

MARCH 2020



+ COACHCARE



WHAT WE DO

CoachCare provides a full-featured technology platform that empowers health programs to **increase engagement and revenue and improve participant results**



WHO WE POWER

CoachCare powers weight loss clinics, wellness programs, physicians, medical device manufacturers, fitness programs and nutrition product marketers

Our clients include public and private companies with business in the United States, Canada, Australia, Europe and the Middle East

Fully White-labeled Participant Mobile App

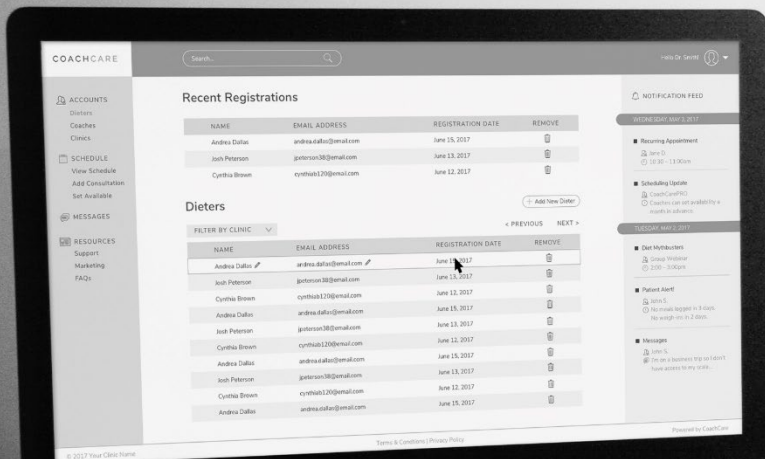


KEY FEATURES

- Custom branded mobile app for participants
- Meal, exercise, water & supplement logging
- Real-time progress tracking
- Challenges
- Content & quizzes delivered in-app
- Messaging & video consultations
- Automated alerts & reminders

KEY BENEFITS

- Increase engagement
- Increase compliance
- Improve outcomes
- Reduce participant attrition
- Reduce administrative and compliance burden



KEY FEATURES

- Custom branded dashboard
- Participant metrics and analysis
- Automated engagement alerts
- Content delivery system
- Messaging & video consultations
- Reporting tools

KEY BENEFITS

- Access to key metrics improves care & efficiency
- Stay connected with participants
- Reporting demonstrates ROI
- Automated tools relieve administrative burden
- Web-based dashboards are accessible anywhere



KEY FEATURES

- Bluetooth medical-grade body fat scale
- Wireless activity & sleep tracker
- Devices supply seamless, real-time data
- Optional custom branding
- App also integrated with third-party devices

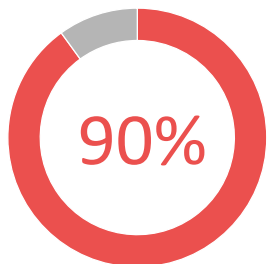
KEY BENEFITS

- Significant additional revenue stream
- Device interaction drives engagement & retention
- Enables weight loss and activity-based challenges

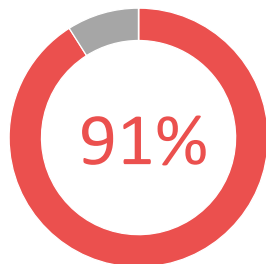
Leader in Participant Monitoring and Engagement Technology

CoachCare is a leader in patient monitoring and engagement technology. We began as a virtual counseling provider, so we understand what it means to work with participants directly.

