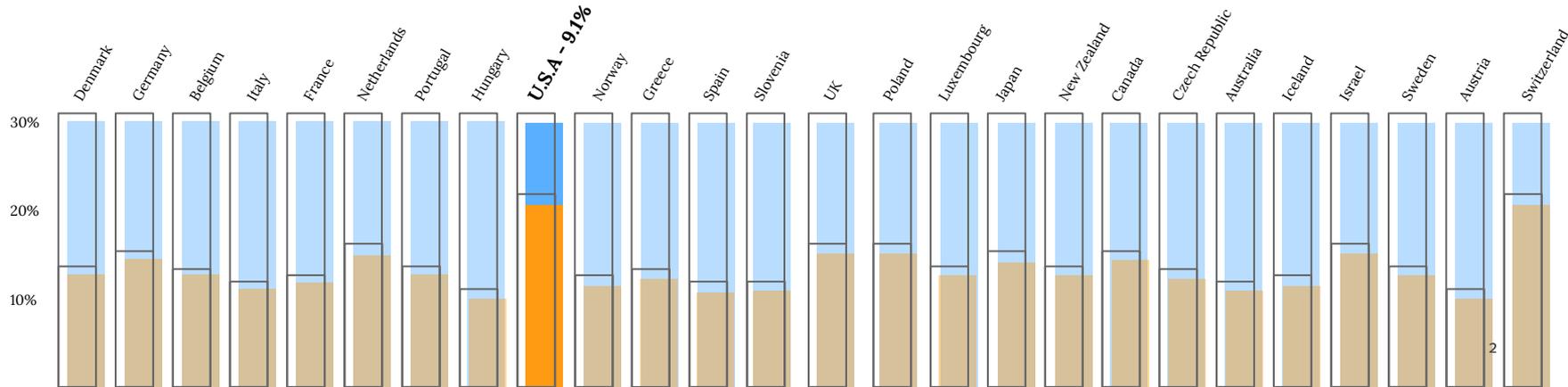


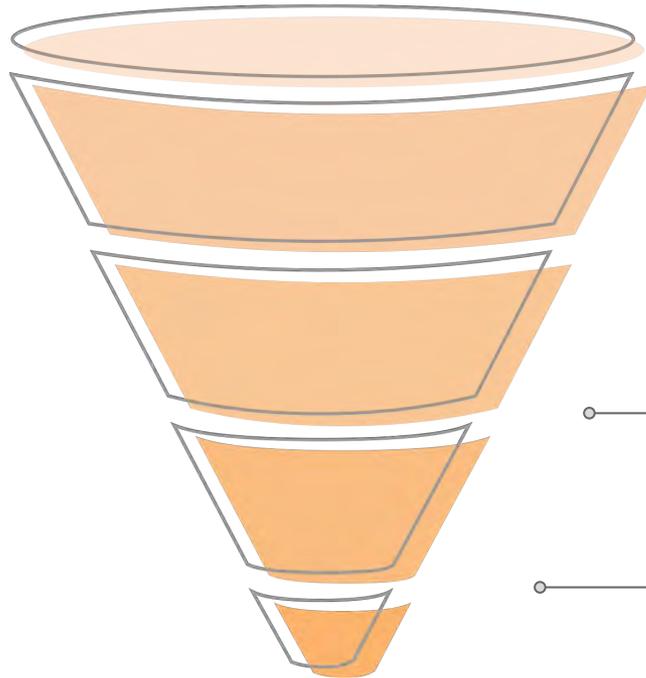
Healthify

Our mission is to build a world
where no one's health is hindered
by their need.

SDOH are the key to success in value-based care

-  Social services expenditure as % of GDP
-  Healthcare expenditures as % of GDP





▼ **NEED IDENTIFIED**

Low Visibility & Lack of Prioritization

Inconsistent visibility into the social needs affecting a population makes it difficult to prioritize interventions or allocate appropriate resources.

▼ **RESOURCE FOUND**

Inaccurate Resource Information

Scattered and outdated resource information creates inefficiencies in finding and connecting members to relevant resources.

▼ **SERVICE PROVIDED**

Fragmented Coordination Processes

CBOs and healthcare organizations struggle to close the loop on needs due to conflicting workflows and undefined incentives.

▼ **OUTCOME IMPROVED**

Lack of Transparency

Data deficiencies make it difficult to associate social service interventions with health outcomes.

A photograph of a man and a child in winter clothing. The man is in the foreground, wearing a red baseball cap and a dark puffer jacket, looking towards the right. The child is behind him, wearing a patterned winter hat with a red pom-pom and a dark jacket, also looking towards the right. The background is a blurred, snowy outdoor scene.

