

Optimizing Consumer-Driven Healthcare

March 2015

about sharecare

Our Investors



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.

One profile architected
for delivering
ultrapersonalization and
maximizing
interoperability

Retail Profile

amazon.com

Social Profile

facebook

Financial Profile

mint

Business Profile

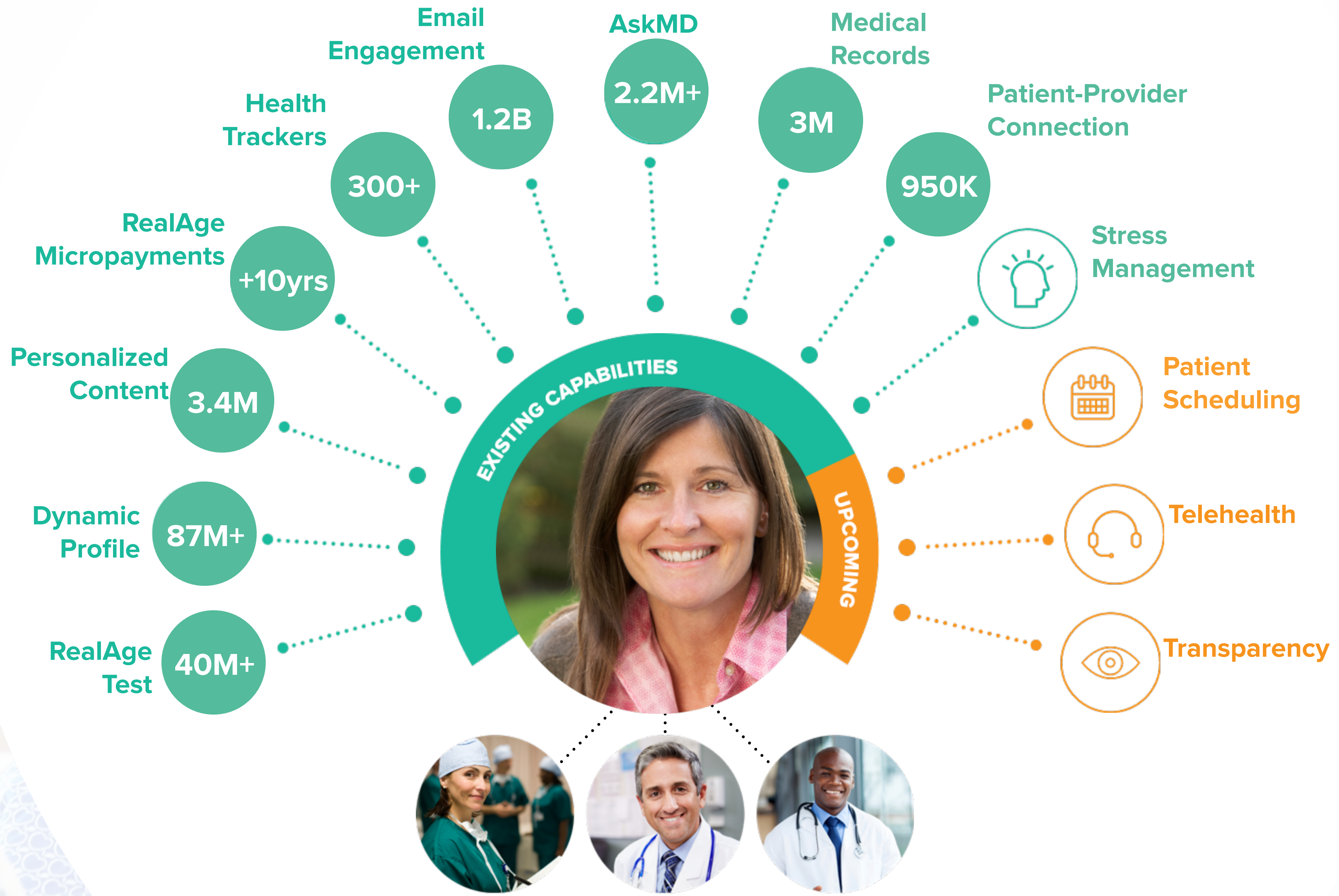
Linked in.

