

**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

.....



**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

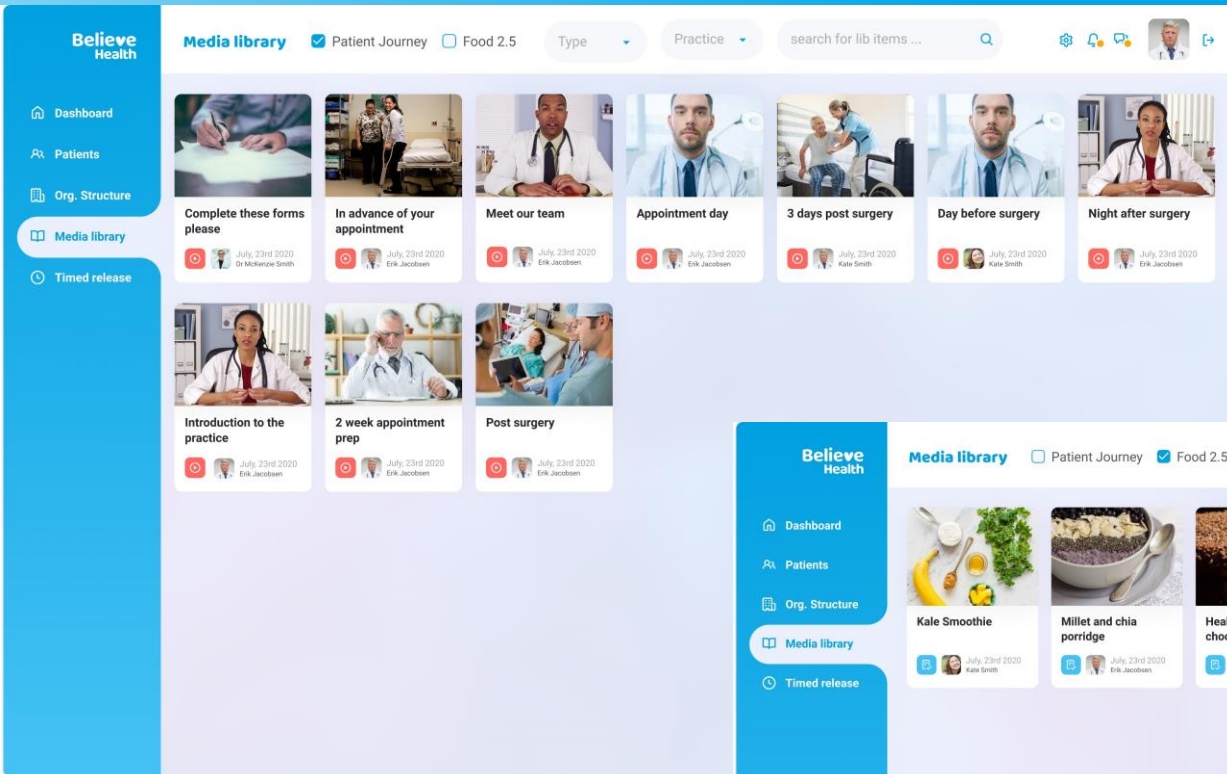
# Pre-populate the Patient Journey

The screenshot displays the 'Believe Health' patient journey management interface. On the left, a blue sidebar contains navigation links: Dashboard, Patients (selected), Org. Structure, Media library, and Timed release. The main content area is titled 'Patients > Kate Smith' and shows a patient profile for 'Kate Smith' (Active) with a last login of 'March 9, 2020 10:12 AM'. Below the profile, a 'Timed release' section is visible. The central part of the interface features a calendar view for December 2020, with the 16th of Wednesday highlighted. The calendar shows a sequence of tasks: 'Send a meal prepering video' (11:30 AM) on Sunday, Monday, and Tuesday; 'Drink water' (10:30 AM) on Wednesday, Thursday, and Saturday; and 'Send blood test results' (10:00) on Monday. A 'Surgery' event is scheduled for Friday, 18th, at 10:00. The interface also includes a 'Media Library with Different Sections' and 'Drag and Drop Technology' for task management.

