

Tia

The Modern Medical
Home for Women



We're amidst **a watershed moment** in the U.S. healthcare system:

1

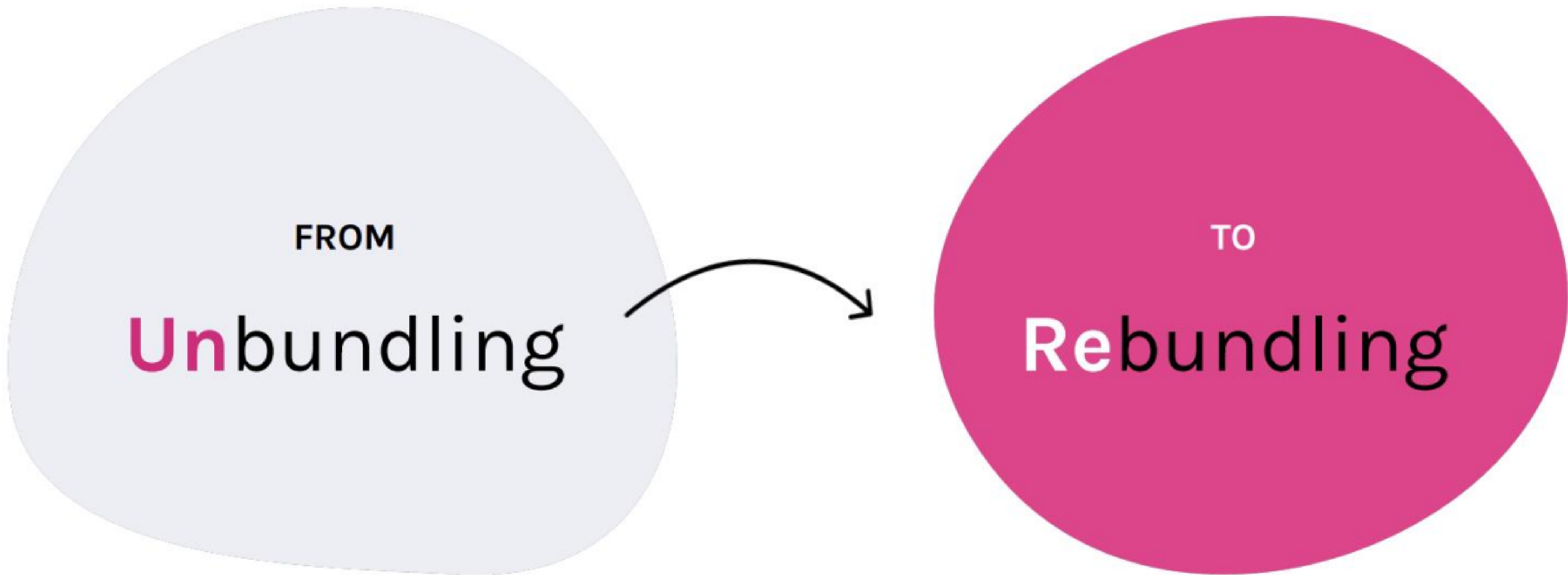
**Healthcare has left
the hospital**

2

**Virtual care has
become ubiquitous
and a commodity**

3

**Women are no longer
“niche” and now
recognized as the most
powerful *and* underserved
customer in healthcare**



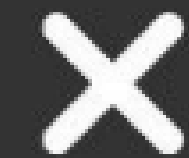
... Who and what will define the healthcare system of the future?

OUR THESIS

The healthcare system of the future will be defined by personalized care delivery platforms that are:



Virtual-first



NOT virtual-only



For whole people



NOT specific conditions



Relationship-based



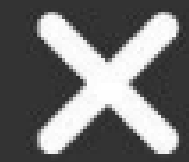
NOT transaction-based

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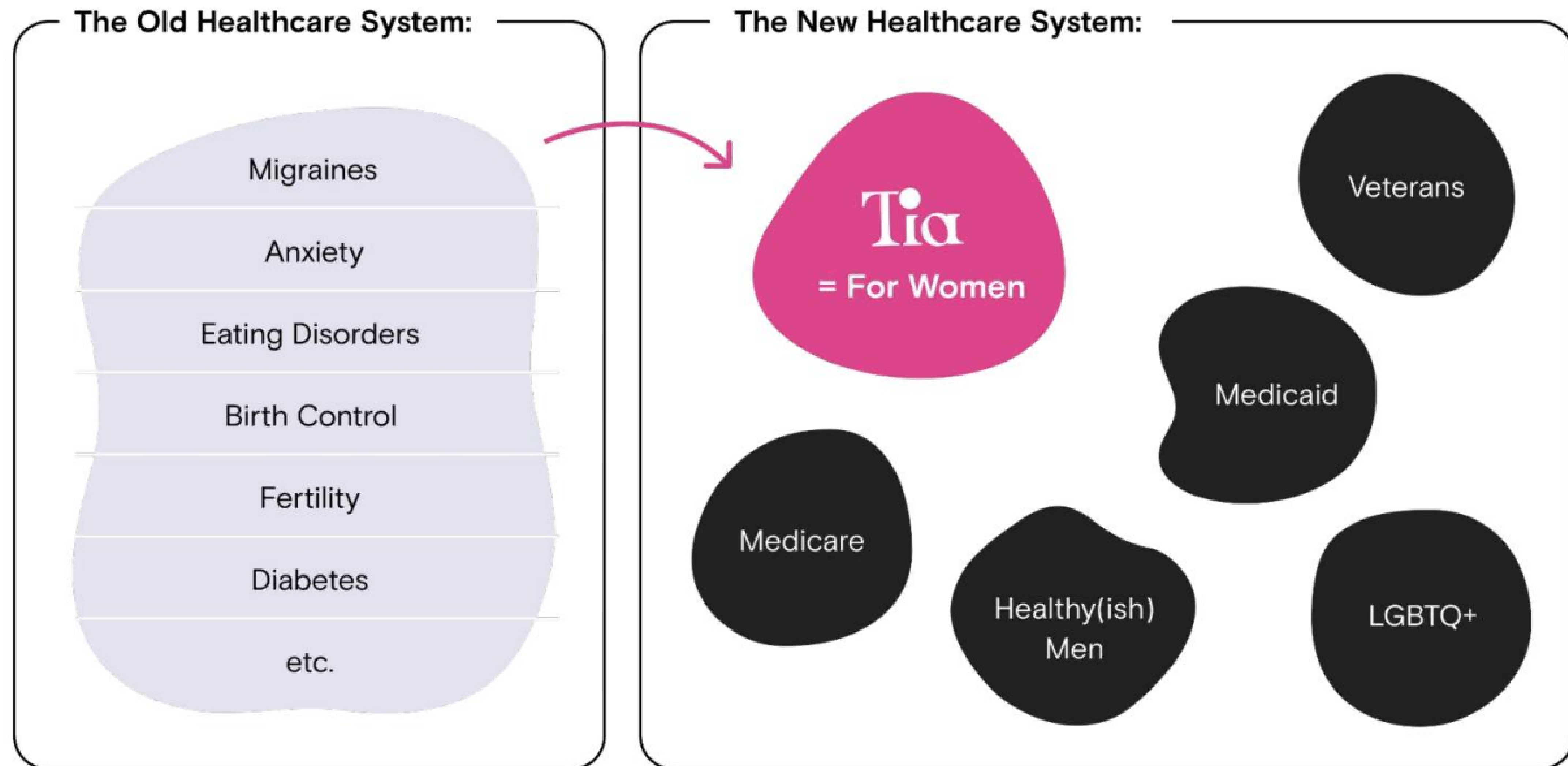


