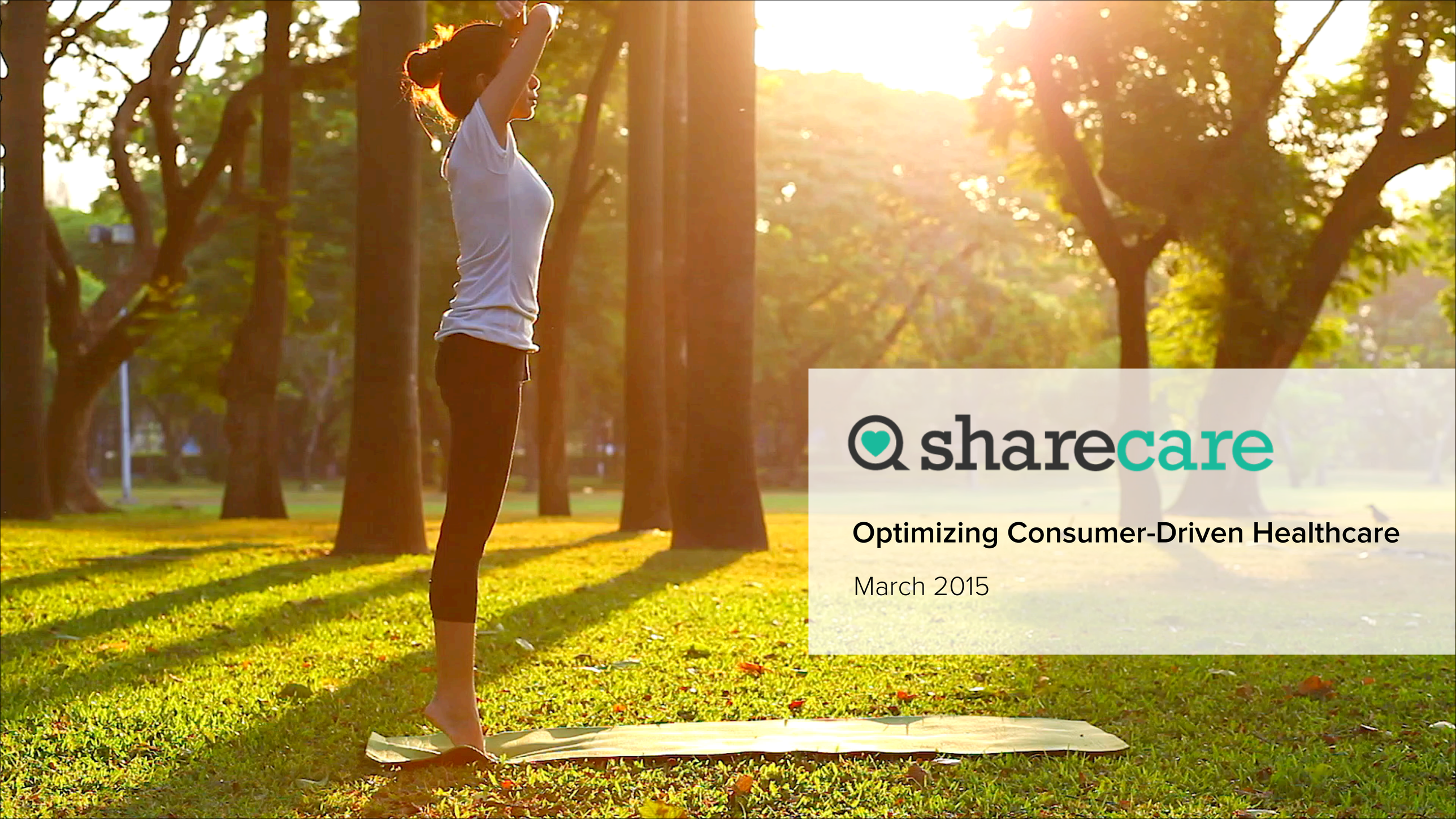

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Optimizing Consumer-Driven Healthcare

March 2015

about sharecare

Our Investors

Discovery COMMUNICATIONS

HEARST corporation

HCA Hospital Corporation of America

HERITAGE GROUP PARTNERS IN HEALTHCARE

Trinity Health Livonia, MI

CLARITAS CAPITAL

Created in 2010 by Jeff Arnold and Dr. Mehmet Oz, Sharecare is a **health and wellness engagement platform** providing a **personalized experience** to help consumers live their healthiest lives

Sharecare enables engagement with consumers at any point in their personal health journey, both directly, and in partnership with healthcare providers and partners.

Retail Profile amazon.com

Social Profile facebook

Financial Profile mint

Business Profile LinkedIn

sharecare

Health Profile

One profile architected for delivering **ultrapersonalization** and maximizing **interoperability**

Email Engagement
AskMD
Medical Records
Health Trackers
Patient-Provider Connection
RealAge Micropayments
Stress Management
Personalized Content
Patient Scheduling
EXISTING CAPABILITIES
UPCOMING
Dynamic Profile
Telehealth
RealAge Test
Transparency
Connect to Local Physicians

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Email Engagement
1.2B
AskMD
2.2M+
Medical Records
3M
Health Trackers
300+
Patient-Provider Connection
950K
RealAge Micropayments
+10yrs
Stress Management
Personalized Content
3.4M
Patient Scheduling
Dynamic Profile
87M+
Telehealth
RealAge Test
40M+
Transparency

