



Better Healthcare

June 2021

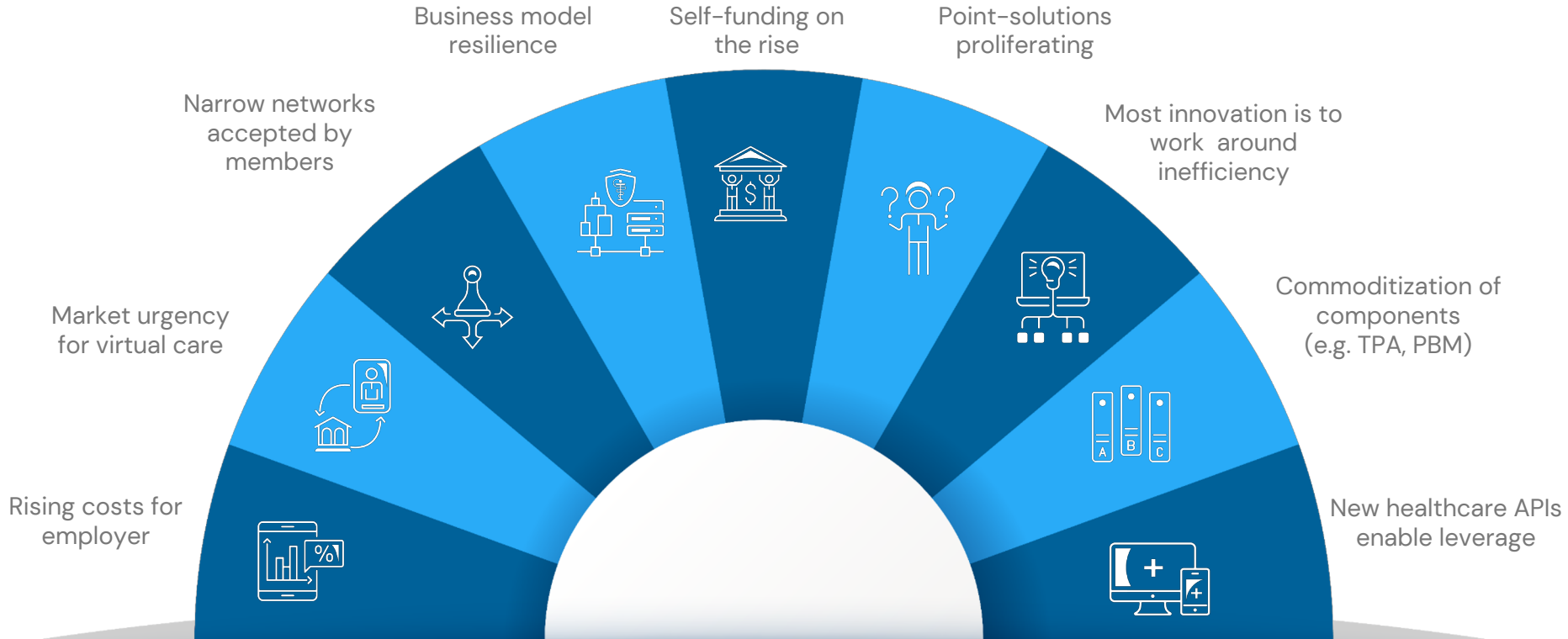


Mission

A man and a woman are riding bicycles on a paved path along a beach. The woman is in the foreground, wearing a blue jacket and sunglasses, riding a red bicycle. The man is behind her, wearing a blue and white checkered shirt and dark pants, riding a light blue bicycle. They are both smiling and looking towards the right. The background shows the ocean, a pier, and a blue sky with scattered clouds.

