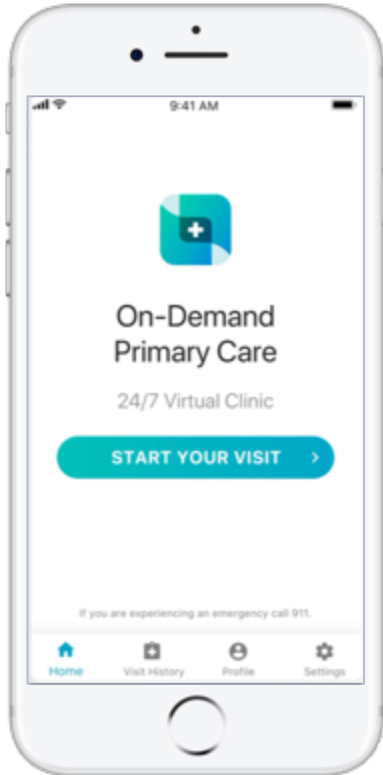


98point6

Consumer Healthcare Expectations

Church Benefits Alliance
December 2019

Introductions



98point6

Technology-Enhanced
Primary Care



Karen Meyer
VP Business Development
karen@98point6.com

What you'll learn in the next 15 minutes



- Who is the consumer of today?
- How does the changing consumer relate to healthcare?
- Innovation example: 98point6



<https://www.youtube.com/watch?v=YYmZ-zNcpc0>



amazon

The Amazon logo, which is a thick orange arrow that starts under the letter 'a' and points to the right, ending under the letter 'n'.

“One thing I love about [consumers] is that they are divinely discontent. Their expectations are never static—they go up. It’s human nature.”

Jeff Bezos | 2018 Annual Letter to Amazon Shareholders

The consumer journey

1.0 (Pre 1950's)

Little choice.

Bought products that were available.

2.0 (1950-2000)

Concept of demand heavily driven by marketing.

3.0 (2000-2015)

Explosion of globalization and the Internet.

Consumer retention and loyalty are key.

Focus on consumer experience.

4.0 (2015+)

The consumer is in control.


Vast choices.

Influencers drive action.

Businesses enable consumers to achieve their goals.

We're living in a consumer-led revolution

Consumer 4.0—where the consumer is truly in control.

A hand is holding a white rectangular sign against a teal background. The sign features the text "ARE YOU READY?" written in a bold, black, hand-drawn font. The letters are thick and have a slightly irregular, brush-stroke appearance. The hand holding the sign is visible at the top and bottom edges, with the fingers gripping the corners. The background is a solid, vibrant teal color. The overall composition is simple and direct, focusing on the text of the sign.

**ARE YOU
READY?**



“Find out what consumers want
without asking them.”

Steve Jobs | Apple Computer



Focus first
on the
consumer

EVERYTHING IS ON-DEMAND, WHY NOT HEALTH CARE?



