

Medicom Health Interactive



Unique, Evidence-based Health Assessments to
Engage and Connect

EVALIATM

Personal Health Profilers

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About Medicom Health Interactive

Founded in 2000

Located in Minneapolis





















Minneapolis/St. Paul Fast 50 – 2011
(Fastest-growing private companies)



We create interactive health programs:

- Based on real science
- That achieve a high level of consumer engagement
- That provide a strong call to action
- For many of the largest pharmaceutical companies, medical device companies and medical associations in the world
- Top 10 Google search results for many clients

Our Clients and Expertise

Conditions	Clients	
CVD	 American Heart Association <i>Learn and Live</i>	 gsk GlaxoSmithKline  
Diabetes	 American Heart Association <i>Learn and Live</i>	 gsk GlaxoSmithKline  
Blood Pressure	 American Heart Association <i>Learn and Live</i>	
Cholesterol	 AstraZeneca	
Cancer	 NATIONAL CANCER INSTITUTE	
Weight, Diet & Exercise	 American Heart Association <i>Learn and Live</i>	 gsk GlaxoSmithKline 
Asthma	 AMERICAN ACADEMY OF FAMILY PHYSICIANS STRONG MEDICINE FOR AMERICA	 AMERICAN ACADEMY OF ALLERGY ASTHMA & IMMUNOLOGY 
Sleep	 NATIONAL SLEEP FOUNDATION	

What is EVALIA™?

Our EVALIA™ Personal Health Profilers are licensed online assessments for major chronic disease conditions:

- Heart Disease
- Stroke
- Diabetes
- Peripheral Arterial Disease (PAD)
- Sleep Apnea
- Alzheimer's Disease
- Behavioral Health
- Abdominal Aortic Aneurysm
- Breast Cancer
- Orthopedic (Knee, Hip)
- Other

EVALIA™ Target Markets

Initial Market

- Hospitals and Health Systems

Future Markets

- Employers
(Wellness Programs)
- Payers
(Health Plans)
- Industry
(Medical Device, Biopharma, etc.)
- Retail Clinics & Pharmacies



Initial EVALIA™ Program: Heart Profiler

- Sample Report showing:
 - Heart Age
 - 10 Year CVD Risk
 - Risk Factors
- Explanation of results
- Breakdown of each risk factor
- Call to action to discuss with doctor



You are at High Risk for cardiovascular disease. Keep in mind it's never too late to improve your heart health.

EXPLANATION:

- Your Heart Age shows Increased Risk because, for your age, you have a higher number or severity of CVD Risk Factors.
- You didn't know the answers to all of the risk factor questions. Make every effort to "know your numbers" for good heart health.
- Be very aware of your High and/or Moderate Risk factors, especially those risk factors you can change. (See table below.)

TAKE ACTION:

- Discuss this report with your primary care physician or heart specialist.
- Talk to your doctor about questions you couldn't answer. You may be due for a check-up.

RISK FACTORS YOU CAN CHANGE

Remember, in most cases you can decrease your risk of developing cardiovascular disease.

Work with your doctor to improve your High and/or Moderate Risk factors. Your doctor may have you try lifestyle changes, like diet and exercise, or possibly prescribe medication.

Note: For blood pressure and cholesterol groupings the highest risk factor is rated. If any component of the grouping is unknown, "Unknown" is indicated.

RISK FACTORS YOU CAN'T CHANGE

You do not have direct control over these risk factors.

	High Risk	Moderate Risk	Low Risk
Modifiable Factors			
Smoking			•
Blood pressure (systolic and diastolic)	•		
Cholesterol (total, HDL, & LDL)	•		
Fasting blood sugar	Unknown Risk		
Weight (body mass index)	•		
Physical activity			•
Non-modifiable Factors			
Age & gender	•		
Existing CVD			•
Diabetes		•	•
Family history of early CVD			•

Value to Health Systems

- Increases brand awareness
- Captures contact information and integrates into hospital CRM
- Provides selected market exclusivity
- Increases patient and procedure volume
- Displays comprehensive data analysis via reporting portal
- Matches corporate branding with customization options

Heart Health Profiler - Usage Overview

EVALIA Personal Health Profilers

Date Range: 11/01/2011-11/22/2011

Usage Overview



Success Statistics

- **Mount Sinai – Miami:**
 - In 2 months, 20 patients admitted for some form of cardiac care
 - Gross revenue in 2 months ~ \$498,000 (ROI ~20:1)
 - 34% provided contact info when it was not required
- **Inova Health System - Virginia:**
 - In 2 months, over 1,000 visits to program
 - Over 250 new contacts into CRM program



EVALIA™ Profilers Summary

- **Distributed** assessments to match service lines (not like global wellness assessments)
- **Clear and graphical** risk communication including Heart Age
- High-risk patients **engage and connect** for follow-up and procedures
- **Customizable** to match corporate branding



Contact Information

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