



Digital delivered Lifestyle change program to help delay dialyses

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CFO

May 2019

Nefrovisie – Utrecht



Meet Rochelle. . .





\$89,000/patient

Every single year.



National Kidney Foundation™



1/3

Adults over 60



National Kidney Foundation™

*Renal*tracker.com

Digital delivered Lifestyle change program to help delay dialyses

Our solution



Digital platform

Evidence-based Curriculum

Our solution



Digital platform

Evidence-based Curriculum



Behavior design

Cognitive feedback

Our solution



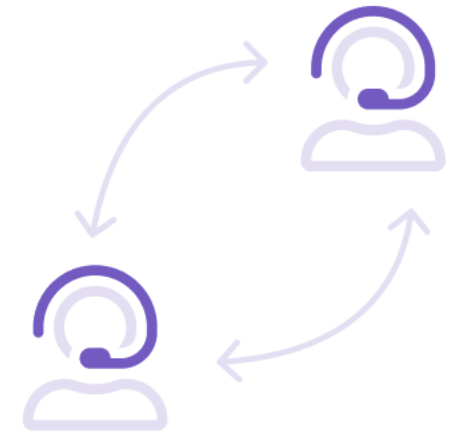
Digital platform

Evidence-based Curriculum



Behavior design

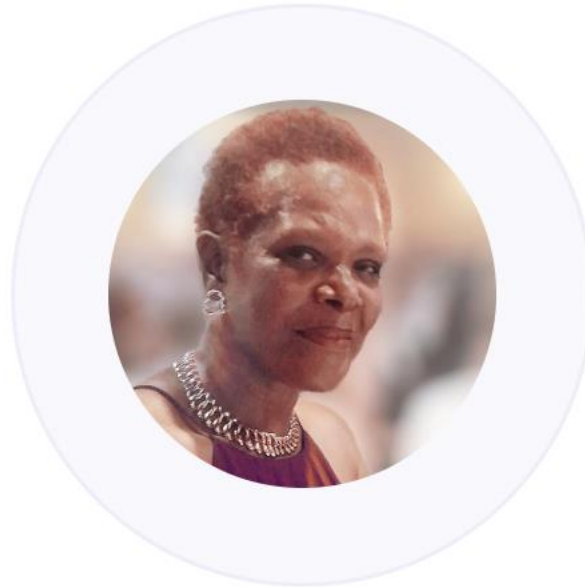
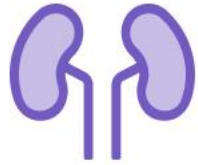
Cognitive feedback



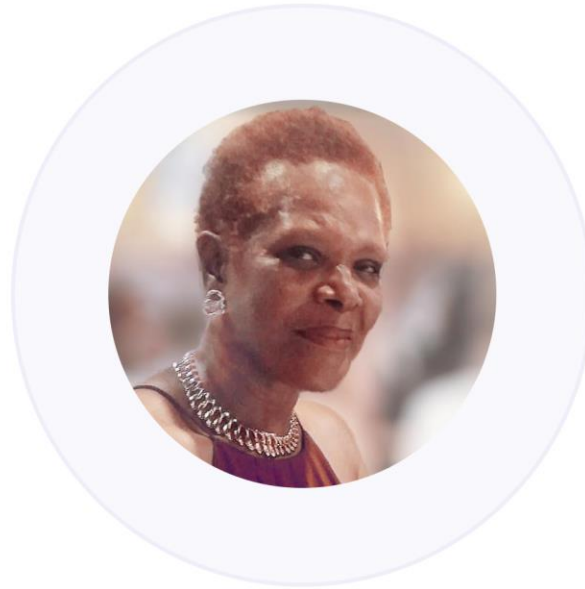
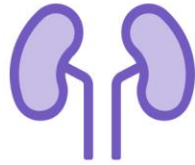
Coaching 1-on-1