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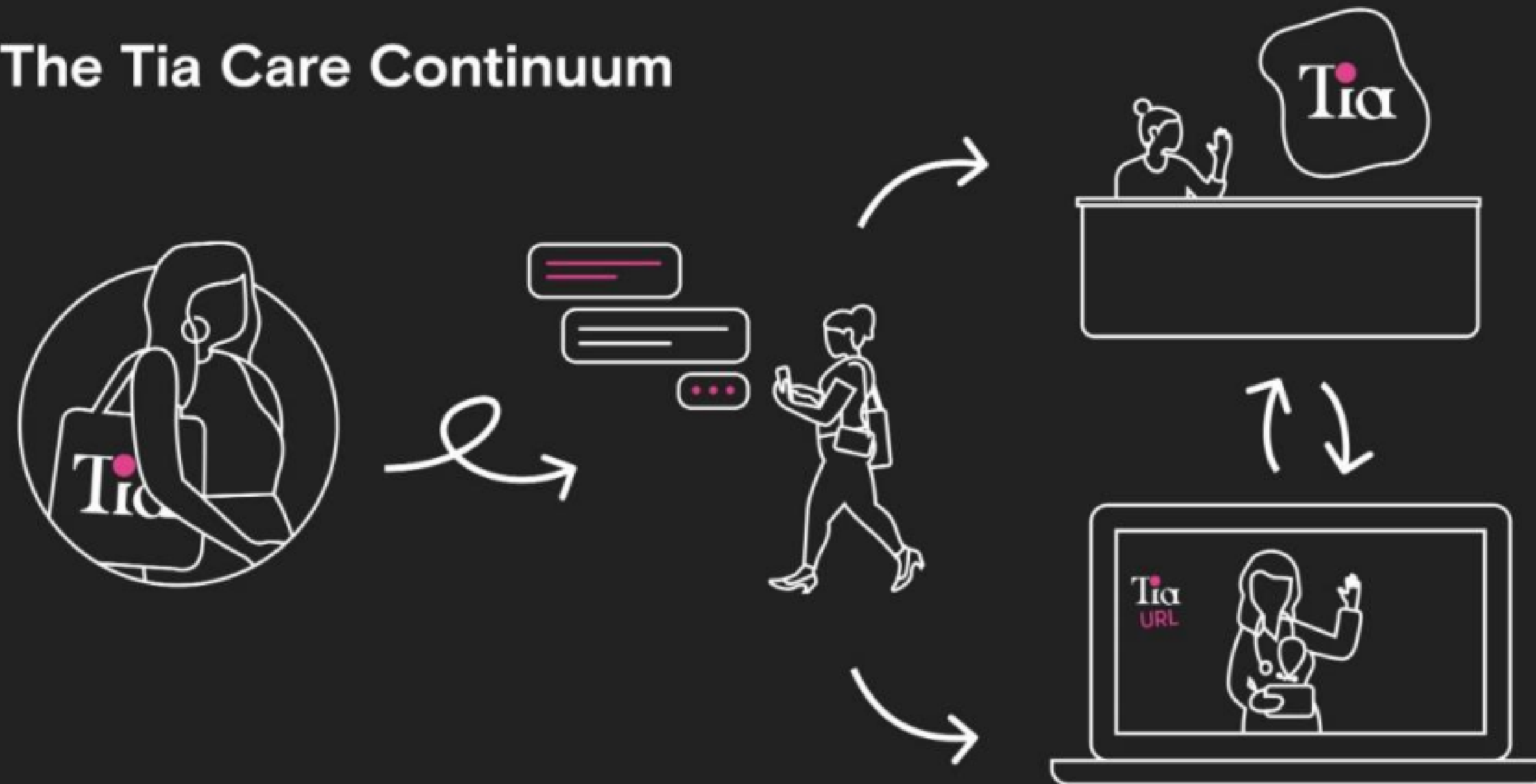
NOT transaction-based

Tia has the most *trusted brand* and the widest *mandate* in women's health — positioning us to be the **category-defining care delivery platform** for the most powerful customer in healthcare: **women**.



Tia is a full-stack care delivery platform —
the first place women turn to for care they trust —
online, in person, and all of those moments in between.

