

# 100Plus Investor Presentation

The Leading AI-Assisted Remote Patient Monitoring Platform

# Company Overview

The leading AI-Assisted Remote Patient Monitoring Provider in the US with **38% CMGR** and **80% gross margins**.

## Superior Business Model

No capital outlay, no staff to implement, no risk or downside.

## Technology and AI

Automation of practice implementation patient enrollment, consent, training, device setup.

## Largest Distribution Channels

Access to over 100k practitioners via **AthenaHealth, AdvancedMD, and DrChrono**.

## Team

Founded Practice Fusion, the **largest cloud-based physician platform** and **scaled it to \$50M in ARR**.

## Performance

Launched in January '20 have enrolled 32k patients (**38% CMGR**).

## Revenue

**\$7M net ARR** booked since launch in January 2020.

**\$1M** in additional ARR added in January; **will exceed \$10M ARR in Q2**.

## Financials

	2019	2020	2021	2022	2023
Revenue	0	\$2.1 M	\$9.7 M	\$20.0 M	\$35.1 M
ARR	0	\$5.8 M	\$14.6 M	\$27.5 M	\$45.7 M

## Enrolled Patient Growth



## ARR



# The Sickest Generation in History

Seniors are sick, have limited financial resources, and dramatically underutilize their healthcare, making them a \$750B burden on Medicare. With the COVID outbreak, these patients are receiving less care than ever, as going to their doctor's office poses significant infection risk.

## **80% have chronic conditions**

Of that **71%** have heart disease, **70%** are overweight, and **25%** have diabetes; all needing perpetual care.

## **75% see their doctor less than recommended**

The average seniors makes **\$17k/year** on social security, causing transportation and other barriers in accessing care. As a result, they under utilize healthcare by a **factor of 10**.

## **The result is the utilization of episodic care as Primary Care**

As a result, these seniors wait until their condition is exasperated and use the Emergency Room for care. The average doctor visit costs Medicare **\$50**, while a hospitalization costs **\$45k**.



# Remote Patient Monitoring

In 2019, Medicare introduced Remote Patient Monitoring (RPM), **a new \$60B program** to continuously monitor chronic patients with a goal of decreasing episodic care, while reducing cost. Since the COVID outbreak, nearly every doctor has virtualized their practice; the result is telemedicine combined with RPM has become mission critical to serve seniors remotely.

## How it works

Practitioners recommend medical devices to their Medicare patients to track their chronic conditions. Practitioners then review the data for 20 minutes each month to ensure patients are compliant and not at-risk for an episodic event.

## Devices (100Plus)

Medicare pays **\$615 per patient per year** to 100Plus to provide its devices and service (CPT-99454).

The average Primary Care Physician's Medicare patient load (800 Medicare patients) represents **\$525k in yearly revenue to 100Plus<sup>1</sup>**.

## Data Review (Practitioners)

Medicare pays between **\$700-2100 per patient per year** to remotely monitor patients (CPT-99457/8).

Remote Patient Monitoring represents **\$560k-1.6M in additional yearly revenue<sup>1</sup>** to the average Primary Care Physician.

***“We’ve never had this in the program at large. This is an historic change.”***

— CMS Administrator, Seema Verma

<sup>1</sup>The average Primary Care Doctor has 800 Medicare patients.

# Annualized Economics for Practitioners

For the average Primary Care Physician, Remote Patient Monitoring represents the potential to of \$1M+ of additional revenue, and \$650k for 100Plus.

	Reimbursement and Frequency	RPM Eligible Patient Load		
		50 Patients	250 Patients	800 Patients
<b>Practitioner Yearly Revenue Oppty (calc using 94107)</b>		<b>\$ 87,500</b>	<b>\$ 437,800</b>	<b>\$ 1,401,100</b>
<b>CPT 99453</b> RPM setup and patient education.	\$24.58 One-time	\$ 1,200	\$ 6,100	\$ 19,700
<b>CPT 99457</b> Review, interpretation, and basic comms of RPM insights for the first 20 min.	\$61.36 Monthly	\$ 36,800	\$ 184,100	\$ 589,100
<b>CPT 99458</b> Review, interpretation, and basic comms of RPM insights for add'l 20 min.	\$48.91 Monthly	Add'l revenue based patient need.		
<b>CPT 99454</b> Co-pay for RPM devices and services.	\$82.53 Monthly	\$ 49,500	\$ 247,600	\$ 792,300
<b>Practitioner Yearly Costs Oppty</b>		<b>\$ 42,100</b>	<b>\$ 210,600</b>	<b>\$ 673,800</b>
<b>100Plus Service Fee</b> Covers medical devices (logistics, cellular, consumables), cloud Provider Portal, and support.	\$66.02 One-time	\$ 39,600	\$ 198,100	\$ 633,800
<b>Labor for 99457</b>	\$4.17 Monthly	\$ 2,500	\$ 12,500	\$ 40,000
<b>Practitioner Yearly Profit Oppty</b>		<b>\$ 45,400</b>	<b>\$ 227,200</b>	<b>\$ 727,300</b>
<i>Multiple of avg PCP's salary (\$195k per AAFP)</i>		<i>23%</i>	<i>117%</i>	<i>373%</i>

