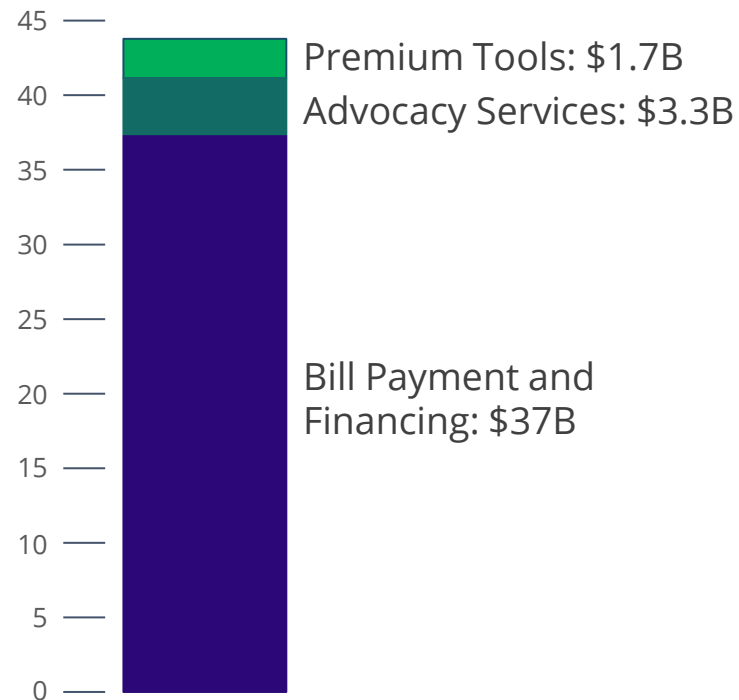
### Use of Funds



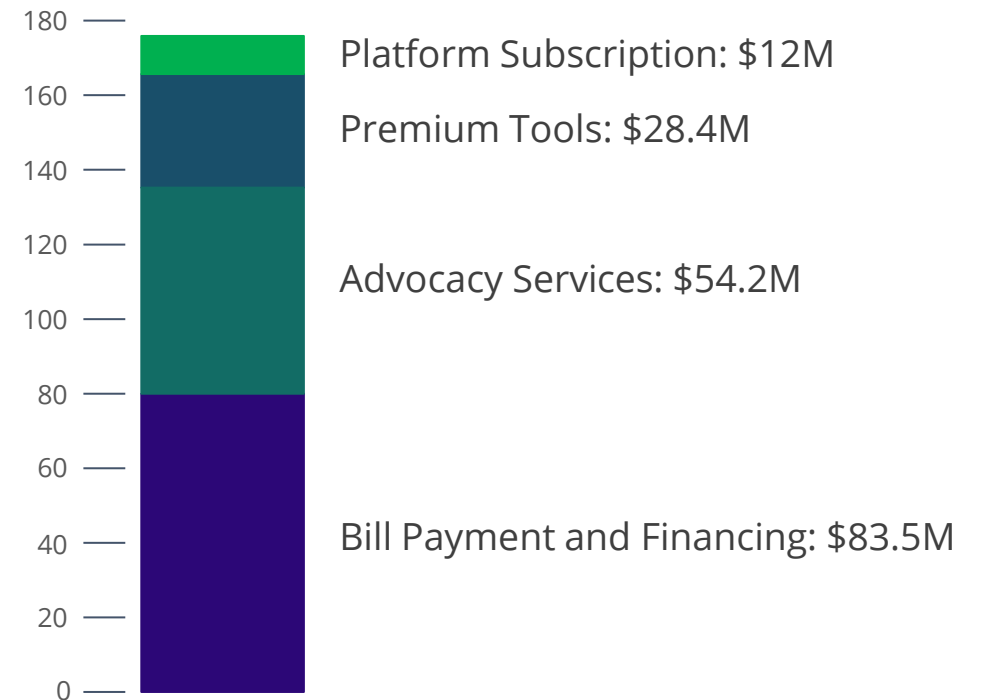
# The Opportunity

**Total Addressable Market:**  
**\$42.5 billion**

Huge market driven by over 320 million lives and more than \$630 billion in healthcare bill payments