98point6

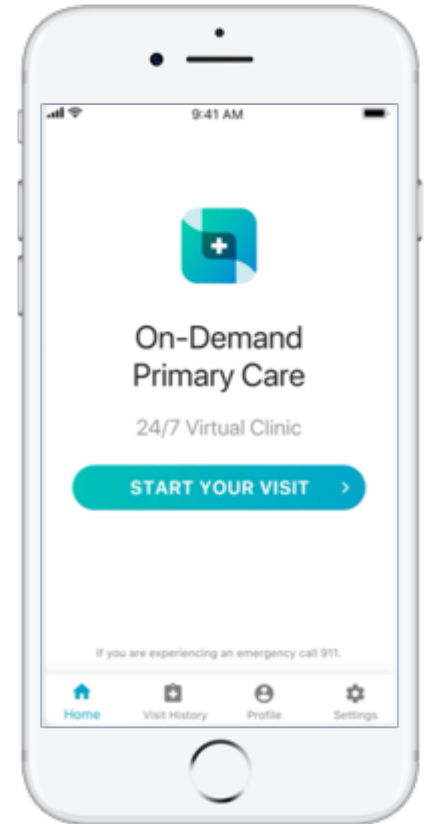
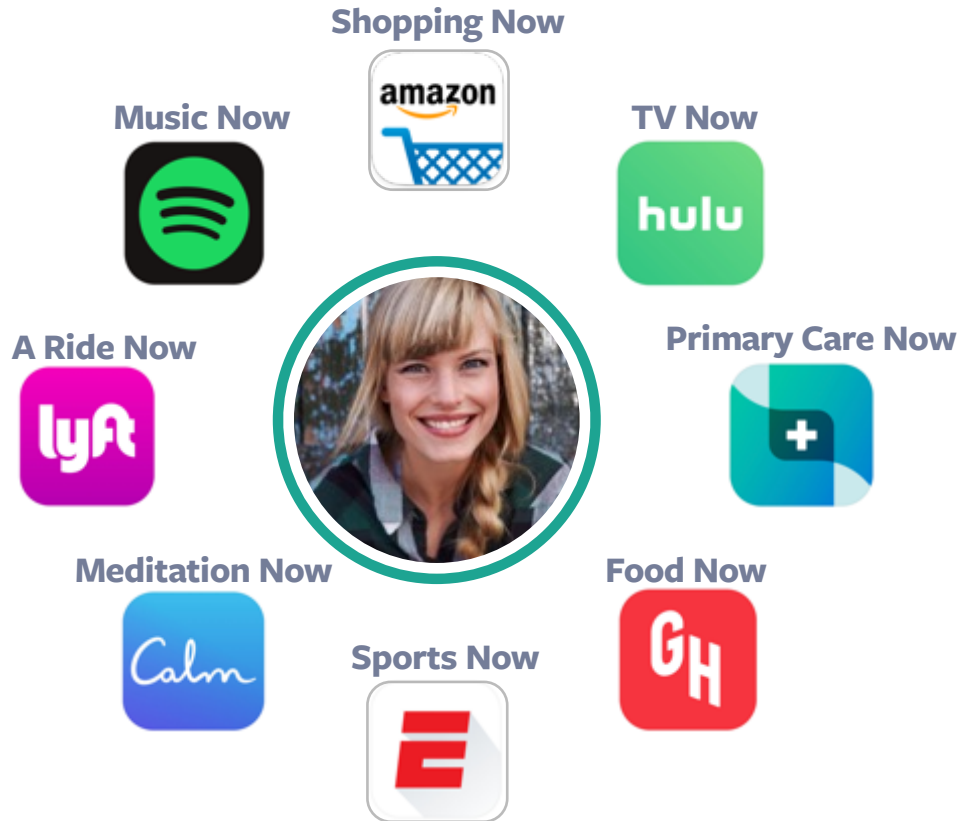
Consumer healthcare discontent?

91%
keep their smartphones
within arm's reach
24/7

23hrs
Time/week an
average adult
spends texting

64%
expect real time
interaction
across all
industries

On Demand is in Demand



Consumer healthcare disconnect?

98point6

INCONVENIENCE



24 days

AVERAGE WAIT FOR A
DOCTOR APPOINTMENT



18 minutes

AVERAGE WAIT TIME IN
A DOCTOR'S OFFICE



50%+

OF ADULTS HAVE STRUGGLED TO GET
HEALTHCARE AT NIGHT AND ON WEEKENDS,
UNLESS VISITING THE EMERGENCY ROOM!

The **average wait time**
to see a doctor has
increased 30% since
2014

Reinventing how consumers seek healthcare

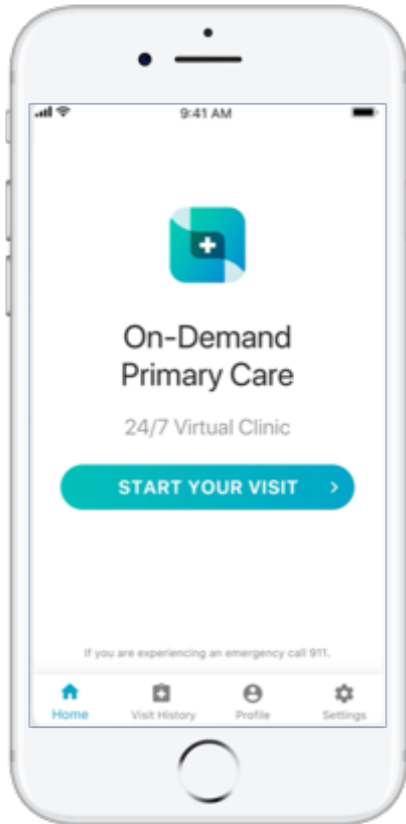


“Only through intimately knowing the consumer can we drive meaningful improvements in the health of the patient and the business.”