Multidisciplinary care

1. Get baseline
kidney numbers

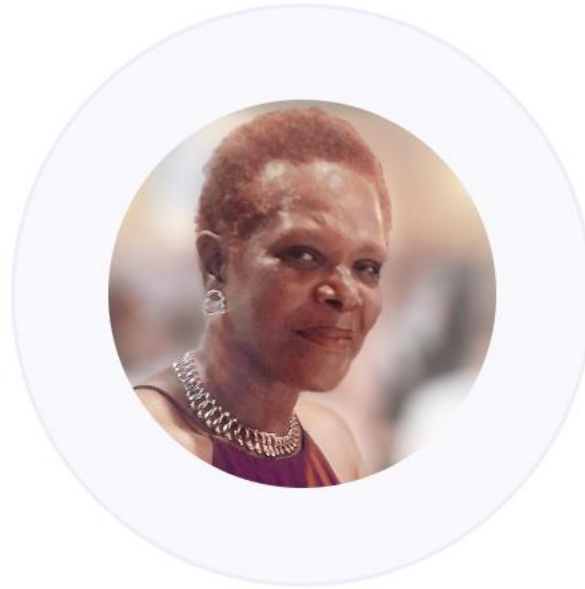
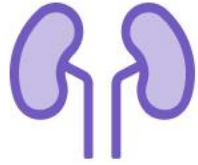


1. Get baseline
kidney numbers



2. Provide
nutrition and
activity tracking

1. Get baseline kidney numbers



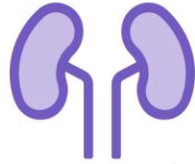
2. Provide nutrition and activity tracking