Who we are

Healthify improves the health of populations by building the *infrastructure* that integrates the social determinants of health into the era of value based healthcare.

What We've Done

We've scaled and made meaningful impacts in communities across the country.



Dignity Health®



UnitedHealth Group



NATIVE AMERICAN CONNECTIONS



>40,000

Healthcare staff trained

>200K

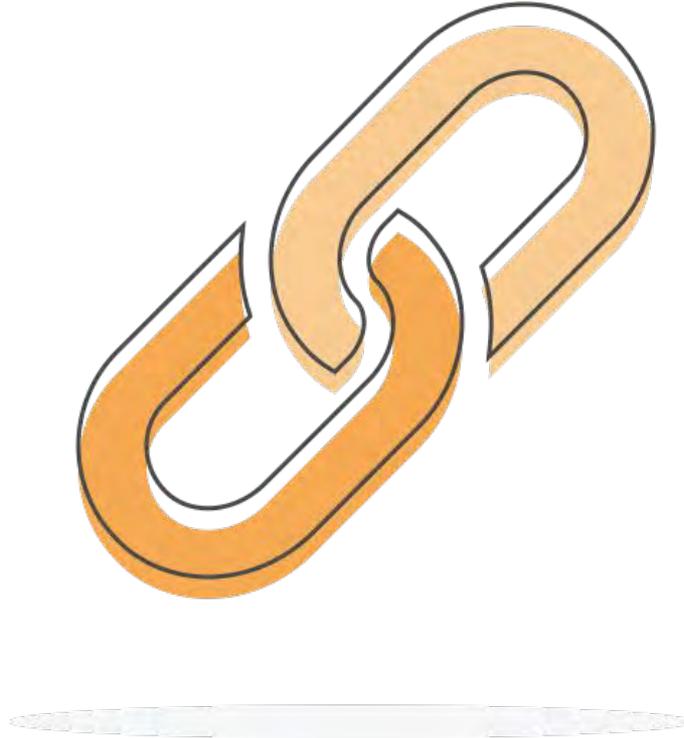
interactions for people in need in Healthify every 30 days.

10M

Members managed by clients we serve

Our Services

With scale comes greater operational and programmatic complexity. Our services ensure that as your networks grow, your solution does too.



Our Technology

Our technology solutions allow us to scale and reach a wider audience. This means more patients impacted to drive a larger ROI.



Infrastructure Technology

Healthify has a full, end-to-end suite of technology solutions to ensure identification of need, resource finding, coordination of service delivery and streamlined integrations to provide an accurate collection of key metrics to show ROI.

Platform

- SDOH Screening
- Search for resources (staff and member)
- Track referrals
- Coordinate referrals in a network

Integrations

- SAML SSO
- REST API (Health Current)
- EHR Integrations

Reporting

- Real time
- Exportable
- Scheduled



Infrastructure Network Services

In addition to our platform, we provide network management services to support network strategy, network building, and network maintenance. These services ensure that our partners have well defined and sustainable SDOH interventions with a set of community based organizations.

Network Strategy

Baseline Analysis/Research to develop client specific Network Development Plan:

- Recommended interventions and partners
- Success and Outcomes Goals

Network Build

Initial Community Partner Outreach, Evaluation, and Selection, including:

- Contracting
- Communications and Messaging
- SLA and Metrics Development

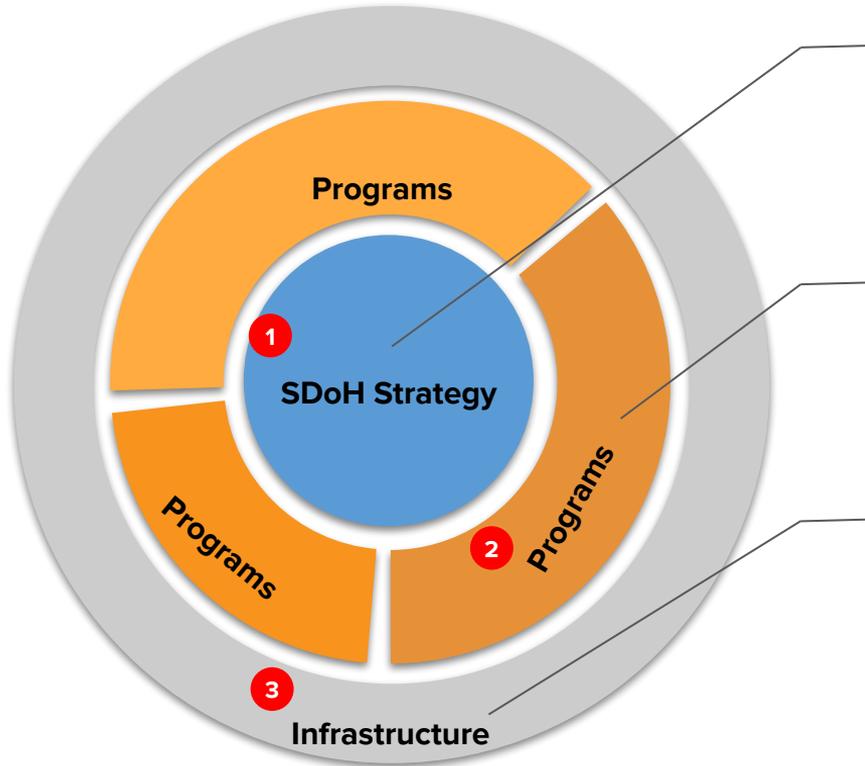
Network Management

Ongoing Network Monitoring and Evaluation, including:

- Contract M&E
- Network Convening and Engagement
- Network Expansion

Network Development and Implementation

Network Model



1 SDoH Strategy:

- Holistic, enterprise-wide objectives and goals for incorporating SDoH into broader company strategy
- Clear success metrics, built around company performance (e.g., ROI, clinical improvement)

2 Programs:

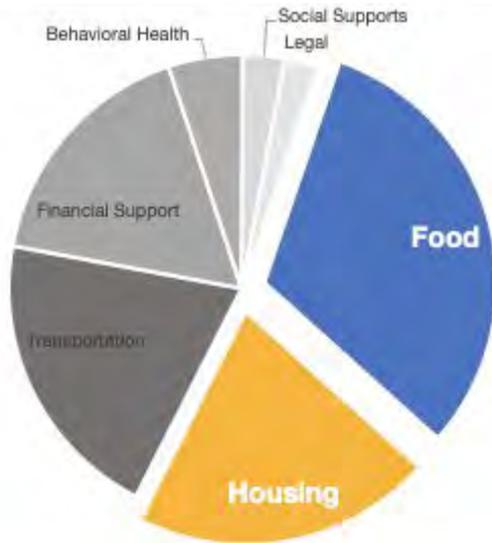
- Distinct Population Health/Care Management Programs that incorporate SDoH
- Should be narrow in focus across intervention, disease state, population, use case, and outcome goal

3 Infrastructure:

- Underlying people/governance, process, and tools to support programs and track performance/ outcomes
- Includes data sharing, incentive/ reimbursement structures, SLA requirements

Step 1: Quantify Needs in the Community

SDOH Screening

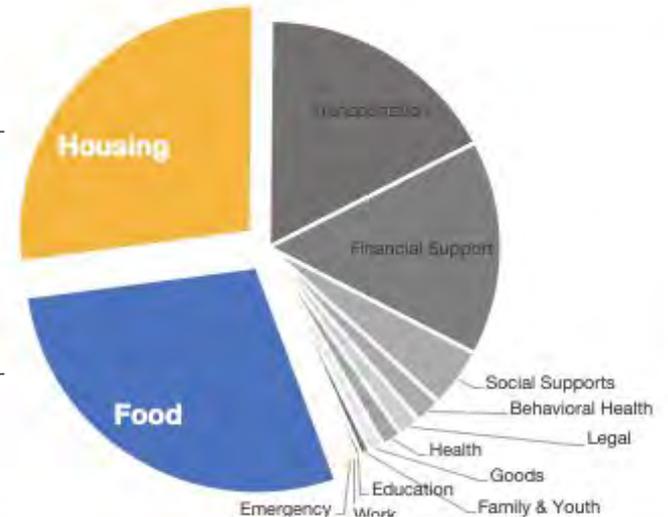


Only **68%** of eligible Arizonans participate in SNAP³

71% of the homeless population is concentrated in Maricopa County¹

A reported 36,000+ homeless people across the state¹

Resource Searches by Volume



1 in 6 Arizonans experience food insecurity²

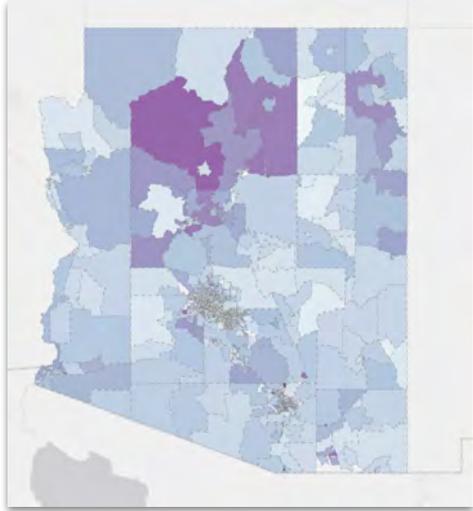
*Based on 6 months of most recent data from Healthify Partners in AZ.