\* CPT 99458 is not included in the total yearly revenue and can be billed up to 2x per month as an add-on code for additional revenue.

\*\* Calculated using zip code 94107

**100Plus Product Offering**



# Business Model

The lowest risk and fastest way to implement Remote Patient Monitoring, enabling practitioners to start managing and billing for chronic patients in days.

## **The only RPM solution with:**

- No capital outlay, no staffing resources to implement, no downside.
- Lowest setup friction, handling integration, patient consent and setup.
- Unlimited free devices, which are critical to a patient's chronic conditions.
- Up and running in minutes.

***“Physicians are shifting to telehealth; these visits are most effective when patient data can be collected to remotely monitor a patient’s health. 100Plus has stepped in to fill this unmet need.”***

— Harvard Business School – Digital Innovation and Transformation

# Patient Enrollment and Setup

100Plus' Complimentary Concierge™ identifies patients eligible for the RPM program, performs patient consent and training, and ships devices directly to your patients ready to use.

## Patient Enrollment

- EHR integration to identify and extract at-risk Medicare patients within your practice.
- Patient demographic data is corrected, completed and validated with partner APIs.
- Patient clinical data are matched with supported 100Plus medical devices.
- Medicare eligibility and prior auth check to ensure you are reimbursed.

## Device Setup and Shipping

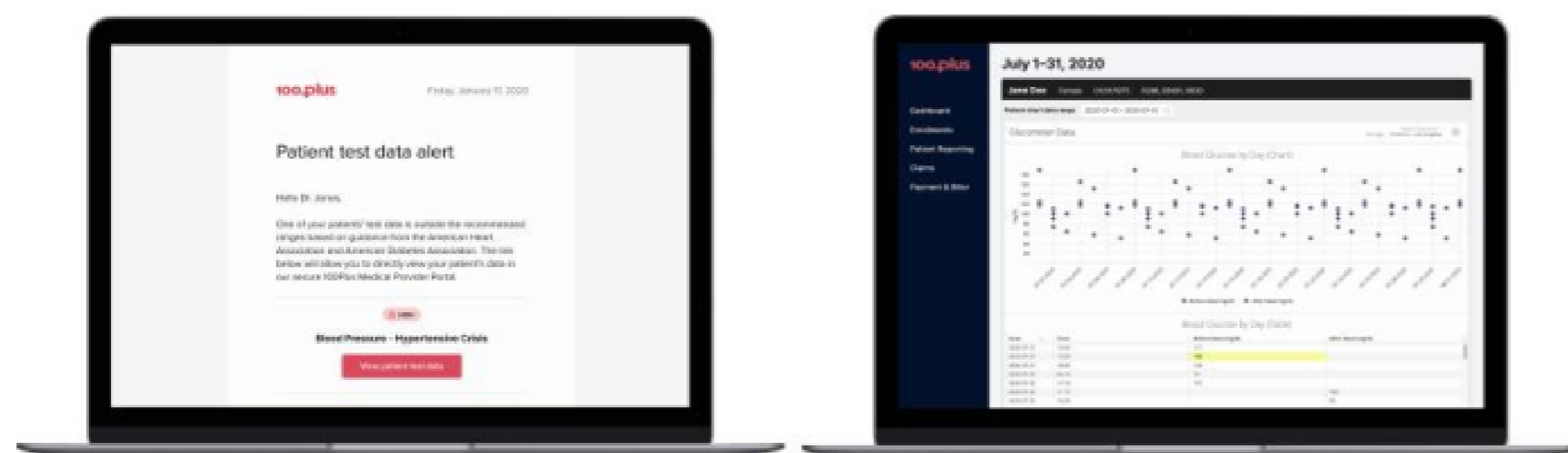
- Patient outreach and consent automated dialing, mailing, email and SMS.
- Devices are shipped directly to patients fully configured and ready to use out of the box without the need phone, app download, email, bluetooth, or setup by patients.
- Patient outreach upon confirmation of device delivery for training.