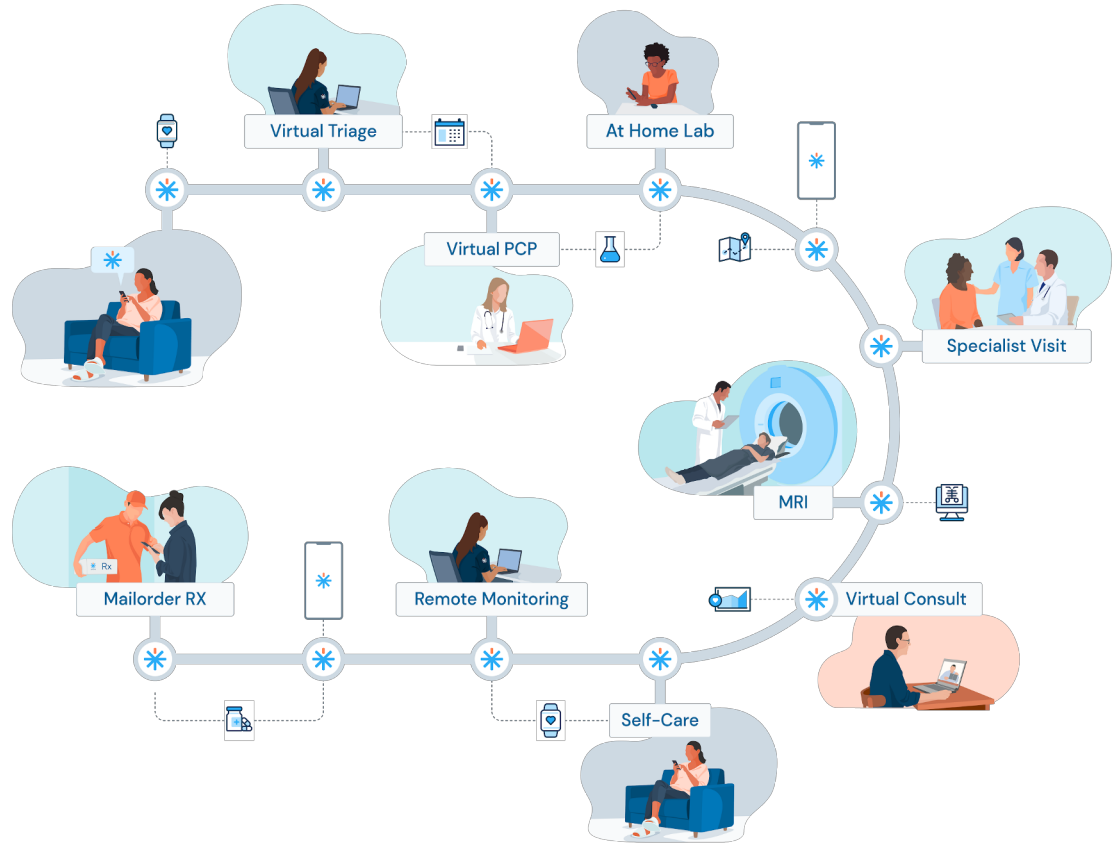
Ensure better healthcare outcomes and outstanding experiences for employees of self-funded employers.

Why now?



Ensuring better health

Cevona provides outstanding care, with a curated and personalized experience...



How do we do this?

