



Octopus.Health

OCTOPUS HEALTH

Asynchronous Proactive Medicine

Who We Are



2nd largest integrated provider
in the world



World leading Health Information
Technology Provider



Octopus.Health

AI Based Personal Healthcare Assistant

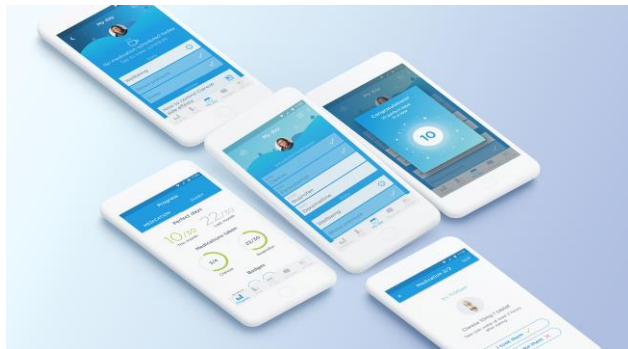
Developing a robust, diversified and effective, personalized adherence solution and an asynchronous care delivery platform

OCTOPUS HEALTH Purpose and Vision

Maximizing patient-adherence to valuable treatment plans



Developing a robust, diversified and effective, personalized adherence solution, based on a comprehensive research and analysis of adherence situations, adherence promoters/barriers, adherence approaches and tools and their interdependencies.



A very common problem...



Meet **Mary**, A common health procrastinator

ISSUE

- Borderline LDL and Glucose – no updated blood test
- No Mammogram and Colonoscopy results
- Flu risk group – not vaccinated

EXCUSE

- Can't find the time
- Too scary, rather not to think about it
- I just don't think it's that important...



In a perfect world...a personal assistant will:



Send a nurse to the patient home for collecting a blood sample



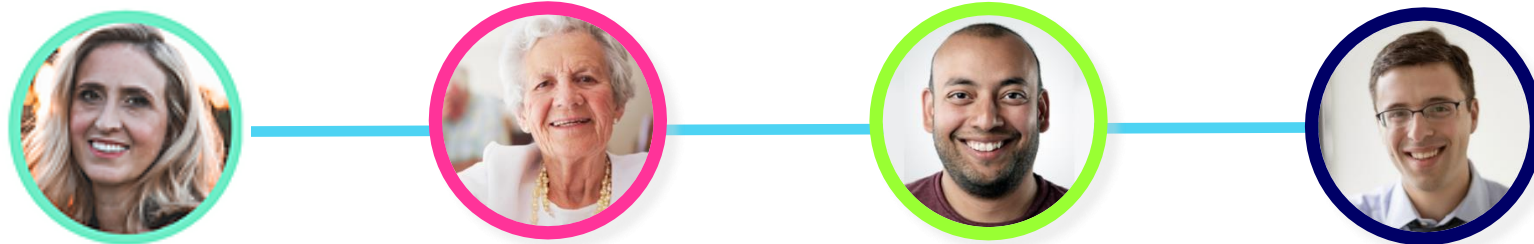
Schedule visits proactively



Explain the benefits of flu vaccination

...a Personalized Adherence Suite is to be applied

Different personas
same goal



Behavioral
Profiling

Health Records Analysis | Past Interactions | Location Analysis |
Social Background | Procrastination Pattern Analysis

Personalized workflow -
Maximizing Adherence



When to approach, how to approach, what to offer

Adherence Plan – Patient Side

Proactive medication management based on EHR data



David B.
Clinic patient

- Each workflow manages different healthcare issue – in the examples above, Nurse at home service, Feedback for a new chronic medication, and a missing A1C test management.
- Octopus.Health's AI Engine tailors each workflow messages, times, services and tools for every patient based on his behavioral profile

Adherence Plan – Operator side – Enhancing Population Health Management

Workflow Management

Pre Diabetic A1C Test (4,246)
Sort By Last Activity
Add Filter
Search
Jan 2019 - Today

