



Washington State of Reform Health Policy Conference

Disruptive Investments in Changing Health Care Today

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FROZEN (Two-Disc Blu-ray / DVD + Digital Copy) (2013)
Kristen Bell (Actor), Josh Gad (Actor), Chris Buck (Director), Jennifer Lee (Director) | Rated: PG | Format: Blu-ray
★★★★★ (2,295 customer reviews)

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Consumers are demanding innovation in healthcare

- Increasing shift in financial responsibility to the consumer (consumer directed health plans, monthly premiums, high deductibles, defined contribution)
- Rapid consumer adoption of technology in other sectors
- Shortage of primary care doctors
- Need for improved access
- Desire for convenient care



Health plans and providers are expected to keep up with their customers

Health Plans

- How can we help consumers afford and understand the cost of care?
- What tools do our members need to assist them with getting the right care at the right place and time?
- How do we support innovation (telehealth, retail health, etc.) while simultaneously driving down costs?
- *How can we do all this while worrying about core operational challenges (increased regulations, exchanges, etc.)?*

Providers

- How do we support convenient and cost effective care for our patients (telehealth, retail health, etc.)?
- What tools do our patients need to be able to pay for care?
- How do we effectively shift to value based care?
- *How can we do all this while worrying about core operational challenges (ICD10, meaningful use, etc.)?*



EVERY MEMBER OF CAMBIA'S FAMILY OF COMPANIES SHARE A SINGLE DRIVING MOTIVATION...

THE CAUSE: Serve as a catalyst to **TRANSFORM** health care, creating a **PERSON-FOCUSED** and **ECONOMICALLY SUSTAINABLE** system.
































HEALTH INSURANCE SERVICES

- Serving ~2 million members throughout OR, UT, WA, and ID

DIRECT HEALTH SOLUTIONS (DHS)

- ~20 companies and growing
- Touching 100 million consumers in 50 states

Cambia has built a portfolio of innovative health solutions companies

1993-2010	2011	2012	2013	2014	2015
					
					
					
					
					
					
					
					

An entrepreneurial space supporting health innovation in the Pacific Northwest



• CONVENE

Connect, organize and support the community of health care stakeholders and innovators

• CATALYZE

innovation with capital and resources

• IDENTIFY

meaningful problems, find solutions and support getting them to scale



- Hosted focus groups, workgroups and projects
- Regular networking events
- Pilots and proof of concept opportunities for innovative companies
- Support of the commercialization of new innovations
- National innovation showcase events held therein
- Provided conference and office space for named partners and entrepreneurial teams

Digital health surpassed \$4.3B in funding in 2015...

AVERAGE DEAL SIZE & DEAL COUNT

2011-2015














































2015 metrics

- 336 unique venture firms invested in digital health deals
- 49 closed 3+ deals
- 20% of investors that have done 10+ deals since 2011 are strategic /corporate funds
- 180 M&A deals were done in 2015, 2x volume vs. 2014
- Five digital health companies went public

Source: Rock Health, Digital Health Funding: 2015 Year in Review.

...and a number of key sub-segments have emerged

CATEGORY	EXAMPLES
 Telehealth Connecting patients and clinicians via technology	    
 Consumer Education Increase transparency to inform health-related decision making	     
 Process Improvement Streamline operations to enhance efficiency and patient experience	     
 Connector Match patients and physicians with treatment and support networks	    
 Health & Wellness Offer insurance services or individual wellness incentives	    
 Model Innovation Help develop new care delivery and payment models	    
 Analytics Collect and process patient health data	   

Source: Five trends to watch as the Affordable Care Act Turns Five, March 2015, Health Research Institute, PWC.

A differentiated approach to investing

OUR APPROACH

Cambia is redefining corporate investing to support our Cause.

We've established a longer term strategic investment model offering more freedom than traditional venture funds.



We're partnering with innovative companies focused on disrupting the current broken health care system to meet the needs of tomorrow's consumers.



OUR STRATEGY

A long-term committed partnership which puts the company first across all stages of growth.