All we do is build great technology for participants and program providers



of patients report both high satisfaction with CoachCare and believe it helps them comply with their program



of patients use the CoachCare App at least 1x per day



Clinics using CoachCare



Patients in CoachCare system



Additional Capabilities

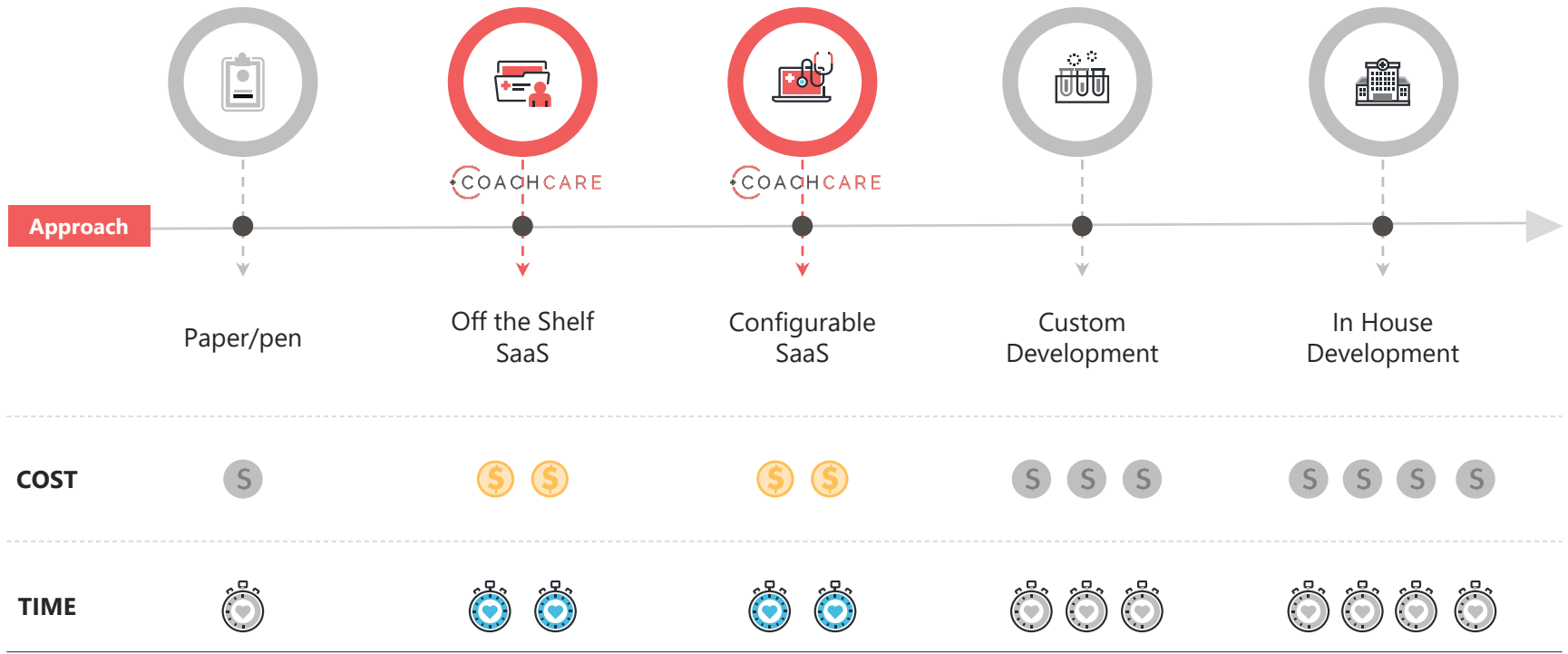
Technical

- In-house custom development team
- Completed projects ranging from small to multi-year, \$1 million+

Marketing

- In-house communications team to ensure successful rollout
- Experience providing fully-managed services or playing supporting role

Digital Technology Solution Spectrum





APPENDIX

Clinical research

Accountability is Important...

A 2011 study in the New England Journal of Medicine evaluated the impact of accountability on weight loss outcomes

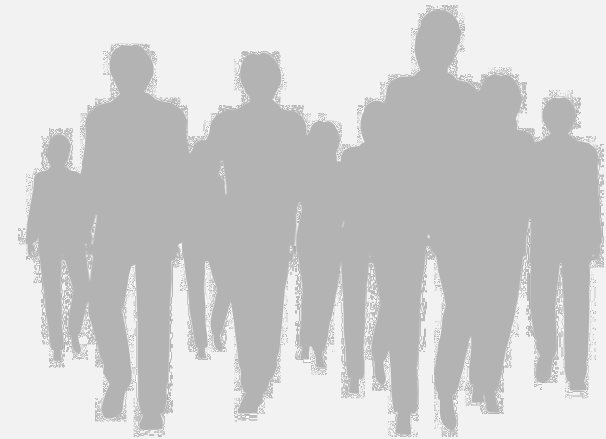
CONTROL GROUP : SELF DIRECTED WEIGHT LOSS (n=138)