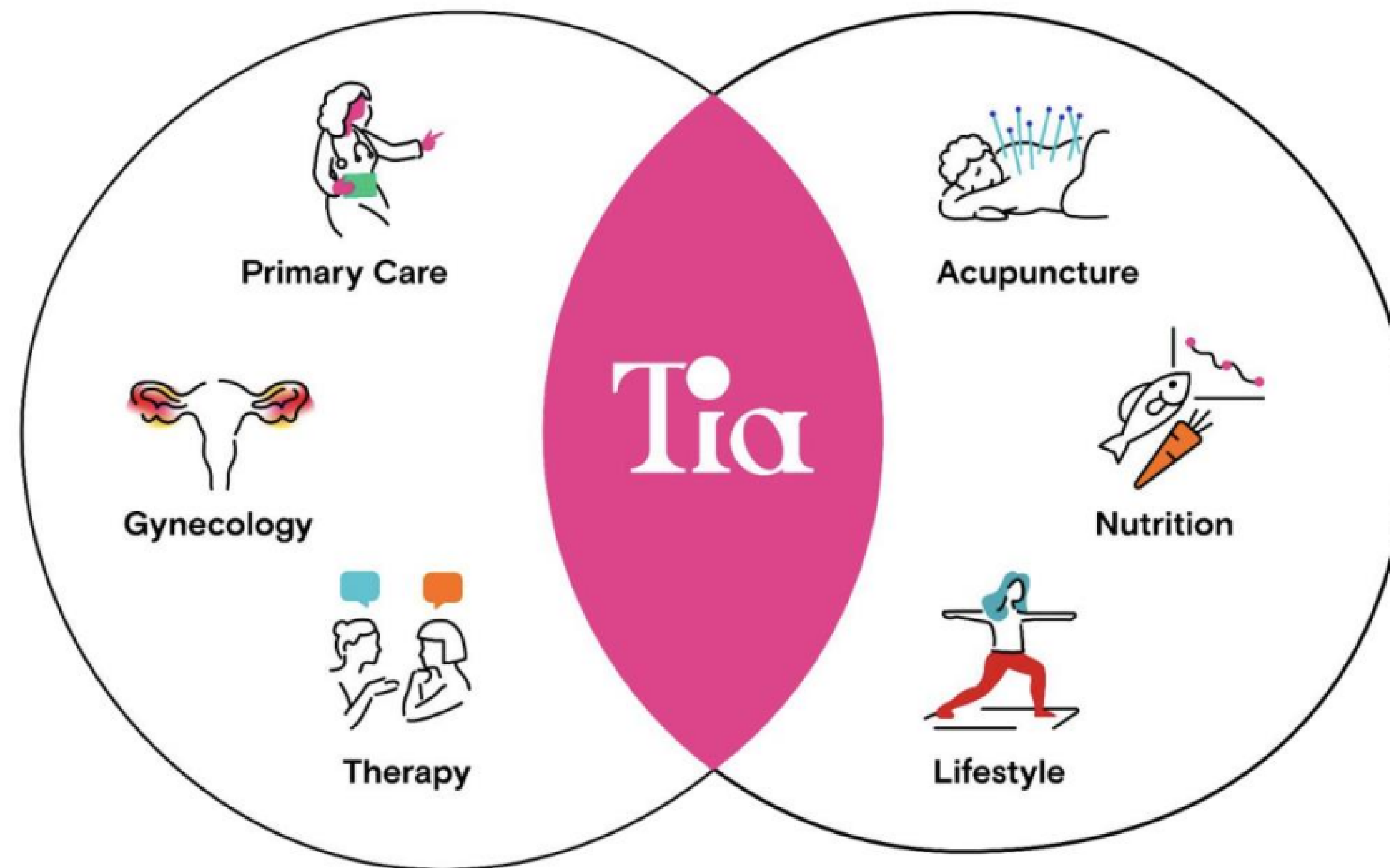
The Tia Care Continuum



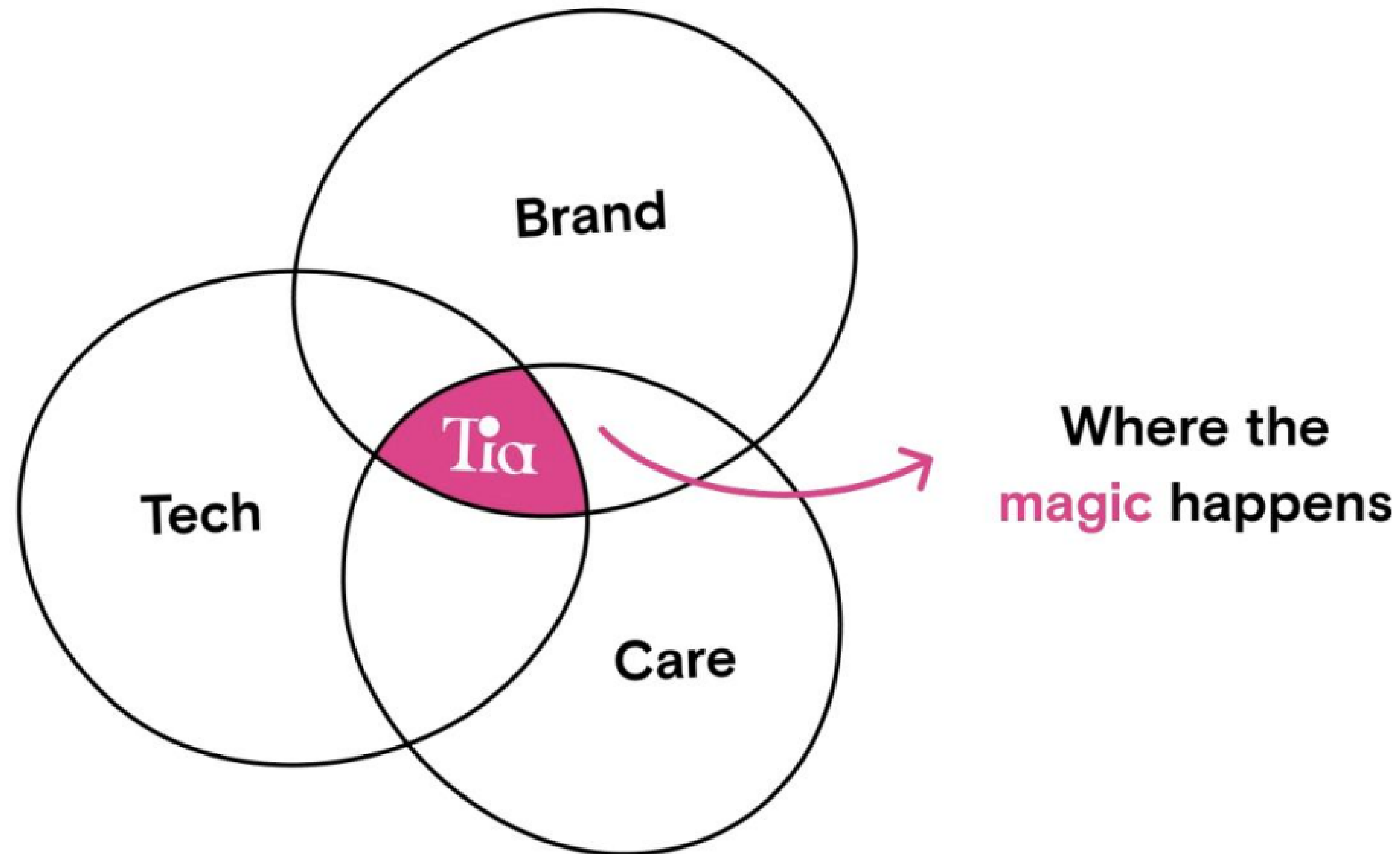
We practice

**Healthcare
for women**  **“Women’s
health”**

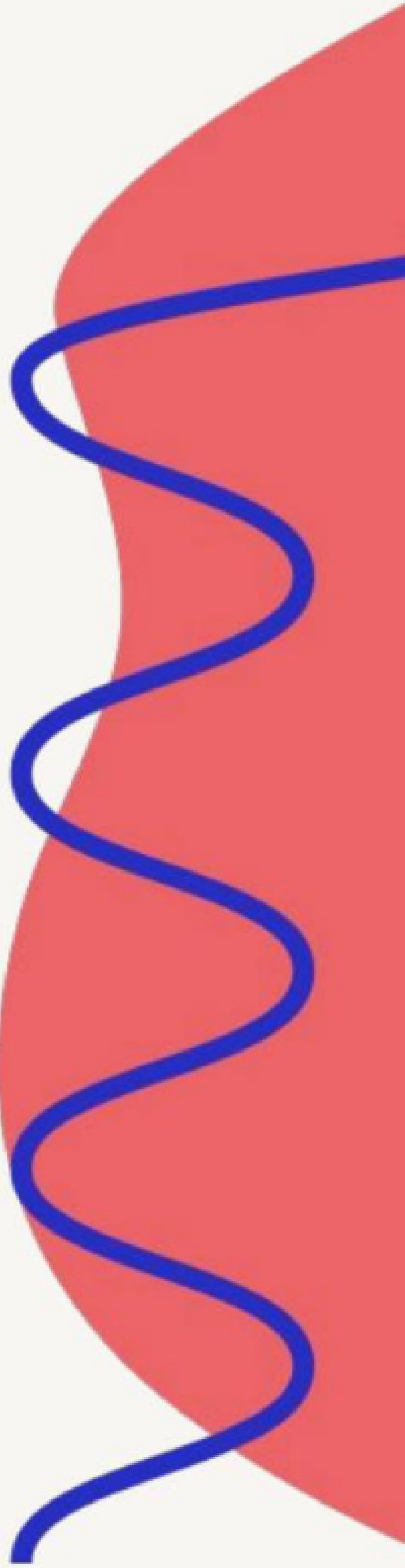
“Healthcare for women” means comprehensive care for your physical, mental & emotional health – a one-stop-shop that helps women get and stay *truly well*.