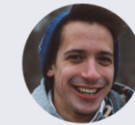
Pre Diabetic A1C Test

Total Patients	Avg. Adherence	Top Profile type	2nd top Profile type	Complete status	Pending status	Patients at risk
4,246	Medium (45%)	A (50%)	C (23%)	154 (42%)	120 (33%)	27 (8%)

#	ID number	L. Name	P. Name	Sex / Age	Profile	Adherence	Risk	Last Activity	Status
1	30009294	Gadbois	Neil	M / 32	A	Low	High	13 Mar 2019	In Progress
2	23362519	Charboneau	Felix	F / 42	B	Medium	High	13 Mar 2019	In Progress
3	25697836	Fargo	Georgia	F / 86	B	Medium	High	13 Mar 2019	In Progress
4	38787495	Moises	Alicia	F / 27	C	High	Low	13 Mar 2019	Completed
5	22656398	Brown	David	M / 31	A	High	Low	13 Mar 2019	Pending
6	33181925	Weston	Danny	M / 50	C	High	High	13 Mar 2019	Completed

4,246 Patients | 1-6 of 707

First 3 4 5 6 7 Last



22-656-398
Brown David

Male | 31 Old | Profile A

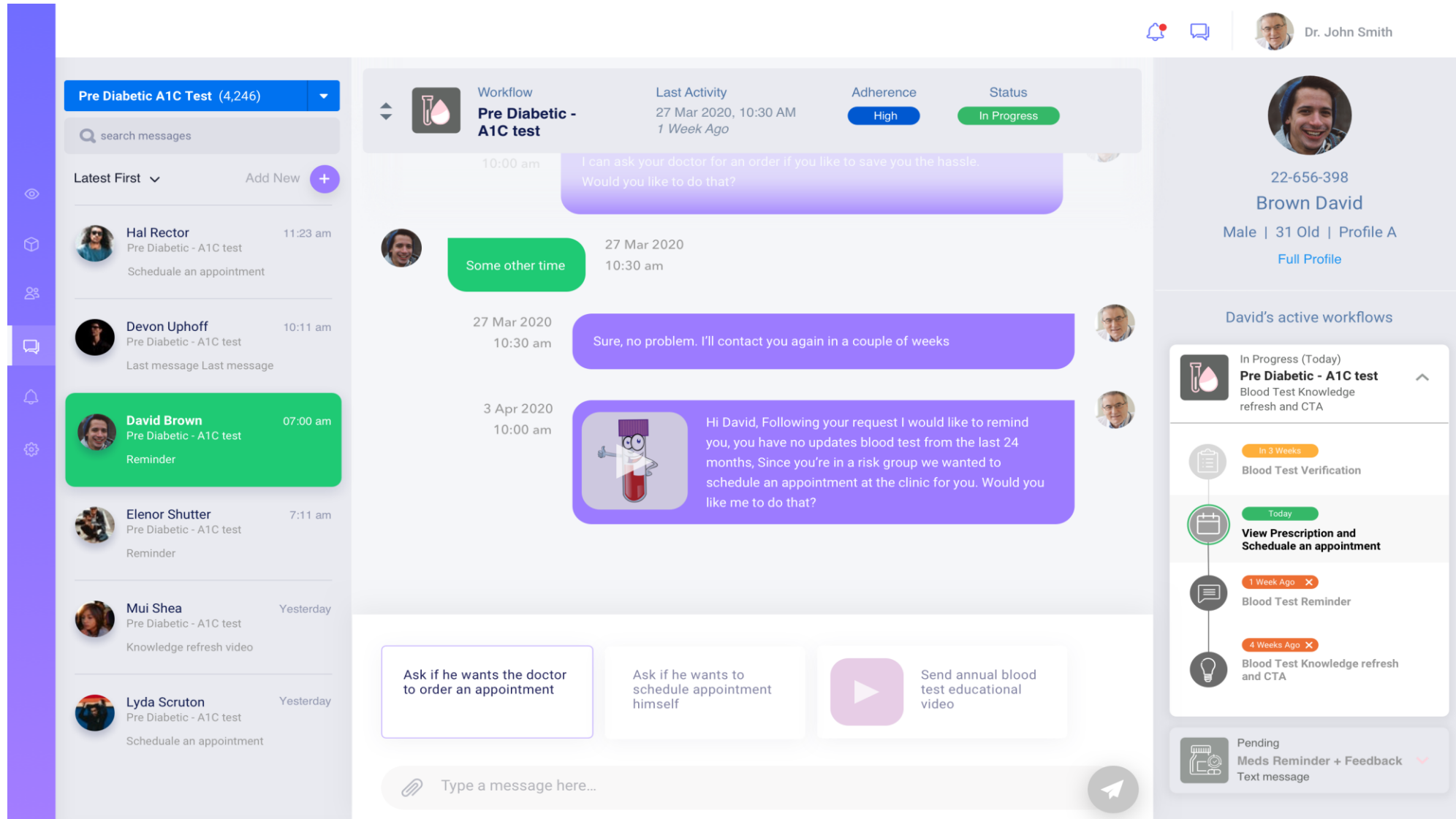
[Full Profile](#)