REMOTE SUPPORT (n=139)

Phone, email and website

IN-PERSON (n=138)

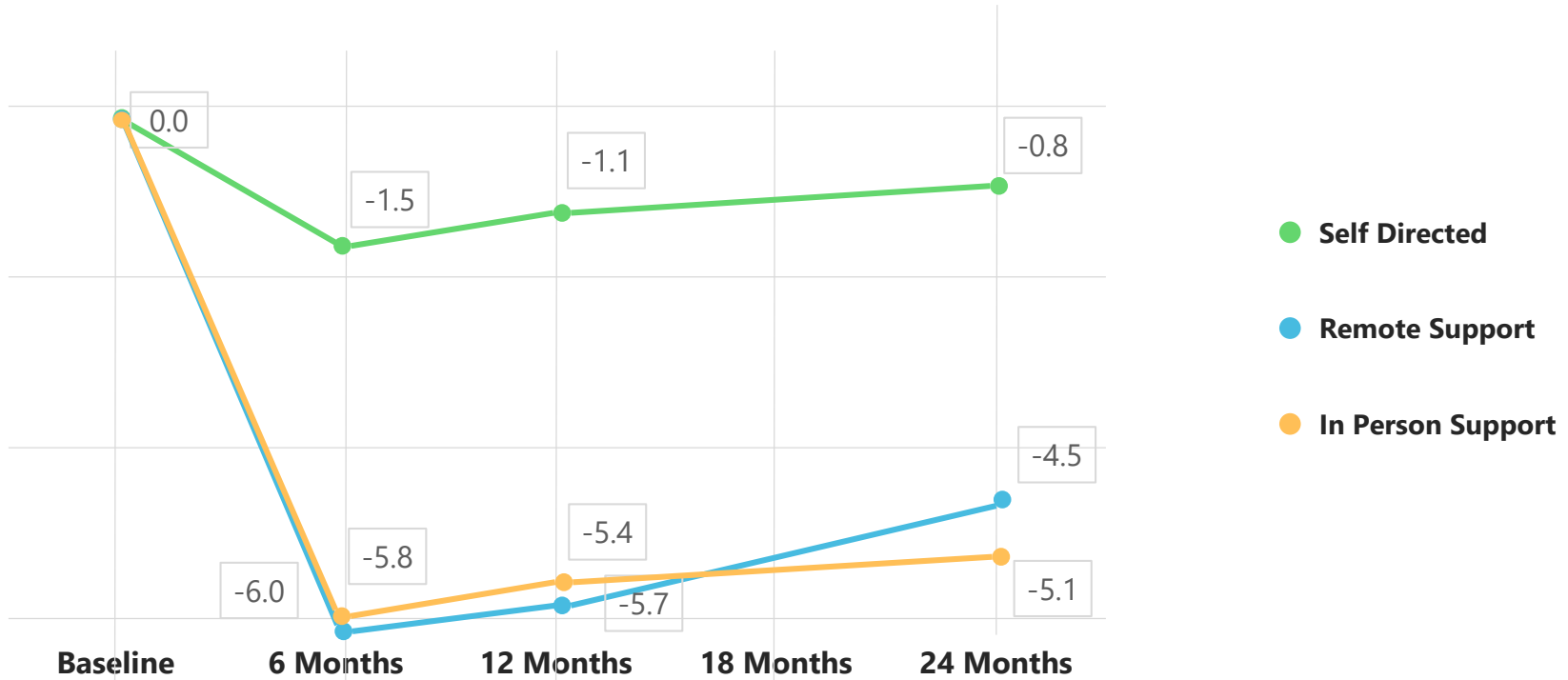
Individual and group counseling sessions



415 PATIENTS

...Because Accountability Drives Better Outcomes

Mean Weight Loss (kg)



SOURCE:

New England Journal of Medicine, 2011
Appel LJ, Clark JM, Yeh H-C, et al.
Comparative effectiveness of weight-loss interventions in clinical practice.