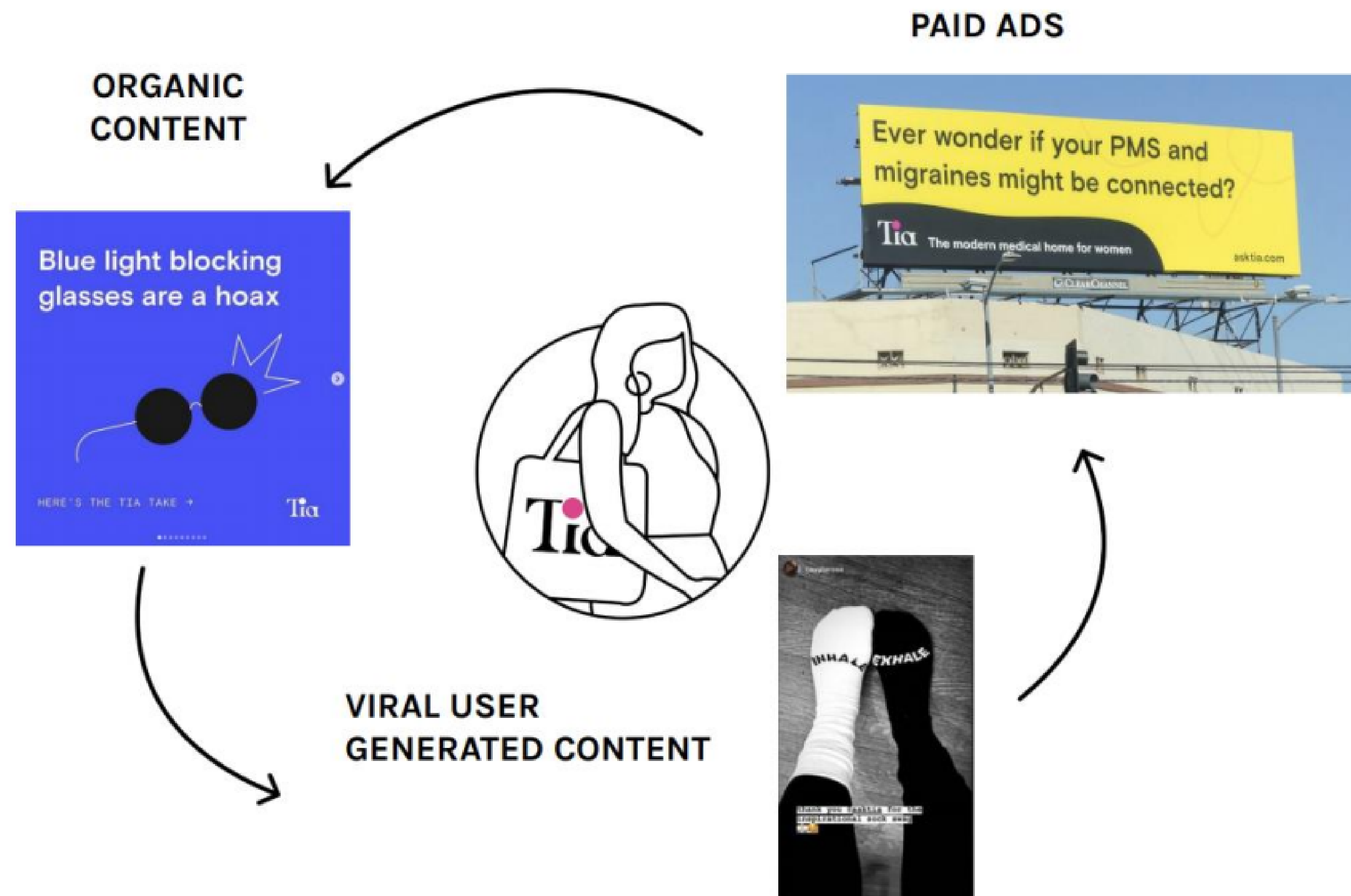
It's not just *what* we do that differentiates Tia from every other women's healthcare player, but *how*: our "secret sauce" is our distinct **fusion of brand, care, and tech** — a winning playbook we've proven is both **scalable** & **defensible**.



Brand Experience



Tia is a **brand-first company that sells itself**. We acquire women faster and cheaper than anyone else in the industry, with a marketing flywheel that builds “fangirl-dom” & drives appointment bookings – *even before we open our doors*.

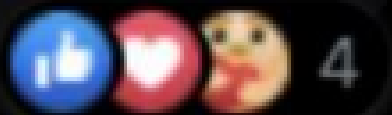


Tia's members are our best advertisers – constantly sharing “you-can’t-script-this” love letters to Tia across their networks. This viral UGC cultivates mindshare with women, fueling both our acquisition and engagement flywheels.



Vasthy Mompoint This place is incredible. I cried for the rest of the day because they listened to me. That's rare. I hope Tia spreads across this country women need this

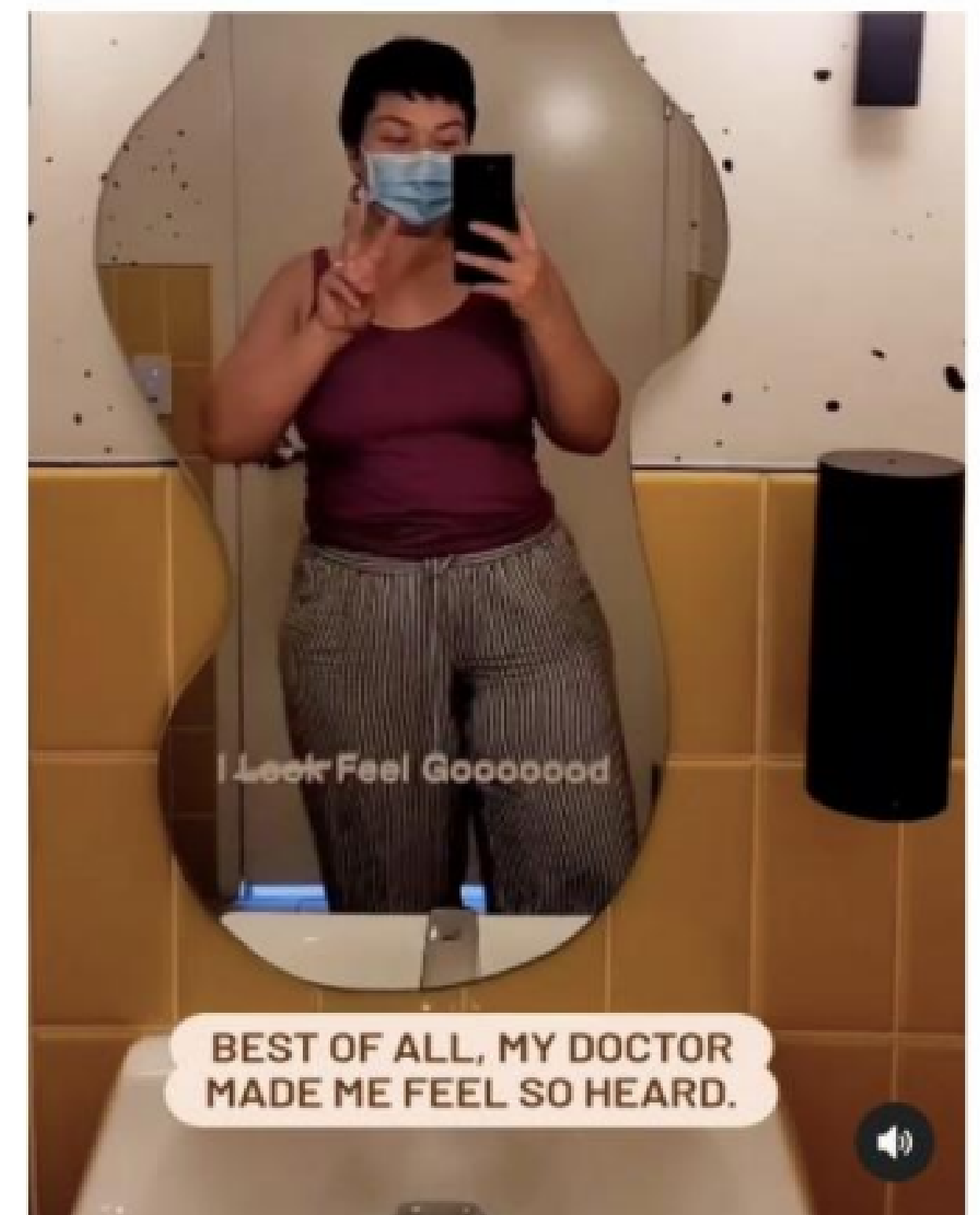
Care · Reply · Message · 6d



A Wallflower With A Camera
@aspencphoto

Had a great experience @Ask_Tia Silverlake clinic. I love that they asked me whether I wanted to be weighed or not as part of my physical. I appreciated that they considered that some people have complicated relationships with weight.