3. Daily activity tracking and weekly lessons.



1. Get baseline kidney numbers



2. Provide nutrition and activity tracking



4. Individualized coach check-ins.



3. Daily activity tracking and weekly lessons.



The USP

In-app inputs

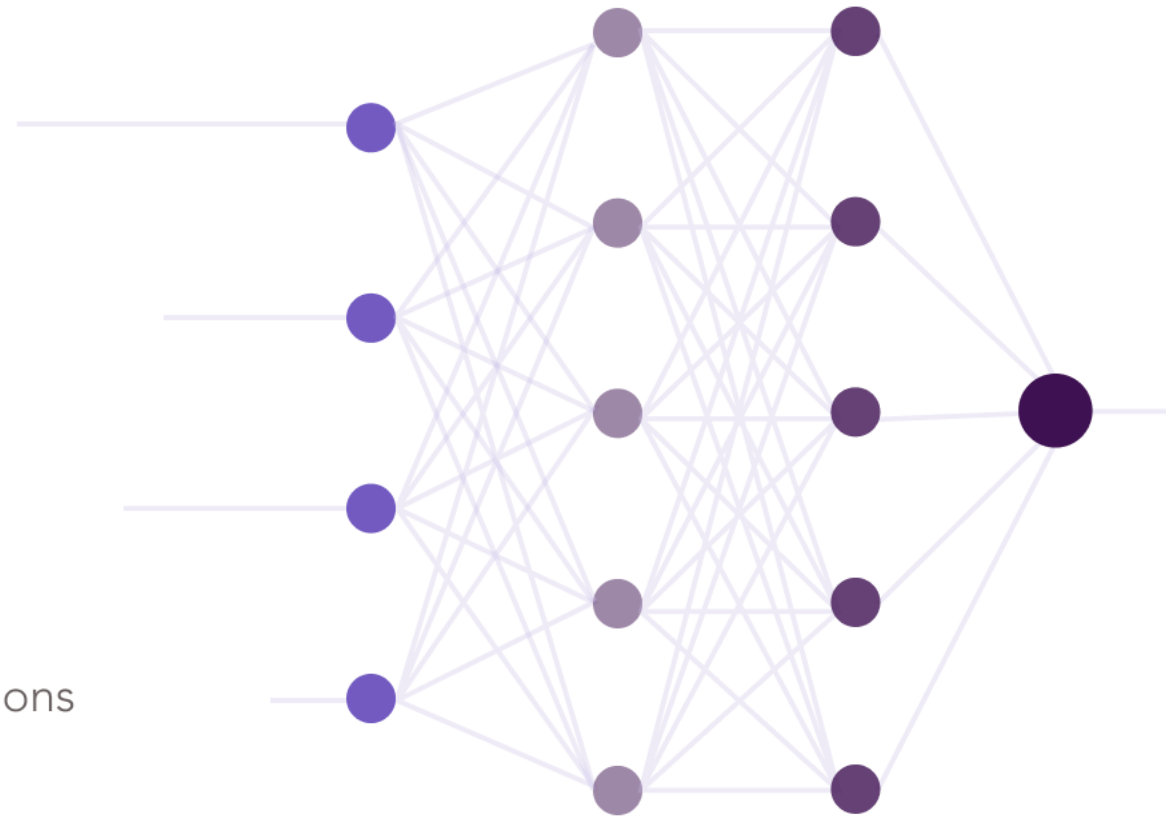
Patient profile

In-app engagements

Lessons completed

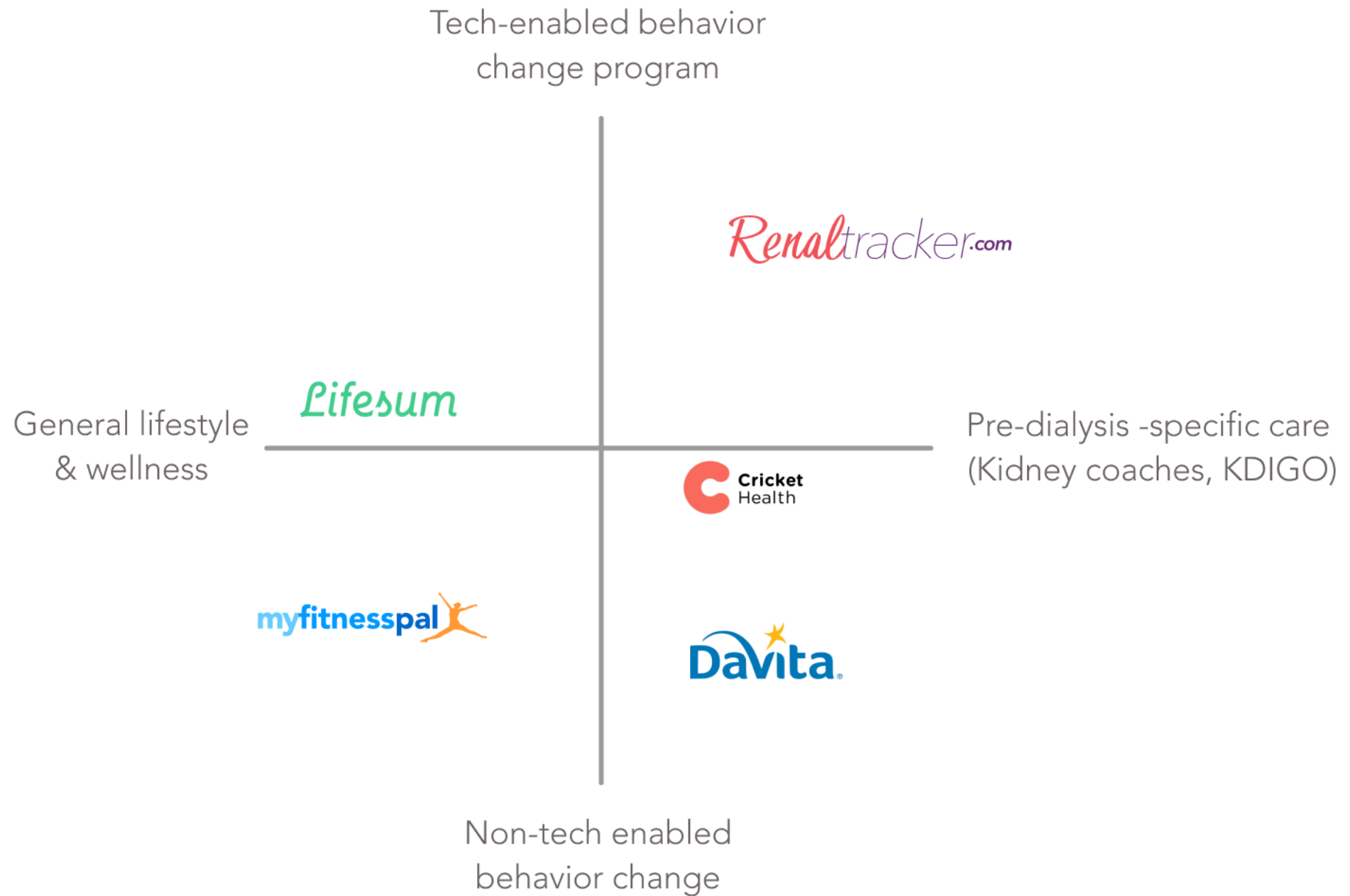
1-on-1 Coach interactions

Data analytics



Improved patient outcomes

Predictive over time



“

My visit was perfect! Instead of every 3 months, I will see my doctor in a year...