Patient Status	<b>134 patients have consented and been shipped medical devices.</b> 112 of these patients still need RPM services and time recorded for the calendar month. Performing RPM services for at least 20+ minutes a month for all of your patients means <b>\$85,658 annual revenue</b> for your practice. <a href="#">View patient reporting</a>
Incomplete Enrollments	<b>243 patients are missing required information to ship medical devices.</b> These incomplete enrollments are missing information, such as address and insurance. Completing these incomplete enrollments would enable your practice to serve these at-risk patients and earn an additional <b>\$196,802 annual revenue.</b> <a href="#">View incomplete enrollments</a>

# Population Health Management

Our predictive population health management engine enables practices to provide real-time interventions for at-risk patients .



Email alert for a patient that is at-risk

Unified dashboard showing patient's historical health data

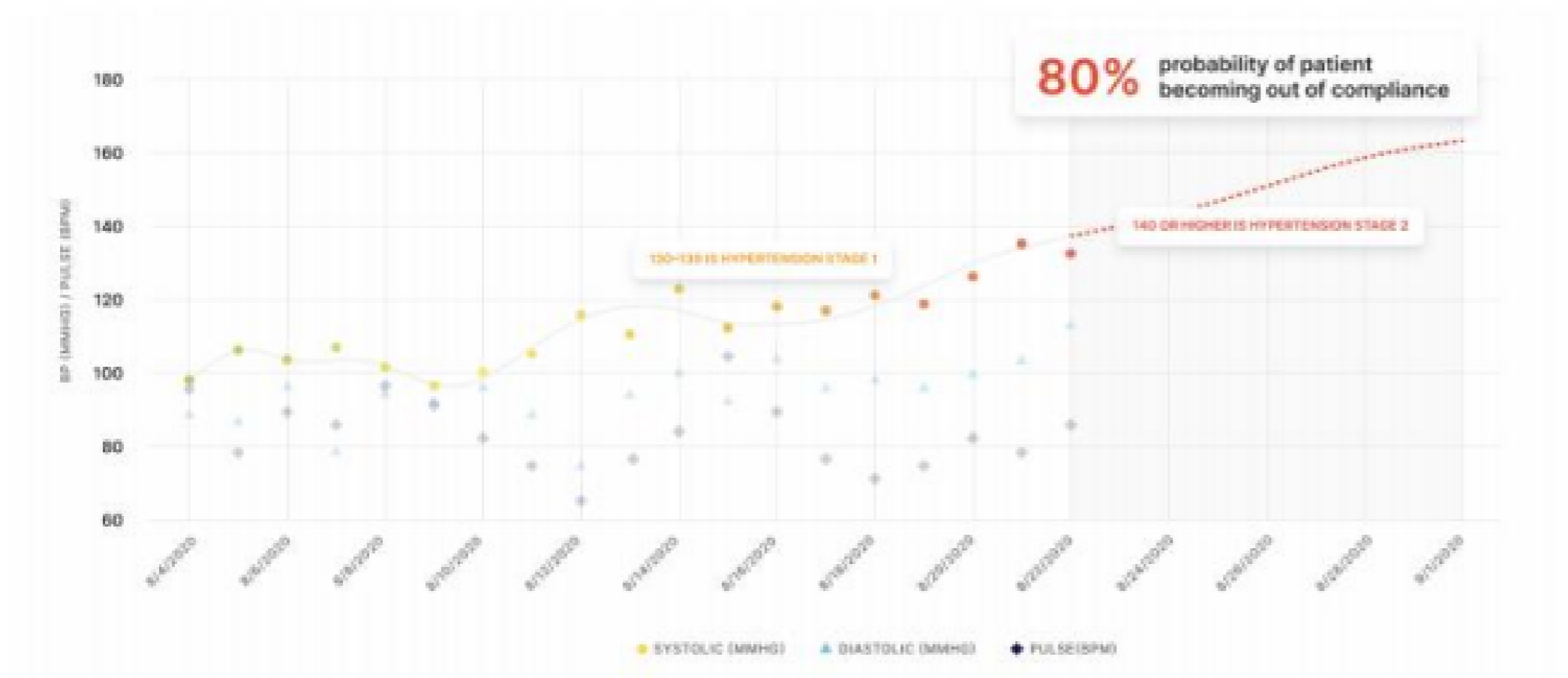
## Population Health Alerting

Population Health Management leverages American Diabetic Association, American Heart Association, and CDC to identify patients who are outside of a safe range.