Media  
Library with  
Different  
Sections

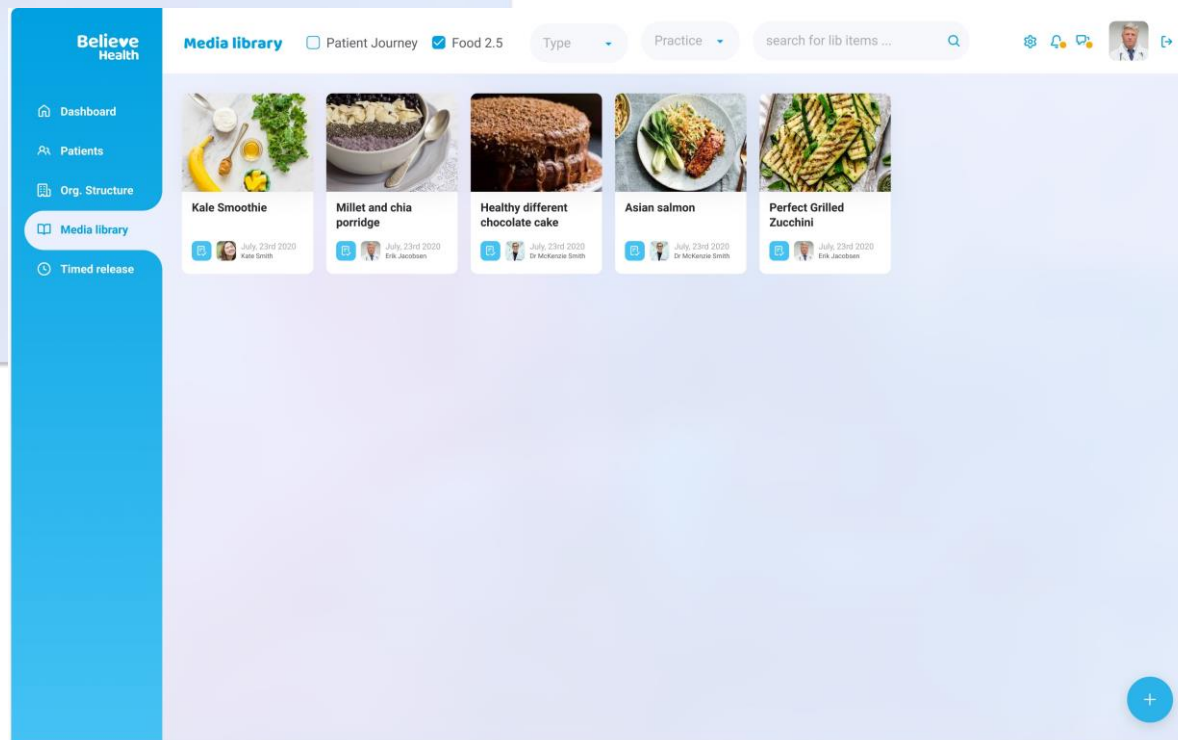
Drag and  
Drop  
Technology

# Content Built for Sections of Library



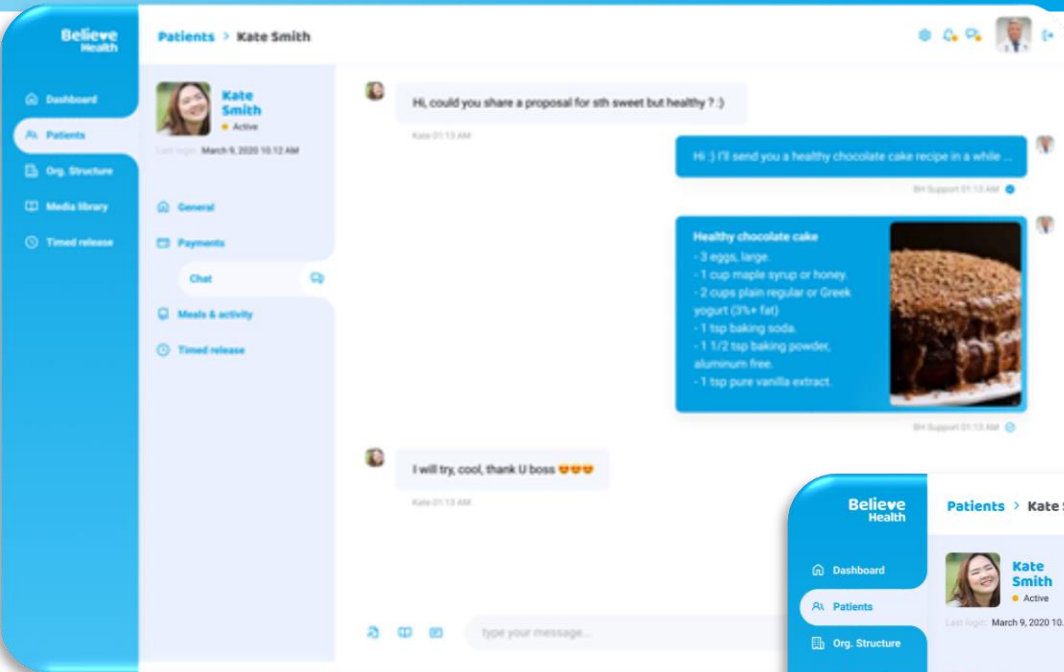
**Medical Journey**  
(standard or customized)