Connect to Local Physicians

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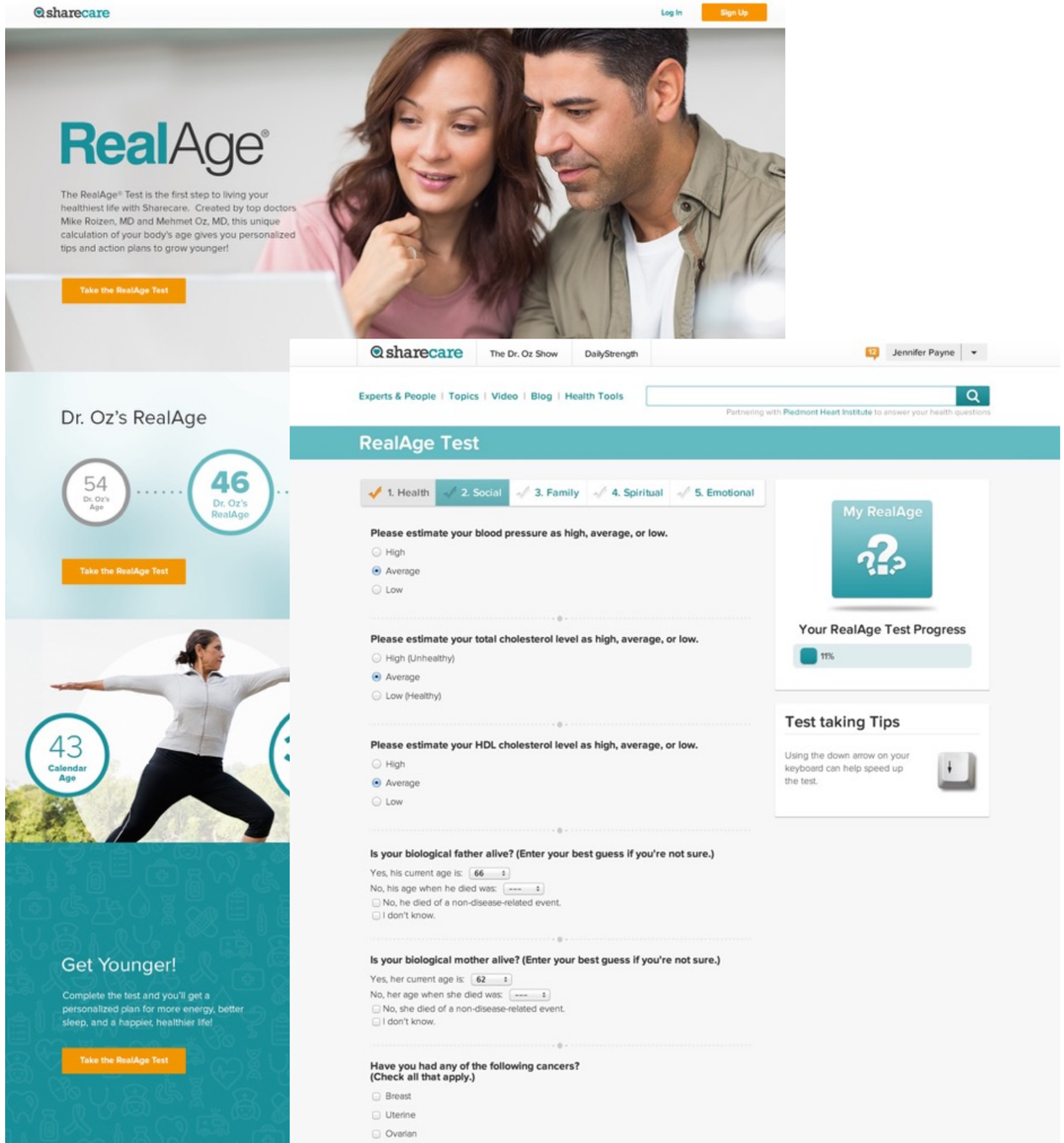
RealAge