Dedicated staff members are identified immediately to ensure patients are triaged in a timely manner to avoid patient condition escalation or hospitalization.

## Predictive Population Health Management (Q2)

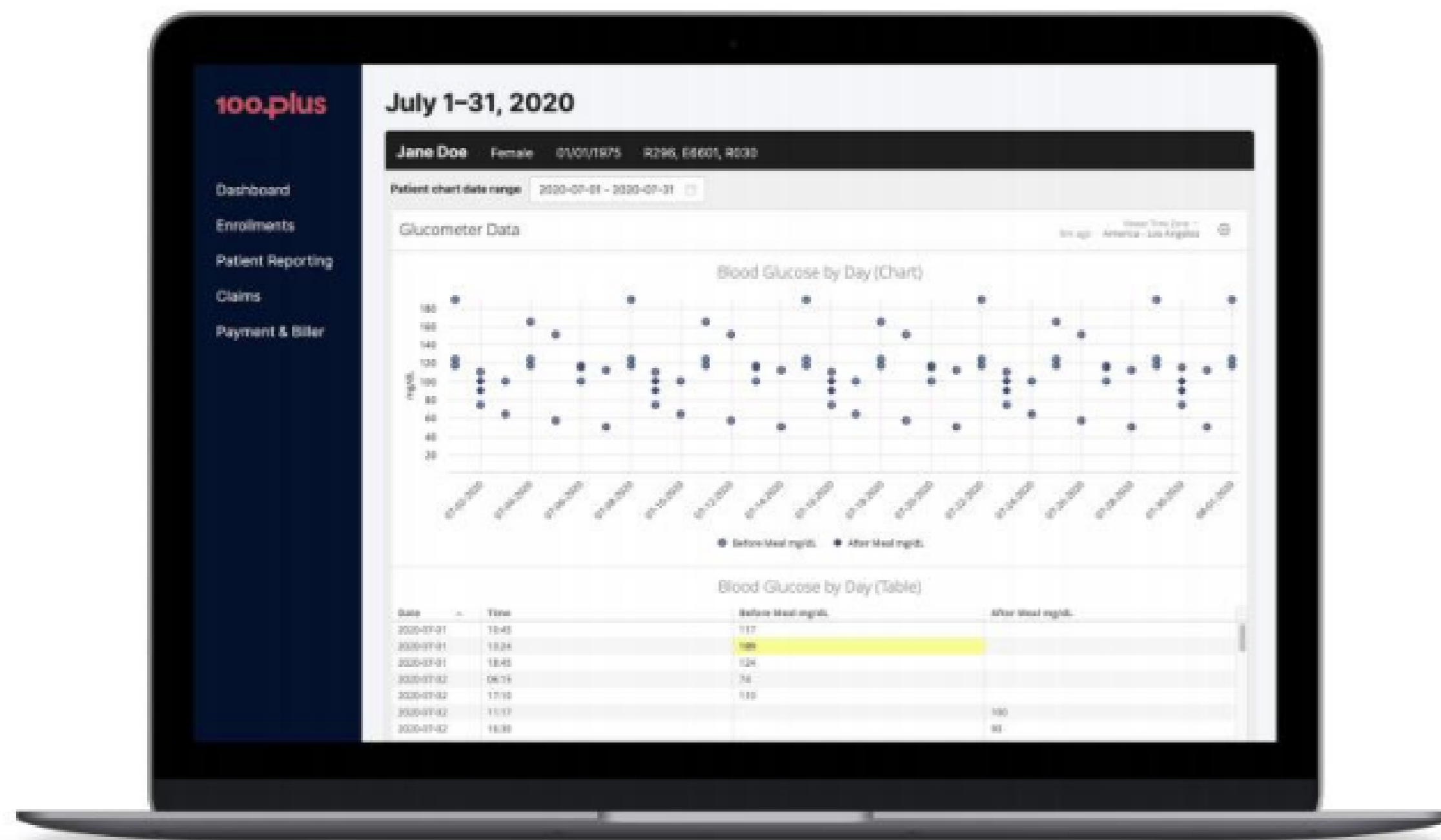
100Plus is also able to inform doctors when patients *will be* out of compliance *before* it happens, leveraging one of the largest bio-telemetry datasets and probabilistic algorithms.



Predictive Population Health Management

# Patient Data Review

Our practitioner tools receive data from patients' devices in perpetuity, with no configuration, and enable you to review data rapidly and fulfill Medicare requirements.