**Food 2.5**  
(example)





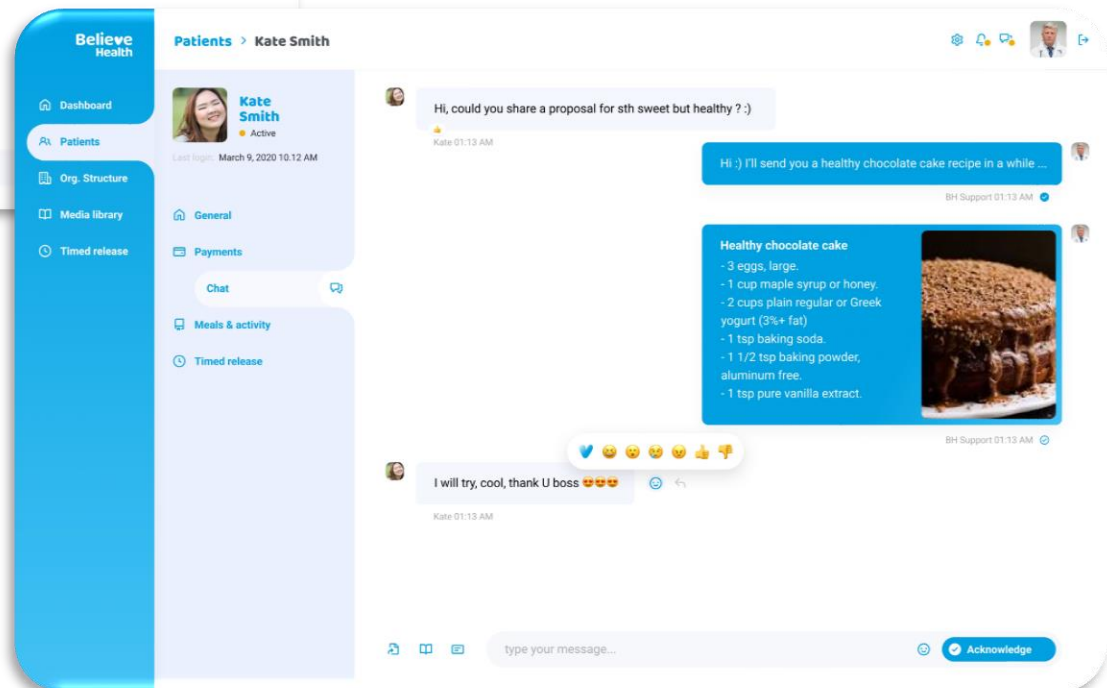
# Rich Messaging Capabilities



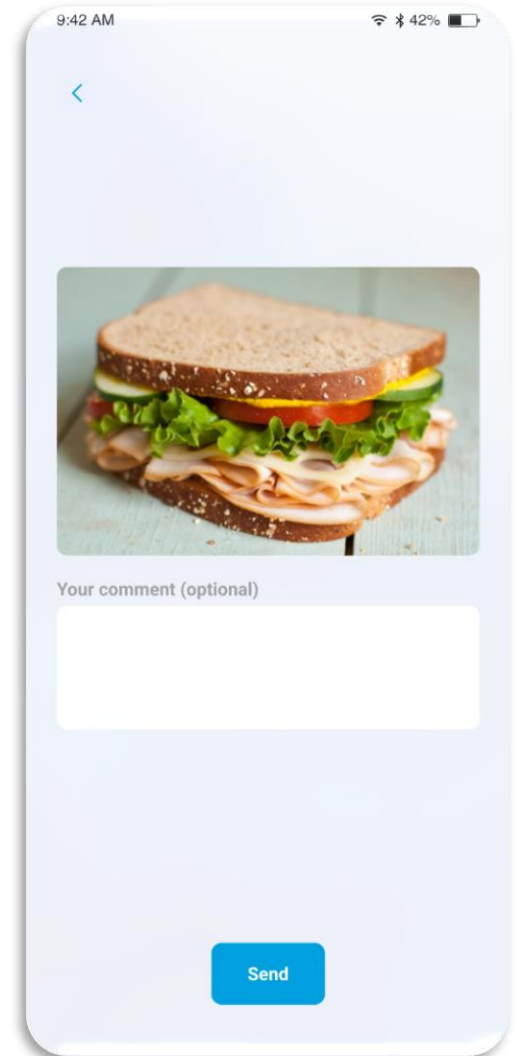