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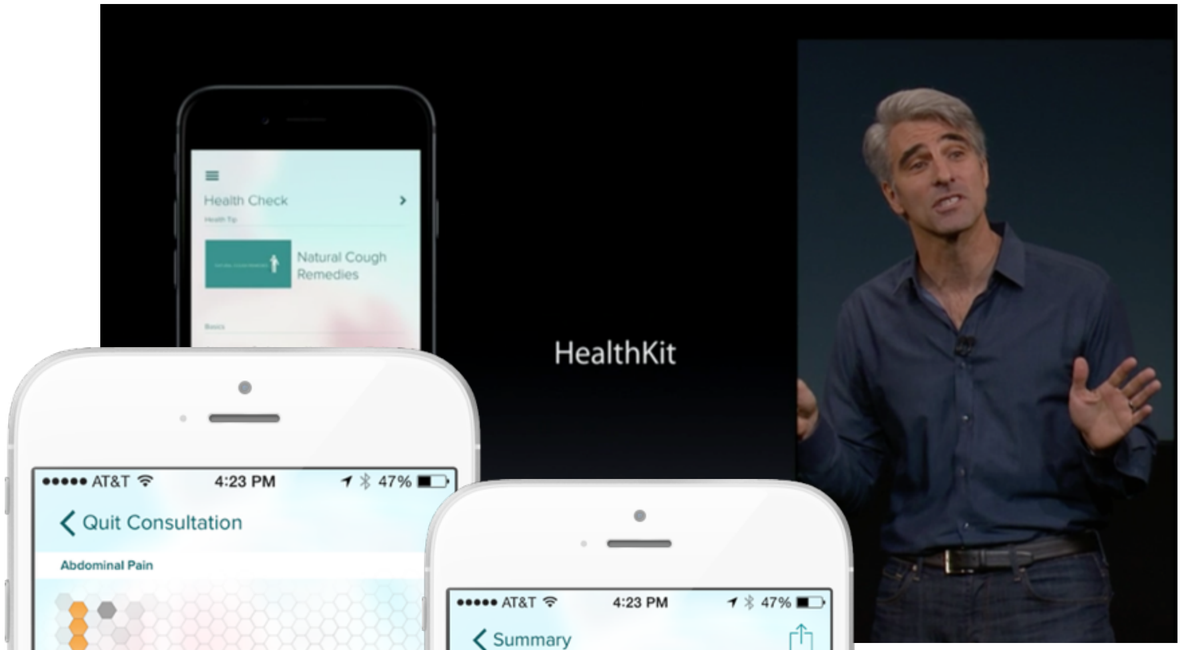
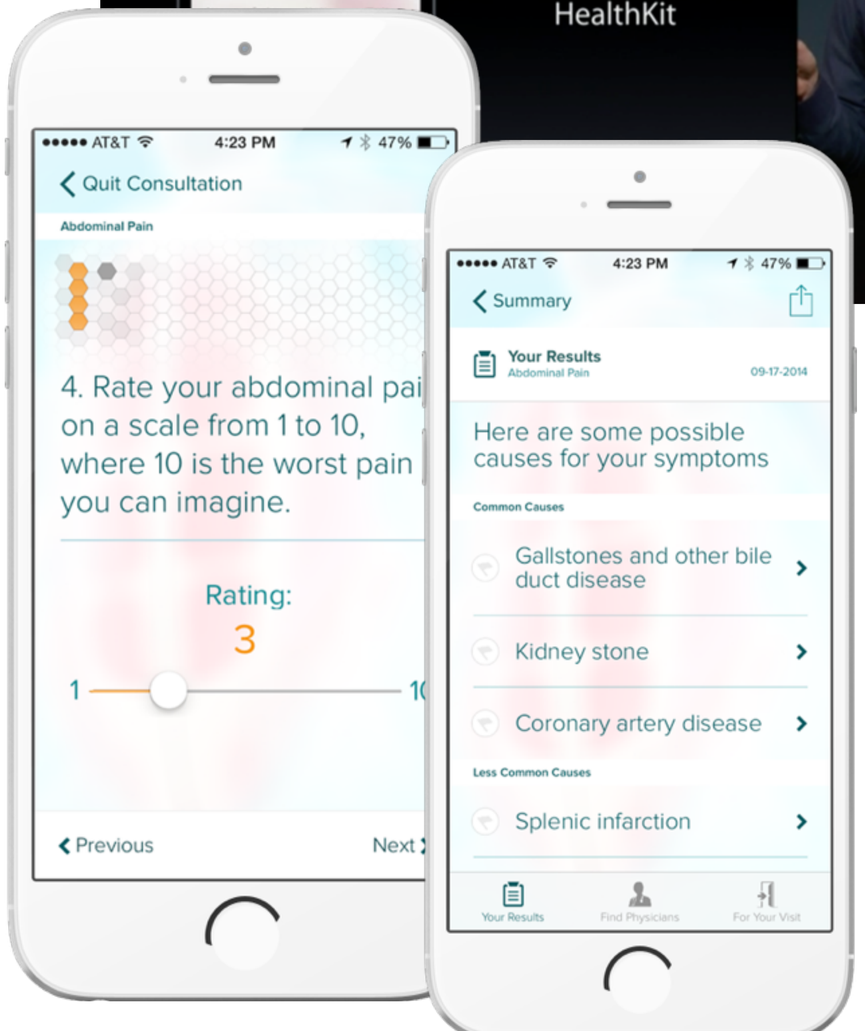
AskMD





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Physician Profiles

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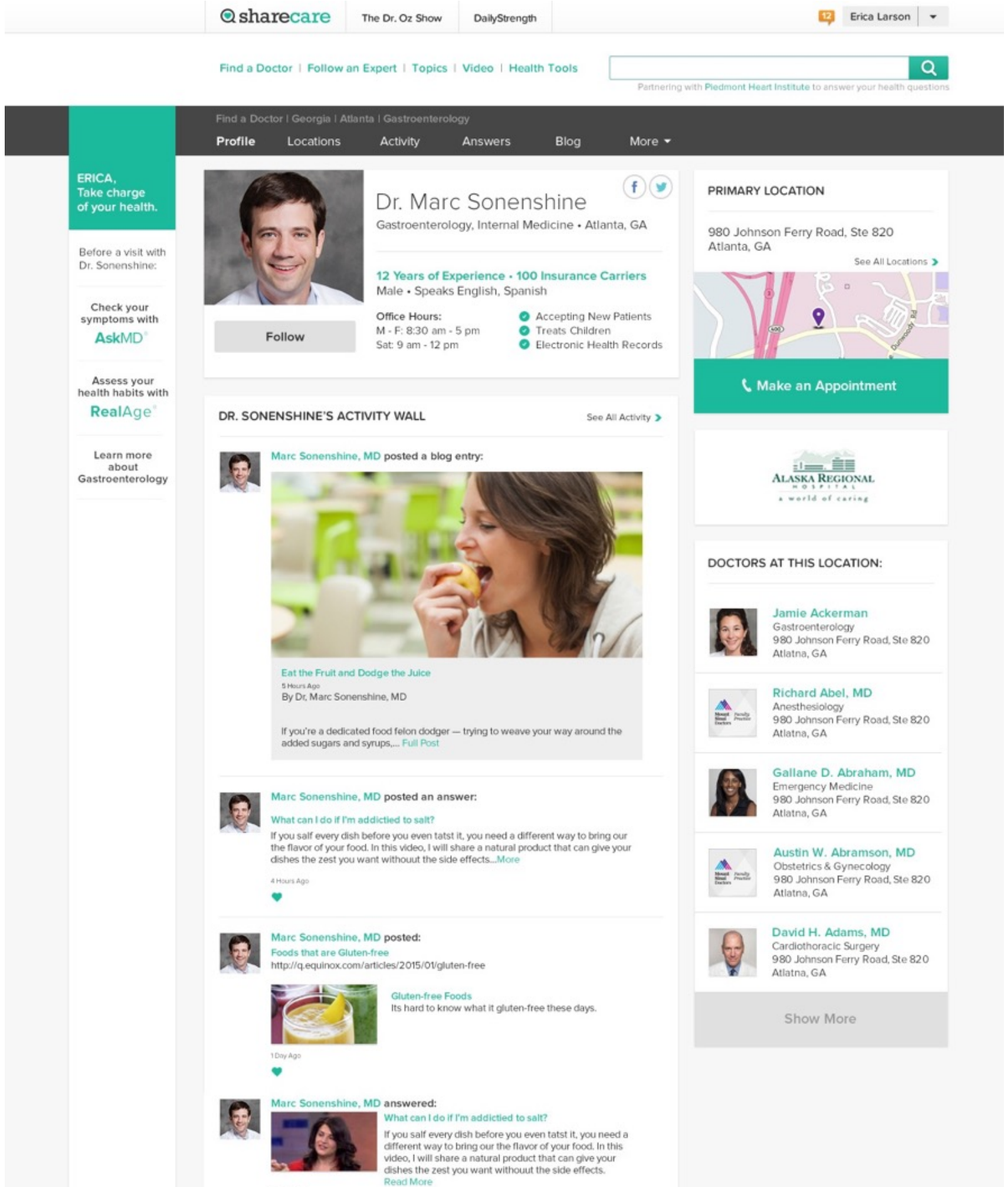