START CHAT

David's active workflows

- Pending (Tomorrow)
Pre Diabetic - A1C test
 Blood Test Knowledge refresh and CTA
- In 6 Weeks
 Blood Test Verification
- In 3 Weeks
 View Prescription and Schedule an appointment
- In 2 Weeks
 Blood Test Reminder
- Tomorrow
 Blood Test Knowledge refresh and CTA

Personalized prevention plan – based on behavioral analysis.



The screenshot displays a patient management interface for a workflow titled "Pre Diabetic - A1C test".

- Workflow Summary:**
 - Workflow:** Pre Diabetic - A1C test
 - Last Activity:** 27 Mar 2020, 10:30 AM (1 Week Ago)
 - Adherence:** High
 - Status:** In Progress
- Message History:**
 - 10:00 am:** A purple message bubble: "I can ask your doctor for an order if you like to save you the hassle. Would you like to do that?"
 - 27 Mar 2020 10:30 am:** A green response bubble: "Some other time"
 - 27 Mar 2020 10:30 am:** A purple message bubble: "Sure, no problem. I'll contact you again in a couple of weeks"
 - 3 Apr 2020 10:00 am:** A purple message bubble with a video thumbnail: "Hi David, Following your request I would like to remind you, you have no updates blood test from the last 24 months, Since you're in a risk group we wanted to schedule an appointment at the clinic for you. Would you like me to do that?"
- Bottom Action Bar:**
 - Ask if he wants the doctor to order an appointment
 - Ask if he wants to schedule appointment himself
 - Send annual blood test educational video
- Right Panel (Patient Profile & Workflows):**
 - Dr. John Smith** (User)
 - David Brown** (Patient): 22-656-398, Male | 31 Old | Profile A
 - David's active workflows:**
 - In Progress (Today):** Pre Diabetic - A1C test (Blood Test Knowledge refresh and CTA)
 - In 3 Weeks:** Blood Test Verification
 - Today:** View Prescription and Schedule an appointment
 - 1 Week Ago:** Blood Test Reminder
 - 4 Weeks Ago:** Blood Test Knowledge refresh and CTA
 - Pending:** Meds Reminder + Feedback (Text message)
- Left Panel (Message List):**
 - Pre Diabetic A1C Test (4,246)**
 - Search messages
 - Latest First | Add New
 - Hal Rector:** Pre Diabetic - A1C test, 11:23 am, Schedule an appointment
 - Devon Uphoff:** Pre Diabetic - A1C test, 10:11 am, Last message
 - David Brown:** Pre Diabetic - A1C test, 07:00 am, Reminder
 - Elenor Shutter:** Pre Diabetic - A1C test, 7:11 am, Reminder
 - Mui Shea:** Pre Diabetic - A1C test, Yesterday, Knowledge refresh video
 - Lyda Scruton:** Pre Diabetic - A1C test, Yesterday, Schedule an appointment

Each workflow step offers a different approach for maximizing patient adherence

Octopus.Health's Workflow Marketplace

MACRA\HEDIS

- Focuses on CMS quality measure improvement.
- Each workflow analyzes gaps in quality measures, and conducts direct interaction with each patient with personalized adherence tools