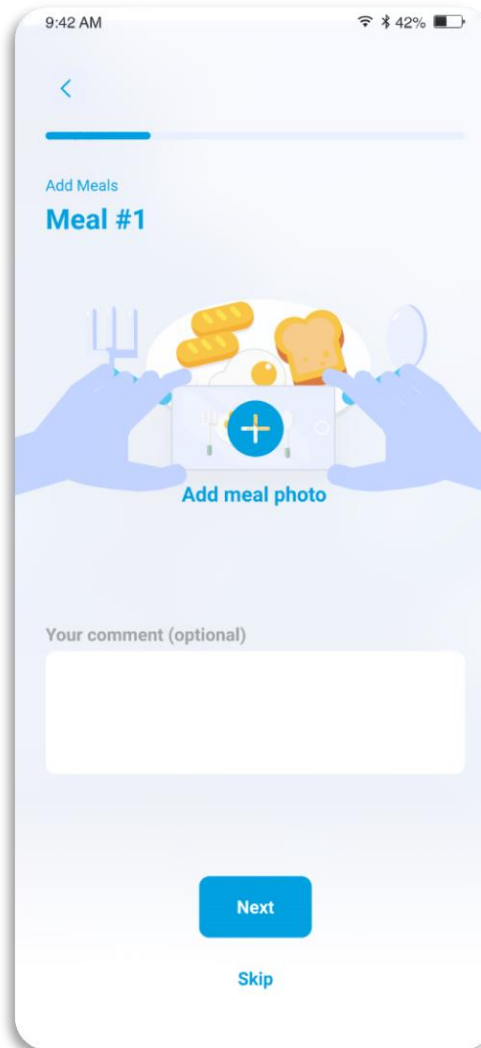
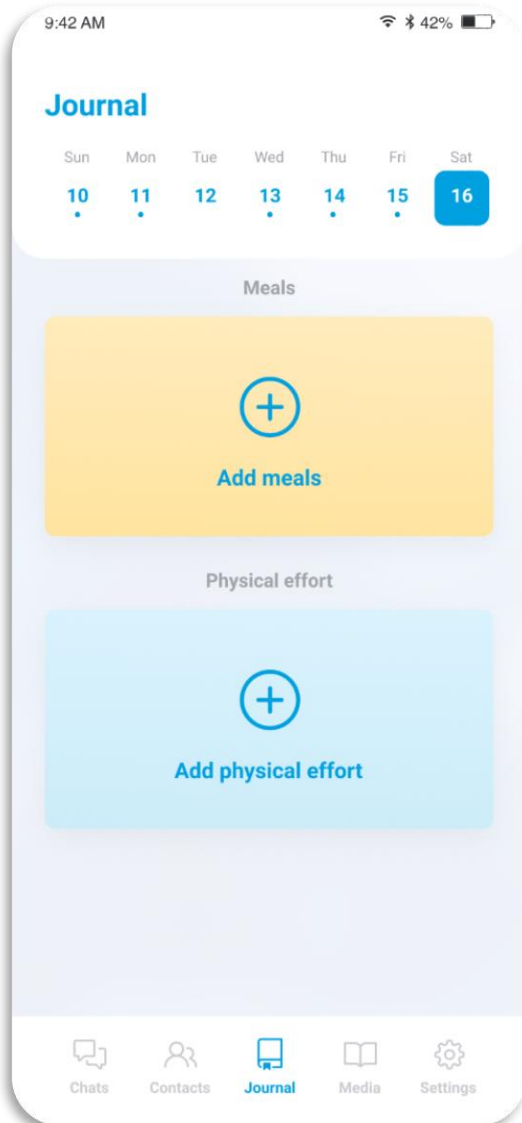
Clean and Bright  
Look and Feel