HCA

Trinity Health

DEPARTMENT OF DEFENSE
UNITED STATES OF AMERICA

DHA
DEFENSE HEALTH AGENCY

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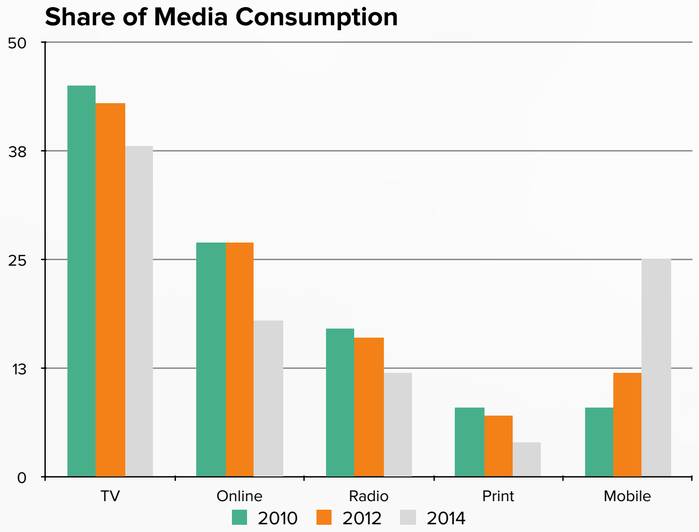
The world is going mobile



- There are more mobile phones than people in the world
- 1 in 5 people in the world own a smartphone
- 1 in 17 people in the world own a tablet
- 25% of smartphone owners aged 18-44 can't remember the last time their phone wasn't next to them

> "We are no longer living in a mobile-first world, we are in a mobile-only world."

Larry Page
CEO, Google

Source: emarketer, 2014; Globalenvision.org 12/18/2013, Fast Company, BI Intelligence

Living in the Green

Frictionless data insights

Self-awareness

\+ RealAge micropayments

Your health simplified

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Voice

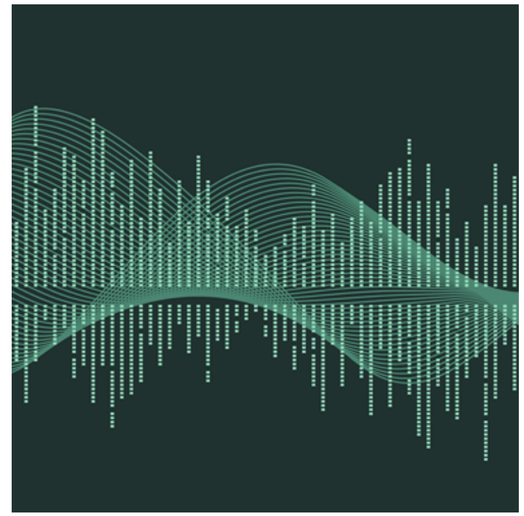
The single-source of truth
threaded throughout
Living in the Green

Utilizing complex, qualitative and quantitative **fractal voice-pattern analyses**, proprietary technology monitors stress indicators (fractals) present in a user's voice activity to determine any type(s) of stress detected and its intensity