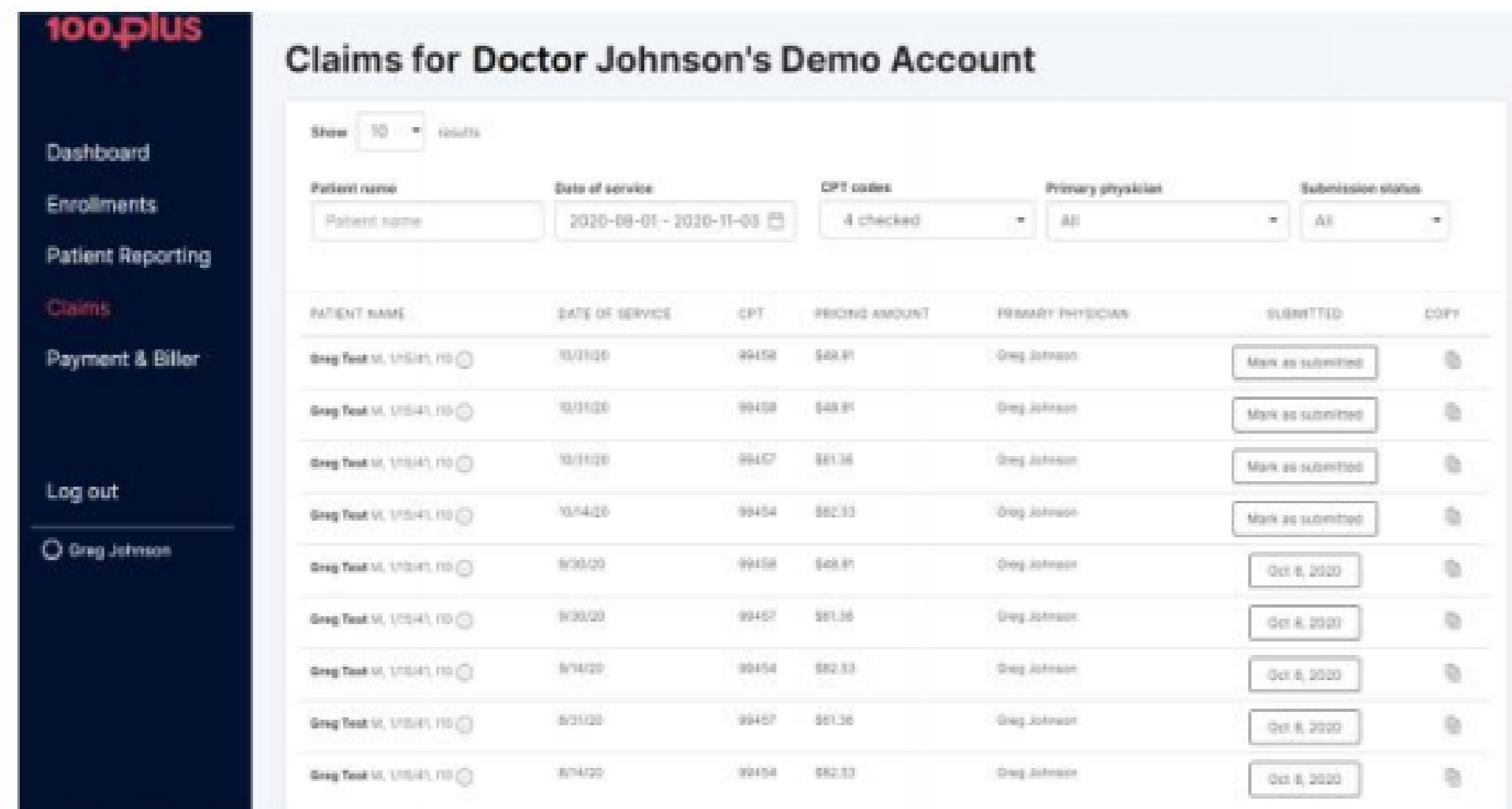


## Practitioner Portal

- Data from your patients are automatically streamed your 100Plus Provider Portal with no device setup.
- We notify your practice to review the patient's data, ensuring you meet Medicare review requirements to be reimbursed.
- You can immediately see which patients have elevated readings and those still pending RPM services for the month.
- 100Plus pre-created patient reporting template streamlines the patient review using best practice clinical guidelines.

