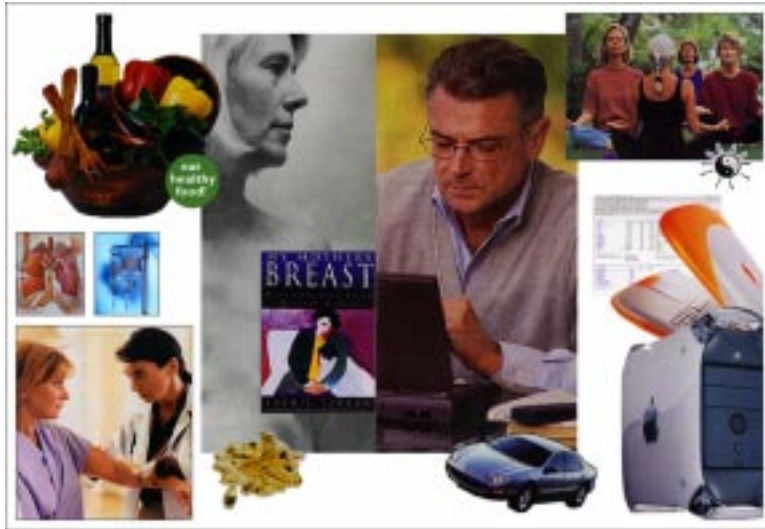


Consumer shifts

- Aging, educated, affluent, interested in health
- High service expectations
 - Effective
 - Personalized
 - Just-in-time
 - Options
- Increasing choice of plans, providers, vendors

Health-related industries need to respond

Target Population



- Care Management – chronic illness
- Primary prevention
 - Senior/pre-senior
 - Pregnancy/childhood
- Fastest growing on-line populations
- 108M in US by 2015
- 9M women in care giving role
- Accounts for
 - \$19 trillion net worth
 - 60% of healthcare spend
 - 70% of prescription drugs
 - 51% of OTC drugs
 - Majority of \$225B out-of-pocket expenditures





Because I am unique.

[MyHealthCenter](#) | [record](#) | [examine](#) | [prepare](#) | [learn](#) | [connect](#) | [shop](#)

MyHealthChannel's tools and resources work together to help you create a preventive health action plan.



record

examine

prepare

learn

connect

shop

◀ BACK • NEXT ▶

The more you record, the more you get.

MyHealthChannel is a powerful tool. Initially, you should expect to record a minimum of six times before seeing results. You should also plan to RECORD regularly and frequently. Recording faithfully will make MyHealthChannel your unique web site, delivering information, shopping bargains, community support and reporting just for you.



Secure Anonymous Information Architecture™



powered by medcompass

[REGISTERED USER LOGIN](#) 

[FREE SIGN UP NOW](#) 

[about us](#) | [contact](#) | [terms of use](#)