Robbie Cape
98point6 CEO



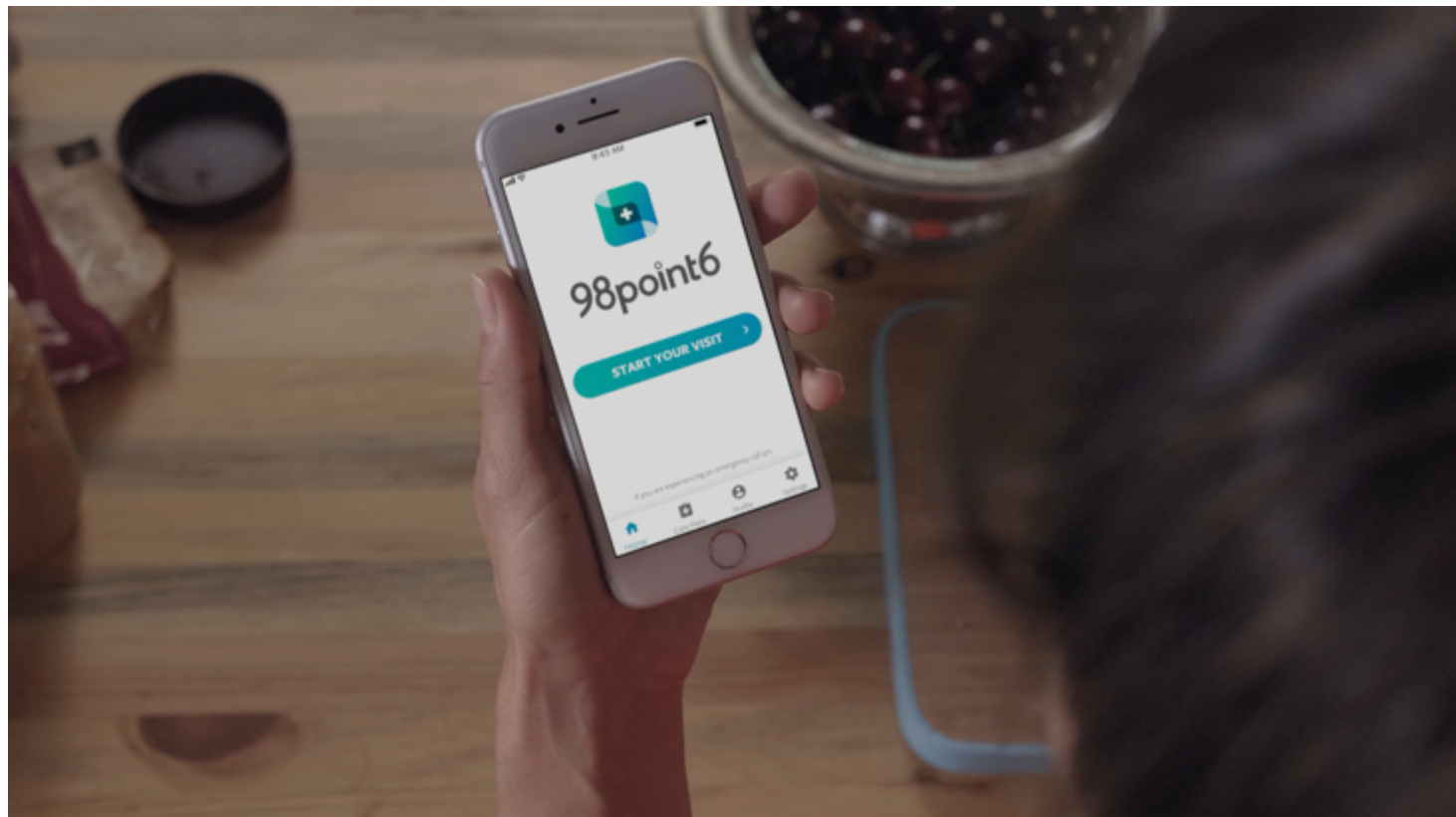
Meeting consumer expectations



98point6

Technology-Enhanced Primary Care

- On-demand, private and always accessible text-based experience
- High-quality, continuous and personalized care
- Fundamentally different cost model; unlimited use with annual membership
- HIPAA compliant, private and secure