# Billing and Reimbursement

Easily track and submit the time you spend on patient review in and out of the Portal to know when Medicare review requirements for each patient are met and ensure you are reimbursed each month.



The screenshot displays the 'Claims for Doctor Johnson's Demo Account' page. It features a sidebar with navigation links: Dashboard, Enrollments, Patient Reporting, Claims (highlighted), Payment & Biller, Log out, and a user selection dropdown for Greg Johnson. The main content area includes filters for Patient name, Date of service (2020-08-01 to 2020-11-03), CPT codes (4 checked), Primary physician (All), and Submission status (All). Below the filters is a table with columns: Patient name, Date of service, CPT, Billing amount, Primary physician, Submitted, and Copy. The table lists 10 claims for 'Greg Test M, 1/15/41, 10' with various CPT codes and billing amounts, all submitted on 10/11/20. Each row has a 'Mark as submitted' button and a download icon.

Patient name	Date of service	CPT	Billing amount	Primary physician	Submitted	Copy
Greg Test M, 1/15/41, 10	10/11/20	99458	\$49.91	Greg Johnson	Mark as submitted	Download
Greg Test M, 1/15/41, 10	10/11/20	99458	\$49.91	Greg Johnson	Mark as submitted	Download
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Greg Test M, 1/15/41, 10	9/30/20	99458	\$49.91	Greg Johnson	Oct 6, 2020	Download
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Greg Test M, 1/15/41, 10	9/14/20	99454	\$82.53	Greg Johnson	Oct 6, 2020	Download
Greg Test M, 1/15/41, 10	8/31/20	99457	\$61.36	Greg Johnson	Oct 6, 2020	Download
Greg Test M, 1/15/41, 10	8/14/20	99454	\$82.53	Greg Johnson	Oct 6, 2020	Download

## Billing Portal

- Automatically generates and bills to Medicare for practitioner payment reconciliation.
- Automatic error handling to significantly reduce claim denials and resubmittals from administrative errors.
- RPM claims eligible for reimbursement are generated each business day, reducing the lag time between a practitioner providing RPM services and getting paid.
- Reconciliation of any rejected claims.
- 100Plus handles the submission of RPM claims on behalf of the practice, eliminating extra work for the practice and biller to submit these claims and resolve any discrepancies on their own (Coming in Q4)

# 100Plus Versus the Competition

The only vendor that offers full, no cost, no-risk, end-to-end solution to practitioners and their patients.

	100plus	Optimize.health	Fora	Tactio	Vivify
<b>For Practitioners</b>					
No upfront fees for doctors	✓	X	X	X	X
White glove setup (Patient outreach, education, and enrollment)	✓	X <sup>1</sup>	X	X	X
Rapid scaling (Ability to onboard entire patient populations in days)	✓	X	X	X	X
Medicare eligibility checking and billing w/ no fees (Saving ~6% in billing fees)	✓	X	X	X	X
Population Health Management Alerting for high-risk patient identification	✓	X	X	X	X
<b>For Patients</b>					
Free to patients (for up to 5 devices)	✓	X	X	X	X
Shipped to user ready to use (inc. warranty and free replacements)	✓	X	X	X	X
Integrated cellular without monthly plan or bill	✓	X <sup>1</sup>	X <sup>1</sup>	X	X
Automatically sends data to doctors without user intervention	✓	X <sup>2</sup>	X <sup>2</sup>	X <sup>2</sup>	X <sup>2</sup>
Consumables (batteries, glucose strips and lancets provided in perpetuity)	✓	X	X	X	X

<sup>1</sup>Available with additional upfront cost

<sup>2</sup> Medical Practice is required to distribute devices to patients and link device serial number to patient profile in Optimize RPM software and patient must use device manufacturer app to set up bluetooth devices.

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# The Team

100Plus has assembled the most experienced team in the Remote Patient Monitoring arena, with deep domain experience in healthcare and technology to execute its vision.



**RYAN HOWARD**  
**Founder and Chief Executive Officer**  
Founder and former CEO of Practice Fusion;  
Director at Grand Central and InterTrade



**ERICK DEOLIVERIA**  
**Interim CFO**  
CFO at Ticketfly, VP of Finance at Eventbrite, Pandora,  
Practice Fusion, Senior Controller at Skype, Amazon



**MEGHAN SINCLAIR**  
**Head of Product**  
Product Manager at Amazon Lab126  
Senior Manager - Product Operations at Formfactor



**DAVID SLOAN**  
**Head of Sales**  
Senior Business Sales Manager, Lever  
Sales Development Manager, Demandforce



**ELIZABETH KATZKI**  
**Head of Content Marketing**  
Director of Marketing at Apptimize  
Content Marketing Manager, Sitetracker