Healthcare
Delivery Partners



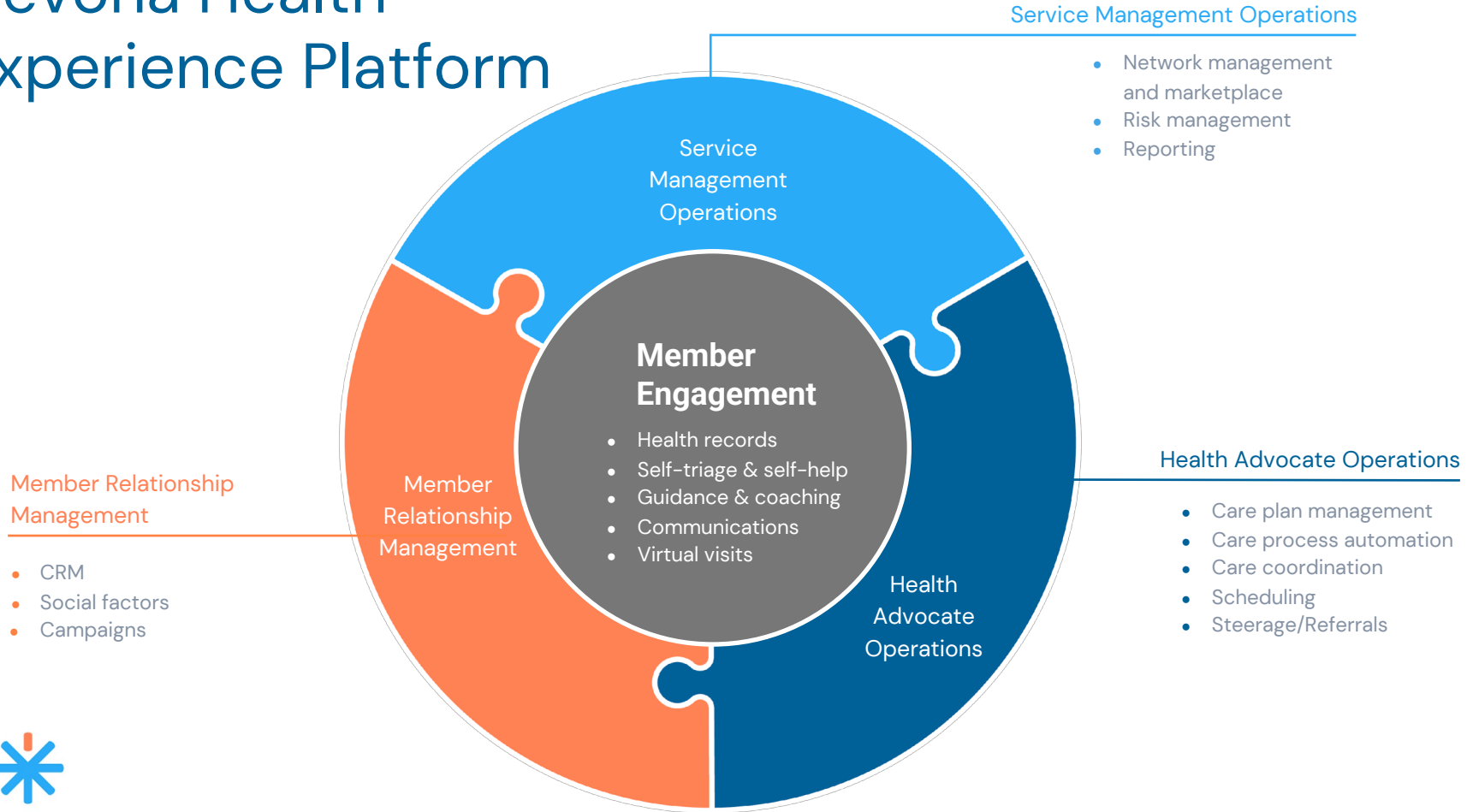
Cevona Health
Experience Platform



Cevona
Health Advocates



Cevona Health Experience Platform



Cevona Health Experience Platform

Members > Penny Corker

Search on Networks... Owner Filter Sort Action New Item

12+ Networks

Networks in Illinois

- Bright Light Medical Imaging**
Elk Grove Village, IL
★ ★ ★ ★ 4/5 (21 Reviews)
Health Benefits - Insurance Benefits
Cost Range: Distance from Members Home:
\$170 - \$190 0.8 Miles
- Diagnostics Imaging Specialist of Chicago**
Chicago, IL
★ ★ ★ ★ 4/5 (38 Reviews)
Health Benefits - Insurance Benefits
Cost Range: Distance from Members Home:
\$170 - \$190 1.2 Miles
- Edward-Elmhurst Health Center**
Elmhurst, IL
★ ★ ★ ★ 4/5 (8 Reviews)
Health Benefits - Insurance Benefits
Cost Range: Distance from Members Home:
\$170 - \$190 1.2 Miles
- Naperville Imaging Center**
Naperville, IL
★ ★ ★ ★ 4/5 (8 Reviews)
Health Benefits - Insurance Benefits

Map labels: Schaumburg, Mitsuwa Marketplace, Edward-Elmhurst Health Center, Diagnostics Imaging Specialist of Chicago, Bright Light Medical Imaging, Naperville Imaging Center, Elk Grove Village, Alexian Medical.