 **sharecare**

Health Profile



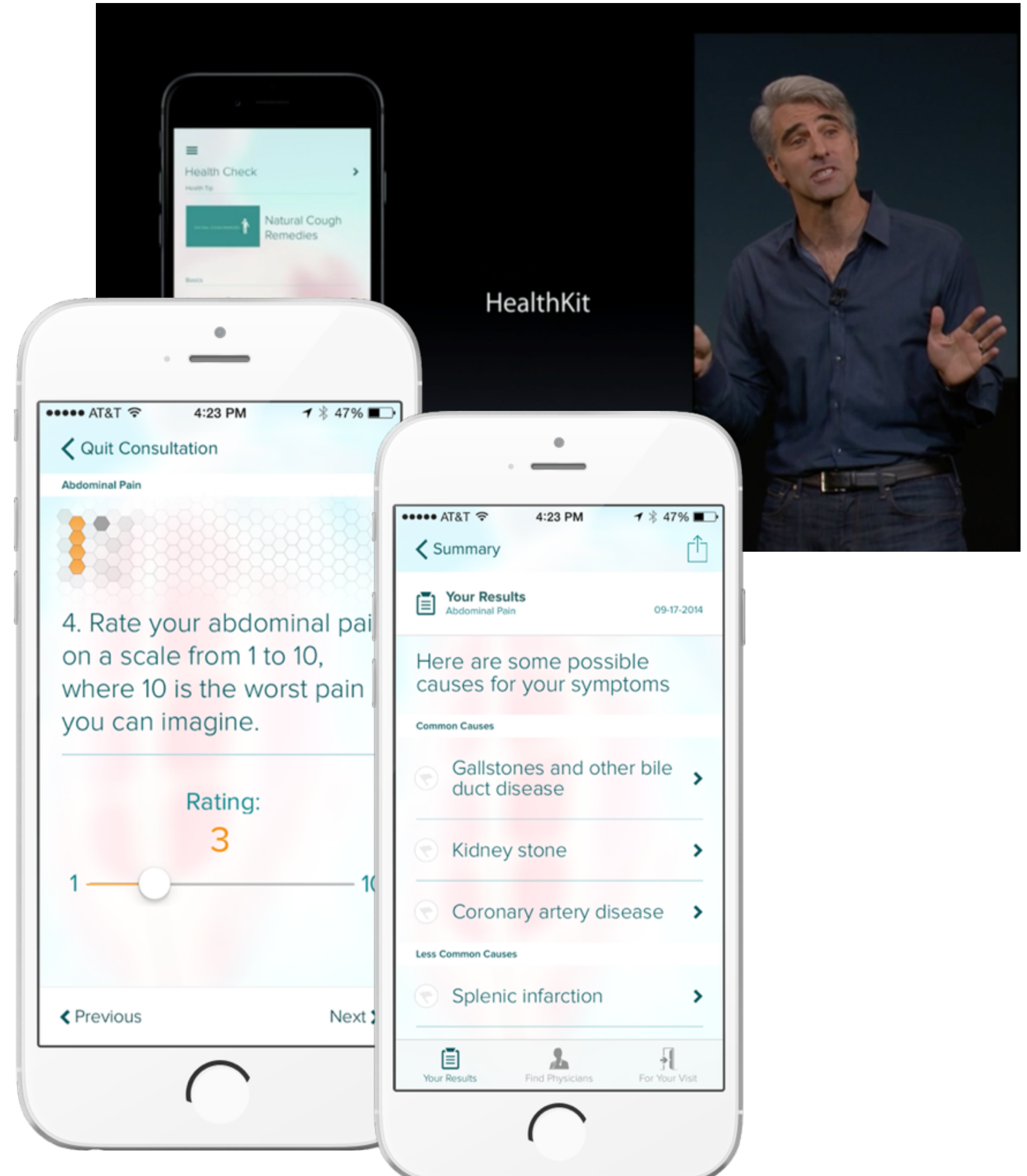








AskMD





Physician Profiles

sharecare The Dr. Oz Show DailyStrength Erica Larson

Find a Doctor | Follow an Expert | Topics | Video | Health Tools

Find a Doctor | Georgia | Atlanta | Gastroenterology

Profile Locations Activity Answers Blog More

ERICA, Take charge of your health.

Before a visit with Dr. Sonenshine:
Check your symptoms with **AskMD**
Assess your health habits with **RealAge**
Learn more about Gastroenterology

Dr. Marc Sonenshine
Gastroenterology, Internal Medicine • Atlanta, GA

12 Years of Experience • 100 Insurance Carriers
Male • Speaks English, Spanish

Office Hours:
M - F: 8:30 am - 5 pm
Sat: 9 am - 12 pm

- Accepting New Patients
- Treats Children
- Electronic Health Records

PRIMARY LOCATION
980 Johnson Ferry Road, Ste 820
Atlanta, GA

ALASKA REGIONAL HOSPITAL
a world of caring

DOCTORS AT THIS LOCATION:

- Jamie Ackerman**
Gastroenterology
980 Johnson Ferry Road, Ste 820
Atlanta, GA
- Richard Abel, MD**
Anesthesiology
980 Johnson Ferry Road, Ste 820
Atlanta, GA
- Gallane D. Abraham, MD**
Emergency Medicine
980 Johnson Ferry Road, Ste 820
Atlanta, GA
- Austin W. Abramson, MD**
Obstetrics & Gynecology
980 Johnson Ferry Road, Ste 820
Atlanta, GA
- David H. Adams, MD**
Cardiothoracic Surgery
980 Johnson Ferry Road, Ste 820
Atlanta, GA

Show More

DR. SONENSHINE'S ACTIVITY WALL

Marc Sonenshine, MD posted a blog entry:
Eat the Fruit and Dodge the Juice
5 Hours Ago
By Dr. Marc Sonenshine, MD
If you're a dedicated food felon dodger — trying to weave your way around the added sugars and syrups, ... [Full Post](#)

Marc Sonenshine, MD posted an answer:
What can I do if I'm addicted to salt?
If you salt every dish before you even taste it, you need a different way to bring out the flavor of your food. In this video, I will share a natural product that can give your dishes the zest you want without the side effects...[More](#)
4 Hours Ago