Collaborative eCare

- 89% want high involvement
- 68% actively involved in self-care



Consumer

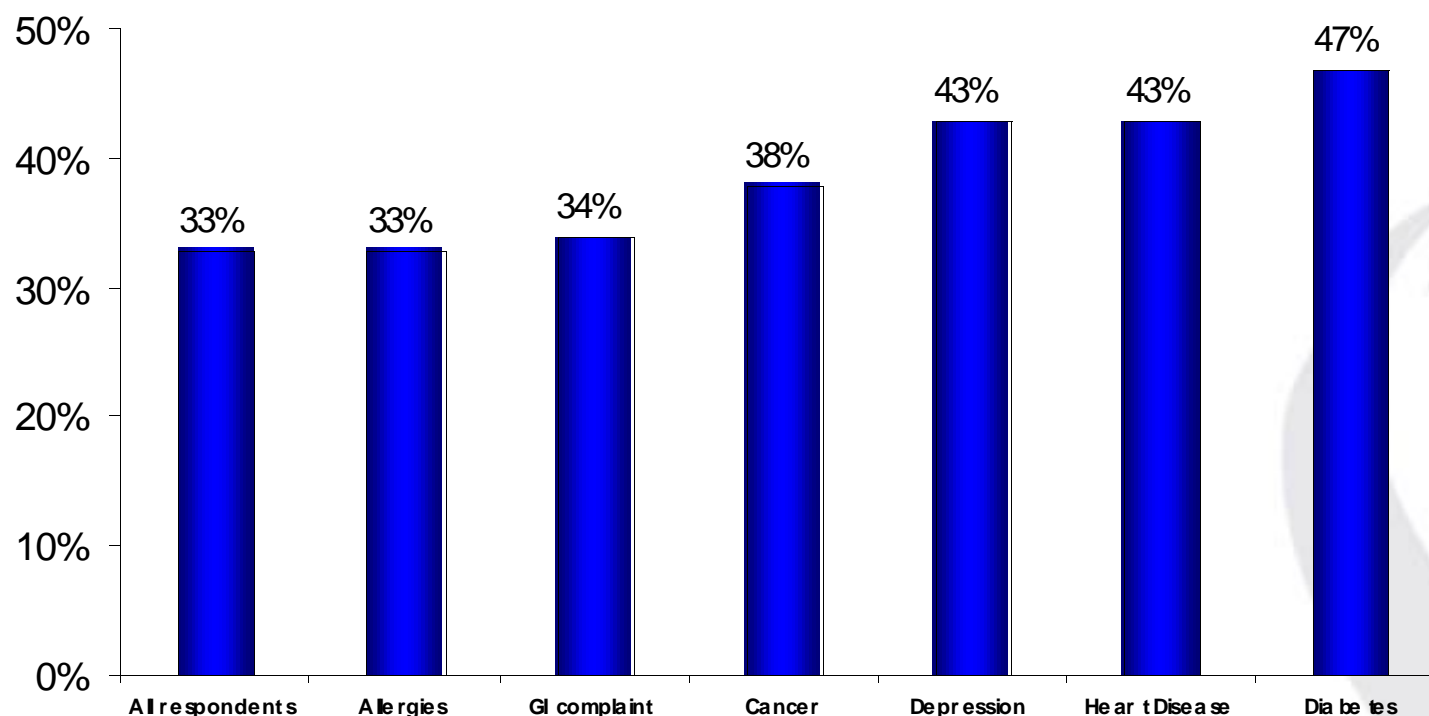


Providers


Physician Specialist,
Physician Extender,
Internist, nursing
professionals,
pharmacists, care partner,
others

Do Your Customers Want to Collaborate On-line?

Percentage saying that computer software that helped them share their health information with their care team via the Internet would be very helpful for managing their health



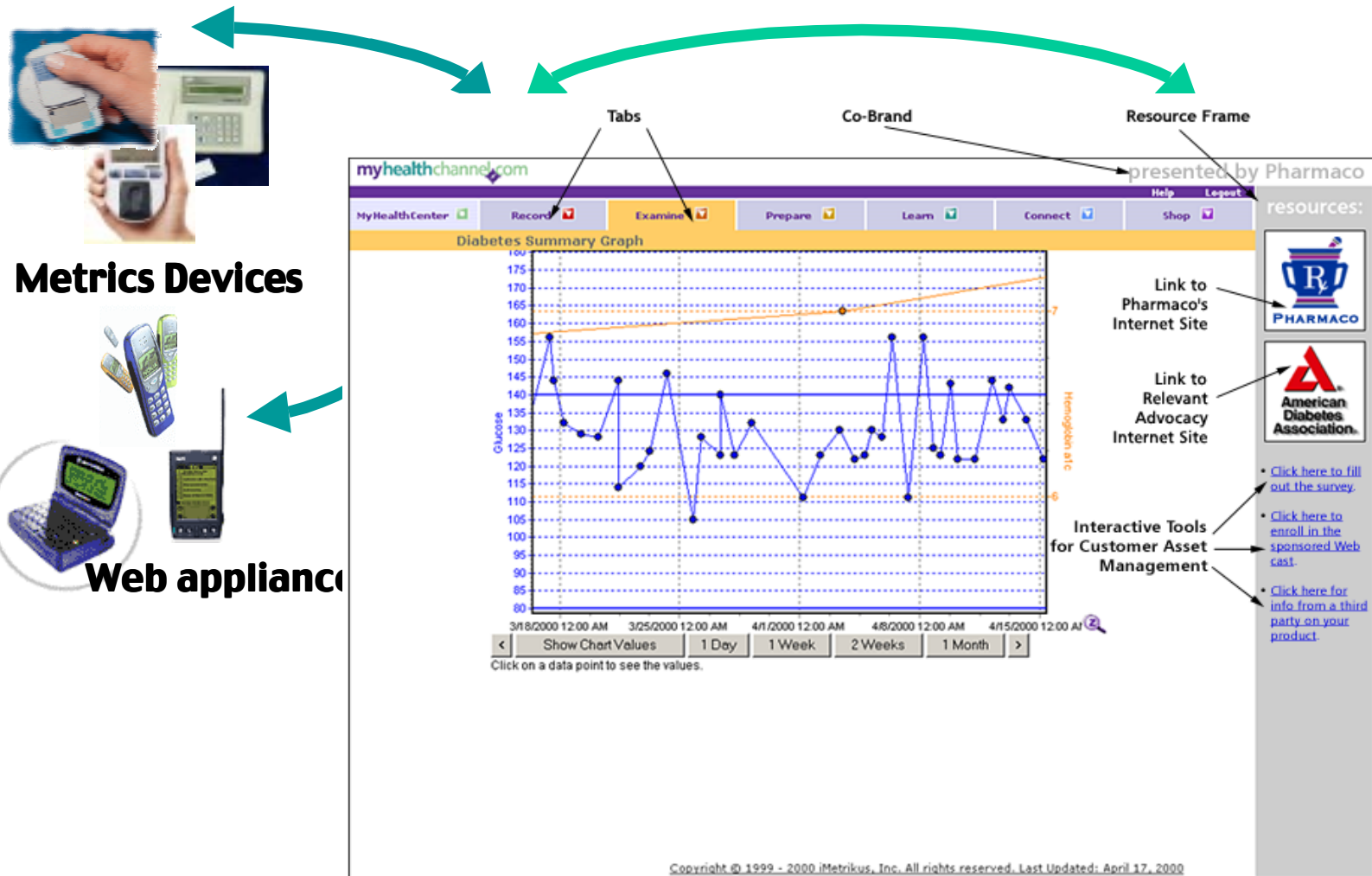
Study Population:
Have **not** used
software to
manage disease