Hands-on, stage-agnostic approach



Access to unique, high-value resources



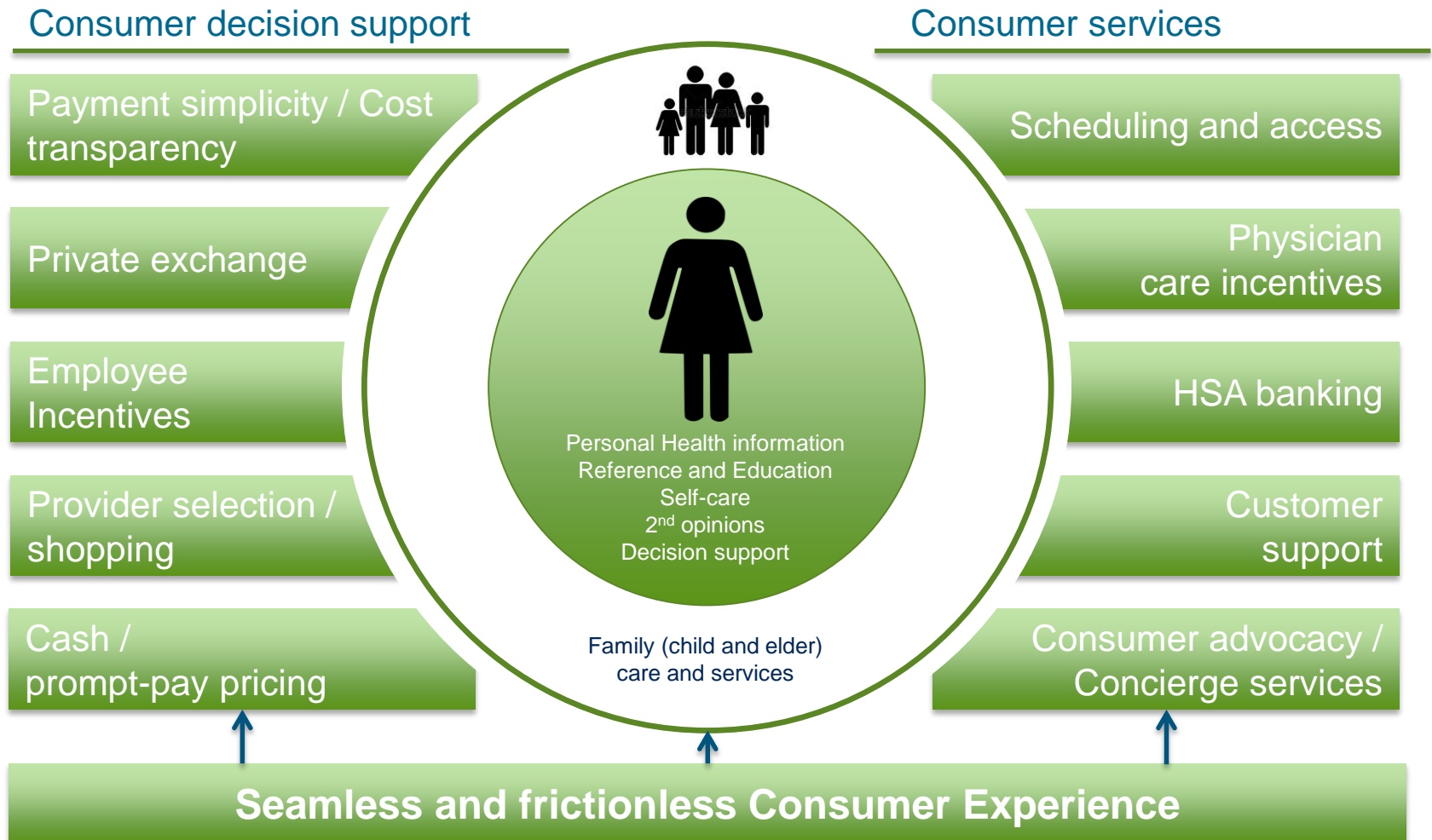
Long-term, deep commitment



OUR VALUE

A long-term, clear commitment to transform the health care system with best in class resources and a growing family of entrepreneurs and innovators.

What do we expect healthcare will look like in the future?



A woman with curly hair and a young girl are shown in profile, blowing bubbles. The woman is wearing a bright green shirt and the girl is wearing an orange shirt. They are outdoors in a grassy area with trees in the background. Numerous bubbles are floating in the air around them.

THANK YOU