INTRODUCTION
HOW CAN LONG-TERM CARE INSURERS SAVE ON CLOSED BOOKS OF BUSINESS?

By implementing programs and services that:

✓ Leverage therapeutic and preventative health programs
✓ Identify undiagnosed risks
✓ Increase access to highly effective, lower-cost, virtual solutions for needed therapies

Falls, cognitive decline, hearing loss and depression collectively contribute to a significant increase in costs and claims.
WHO ARE WE?

• Self-funded startup of three healthcare leaders committed to helping people remain healthy and independent as they age

• Partnering with leading virtual care solutions and seeking pilot populations

• Pursuing NIH grants to fund outcomes research to further support our business model

Brian Bischoff
Co-Founder, Leadership & Operations
An engineer and entrepreneur at heart, Brian believes in utilizing technology to enable people to remain active, engaged, and independent.

Brian has had the privilege of being the principal investigator on four National Institute of Health (NIH) and two Defense Advanced Research Projects Agency (DARPA) grants directed at technology enabled care. These projects attracted more than $20 million in venture investments, created 50+ new positions and annual sales approaching $10 million. Brian holds 18 patents across a diverse range of fields and has been involved in researching and commercializing telehealth, remote patient monitoring and virtual care services for more than 15-years.

Kelly Prchal
Co-Founder, Marketing & Growth
Kelly’s broad experience developing solutions and driving growth and consumer engagement serves to accelerate AlliedVirtualCare’s business model and growth engine. With a focus on innovation, marketing, and business development, Kelly’s Master of Healthcare Administration degree and leadership experience across the healthcare continuum drive the development and execution of innovative marketing, activation, and consumer engagement strategies and tactics at AlliedVirtualCare.

With a strong passion for helping people live healthier and more complete lives, Kelly’s signature strength is her ability to build meaningful connections with customers and teams to build trust, problem-solve, and drive execution and engagement to further strategic growth initiatives.

Adrian Lister
Co-Founder, Outcomes & Data Science
A clinically-trained audiologist and engineer, Adrian has studied improvements to the quality of life of individuals, and society through the thoughtful implementation of technology. His work in the areas of clinical processes, outcome modeling, and prediction from behavioral and sensor data has demonstrated the importance of interpreting health outcomes of technological interventions in functional contexts. Adrian brings extensive experience from the medical device industry where his work has focused on understanding the effects of technology interventions on the patient, the clinical process, and the business.
AlliedVirtualCare brings together allied health professionals and state of the art virtual care technologies to sustain independence and improve health outcomes.

Related Conditions:

1. **Alzheimer's Disease and related dementias (ADRD):**
   - Estimated to cost $290B in 2020

2. **Age-related hearing loss**
   - Only 1/3 of those who need hearing care seek it
   - Healthcare costs average 46% higher for those with untreated hearing loss\(^1\)

3. **Depression and social isolation**
   - Anxiety and depression negatively affect healthcare outcomes
   - Remaining socially engaged with a sense of purpose is critical

4. **Falls**
   - Falls are milestone events for losing independence
   - More than 1/3 of people aged 65 and older fall each year, and those who fall once are two to three times more likely to fall again

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Populations:

1. The “aging” population nearing or post-retirement
2. For those experiencing slow progression through the care continuum (“Age in Place”)
3. Those at risk for losing their ability to work and live independently

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THE CURRENT SYSTEM IS BROKEN:

- Risk assessment for ADRD, Depression and social isolation, hearing care, and falls are often overlooked during regular health assessments.
- Clinic-based therapies exist independently and the care and experience are not readily coordinated.
- Effective, proven, lower-cost virtual solutions exist but historically have been underutilized.

OUR SOLUTION: Songbird Health Program™ Helping you stay independent.

- Promote education, awareness and self-assessment to identify undiagnosed risks in these areas.
- Navigate members to a curated network of virtual care solutions to provide high quality, economical interventions that increase utilization of needed therapies.
- Integrate self-assessment and virtual care data to measure outcomes.
DIFFERENTIATORS

- Identified need for a **coordinated solution** across the top issues affecting aging in place: Hearing Loss, ADRD, Depression, Falls

- Improved **accessibility** of therapies that improve health and independence at a lower cost

- Our approach to **engagement** and **assessment** reduces clinical language barriers and modifies research-based assessment tools for member consumption to drive **activation**

- Aggregating **data** from the virtual care solutions for analysis of outcomes and continuous improvement
WHY NOW?

- **Growing awareness** of how these conditions impact *population independence & quality of life*
- **Virtual Care is seeing a massive lift**
  - New rules for Medicare and Medicare Advantage
  - Improved reimbursement and licensing rules for virtual care
  - Increased demand for allied health providers
  - Acceptance of virtual care solutions as viable treatment option
- **Hearing industry is being disrupted**
- **Recognition of value-based enterprises** within pending changes to Stark and anti-kickback laws
HOW CAN WE WORK TOGETHER?

1. Pilot population
2. Assessment
3. Engagement
4. Outcomes measurement
NEXT STEPS?