**CHRISTINE KROUT**  
**Head of Account Management**  
Director of Customer Service, Director of Technical  
Support, Practice Fusion



**JUDY YUAN**  
**General Counsel**  
Senior Counsel, SVP, Silver Lake  
Vice President at Black Rock



**CHRIS BUMGARDNER**  
**Chief Technical Officer**  
VP of Engineering at UrbanSitter, T+ink,  
Teachscape, Co-founder of Skycatch



**ELLIE CASE**  
**Head of Business Development**  
Senior Sales Consultant, Phreesia  
National Sales Associate, Phreesia

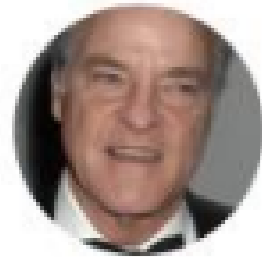


**KERRY NEHIL**  
**Head of Design**  
Senior Designer at June  
Product Designer at Facebook, Design



**RICH TALMAGE**  
**Head of Customer Success**  
Product Ops Manger, Vim, Sr Manager,  
Customer Success, Practice Fusion

# Investors



**HENRY KRAVIS**

Co-Founder and Co-CEO of KKR



**GEORGE ROBERTS**

Co-Founder and Co-CEO of KKR



**ALI PARTOVI**

Angel Investor in Facebook and Dropbox;  
Co-Founder Code.org



**HADI PARTOVI**

Angel Investor in Facebook and Dropbox;  
Founder and CEO of Code.org



**BARRY VOLPERT**

Co-Founder and CEO of Crestview  
Partners



**HARALD LUDWIG**

President of Macluan Capital



**TONY ROBBINS**

World renowned author, entrepreneur,  
philanthropist and life coach



**FRED ST. GOAR**

Cardiologist and co-founder MirtaClip



**MICHAEL G. RUBIN**

Founder and CEO of Kynetic



**JOSH KAZAM**

Partner at Two Rivers



**DR. MEHMET OZ**

Cardiothoracic Surgeon; Professor at  
Columbia; Host of the Dr. Oz Show



**KAIROS**

Led by Ryan Bloomer



**WTI**

Led by Rudy Ruano



**PLUG AND PLAY VENTURES**

Led by Saeed Amidi and Alex Tam



**CORRELATION VENTURES**

Led by Trevor Kienzle

**Devices**



# Blood Pressure Monitor (Delivered)



## About the Blood Pressure Cuff

- Provides practitioners the fastest and most accurate reading using an advanced measuring technique.
- Patient blood pressure is automatically sent to the practitioner and is available in a practitioner-centric portal, so doctors can better care for their patient between visits.
- The device automatically streams data to the practice with no user intervention.
- Fully configured and ready to use out of the box — no smartphone, app, Bluetooth, or WiFi required.

## Patient Applications

- Hypertension / High Blood Pressure (HBP)
- Coronary heart disease
- Heart failure
- COPD
- Renal Failure
- Diabetes
- Whitecoat Syndrome