Specific mindset

Characteristic brain activity patterns

Characteristics patterns in the voice signal



self-awareness

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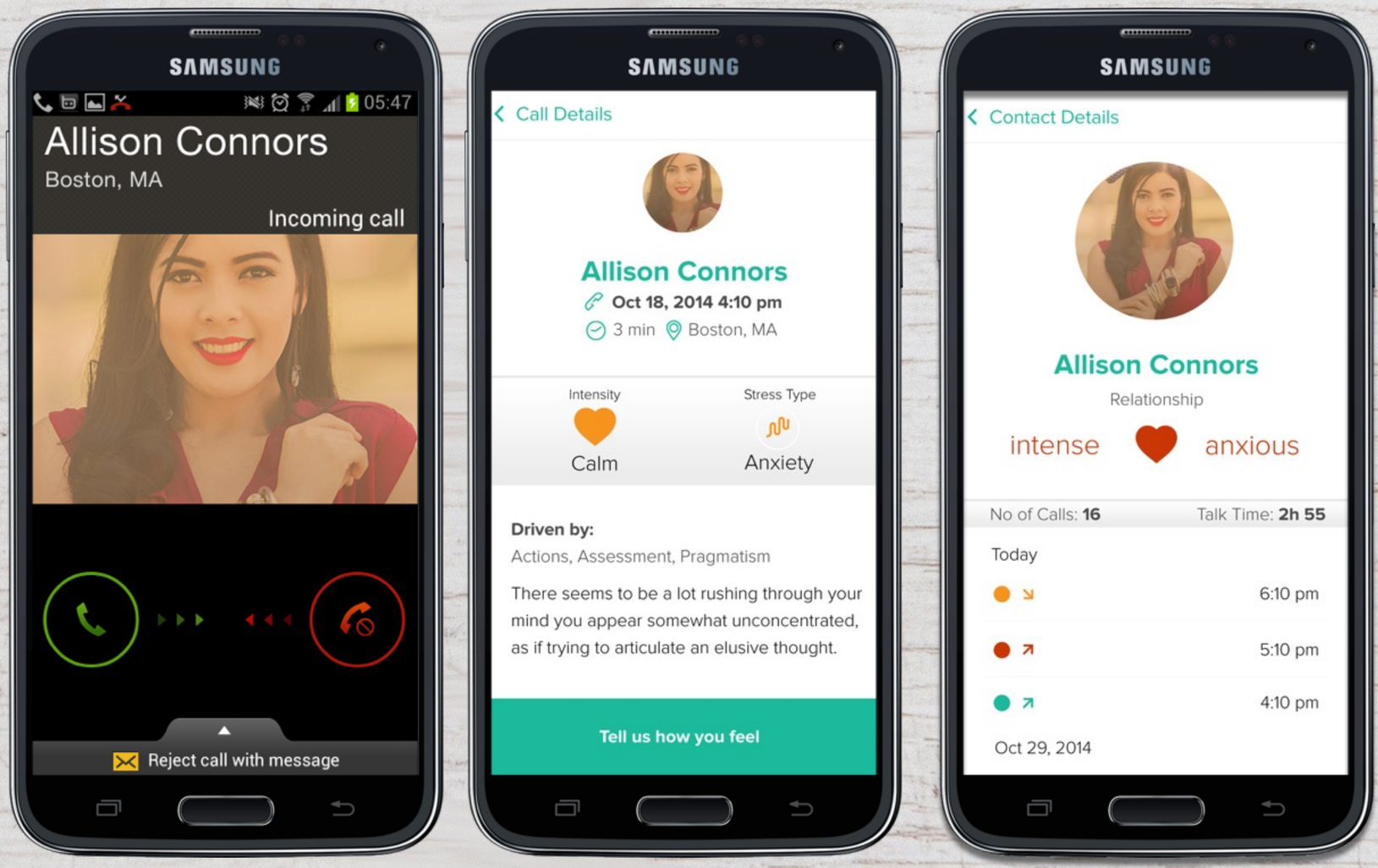
Introducing Sharecare beta

Crowd-sourced, adaptive trial to provide self-awareness for stress through voice analysis



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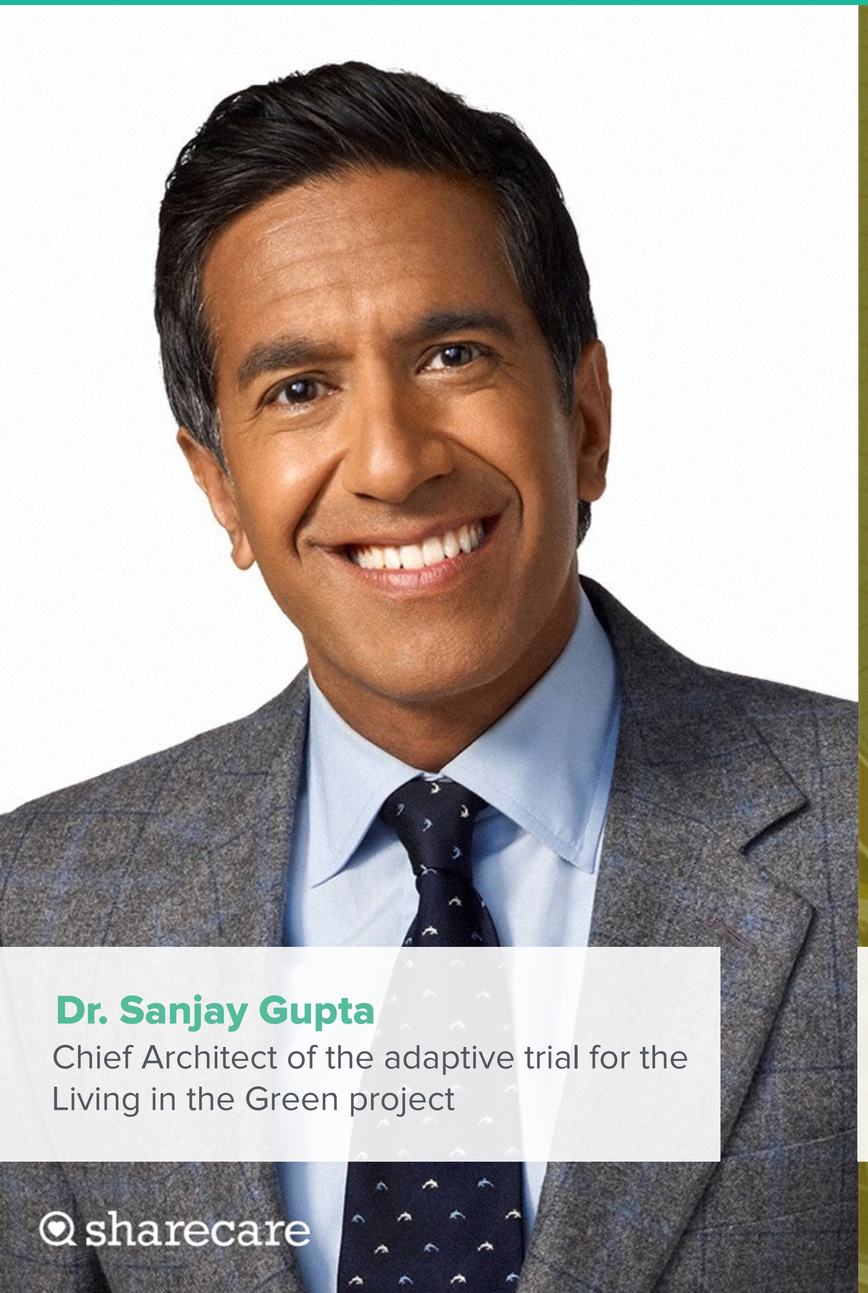
Testing Efficacy of Self-awareness in the Adaptive Trial