Home This is a list of Cevona members

Overview + Add View + Invite Action New Item

- 21 Total Enrollment ▲ 20%
- 44 Total Members ▲ 11%
- 78 Total Plans ▼ 2%
- 81 Total Med Delivery ▲ 8%

New Members v New Plans

Weekly

Day	New Members	New Plans
Sun	15	25
Mon	20	25
Tue	18	28
Wed	22	25
Thu	25	28
Fri	28	25
Sat	25	28

Plans Trend

78

30% Pre-Diabetes

Task Counting

22

30% Active

My Upcoming Task

List	Due Date
Request for mammogram	Mar 30, 2021
High blood pressure reading	April 1, 2021
Medication refill	Mar 30, 2021
Schedule 3 month	April 2, 2021

Upcoming Schedule

Weekly

< Feb March 2021 April >

Sun	Mon	Tue	Wed	Thu	Fri	Sat
21	22	23	24	25	26	27
			1			
			Screening Mammogram (1 Members)			
						Nutrition (2 Members)





Cevona Health Advocates

- Trusted resource that provides care
- Helps with coordination and navigation
- Provides health coaching for lifestyle and behavior changes, chronic care management
- Helps simplify complex healthcare journeys
- Supports members every step of the way



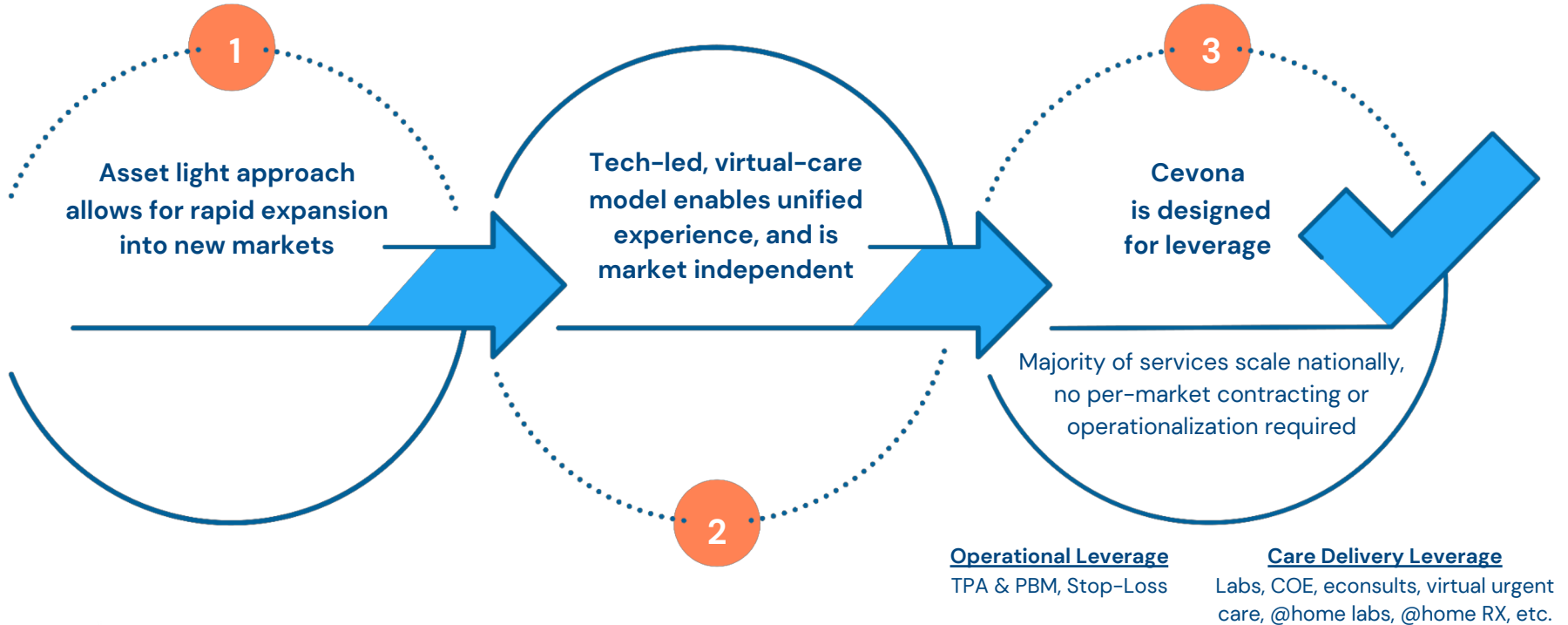
Healthcare Delivery Partners

- Primary care led, always-on care model
- Capitated payment arrangements
- Integrated care teams to ensure members receive the best care
- Partnerships with like-minded healthcare providers including labs, pharmacies, imaging centers, surgery centers and hospitals

Partner Selection

Contracted	Primary Care	Indy Direct Docs, Brengle Family Medicine
	Labs (local, home)	LabCorp In-Progress: EverlyWell
	Imaging	Northwest Radiology
	Pharmacy (Retail/Mail)	Needler's
	Ambulatory Surgery Centers	Wellbridge Surgical
Shortlisted	Hospital Services	Ascension St. Vincent
	Centers of Excellence	Edison Health
	TPA	Maestro, Nova
	PBM	Flipt, Southern Scripts
	Stop-loss	Stealth, Aon