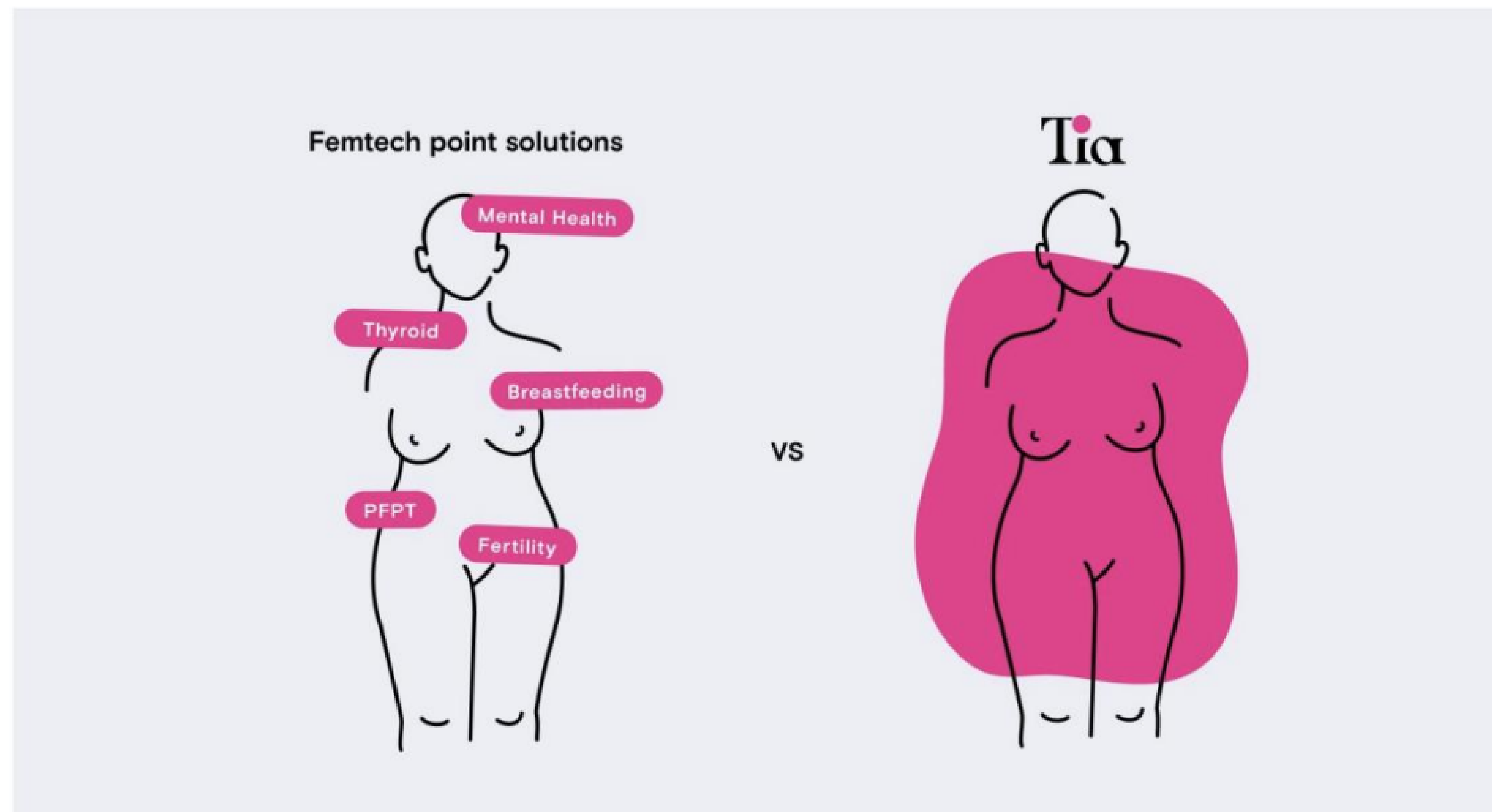
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A “Whole Woman Whole Life” Care Model



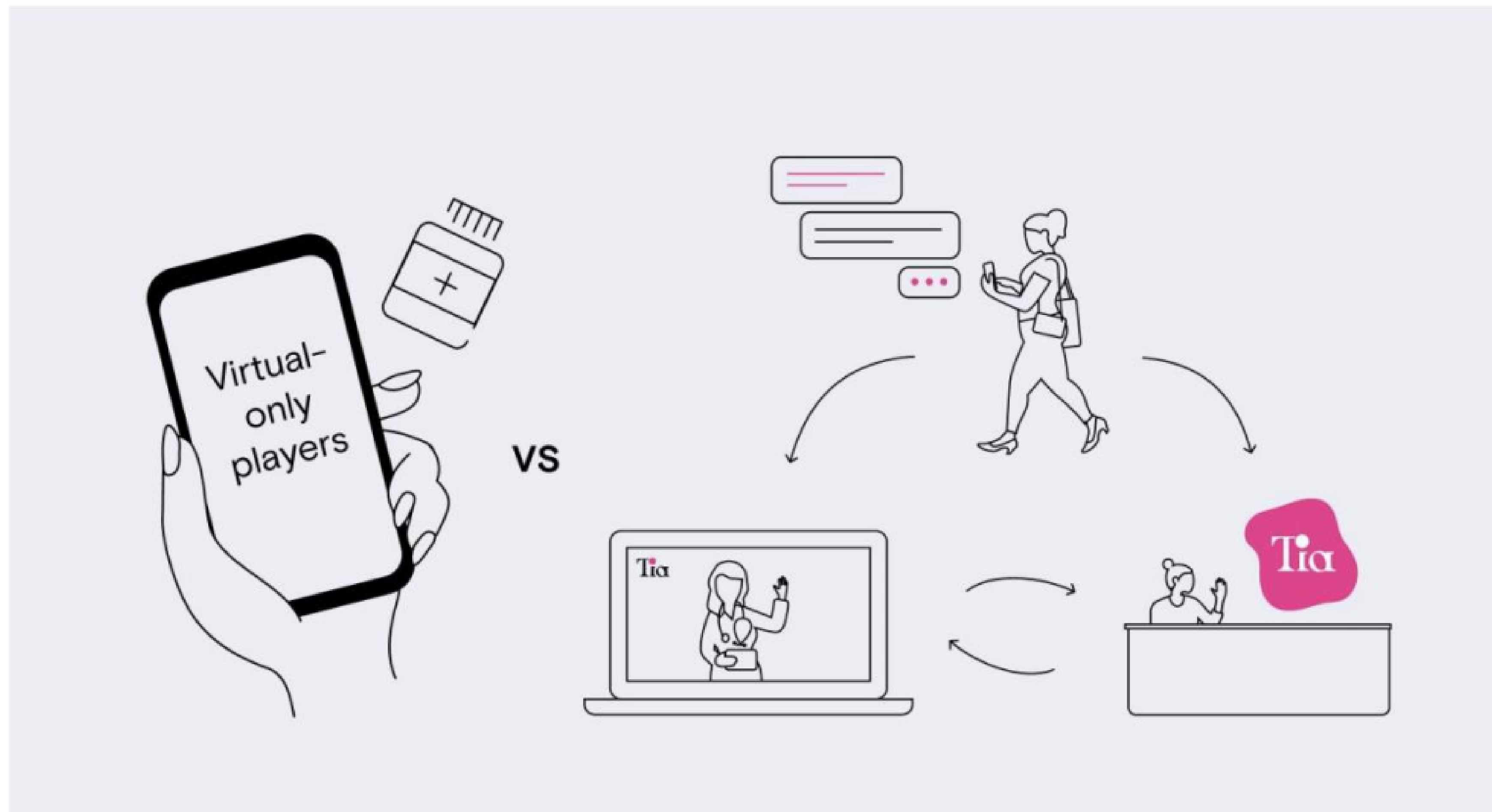
Whereas most women's healthcare companies sell point solutions treating a specific body part or ailment, **Tia treats the whole person** – from anxiety to endometriosis & from hypothyroidism to postpartum depression.