**...I am no longer a
candidate for dialysis**

”



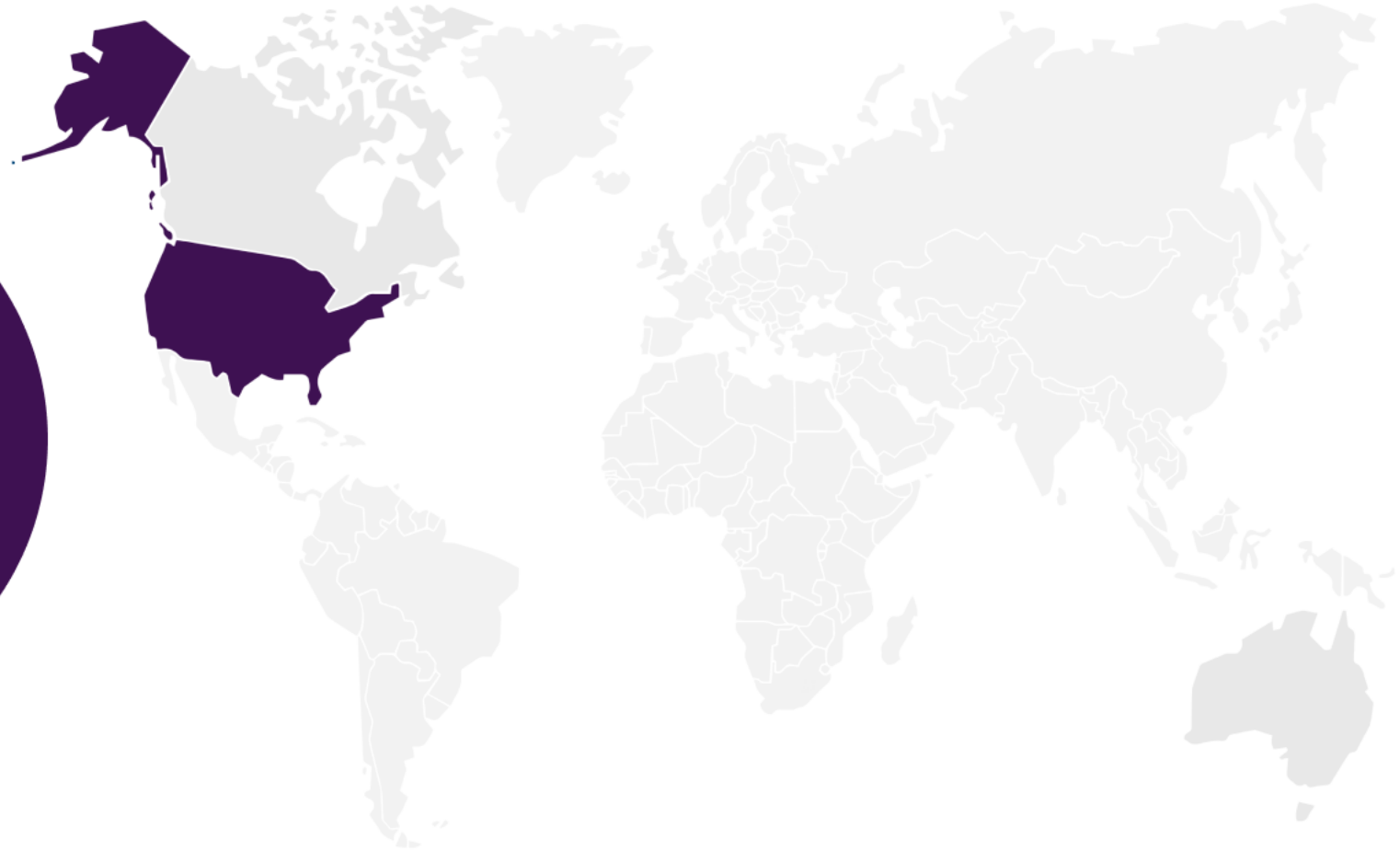
Rochelle

Market

49M
CKD patients

15% of population

US Renal Data System
Annual Data Report