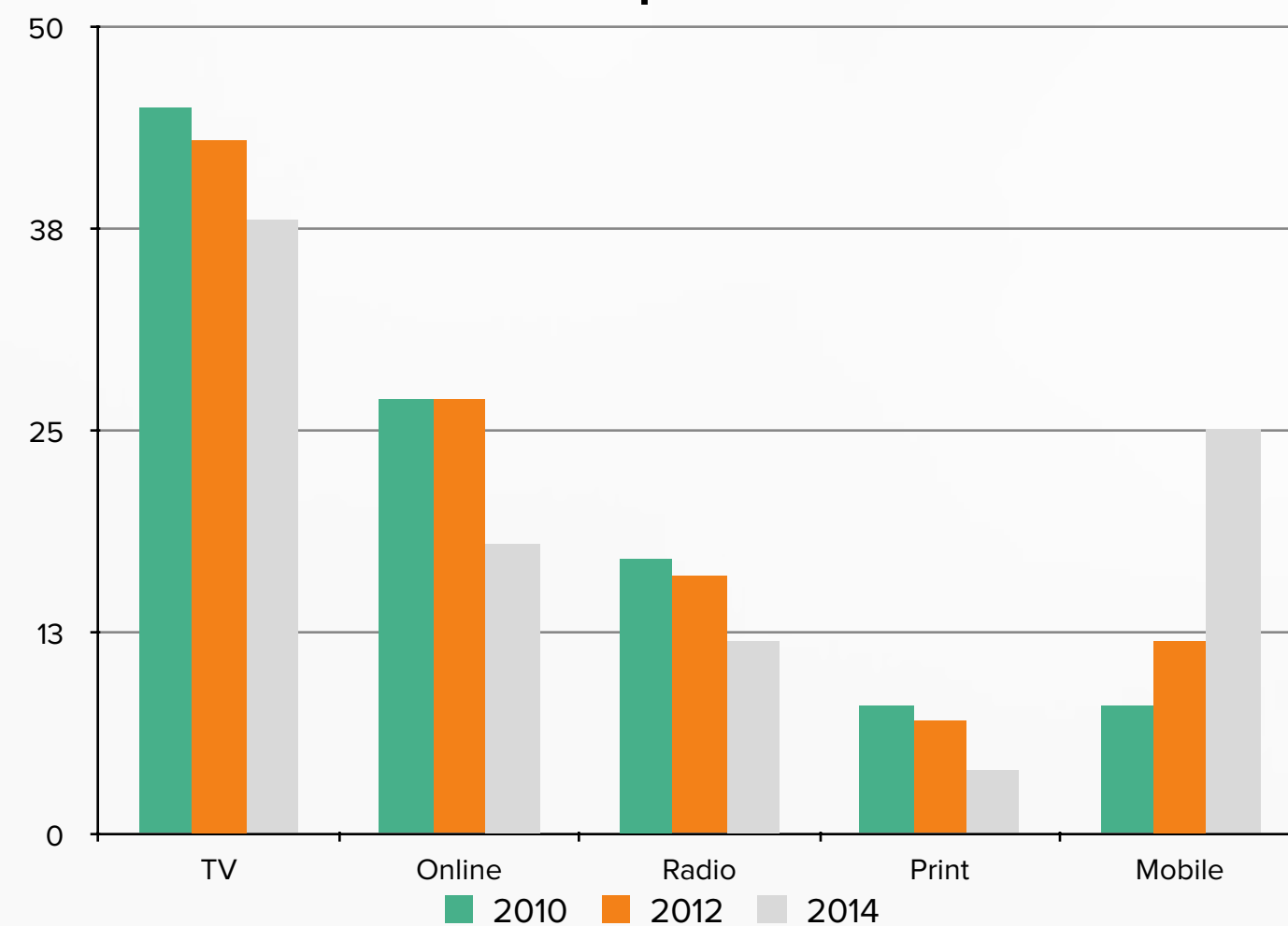
Marc Sonenshine, MD posted:
Foods that are Gluten-free
<http://q.equinox.com/articles/2015/01/gluten-free>
Gluten-free Foods
It's hard to know what is gluten-free these days.
1 Day Ago

Marc Sonenshine, MD answered:
What can I do if I'm addicted to salt?
If you salt every dish before you even taste it, you need a different way to bring out the flavor of your food. In this video, I will share a natural product that can give your dishes the zest you want without the side effects.
[Read More](#)