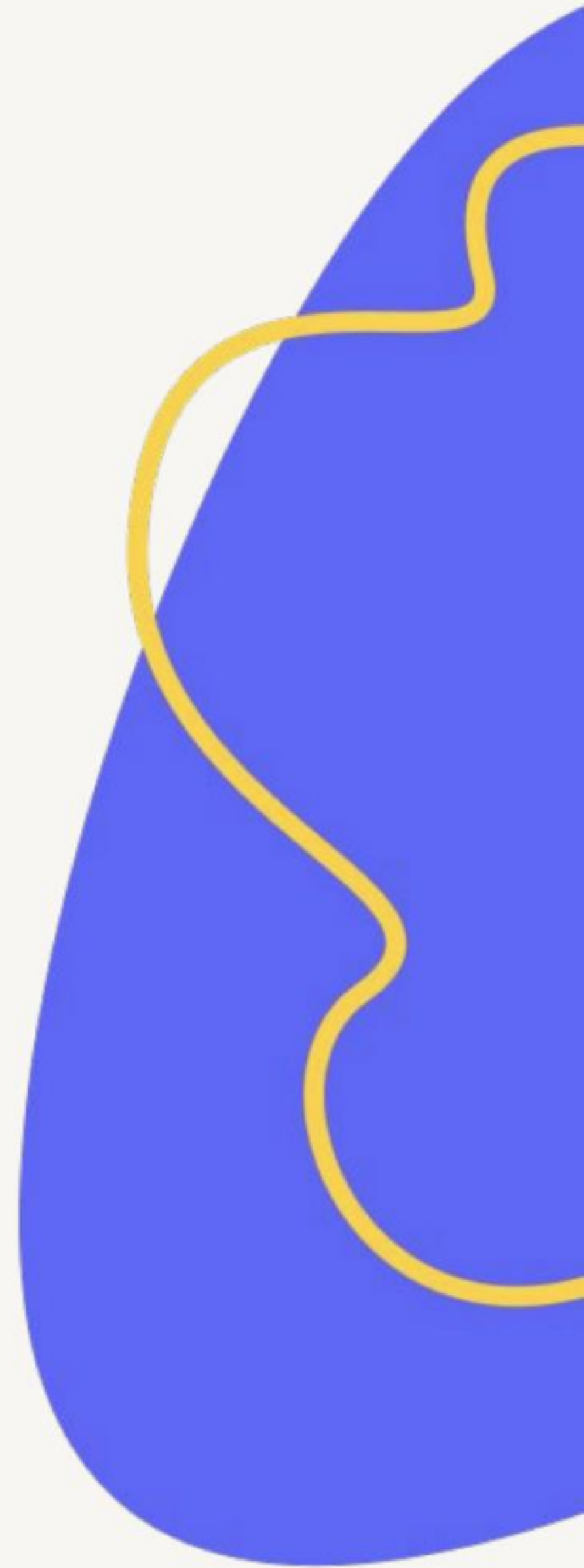
Whereas most women's healthcare companies cater to narrow chapters of a woman's reproductive life, **Tia supports women throughout their life – from puberty to menopause** – setting a new standard for “customer lifetime value”.

The Tia logo is displayed in white serif font on a magenta background.A white rounded rectangular button with the text "Avoiding Pregnancy" in black.A white rounded rectangular button with the text "Fertility" in black.A white rounded rectangular button with the text "Pregnancy" in black.A white rounded rectangular button with the text "Menopause" in black.

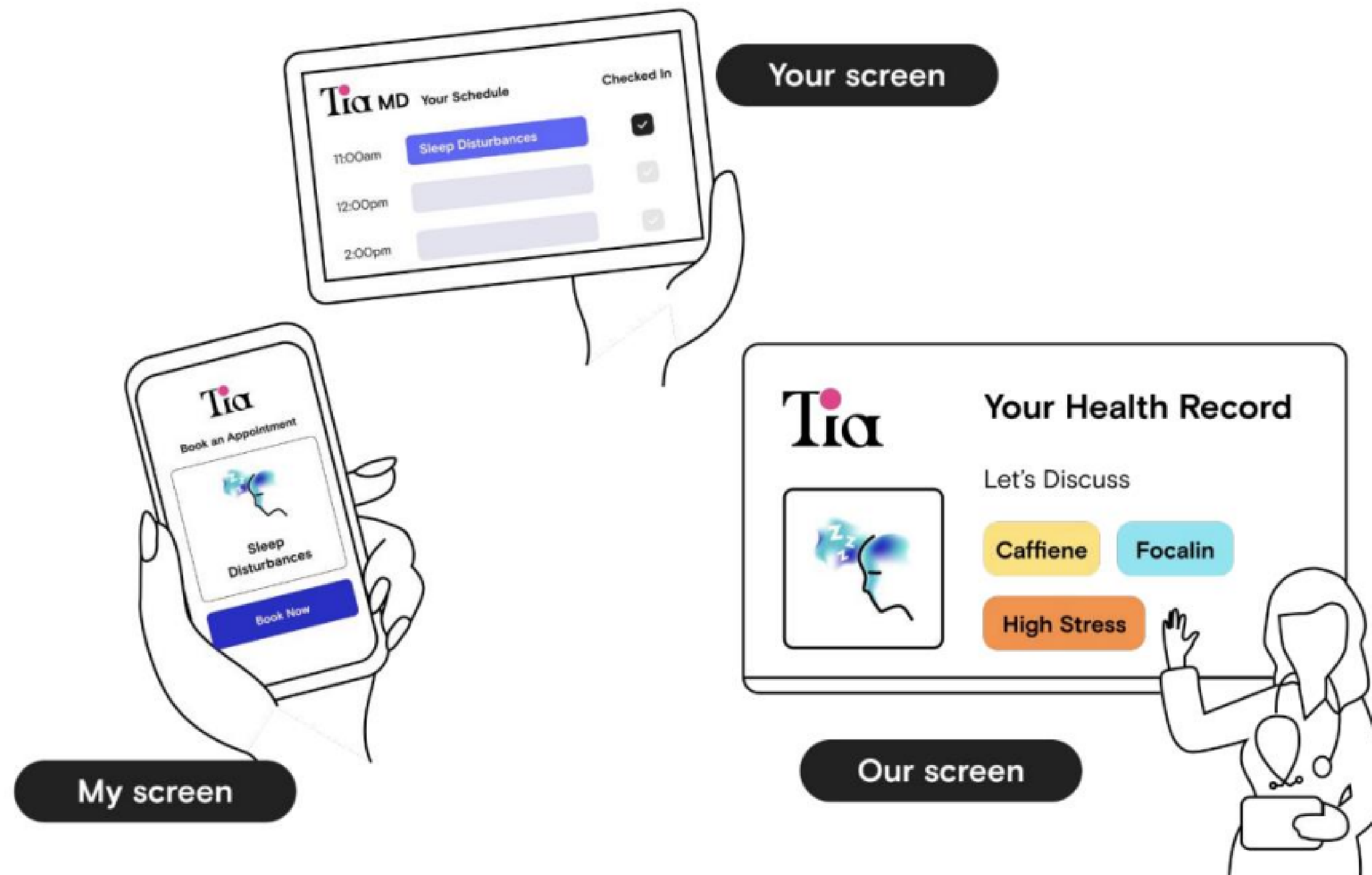
Reminder... you can't get a Pap smear (or an IUD, an ultrasound, and much more) on the Internet. Whereas virtual-only players are limited in what they can offer, **Tia provides virtual and in-person care that connect** – the right thing for women's health outcomes and our bottom line.