Digital Tools Create Environment of Accountability...

A 2013 Journal of Medical Internet Research study looked at meal logging compliance

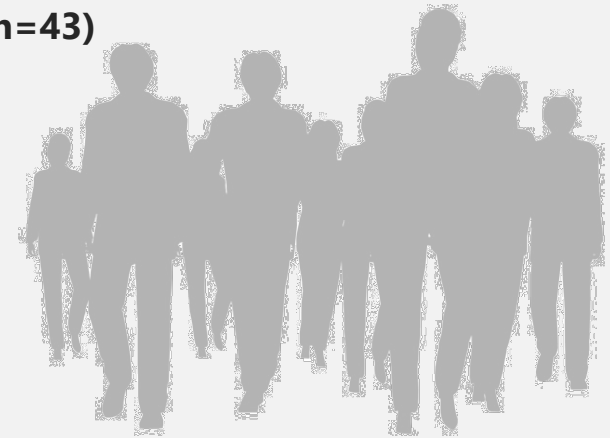
CONTROL GROUP : TRACKED MEALS USING PAPER JOURNAL (n=43)

WEB GROUP (n=42)

Used a website to journal

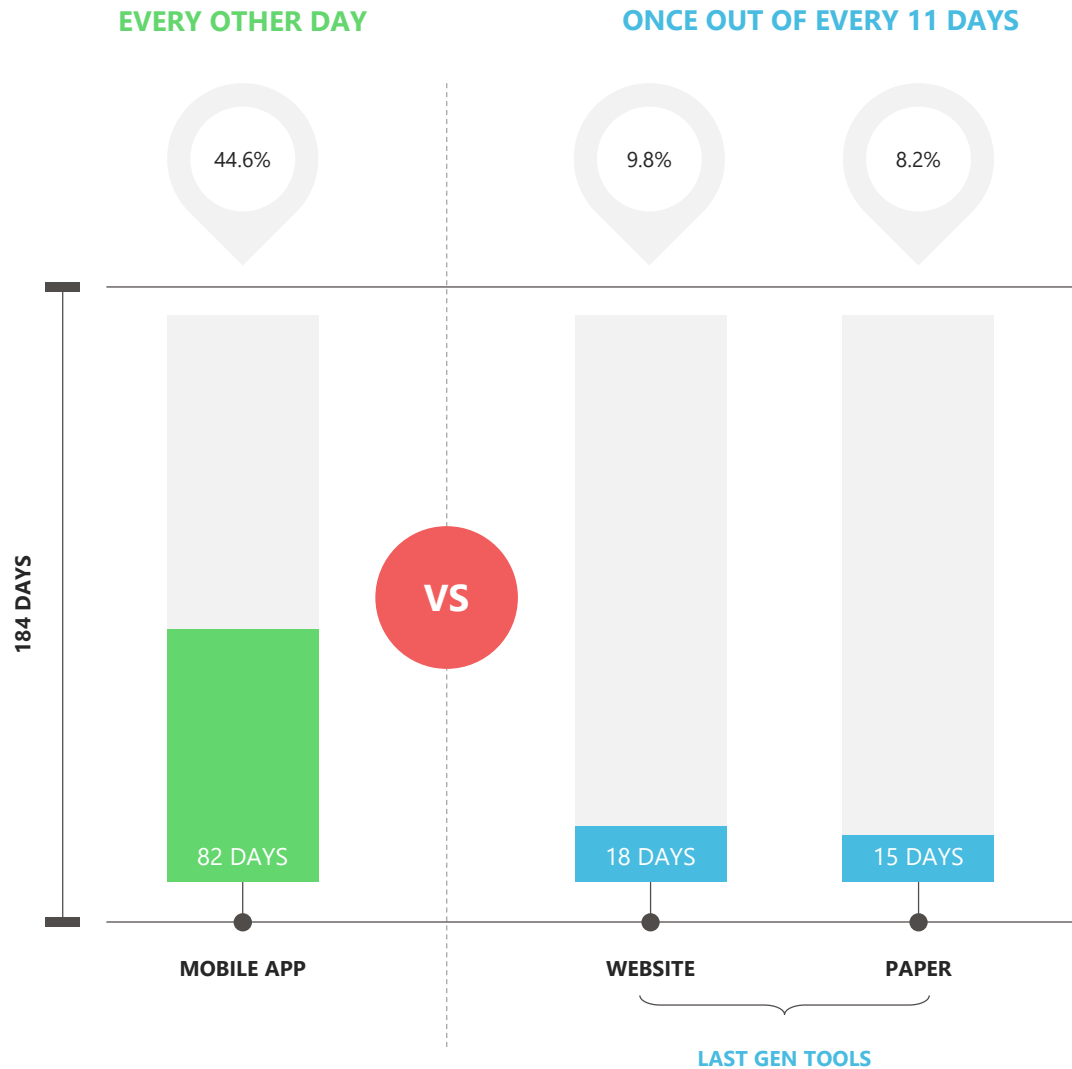
APP GROUP (n=43)