The world is going mobile

Share of Media Consumption



- 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



Living in the Green

Frictionless data insights

Self-awareness

+ RealAge micropayments

Your health simplified

Voice

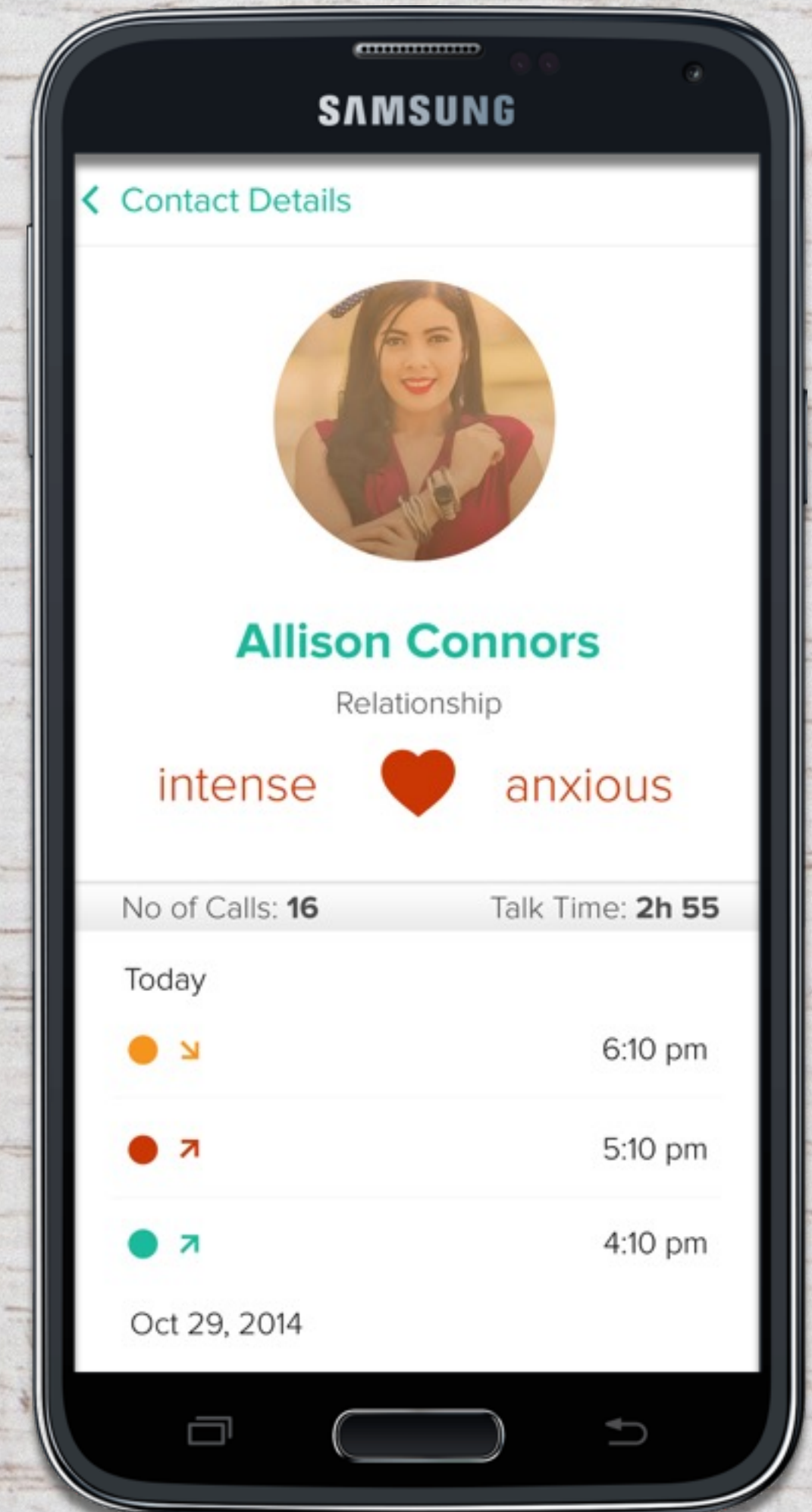
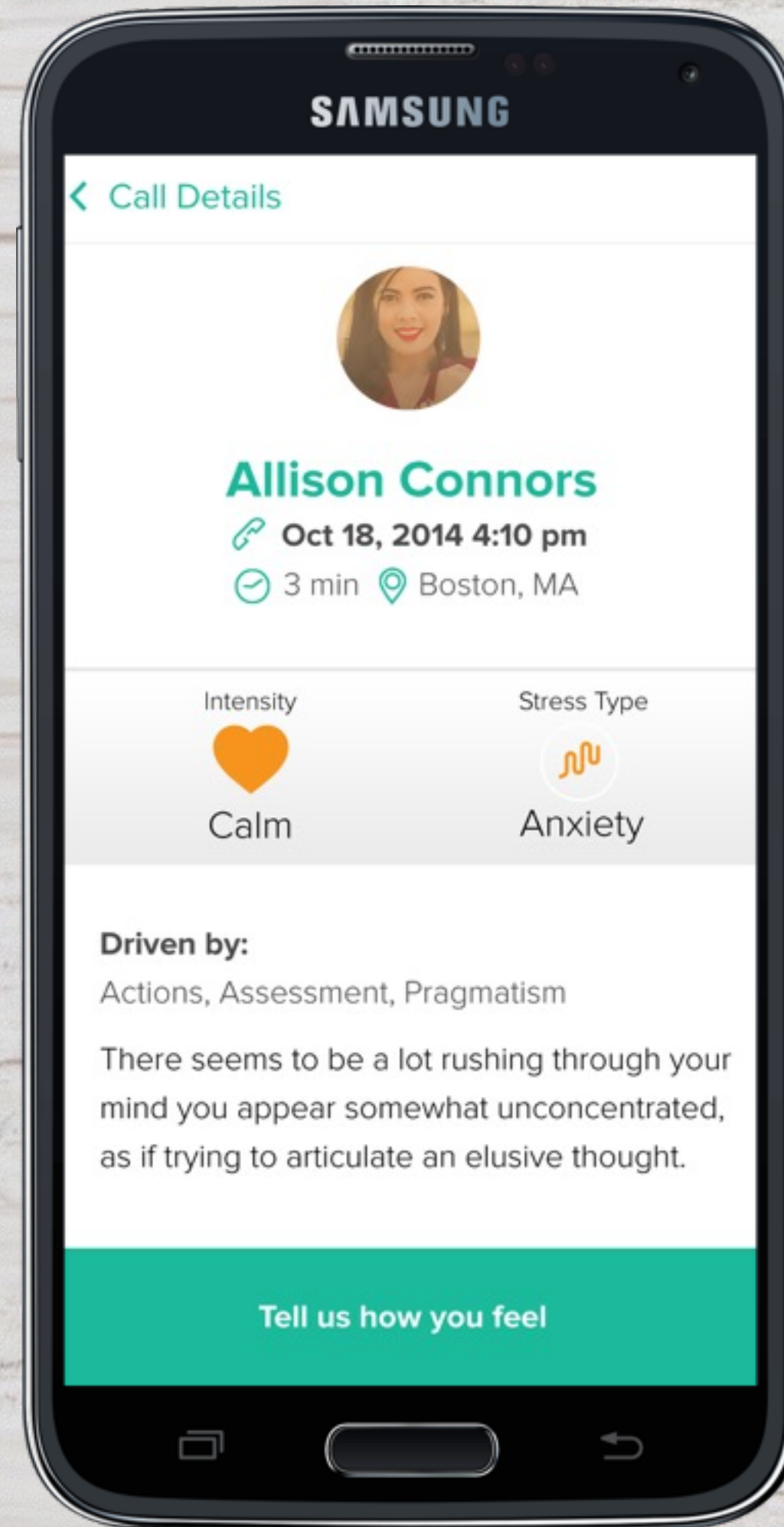
The single-source of truth threaded throughout **Living in the Green**