Includes a rich emoji library

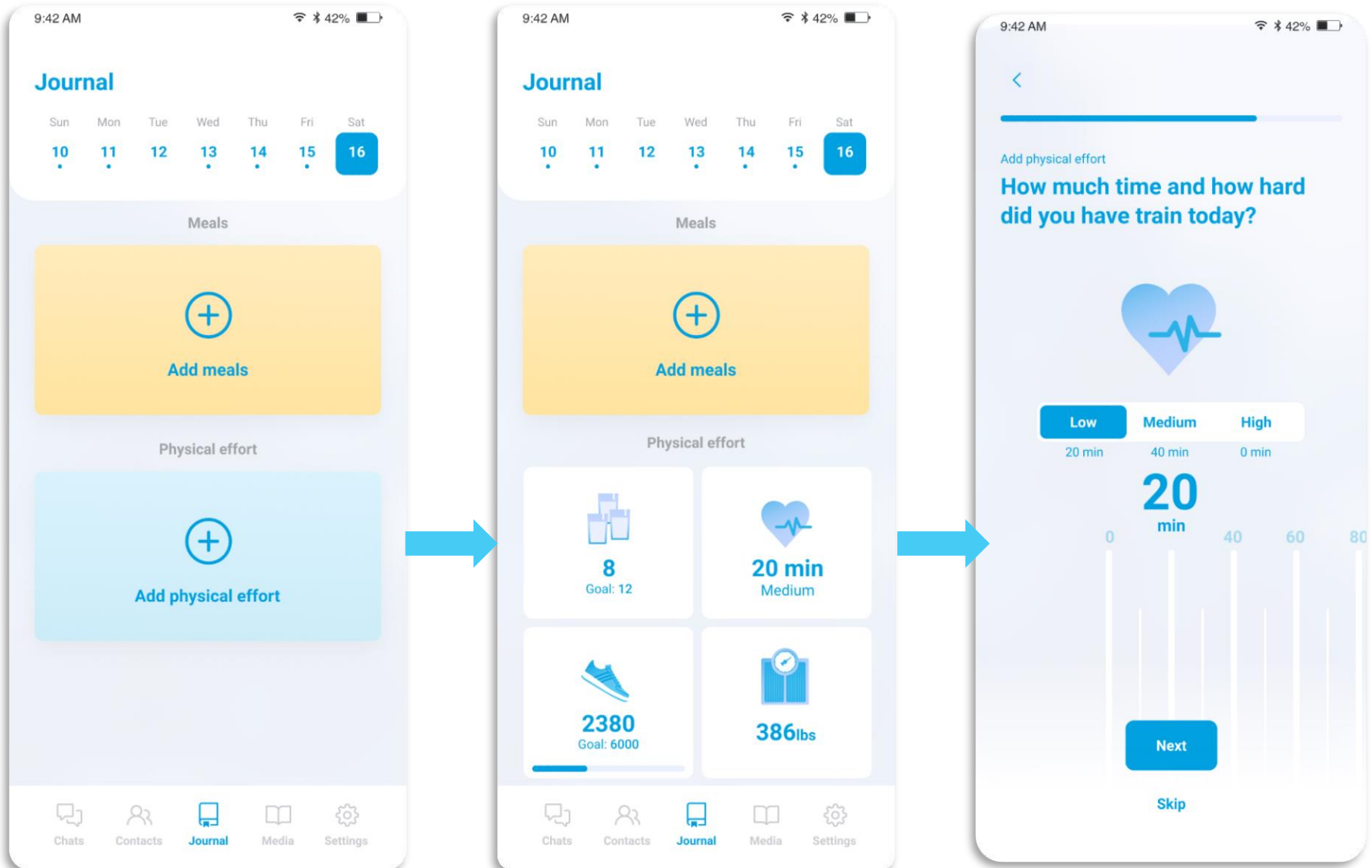
Acknowledgement tool and  
quick response resource



# Journaling Capabilities...