¹Phoenix Rescue Mission

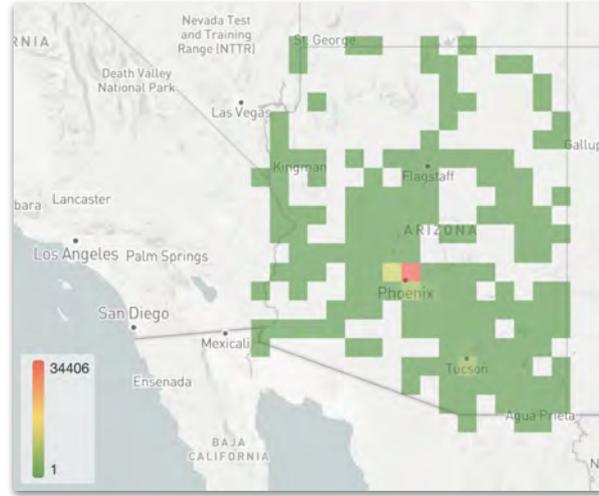
²Arizonans Preventing Hunger Action Plan

³United States Department of Agriculture

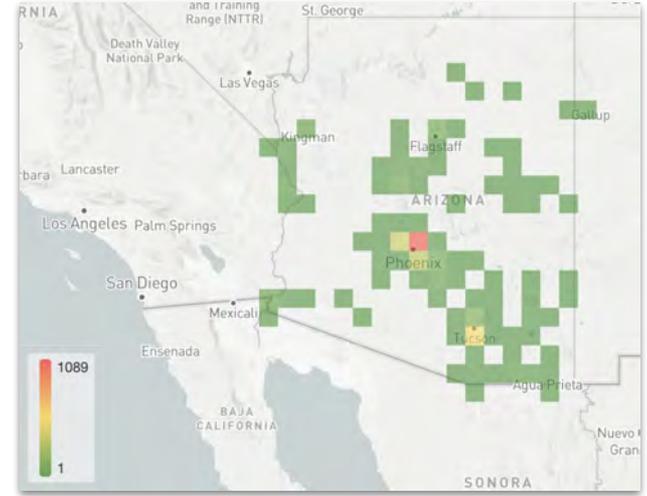
Step 2: Leverage Geographic Insights



Medicaid Termination Density

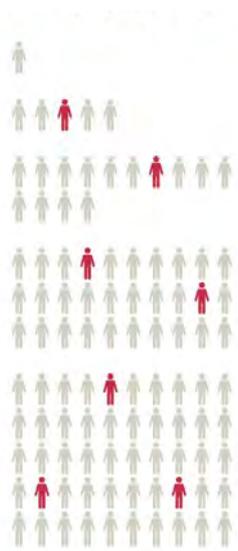


Statewide Housing Resources



Housing Search Volume

Step 3: Analyze Member Population and Impactable Cost*



Unstable Housing:

- 225 identified members with critical housing risk
 - 1,325 identified members with high housing risk
 - **89** members in shelter
-
- \$1.4M (Homeless shelter residents + \$1,343 PMPM)
 - \$507k (Critical housing stability + \$188 PMPM)