Market analysis underway	Clinical Pharmacy Services	TBD
	Urgent Care	TBD

Our approach enables rapid expansion



Launch Market Selection



1. Indiana one of the most highest-cost states (300% medicare) for healthcare
2. Multiple healthcare systems that can be leveraged to create a competitive pricing dynamic
3. Dominant large payer (Anthem); Employers and providers are eager for alternatives
4. Large metro with active chamber and employer groups – target rich environment

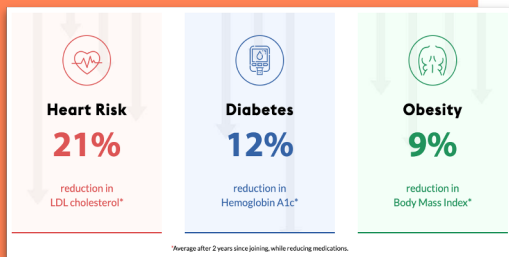
Expansion Updates

- Contracted with Lifestyle Medical Primary Care network
 - Proven clinical model
 - Ongoing franchise expansion
- Market research underway in adjacent markets

Live Markets

Lifestyle Medical PCPs Contracted

Adjacent Expansion Markets



*Average after 2 years since joining, while reducing medications.



Competitive Positioning

MA focused,
risk, primary
care assets



Self-funded
Overlays



Digital TPAs,
no risk, no
care delivery



Advanced
primary care,
no risk, asset-
based



Next-gen
insurers,
primary care
assets, narrow
networks



Next-gen
virtual
healthcare
system, risk,
care delivery
partners



Specific Competition

Vendor	Target Market	Tech-enabled, virtual DNA	Asset Model	Large reserve requirements	Care Management Strategy	Founded
Alignment Healthcare	Medicare Advantage	Low	Medium	No	Clinical overlay for High-cost members	2013
Cevona	Commercial - Self-funded	High	Light	No	Integrated for all members	2020



How we win



Comprehensive care and delightful experiences

Technology-enabled, always-on, virtual-first care that covers all member needs



Aligned incentives across ecosystem

We all succeed when members are healthy



Lower costs

Navigation, care coordination, coaching to reduce low-value care, steer to high-quality providers