Dr. Sanjay Gupta
Chief Architect of the adaptive trial for the Living in the Green project

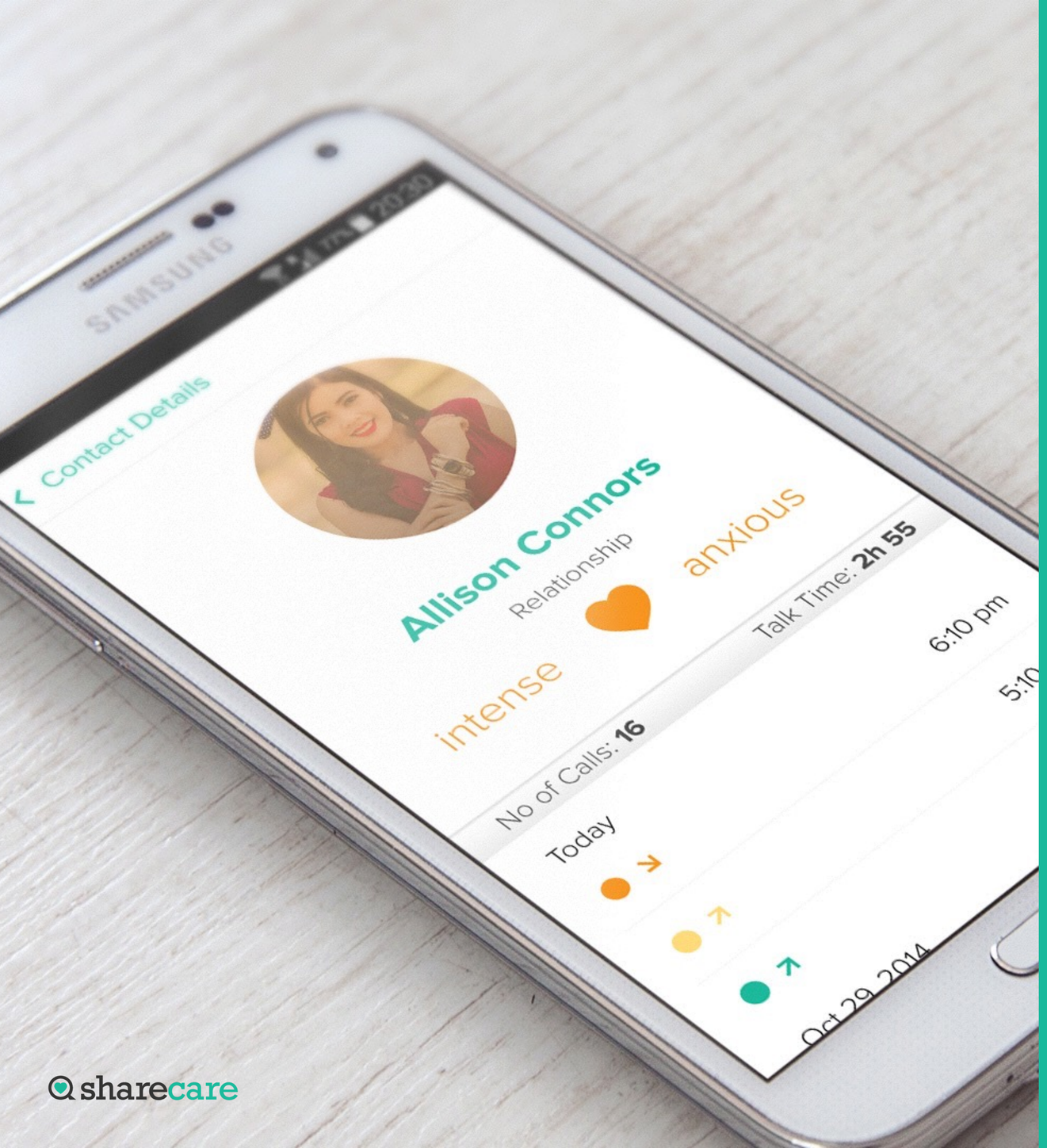
Georgia Tech
Human Computing Lab providing data analysis on adaptive trial

Key Populations
Year-round enrollment through various populations

LAKE NONA INSTITUTE

UNIVISION

Trinity Health
Livonia, MI



Friction-less insights to help members live in the green

- Phone
- HealthKit
- Accelerometer
- Connected Devices
- Shared Apps
- Weather
- Calendar
- Traffic
- Food
- Rest
- Camera/PhotosVideo
- Payment
- GPS/Location
- iMessage
- Music
- Contacts
- Social Graph
- Fitness
- Text
- Medications