Opioids

- Medication Management (daily tracking of all meds including OTC)
- Track Sleep, Behavioral health, wellness, weather
- Pain Management (scoring + life quality and wellness assessment)

Pregnancy and birth Suite

Appointment Management

- Location based no-show detection
- Alert 5 other patients waiting for an appointment and manage ad-hoc scheduling

Pediatrics

- Vaccination, Checkups, Diet and sleep

Cancer Screening for high risk population

- Breast Cancer – BRCA (Detect family members – suggest MRI + US + Mammography)
- Colorectal Cancer – PCMCC, UC for 8 years
- Melanoma – Family or personal background
- Cervical Cancer – PAP, HIV or STD background
- Prostate cancer - PSA
- Lung Cancer - Heavy smoker>65 (low dose CT)

Elder population

- ADL tracking
- Fall Detection

Smoking Cessation

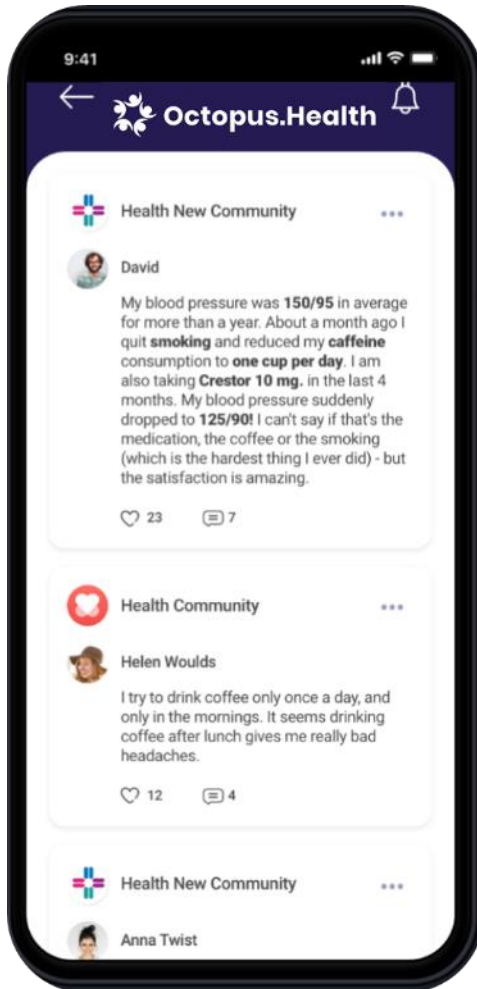
- Support groups, daily tracking

Genetic Family Tree builder

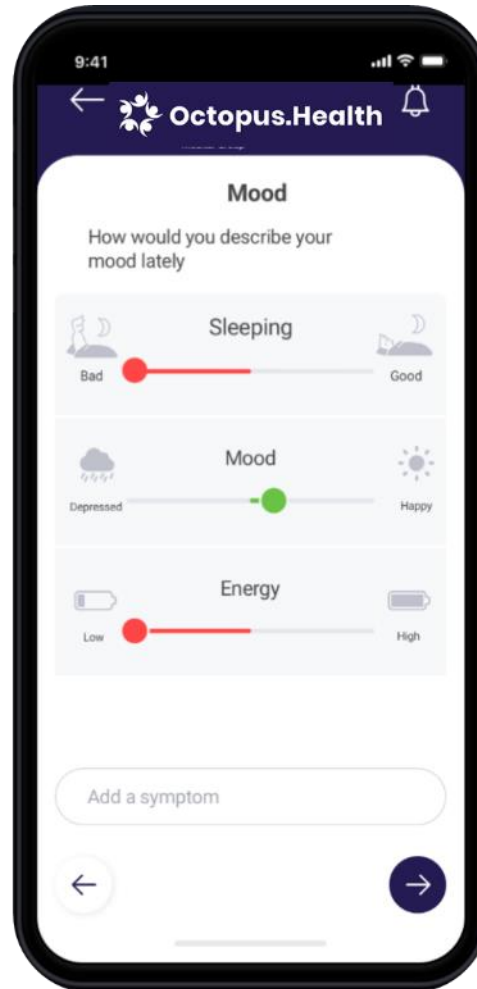
- Reduce geneticist time

And more...