Step 3: Analyze Member Population and Impactable Cost

Need



Housing Stability

Details

9,865 individuals experience homelessness every day in Arizona¹

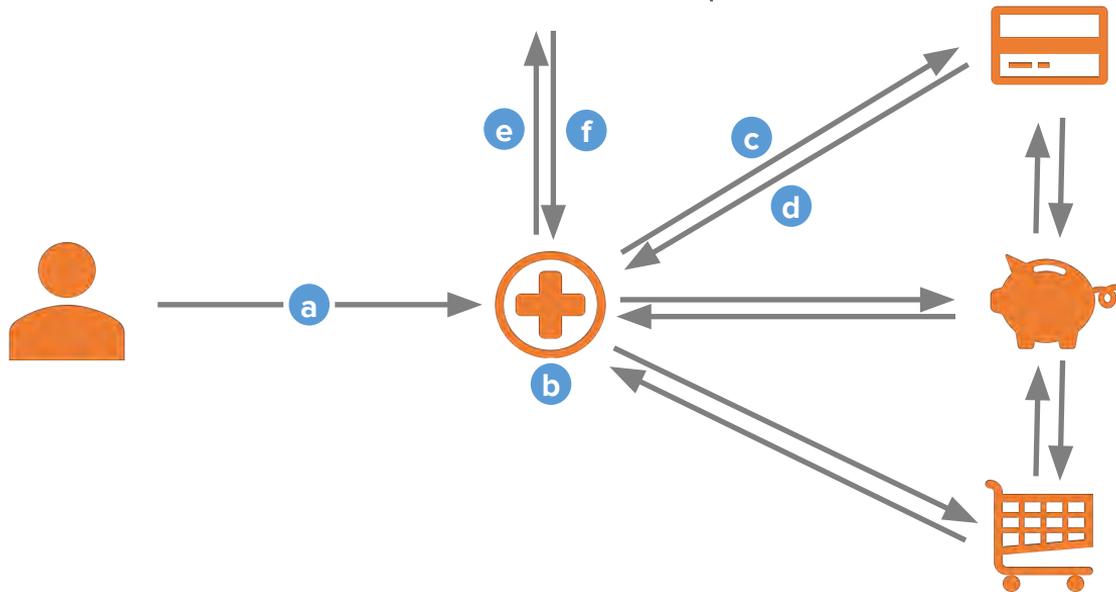
Impact

At \$1,343 PMPM, the impactable cost of homelessness in AZ is

\$158m

¹Arizona Homelessness Statistics. United States Interagency Council on Homelessness. 2017

Step 4: Design the Network (network model example)



- a** Member presents at the Provider
- b** Health Plan or Provider Partner screens members for social needs during regular check-up
- c** Care Manager refers member to social service agency
- d** Social service agency documents provision of service(s)
- e** Provider reports social service provided and clinical outcomes data to Anchor Institution
- f** Anchor Institution assesses performance and impact on pre-determined metrics

Step 5: Begin Implementation of Technology and Network

Our implementation team ensures that your teams are set up efficiently and effectively for success.



Step 6: Operationalize and Grow the Network

PHASE

PHASE 1: BUILD

PHASE 2: DEPLOY

PHASE 3: SCALE



YEAR 0

YEAR 1

YEAR 2

PURPOSE

Develop and prove out efficacy of network infrastructure on a focused use case

Leverage learnings to establish a full network across multiple use cases

Ongoing Monitoring & Evaluation of Network to ensure sustainability and ROI

Focused ROI



Long Term ROI

- Near term utilization reduction (e.g. inpatient readmission, ED visit) for target population

- Reduction in Total Impactable Cost

Case Study: Coordinate Network with Large Health System

Highlight:

11x increase in the completion of referrals sent from provider teams to 13 CBOs*

Background

Charged with screening 50,000 Medicare and Medicaid beneficiaries. Focus areas included:

- Community Service Provider alignment via successful referral coordination
- Resolution of unmet social needs to reduce overall health care cost

Challenges

- No resources or technology to scale/deploy screening and navigation processes across 30 clinical sites and 15 designated Community Partners
- Significant obstacles with Community Partner engagement to accept/complete referrals

Solution

Built a focused network infrastructure that incorporated:

- MOUs with each Partner, leveraging existing grant contracts
- Network engagement strategies, including regular network convening/ learning sessions, advisory council, and tailored workflow development with each partner
- Data-driven end-user/ community partner incentive strategies (including data sharing, performance shout-outs, and team-based referral targets)

*vs. referral completion rate from initial *baseline*-only platform functionality

Our Future

Identification

Targeted interventions can drive the most value in a population. We are enhancing the way we identify needs and prioritize interventions by investing in predictive analytics to support the right network for the population most in need.

Care Delivery

We believe strongly that a patient has to be in the center of their care, including their interaction with social services. We are building more ways for consumers to engage and address SDOH.

Reimbursement

The integration of social services and healthcare will require clear incentives and payment models. We are leading the way with operationalizing reimbursement models for social services via our network advisory services to ensure networks are aligned.

Summary

Why Healthify?



Outcome Driven

Healthify is more than just a technology company. We combine our application, integrations, and analytics with our unique services to drive towards real outcomes.



Comprehensive

We aren't a point solution and can own the entire value chain from identification of a need all the way to operationalizing a network to coordinate service delivery.



Proven Scale

- HITRUST Compliant
- National Scope
- Adopted Open Referral Standards
- Modular and Interoperable

An aerial photograph of a suburban neighborhood. The scene is dominated by a grid of streets with numerous houses, many with red roofs. A major road runs diagonally from the top left towards the bottom right. To the left of the road, there are large, open fields, some of which appear to be agricultural. The overall lighting suggests a late afternoon or early morning setting, with soft shadows and a slightly hazy atmosphere.

Healthify

Our mission is to build a world where
no one's health is hindered by their need.