Click here: [80 second Explainer Video](#)

Private. Easy. Accessible.

98point6



Service extends beyond episodic care, including medical questions, diagnosis and treatment, prescriptions, labs, referrals, follow-up, reminders and more. Available on iOS, Android and web platforms.

[See demo here.](#)

The 98point6 Difference

98point6

QUALITY + ACCESSIBILITY + AFFORDABILITY

DELIGHT

QUALITY: U.S.-based, board-certified physicians diagnose, treat, follow up and keep employees and their families happy.



98point6



VALUE

AFFORDABILITY: AI and machine learning optimizes the medical encounter, enabling a fundamental shift in the medical cost structure.

NOW

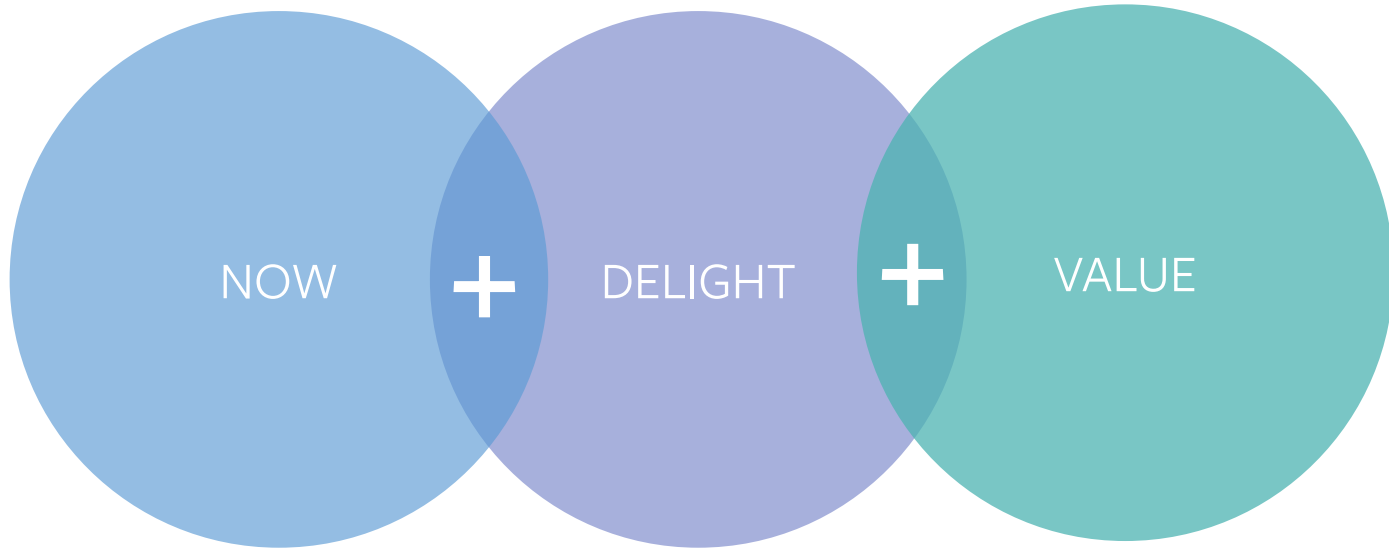
ACCESSIBILITY: Private in-app messaging makes connecting with 98point6 as accessible as a consumer's mobile phone.



Are you delivering on consumer expectations?

98point6

FOCUS FIRST ON THE CONSUMER



On demand.
No wait.

Deliver on
the promise.

Ridiculously
inexpensive.

Thank you.

Karen Meyer
Vice President Business Development
karen@98point6.com

98point6