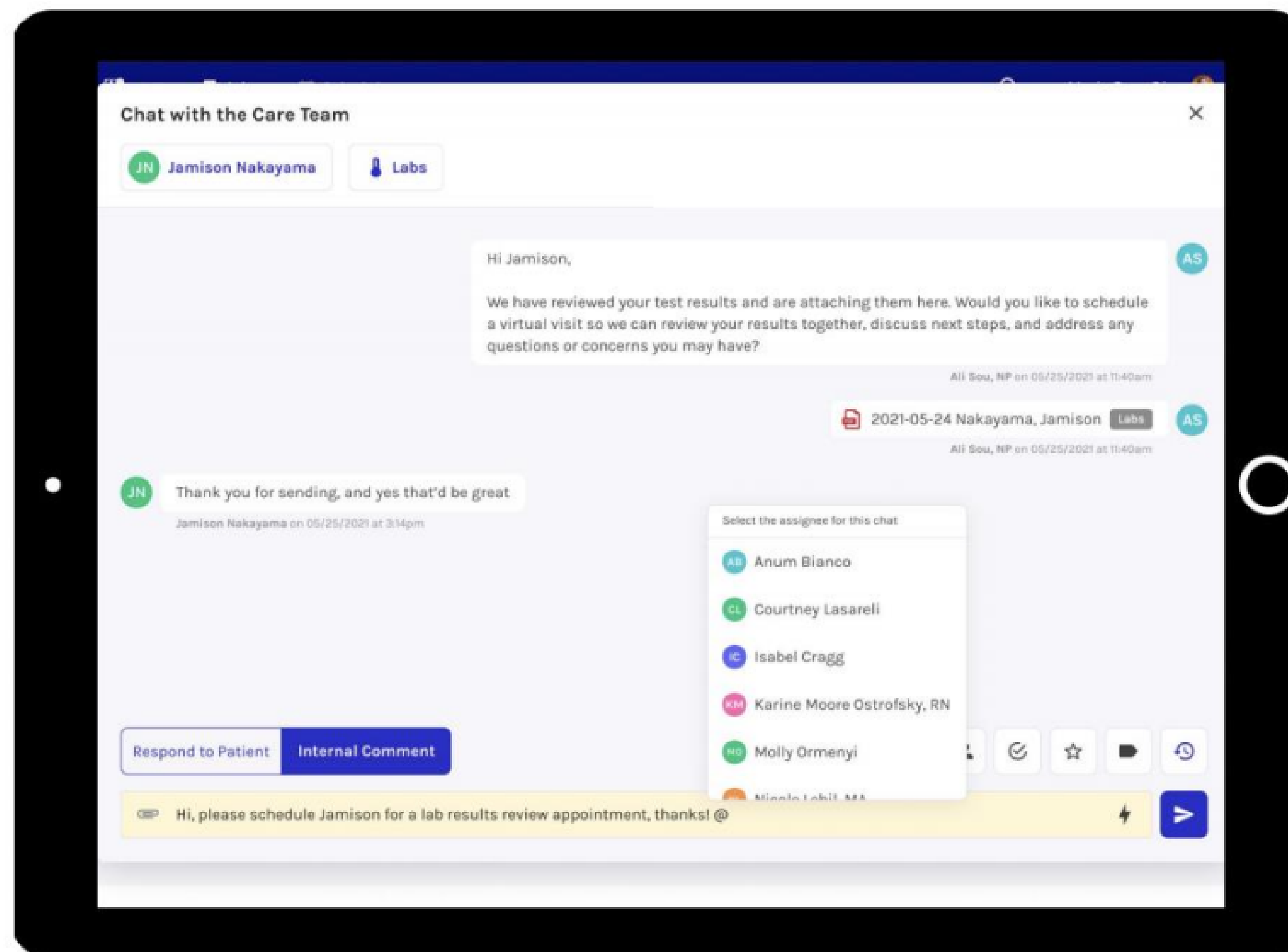
Tech & Ops



Tia has reinvented how care is experienced by patients *and providers*, too, via **the “three screens” of Tia** – our homegrown tech platform that enables transparency, collaboration, and continuity of care.



Our “Tia for doctors” app is **an Asana for Care Teams** – collaborative workflow management software that keeps everyone in sync, and **makes baton passes** smooth and seamless **across providers and URL<>IRL locations**.



Just like in Asana, Tia providers can **“tag a teammate”** to triage a chat, share context on a clinical note, and more.

We've baked in **clinical decision support** features that reinforce Tia's Whole Person Care Model — key for **quality control** and **standardization**, and enabling us to “level up” mid-level providers like Nurse Practitioners, too.

← Schedule Appointment Exam Time in Appointment 00:15 Start Cast

Jamison Nakayama E.Q. Info Labs Docs Meds Allergies Add-Ons Vitals

▲ Alert Jamison's PHQ-9 Score is 18 (Moderately Severe) See Options

▼ ROS (Review of Systems) Edit ROS Data Add All to Note ✓

Blood or Lymph Issues Weakness or breathlessness

Psychiatric Edit Psychiatric Data Add All to Note ✓

PHQ-9 Score 18 (Moderately Severe)

Little interest or pleasure in doing things (last 2 wks) More than half the days View Clinical Note

Feeling down, depressed or hopeless (last 2 wks) More than half the days

Thoughts of hurting self/better off dead (last 2 wks) Not at all

Experiences excessive worry Yes

Tia “**flags**” relevant data to providers during appointments — **saving time & supporting quality**

Our tech has enabled Tia to **reinvent the doctor-patient relationship**. Instead of a dedicated MD, each patient is cared for **by a collaborative Care Team**. *The result?* Higher-quality care at lower costs — and a clear pathway to **profitable primary care**.

KEY STATISTICS

>60% of care is delivered virtually

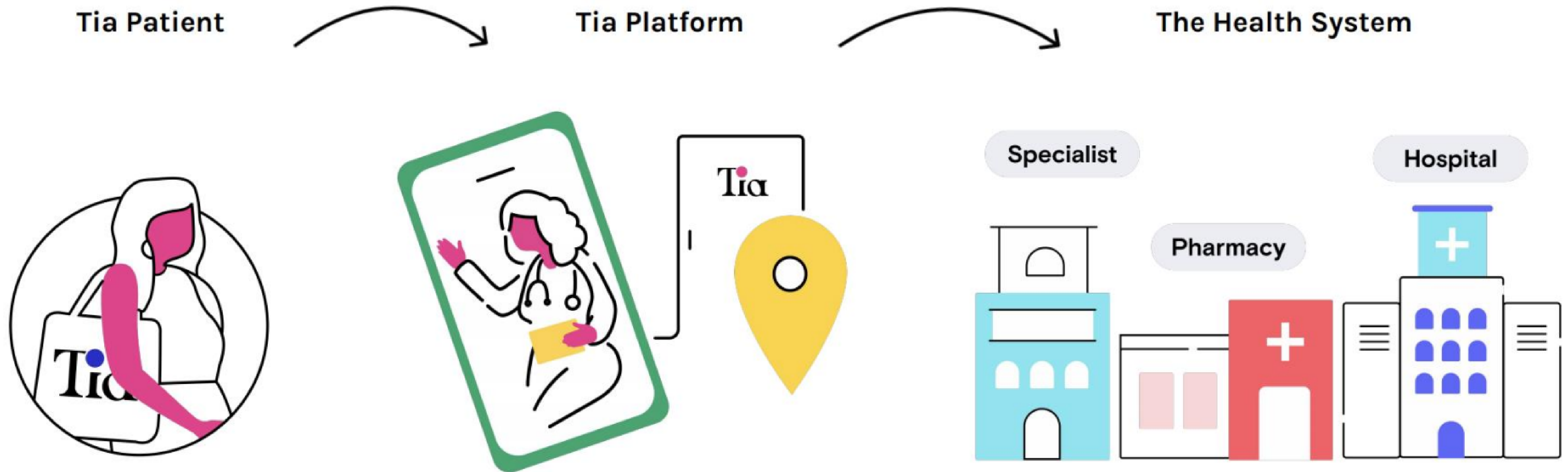
40% lower cost per service compared to a typical PCP