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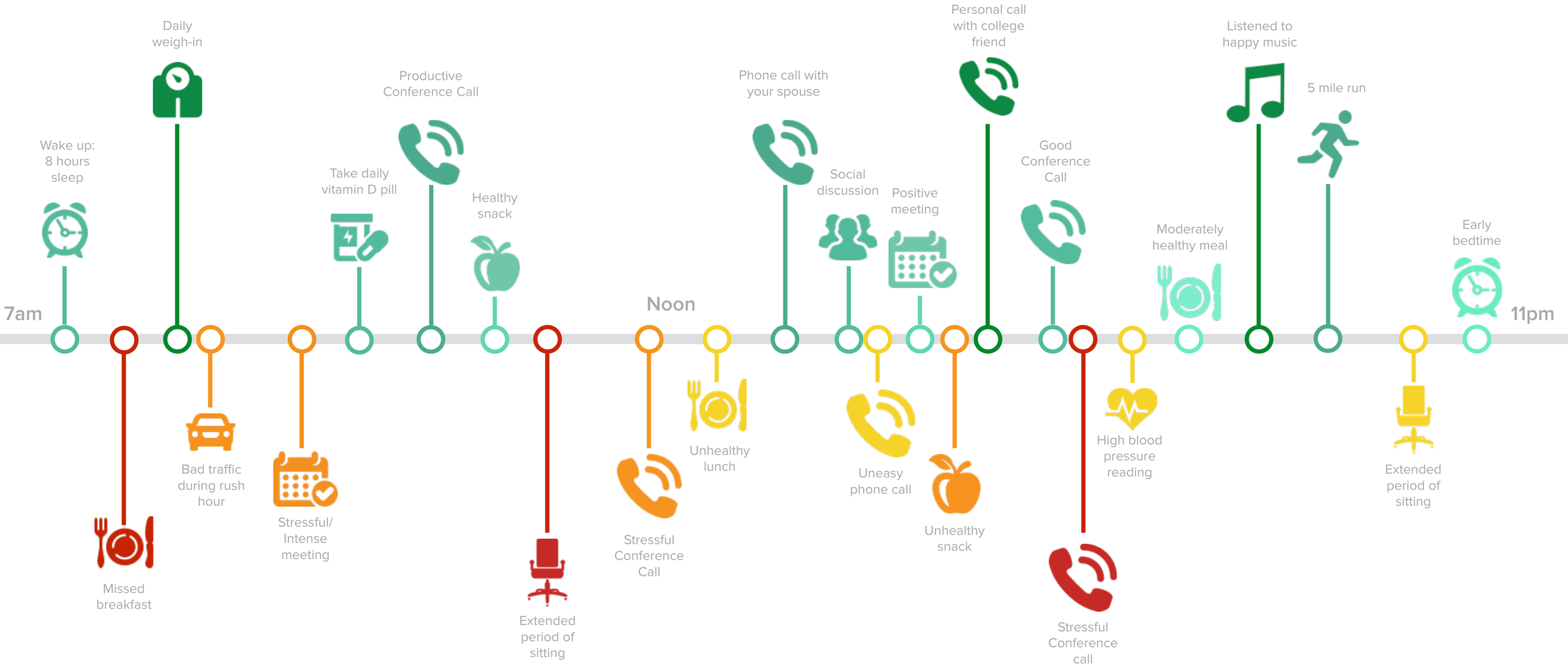
A Day in the Life



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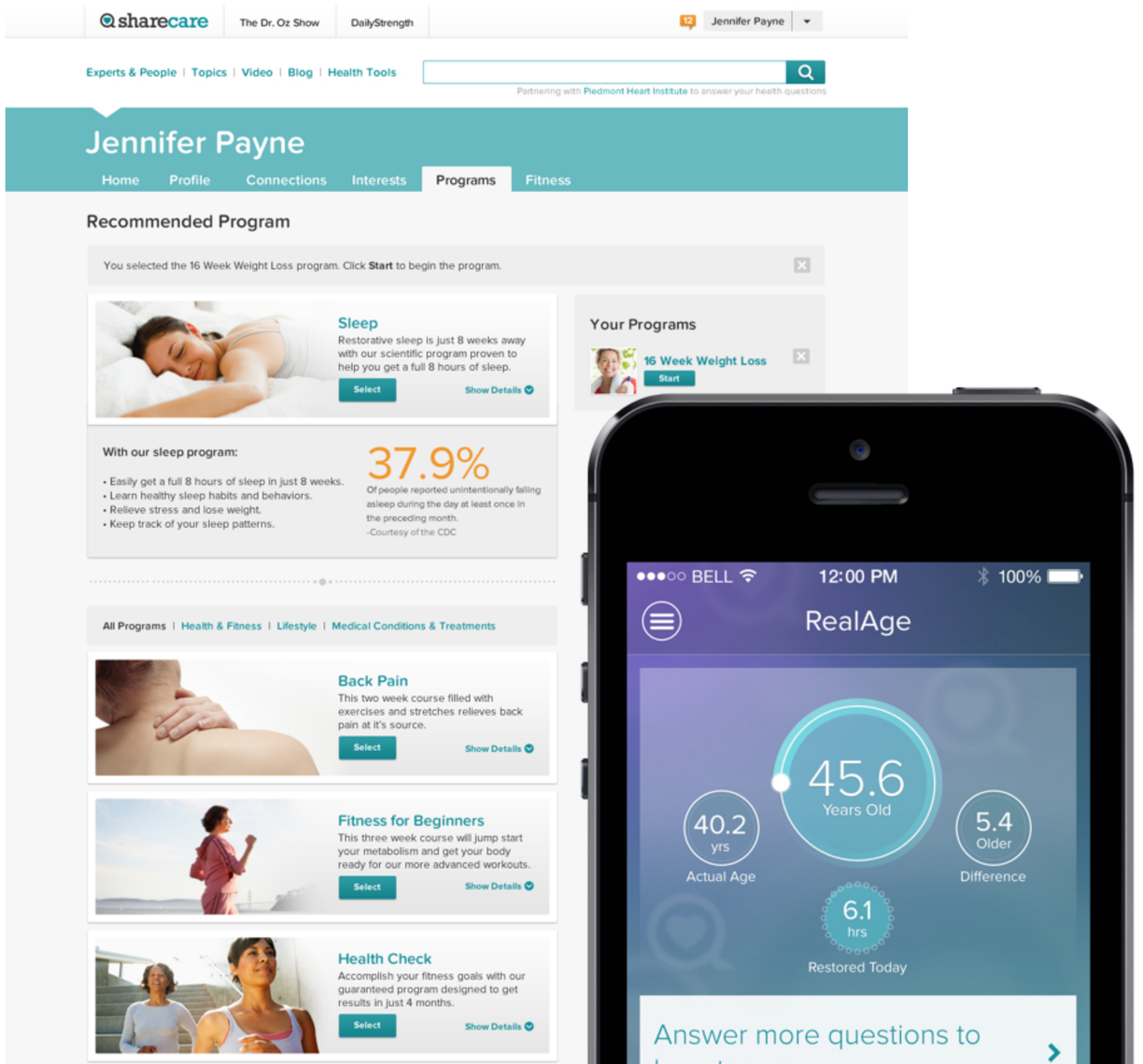
RealAge Micropayments: Earning Real-time benefits via Action Plans