Used a mobile app to journal



128 PATIENTS

...and Lead to Higher Compliance



Median number of days that meals were recorded over **6 months**.

SOURCE:

Journal of Medical Internet Research 2013
Carter MC, Burley VJ, Nykjaer C, Cade JE.
Adherence to a Smartphone Application for Weight Loss Compared to Website and Paper Diary: Pilot Randomized Controlled Trial

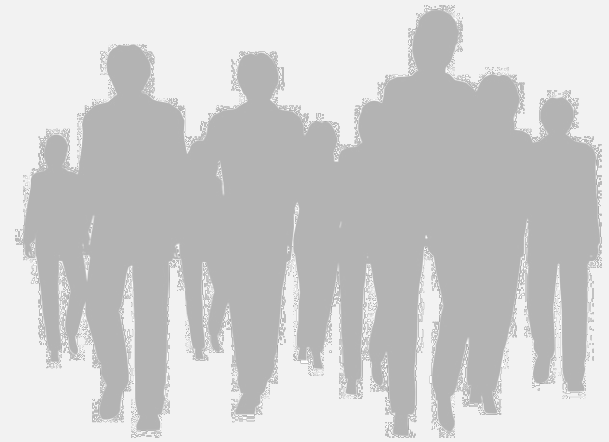
Compliance Drives Better Retention & Outcomes

A 2018 review of aggregate CoachCare patient data demonstrated both longer retention and better outcomes for app users vs. non-app users

ANALYZED PATIENT RETENTION OVER 8 WEEKS

Patients that never used the mobile app (n=101)

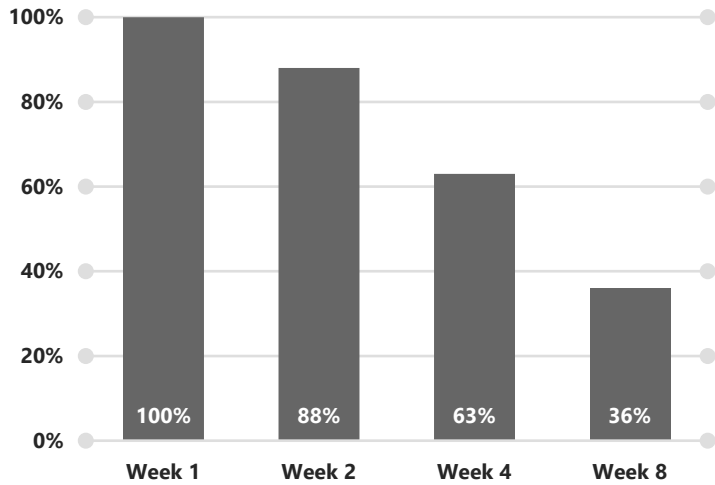
Patients that actively used the mobile app (n=976)