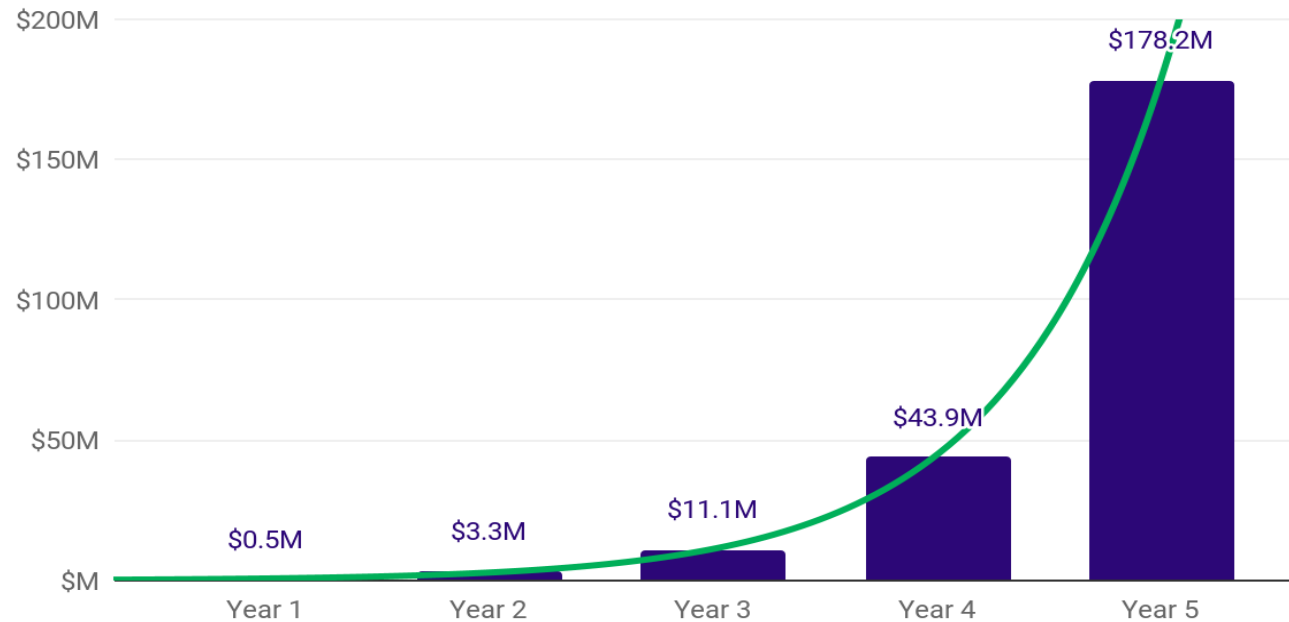
**Year 5 Annual Recurring Revenue:**  
**\$178 million**





# Financial Summary and KPIs

## Revenue



Lives	62K	258K	624K	1.8M	5.3M
Providers	<100	<1K	1-5K	5-10K	30K+
Revenue	0.5M	3.3M	11.1M	43.9M	178.2M
Expense	4.4M	11.6M	17.9M	42.1M	115.5M
EBIT	-3.8M	-8.3M	-6.7M	1.8M	62.7M
%			-60.4%	4.0%	35.2%



# A Few More Things

# Where We Go From Here...

- Monetize Data
- Support Price Transparency Law
- Support Arbitration Requirements
- Manage Provider's Consumer Receivables
- CoPatient Coin for CoPatient Rewards

**Our capabilities,  
relationships, and  
accumulated data  
positions us for  
expansion**

# Advisors



**Brendan Shanahan**  
Insert Title

Brendan has over 35 years of financial experience in the healthcare space, from startups to Fortune 500 companies. He has helped two companies go public thru IPO's and helped raise venture funding for several private companies.

In addition, Brendan Co-founded HPOne in 2005. Brendan's prior experience includes senior financial positions at Cedar Gate Technologies, Medical Card Systems, WellCare Health Plans, and Oxford Health Plans.



**Tom Torre**  
Consumer Healthcare  
Payments Solutions

Tom has more than 25 years of senior management experience. His career has centered around fintech, specifically payments, and more recently he has been focused on health tech. During the last 15 years, Tom has applied his expertise in these areas to the consumer driven healthcare industry, bringing innovative solutions to market.

Tom is a recognized leader in the consumer healthcare payments industry and was the founder and first CEO of Alegeus Technologies. He currently leads Bend Financial, a next generation Health Savings Account offering.

# In Summary

CoPatient combines together existing industry capabilities in an innovative way to revolutionize consumer healthcare payments



Simplify healthcare billing and payment for consumers



Create the first universal health care loyalty program



One place to go for healthcare bills



Discounted provider payments



Provide convenience and peace of mind



Improved provider revenue cycle



# Thank You!

# Appendix