How Tia Is Scaling *From B2C \rightarrow B2C2B*

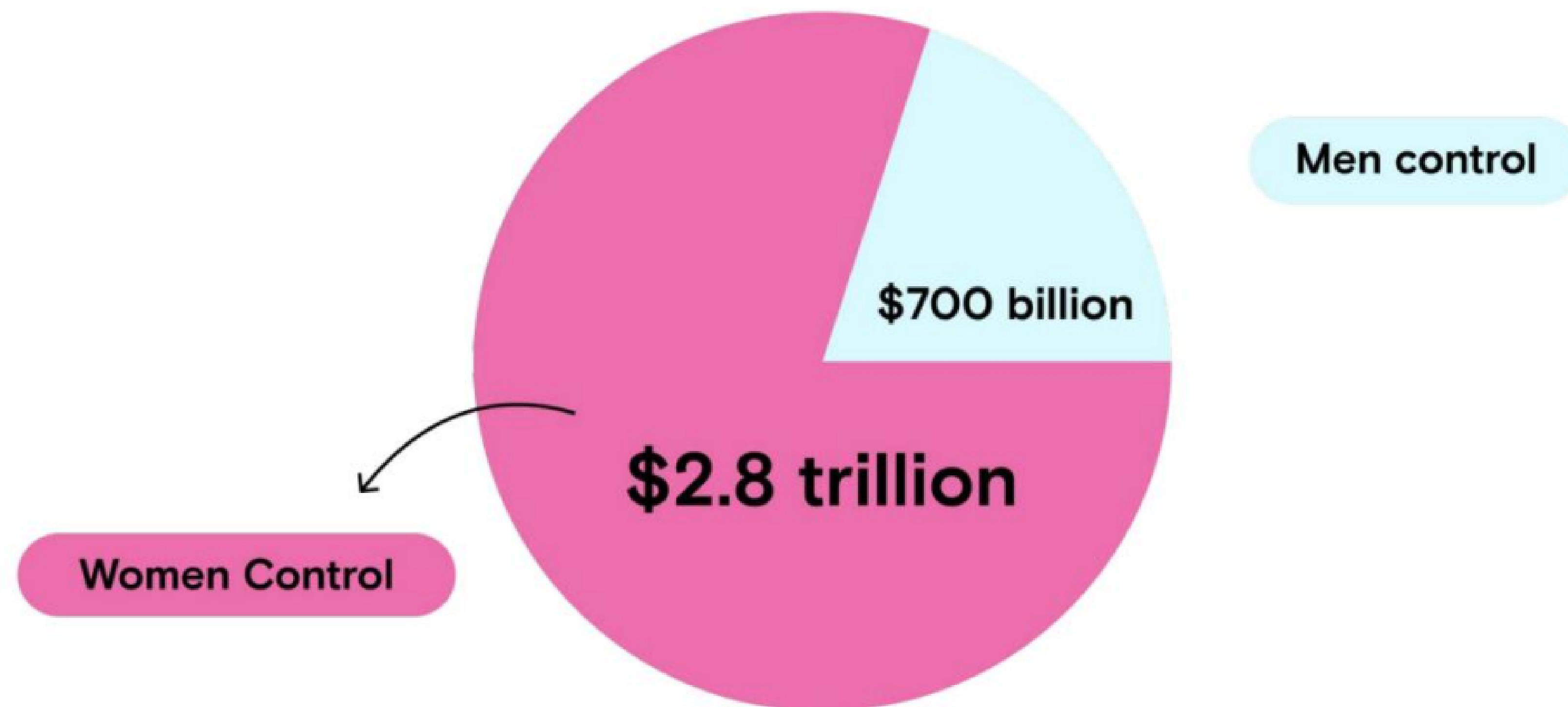


The value of Tia's relationship with women **extends far beyond our “4 walls.”**
As her trusted “front door,” Tia routes the dollars women spend **across the entire healthcare ecosystem.**



And, because women make the bulk of healthcare decisions on behalf of their partners, children, and parents, too, Tia is the front door to **>80% of the total U.S. healthcare dollars – a mind-boggling \$2.8 trillion in annual spend.**

U.S. Healthcare System Spend



Today, we're leveraging this “gatekeeper power” to **partner with health systems** — a tried-and-true growth pathway that enables us to **scale faster, with less capital.**

Health systems give us:

1

More and better insurance contracts

...increasing Tia's in-network TAM and per patient revenue

2

Access to premier specialty care

...specifically, OB, L&D, NICU & GYN surgery, essential for providing integrated pregnancy & menopause care

3

Financial support to offload stand up

...making Tia cash-flow positive on day one of opening a “box”

4

Recurring PMPM management fees

... annual subscription revenue, for delivering the same thing we do today — deliver excellent women's healthcare!

About the Team



Tia's founders come from the consumer tech world – bringing expertise in brand, user-centric design & data to create a new paradigm for modern women's healthcare.

**Felicity Yost,
Co-founder & CPOO**

Former Product Manager at Owler & Bridgewater with experience building consumer and enterprise products for scale, running large operational orgs and managing cross functional teams. Felicity is an analytics & data junkie leading Tia's technology, data and business operations efforts.



Finally.
Care for the
whole you.

**Carolyn Witte
Co-founder & CEO**

Ex-Google Creative Lab. Design-thinker and storyteller, bringing extensive brand & consumer product experience to consumerizing & humanizing women's health. Carolyn leads Tia's brand, marketing & partnership efforts.

ABOUT THE TEAM

We believe sustainable innovation requires working with (not against!) the existing healthcare system. So, we assembled a **multidisciplinary dream team of healthcare “insiders” & “outsiders”** to build a company with legs to scale.

Healthcare “Insiders”



Dr. Kathleen Jordan, MD
SVP, Medical Affairs
Prev. Chief Medical Officer
@ Dignity St. Francis Hospital



Andrea Helft
VP, Provider Partnerships
Prev. @ One Medical



Faye Leong
Head of Go-to-Market
Prev. @ Oscar Health



Ariella Willoughby
VP Retail Ops
Prev. @ SoulCycle



Laura Ardilla
Head of Product Ops
Prev. @ Uber



Jess Horwitz, MPH FNP-C
VP, Virtual Care & Clinical Ops
Prev. VP Medical Services @ NuRx



Tom Barnes
VP, Payer Strategy + RCM
Prev. @ St. Joseph's Health



Julia Rappaport
Head of BizOps & Analytics
Prev. @ Blue Cross Blue Shield



Dr. Ava Mainieri, PhD
Head of Research
Prev. @ Harvard



Eric Dargelies
Head of Engineering
Prev. @ GE