

Intro & Why Statement

Founder and CEO David Weingard was diagnosed with Type 1 diabetes at the age of 36. The diagnosis inspired him to take his 15 years of experience as an executive in the technology sector at startups and publicly-traded companies, and commit his professional and personal energies to help people with diabetes.

Business Summary

For pharmaceutical companies with a branded diabetes drug or device, Fit4D is a technology platform with intelligent scripting algorithms that enables expert diabetes educators to more than double their capacity to deliver personalized care. Unlike apps or call centers, Fit4D optimizes the mix between technology and clinicians and improves adherence in an affordable manner.

Target Customer & Their Biggest Challenge

Our primary target customers are pharmaceutical companies that have a branded diabetes drug on the market. Their challenges include poor patient adherence (58% of patients either never fill or stop filling a prescription within 6 months).

Fit4D growth areas include **A. National pharmacies focused on increased Rx dispensing and store traffic** B. Payers (building on our rollout with Healthfirst to improve A1Cs of Spanish speaking New Yorkers with poorly managed diabetes

Our Solution

- Fit4D is a technology platform with intelligent scripting algorithms that enable Certified Diabetes Educators (CDEs) to deliver personalized care at scale.
- By empowering every CDE with a data-driven approach to medication adherence, we increase each CDE's patient capacity by 2.3x (from 120 to 400!)
- The platform provides electronic interactions in patient-preferred modalities (e.g. phone, email, text, web, etc.) that address patient-specific issues (e.g. one patient overwhelmed, other is scared of needles, etc), in the patient's preferred format (e.g. articles, videos, webinars, etc).

Early Results

- Adherence increase of 20% delivering 3:1 ROI
- Patients rating their experience positive
- Technology enabling scale 400:1 (Patient : CDE ratio)

Business Model

Fee structure for pharma, pharmacies and payers is comprised of customization fees + per patient per month on a recurring basis.

Traction

- Contracted with #1 insulin Pharma, J&J, and Healthfirst (New York payer)
- One client has already increased contracted patient population 4x
- Reference clients using a previous Fit4D product include: Bayer Healthcare, Humana, GSK, Weight Watchers and Sanofi Aventis



Competition

- Apps (ex: Omada, Welldoc) merely provide content and reminders. Given the complex adherence challenges patients face (side effects, emotional barriers), a human voice is needed. Patients rate satisfaction with Fit4D 4.6/5.
- Call centers are not a scalable or effective solution for pharma. The operators are not clinicians and are only able to handle 200 patients—compared to Fit4D's 400

Summary

Fit4D is an innovative and scalable solution for the costly and complex problem of adherence to prescriptions. We have several leading pharmaceutical companies in the world as active clients and references.

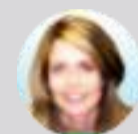
Management Team



David Weingard
Founder & CEO
IT executive, including Computer Associates & Microsoft



John Tillotson, MD
Chairman
fmr CEO/Chairman of MHN & Alere



Sherri Isaak
Clinical Director



Greg Paff
VP, Development (Paradigm)
Expert in data-driven technologies

Advisors



Orrin Feingold
CFO
Healthfirst, Magnacare



Chris Panczner
SVP, General Counsel
Montefiore Medical



Susan Savoie
Customer, Former Bayer
VP Marketing



Olivier Jarry
Customer, Former Bayer COO



StartUp Health Academy

Accomplishments / Awards

- 2014: Merck/HPN Semi-finalist
- 2014: Ford Health Semi-finalist
- 2014: PILOT Health Tech NYC Winner