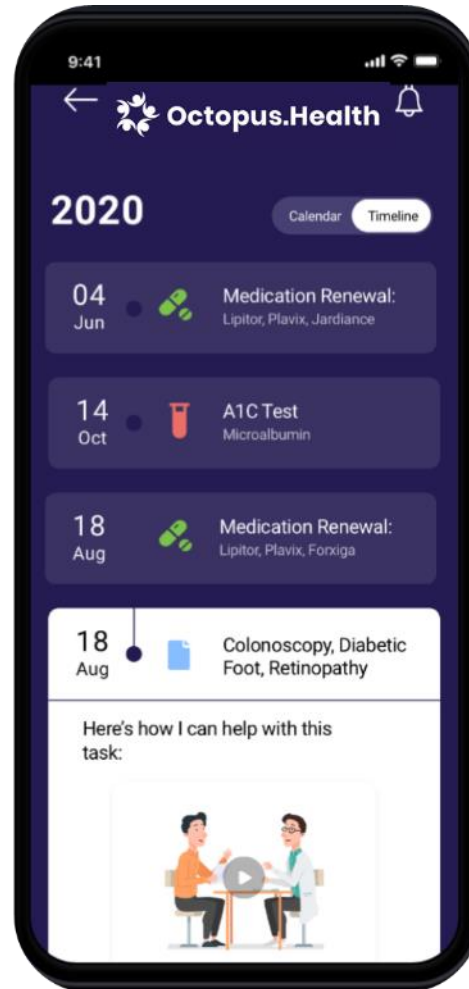
Octopus.Health's Workflow Marketplace



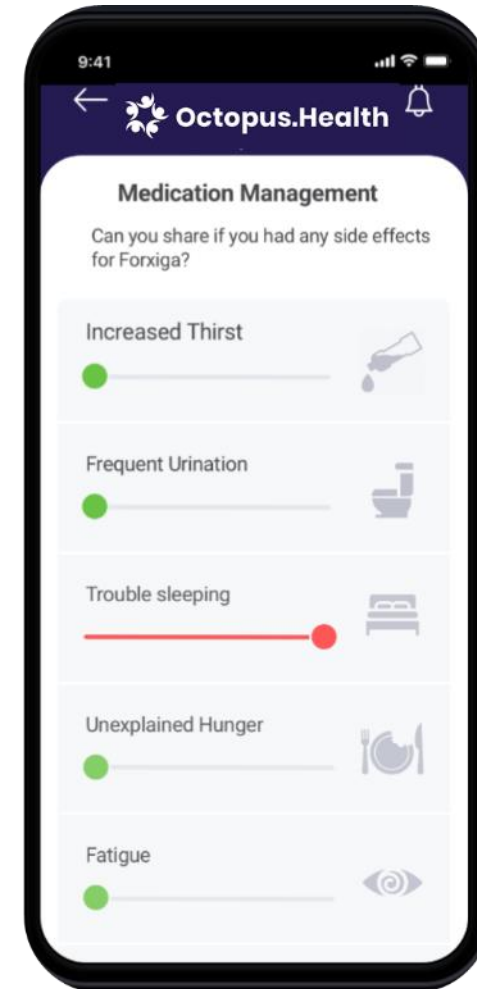
Community



Wellness Tracking



Chronic Disease Management



Condition Tracking

Octopus.Health Insights

- Actionable Insights for decision makers
- Analyze adherence per doctor, clinic, region and organization
- Understand core reasons for low adherence for every person, medication, population and more
- Find cross correlations between medications, wellness and sub populations