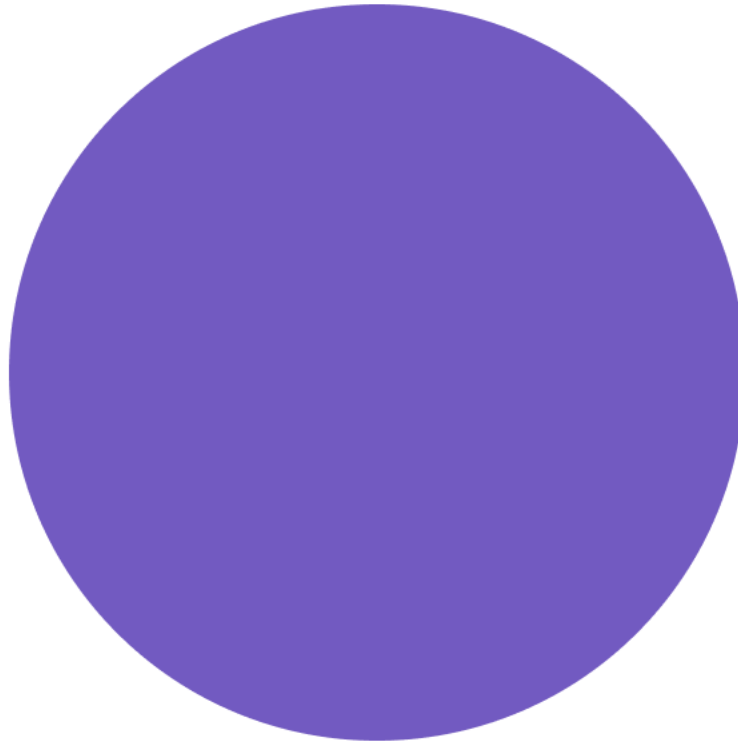


Market

3.4M

Stage 3-5

6.9% of population

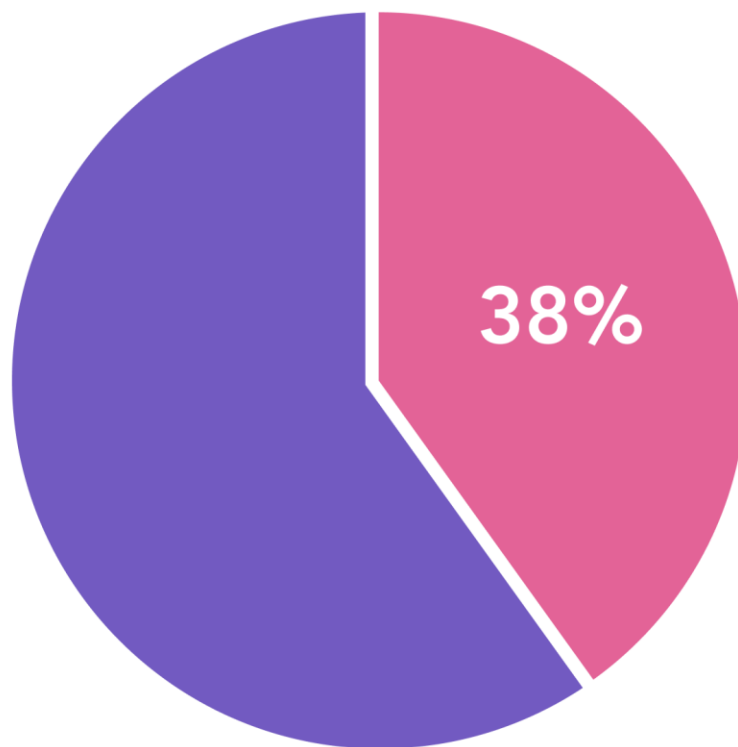


Market

3.4M

Stage 3-5

6.9% of population



Receive "little to no
pre-dialysis help"