Action Plan Micropayments:

- Get More Sleep (**up to 1.5 yrs**)
- Lose Weight (**up to 4-6 yrs**)
- Ease Your Stress (**up to 2.1 yrs**)
- Sit Less (**up to 3.1 yrs**)
- Boost Health with Nuts (**up to 1.5 yrs**)
- Cut Back on Alcohol (**up to 3-7 yrs**)
- Walk This Way (**up to 0.5+ yrs**)
- Pile on the Produce (**up to 4-6 yrs**)
- Quit Smoking (**up to 8-12 yrs**)
- Get Control of Diabetes (**up to 6-7 yrs**)
- Lower Your Blood Pressure (**up to 5 yrs**)
- Asthma (**up to 3 yrs**)
- Eat Cleaner (**up to 4-6 yrs**)



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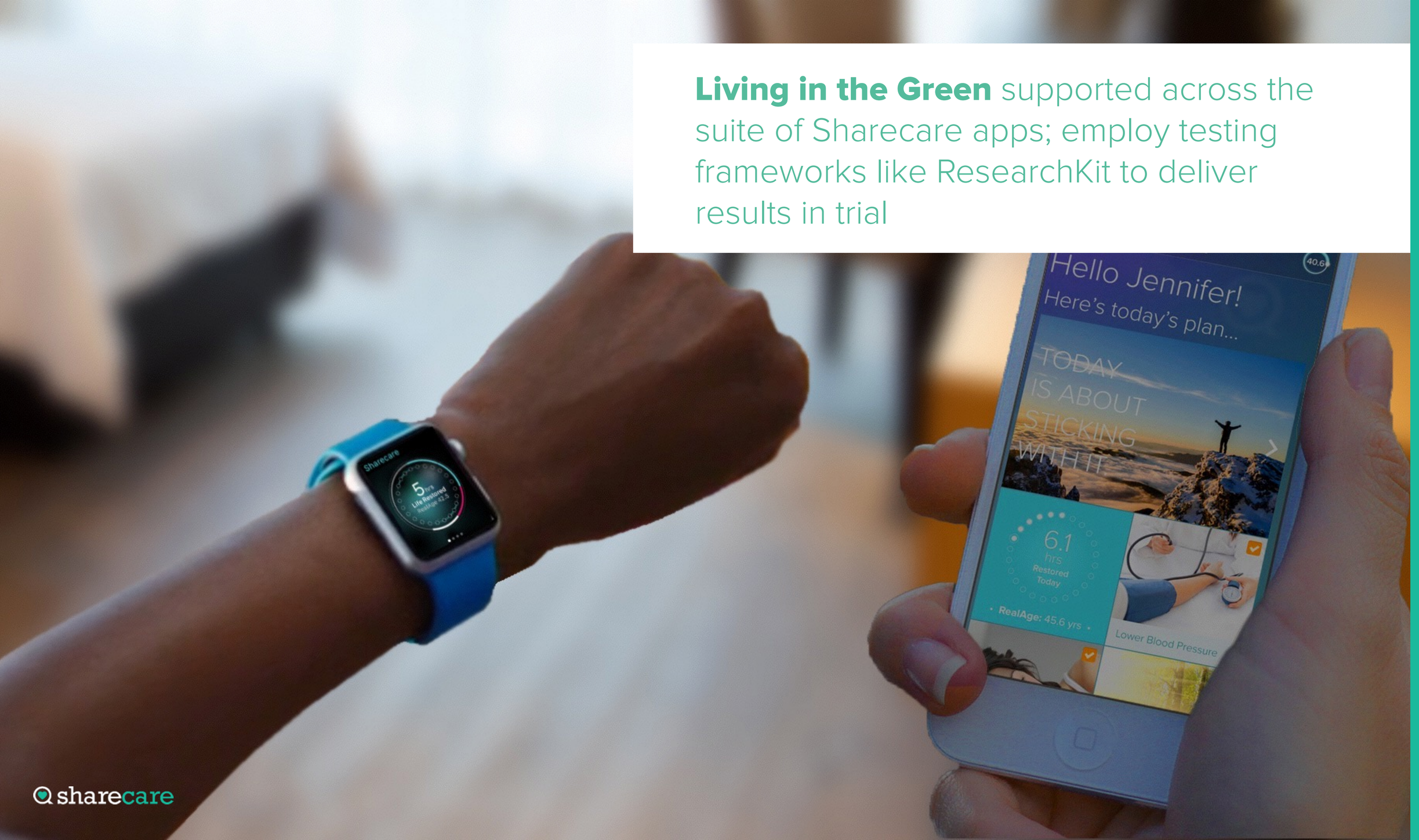
Living in the Green supported across the suite of Sharecare apps; employ testing frameworks like ResearchKit to deliver results in trial



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Turning **Real Stress** into **Real Happiness**

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