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



Introducing Sharecare beta

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



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



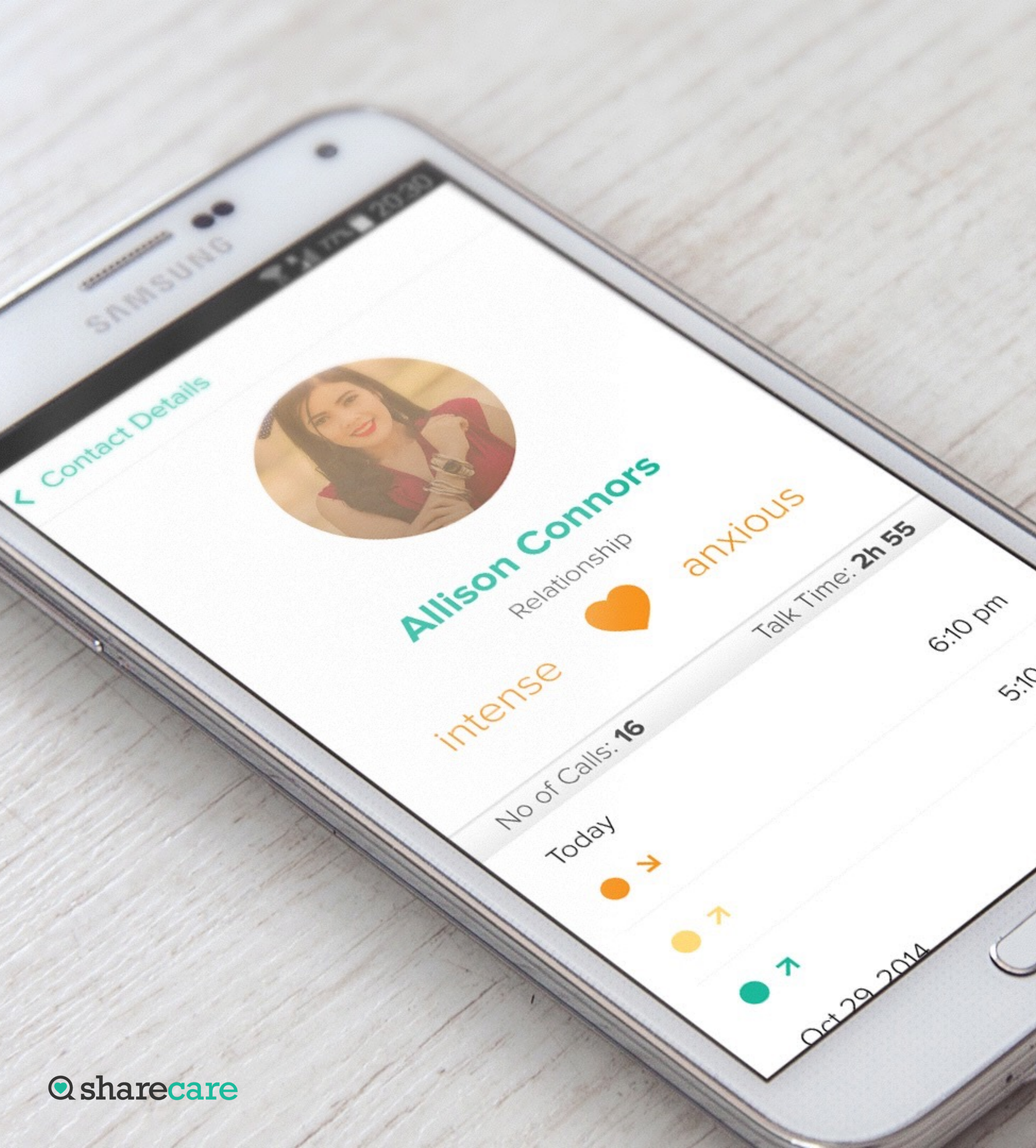
UNIVISION



Trinity Health
Livonia, MI

Key Populations

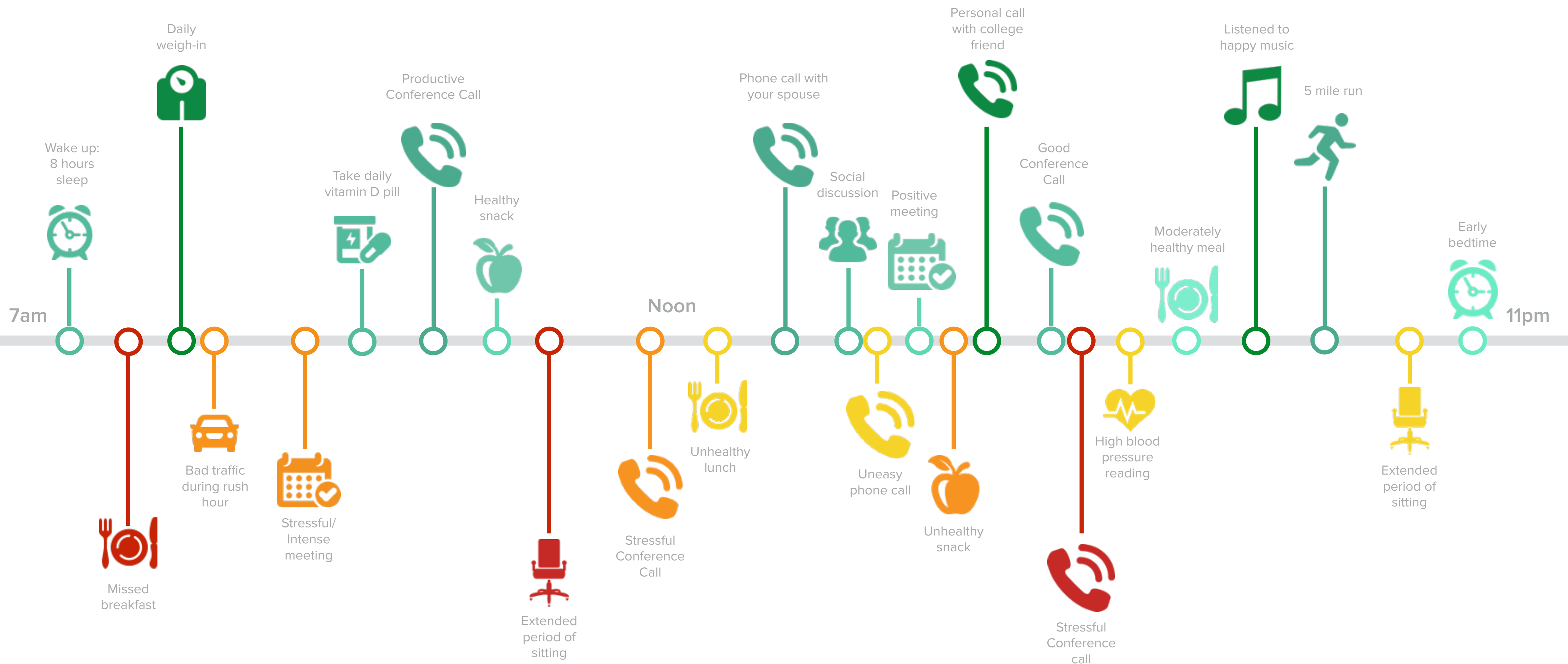
Year-round enrollment through various populations



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

A Day in the Life



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**)

The image shows a desktop view of the Sharecare website and a smartphone displaying the RealAge app. The website is for user Jennifer Payne, showing a recommended program for sleep. The smartphone screen displays the RealAge app interface with the following data:

- Actual Age: 40.2 yrs
- Restored Today: 6.1 hrs
- Current RealAge: 45.6 Years Old
- Difference: 5.4 Older

At the bottom of the smartphone screen, there is a prompt: "Answer more questions to..." with a right-pointing arrow.

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





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

A grayscale silhouette of a person running, viewed from behind, with their hair blowing in the wind. The background is a bright, hazy outdoor setting.

 **sharecare**