Roadmap to value-based healthcare

2018

Market validation



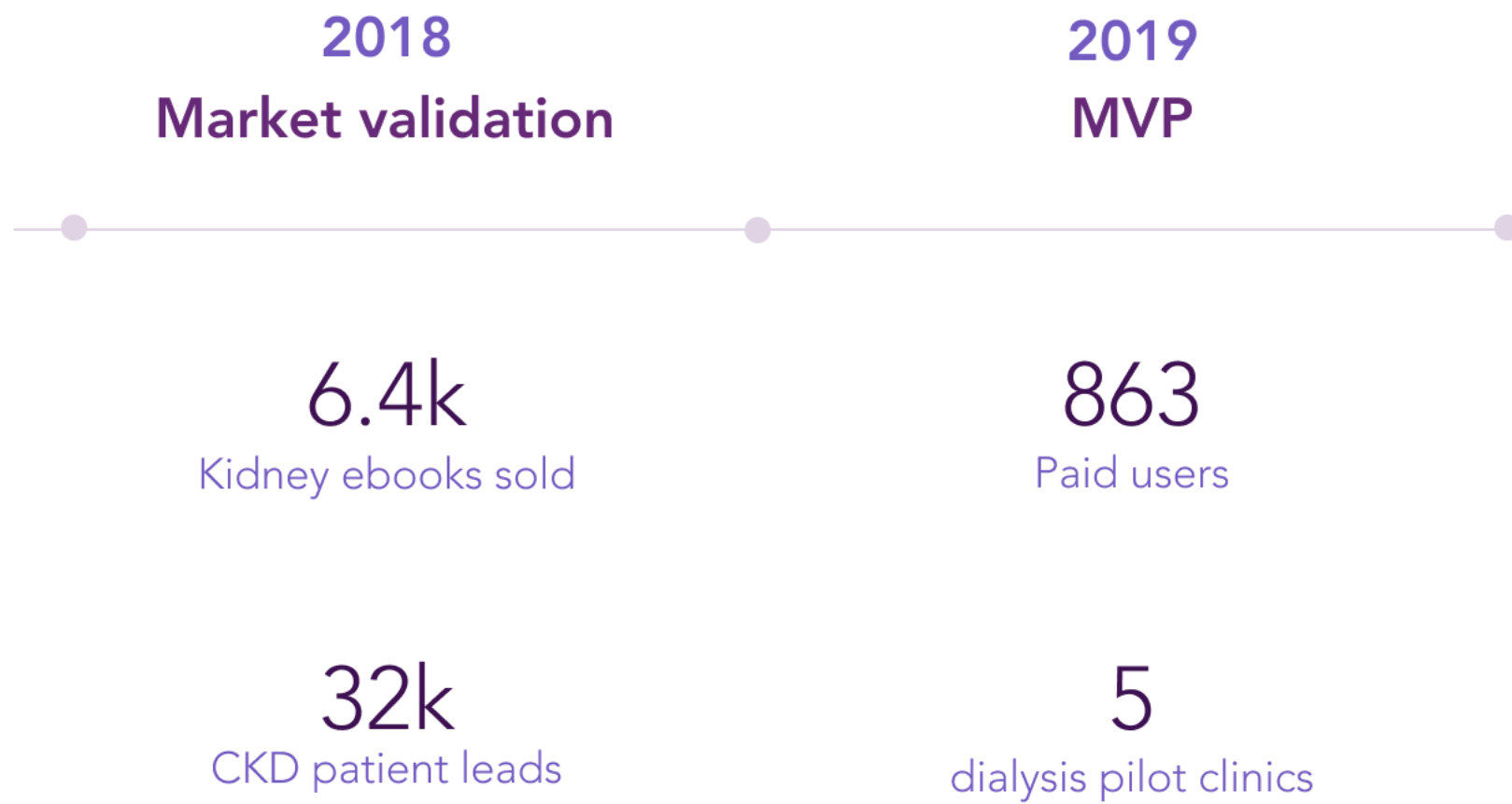
6.4k

Kidney ebooks sold

32k

CKD patient leads

Roadmap to value-based healthcare



B2B Traction: US Users

863

Paid users to date

91%

Stage 3-4 CKD

Patients with the highest level of motivation

78%

Need help managing lifestyle

Most impactful phase for disease trajectory

Roadmap to value-based healthcare



Recent milestones

REDMEDTECH VENTURES
WHERE SCIENCE MEANS BUSINESS

November 2018



April 2019

B | BRAUN
SHARING EXPERTISE

May 2019

Team



Kirby Binayao, RN MBA

CEO, 2x company founder (1 exit)



Karen Naranjo

VP Business Development &
clinical validation



Ad Linssen

25 year CFO experience, 2 exits in
digital health



Francis Binayao

Growth and retention



David Ngo

Behavior designer



Karl Quint, MD

Chief medical officer



Thank you

Ad Linssen

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