



Improved Health. Improved Cost.

Sam is a common healthcare consumer

- **Slightly** motivated to act
- Faces **many** treatment options
- **Unaware** of available programs or services from employer or plan
- **Unable** to engage provider about his preferences

Sam, like others, compares treatments based on 22 criteria



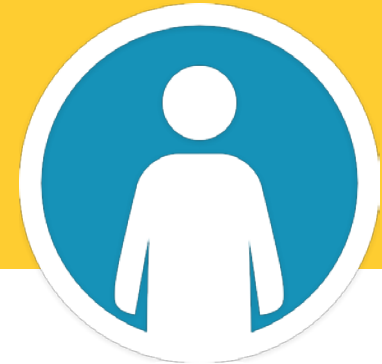
Will it work medically?

- Effectiveness?
- Evidence?
- Peer experience?
- +3 other



Will it work financially?

- Coverage?
- Out of pocket cost?
- Time off work?
- +2 other



Will it work for me?

- Difficulty?
- Pain?
- Recovery speed?
- +8 other

Sam's criteria...

(in order of importance)

1. Clinically effective
2. Works fast
3. Has little or no side-effects
4. Is relatively painless
5. Has worked for peers (Richard)
6. Not too costly
7. Not very difficult
8. Doesn't require time off work

...results in a mismatch
with the treatments
leading to...

- ↑ Increased trial-error — Higher cost
- ↑ Increased treatment drop-off —
Worse outcomes
- ↓ Lower satisfaction
- ↓ Low engagement

“No Buy In”

**Works
Clinically**

**Works
Financially**



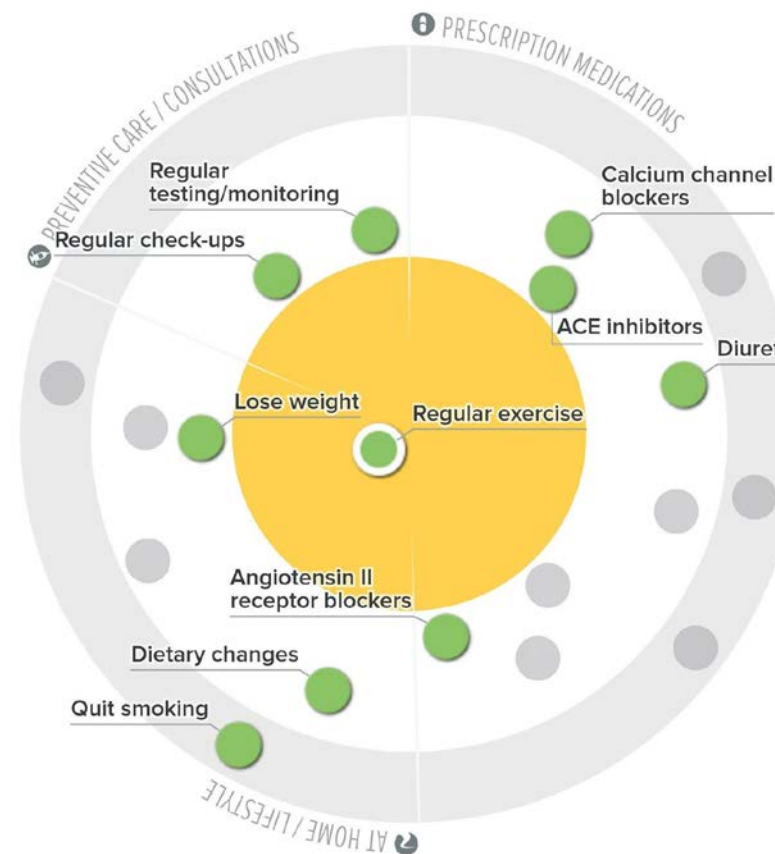
**Works
Personally**

Sam's personalized Treatment Comparison Tool

Available through his employer and/or payer

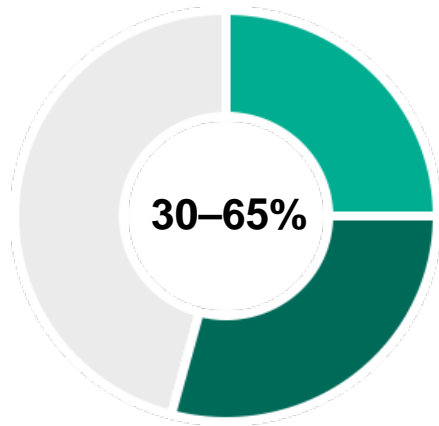
Integrated with Sam's plan design, cost transparency tool and provider network

- Personalized to Sam's situation
- Simplifies his decision making
- Captures Sam's intent & preferences
- Preferences and priority shared with his provider or case manager



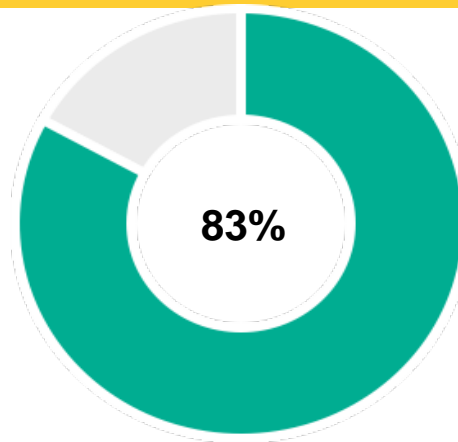
Sam - the new informed healthcare consumer

Sam Will Have Higher Engagement, Be More Satisfied and Achieve Better Outcomes with Lower Costs



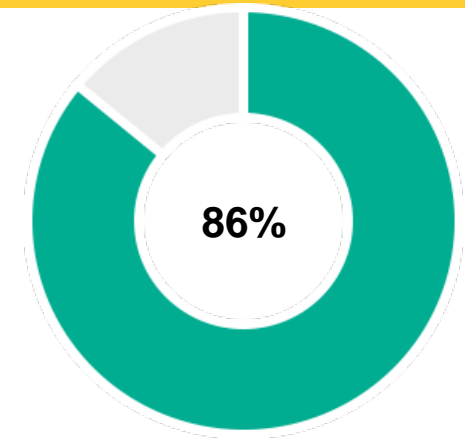
Engagement

Is more likely to engage with the tool



Actionable

Choose a more effective treatment that he will stick with



Net Promoter Score

Recommend tool to his spouse, friend, or co-worker

Sam will try 3 fewer treatments; Will save his payer \$856 per year; Will renew his health plan membership

Thank You!



Shub Debgupta, PhD
CEO, WiserTogether

shub.debgupta@wisertogether.com

202.503.3701 Direct

202.674.6870 Mobile

[linkedin.com/in/shubdebgupta](https://www.linkedin.com/in/shubdebgupta)