1K PATIENTS

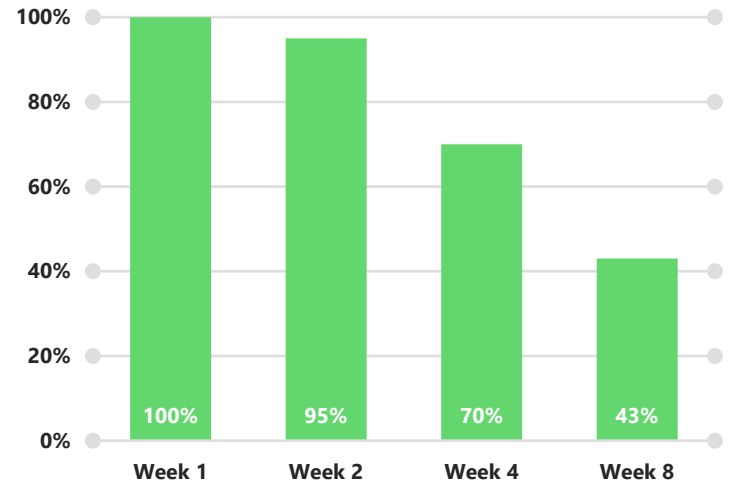
Compliance Drives Better Retention & Outcomes - Retention

NON-APP USERS



VS

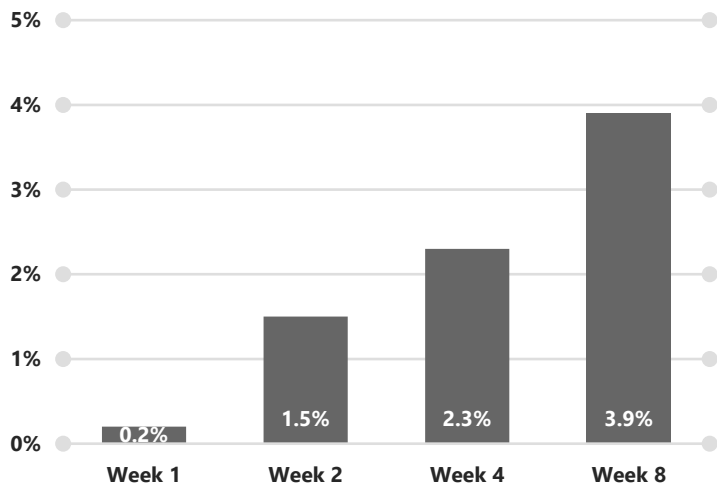
APP USERS



Retention at **8** weeks was **20%** better for app users

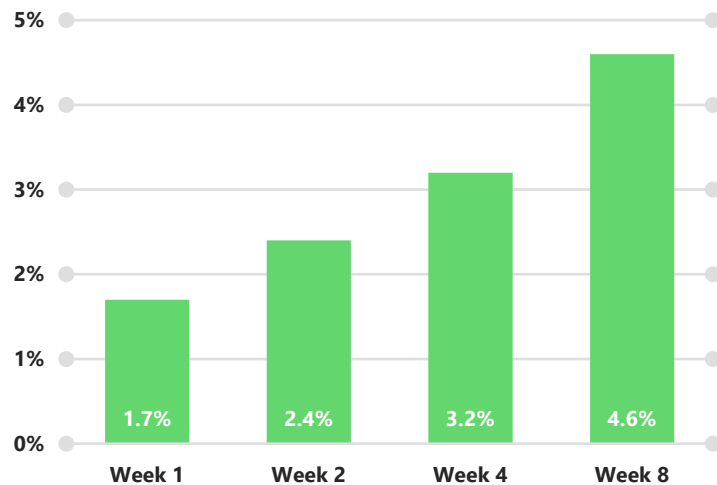
Compliance Drives Better Retention & Outcomes – Outcomes

NON-APP USERS



VS

APP USERS



% of Starting Weight Lost at 8 weeks was **17%** better for app users