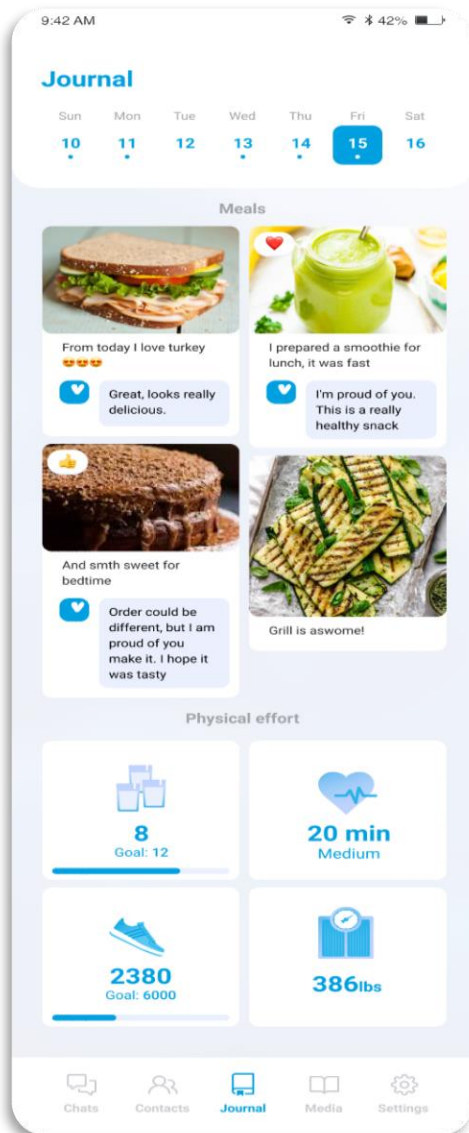


# Journaling Capabilities...





# 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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