 HarrisInteractive *The 10,000 Patients Study*

iMetrikus Proprietary & Confidential



eCare Communities, eCRM Service



Why is Relationship Management Important?



Key Players

EXECUTIVES

- ❖ **William J. Rutter, PhD**
CEO
- ❖ **Peter A. Thompson, MD**
Founder, Corporate Development
- ❖ **Joseph A. Condurso, III**
Founder, Sales & Service
- ❖ **Robert Duncan**
Founder, Finance
- ❖ **Jae Evans**
Founder, Engineering
- ❖ **Harvey Colten, MD**
Medical Science
- ❖ **Rose Higgins**
Marketing
- ❖ **Dan Pettus**
Client Services

INVESTORS / ADVISORS

- ❖ **William J. Rutter**
Founder, CEO Chiron
- ❖ **Fred Frank**
Vice Chairman, Lehman
- ❖ **Alain Merieux**
Founder, CEO bioMerieux
- ❖ **John Larson**
Fmr. Chmn., Brobeck
- ❖ **Sandy Robertson**
Founder, Robertson, Stephens
- ❖ **Jack Schuler**
Fmr. President, COO, Abbott
- ❖ **Lew Coleman**
CEO NationsBank Securities
- ❖ **Phillip Lee**
former Chancellor, UCSF

ENTERPRISE PARTNERS



Medical Advisory Board

❖ **Harvey Colten – Chair**

- ❖ **Vernon Young**
Professor Nutritional Biochemistry, MIT
- ❖ **Richard Behrman**
VP Medical Affairs, Lucile Packard Foundation
- ❖ **Ralph Weichselbaum**
Chair, Radiation and Cellular Oncology, U. Chicago
- ❖ **Ernest Beutler**
Chair, Dept. Mol/Exp Medicine, Scripps Research Inst
- ❖ **Joe Leigh Simpson**
Chair, Ob/Gyn Baylor College of Medicine
- ❖ **Culberto Garza**
Vice Provost, Cornell U. Chair FNB
- ❖ **Jack Rowe**
Pres/CEO Aetna
- ❖ **Ron Kahn**
President, Joslin Diabetes Center
- ❖ **Nancy Andreasson**
Chair, Psychiatry, University of Iowa

- ❖ **Arthur Rubenstein**
Dean, Exec VP, Mt Sinai School of Medicine
- ❖ **Jan Breslow**
Leonhardt Professor Genetics/Metabolism, Rockefeller Univ.
- ❖ **Jonathon Fielding**
Prof Health Services/ Pediatrics, UCLA
- ❖ **Joseph Martin**
Dean, Harvard Medical School
- ❖ **Steven Wolinsky**
Professor Medicine, Northwestern University Medical School
- ❖ **Sam Wells**
Director, Centr Clin Trials, Am. College Surgeons
- ❖ **Judith Swain**
Chair, Medicine, Stanford
- ❖ **Peter Carroll**
Chair, Department of Urology, UCSF
- ❖ **Ezra Davidson**
Assoc Dean, Past Chair, OB/Gyn Charles Drew Univ
- ❖ **Gerald Fischbach***
Director, NINDS
- ❖ **Donald Berwick**
President, CEO, Institute for Health Improvement

**ex officio member*

Important Political Commentary

Consumers who have talked to a doctor about a drug by name in the last 12 months.

	Total	Republican	Democrat
	%	%	%
Claritin	17	26	14
Viagra	5	3	9

Source: Harris Interactive, *Strategic Health Perspectives* Consumer Survey 1999



Conclusion: Republicans would have more sex if it wasn't for their allergies.

Targeted Solution

- **Effective self- and collaborative health management is the context for creating and managing a relationship that leads to brand loyalty**
- **The individuals health profile and preferences are the basis for personalization**
- **Brand loyalty with the target populations is highly**



eCRM Solution

Patient-centric Collaborative eCare Platform