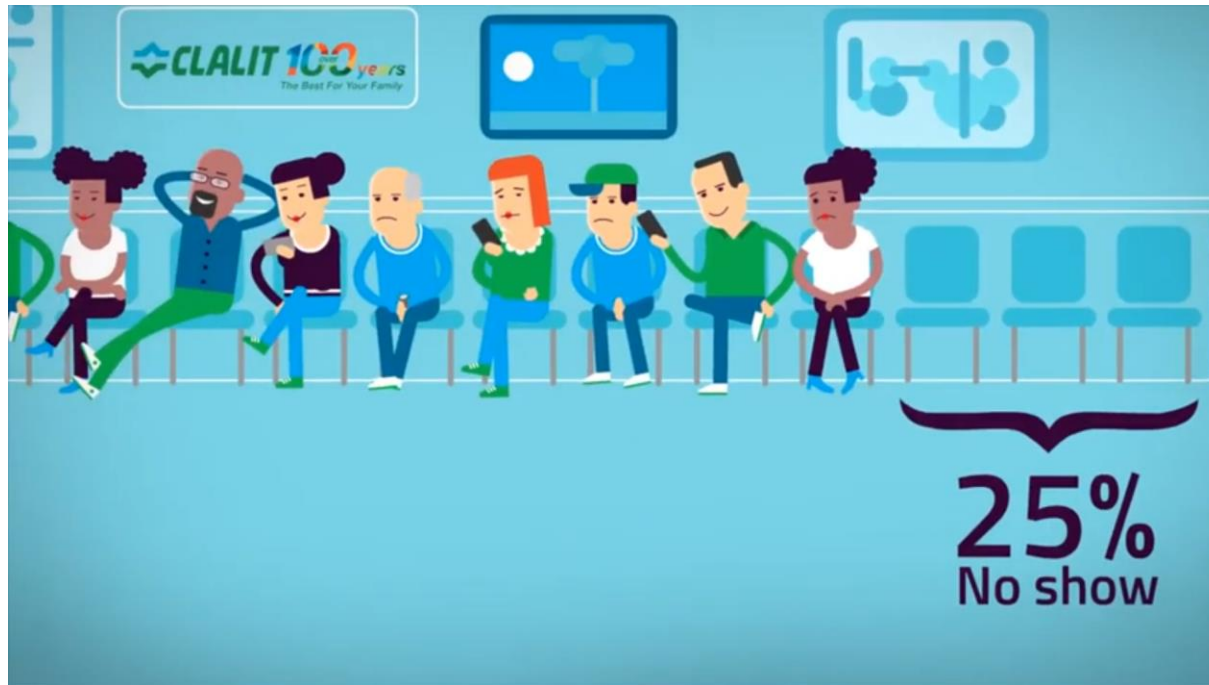
Clalit – Strategic Partnership



It takes a strong healthcare organization to tackle this challenge head-on, comprehensively

- The 2nd largest integrated provider in the world (managing both, provider (clinical) and insurer (economic) perspectives)
- The largest healthcare provider in Israel, >50% of market share (scale-up opportunity)
- >100 years of cumulative healthcare experience
- Significant presence across all health continuum: ~1500 clinics, 14 hospitals, dozens of medical centers, hundreds of pharmacies, medical institutes and laboratories
- 4.5M insured population, 2 decades of integrative digital medical information
- Thousands of doctors, nurses, specialists and professional experts
- Cutting edge, world-renowned research capabilities (Clalit Research Institute)

Preliminary Research and Results



לחץ חברתי, ערבות הדדית ופנייה לרגש: כך גורמים לישראלים לא להכריז לרופא

40%-20% מהישראלים לא מגיעים לתור הרפואי שנבקע להם – ועלות תגור הוא עשרות מיליוני שקלים בשנה • ניסוי בכלכלה התגלתה הבא לירידה של 33% במספר שיעור האי-הופעה לתורים • תרבויות חוסר כלכלי אורד ישיבור ניכר באמות היטול

TheMarker

11.12.2019

- POC focused on "No Show" event reduction.
- Reduction of 200K No Show events
- 33% reduction in unplanned cancellation.

Bottom Line

- **Increase revenue** by creating long-term relationships with patients
- **Improve healthcare** by complying with MACRA\HEDIS guidelines and make sure adherence is maximized for every patient
- **Reduce HCP workload** with workflows that automate administrative tasks