# Blood Glucose Monitor (Delivered)



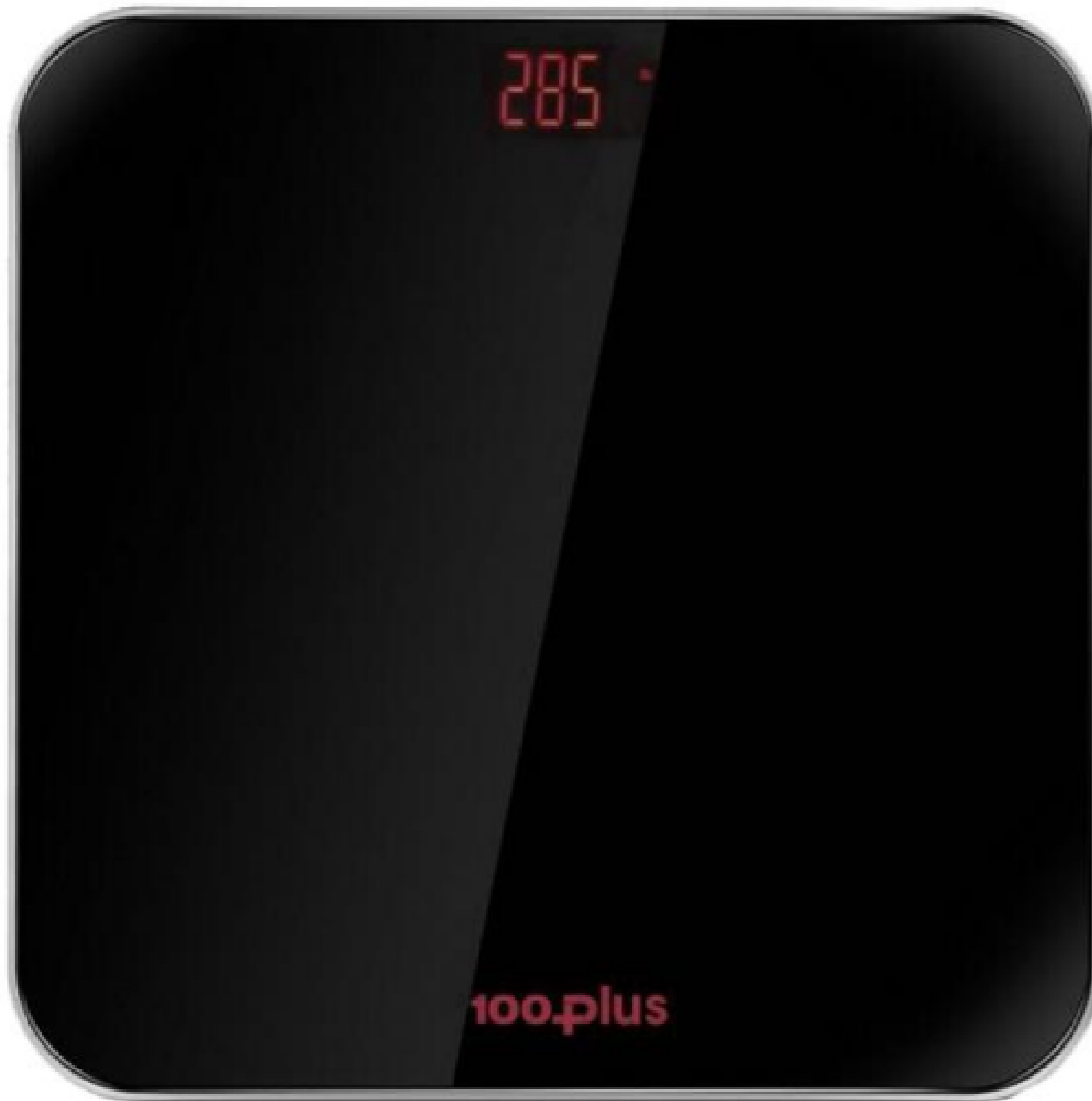
## About the Blood Glucose Monitor

- Remotely measure patient glucose levels with the 100Plus Blood Glucose Monitor.
- Get clinical information at-a-glance in our practitioner portal and make better decisions based on comprehensive and continuous patient glucose level data.
- Consists of the meter itself, test strips, and control solution.
- The meter displays the result within 5 seconds to your patient and streams that information directly into the practitioner portal for practitioner review and analysis.
- Over time, the practitioner can see trends in glucose levels.
- Ensures that diabetic patients are keeping their glucose levels healthy and enables practitioners to take action when their levels indicate a need for intervention.

## Patient Applications

- Diabetes Type 1 and 2
- Renal Failure
- Hypoglycemia
- Liver Disorders

# Digital Weight Scale (Delivered)



## About the Digital Weight Scale

- Keep track of patients' weight remotely with the 100Plus Digital Weight Scale.
- Enables practitioners to remotely monitor crucial changes in patient mass providing insights that are critical for patients with congestive heart failure or weight-related health issues like obesity.
- Connects practitioners to patients' wellbeing with clear, continuous, and accurate data.
- Fully configured and ready to use out of the box — no smartphone, app, Bluetooth, or WiFi required.

## Patient Applications

- CHF
- Obesity
- Rapid Weight Loss
- Renal Failure
- Pulmonary Edema

# Thermometer and Pulse Oximeter

## About the Thermometer

- The non-contact infrared thermometer can detect the temperature of forehead from a distance of up to 10cm (3.9inch). Effectively prevents cross-infection between multiple people.
- No-Touch thermometer gets result in one second

## About the Pulse Oximeter

- Designed to provide a quick, accurate way for spot-checking blood oxygen saturation levels and pulse rate while you're on the go. Intended for sports or recreational use

## Patient Applicatoins

- COVID-19
- COPD
- Emphysema
- Asthma
- Influenza



100+plus