Value-based care model focused on health

Curated network of providers working together to ensure better health



GTM Strategy



Direct sales

- Target specific employers via network outreach, warm introductions



Brokers & Consultants

- Leverage forward-learning brokers (white-hat)
- Health Rosetta consultants



Provider Partners

- Primary care providers
- Health systems

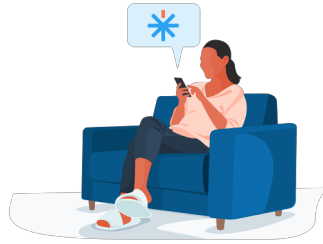


Industry Partners

- Chamber of Commerce
- Employer Health Coalitions
- Health Rosetta
- TPAs, PBMs, COEs, etc.

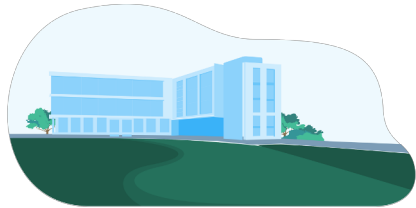


Business Model



Members

↑
Triage, Navigation and Advocacy,
Virtual-first care,
Health coaching and support,
Engagement



**Self-funded
Employers**

Per-Employee Per-
Month (PEPM) Fee



←
Shared Savings



Shared Savings



Per-Member Per-Month
pricing for PCPs, Direct
Contracting,
Accountability



**Healthcare Delivery
Partners**



Commercial Engagements

- The Brain Center
- Dove Recovery House For Women
- Mindfit Counseling
- Employer's Forum of Indiana



First Member Live!



EMPLOYERS' FORUM OF INDIANA
Addressing the challenges of the local healthcare marketplace



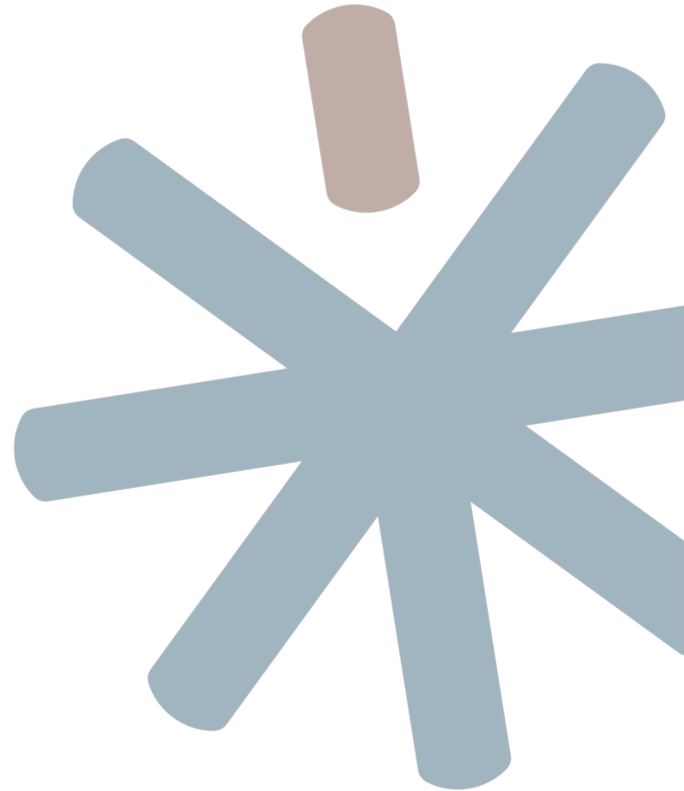
Fundraising

Raise details

- Total raise: \$7M
- Takes the company to Q1 2023

Key Investment Areas

- Sales and marketing
- Market expansion
- Technology development



A stylized white starburst graphic with multiple rays of varying lengths, centered on the right side of the image. The background is a solid blue color. In the lower-left quadrant, there is a pill-shaped orange element. The text 'Questions?' is written in white, sans-serif font on the left side of the image.

Questions?

Thank you

