



Deliberate Disruption: Strategies to Jolt Health Care



October 16, 2018

ABOUT WILDFLOWER



Mobile-based enterprise software company, addressing unique and evolving healthcare needs of entire families over time



Proven value in connecting families to care, with peer-reviewed journal studies showing improved outcomes



Large client network of payers and providers (45 million+ covered lives, 100+ hospitals under contract).



Well-funded by leading healthcare investors, with more than \$16M in capital raised to-date



Acquired Circle Women's Health Platform from PSJH, which deepens expertise with providers and EMR integration





47:09

BrandyW 4mo



47:42

Janey 38wks



1:02:24

Ali 37wks



1:03:13

Nicky 4wk Old Levi



45:15

Kate E 33wks



Mia R 4 Mo Hannah



37:50

Jillian M 36wks



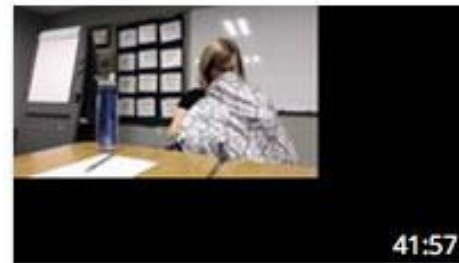
58:08

Jackee S. Preg 36 Wks



37:04

No Name



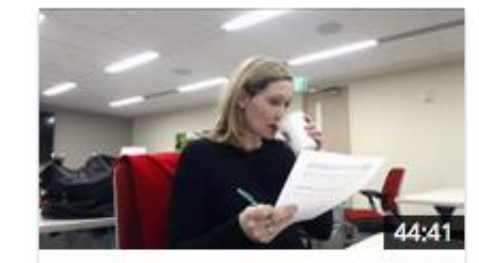
41:57

Amanda G New Mom



44:53

Sarah Pilot



44:41

Erin Pregnant Woman



31:11

Ola Pregnant Woman



47:30

Marisa Pregnant Woman



55:55

Elizabeth New Mom 12 Wk



41:37

Julia New Mom 13 Wks

INSIGHTS FROM USER RESEARCH

'I am
normal'

Moms want to feel **normal**; what is happening is not out of the ordinary, and I am not alone.

They want **trustworthy** content from a **healthcare** source. The Internet or consumer apps can be overwhelming and confusing.

Easy
access to
clinical
support

Moms want **immediate & easy** access to clinical support from a trusted source.

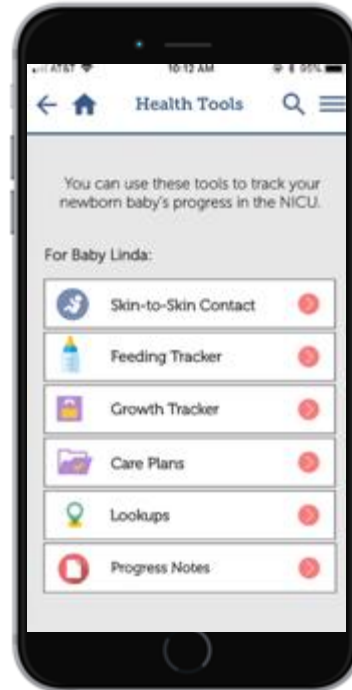
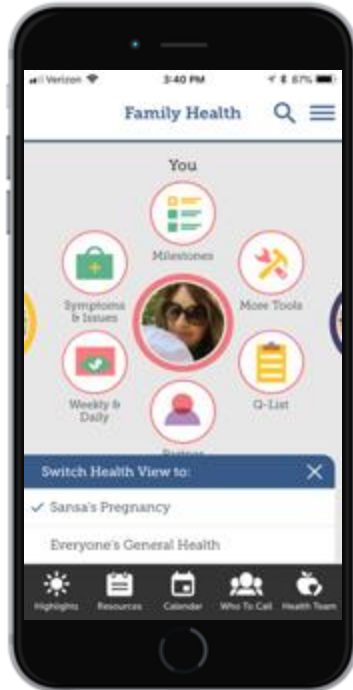
One-tap access to care provides **immense peace of mind.**

Single
source of
truth
focused
on ME

Moms want their experience to be **personalized** to them.

They want accessible **resources** directly related to their pregnancies and their benefits/providers.

GUIDING FAMILIES IN THE MOMENTS THAT MATTER



Preconception & Fertility

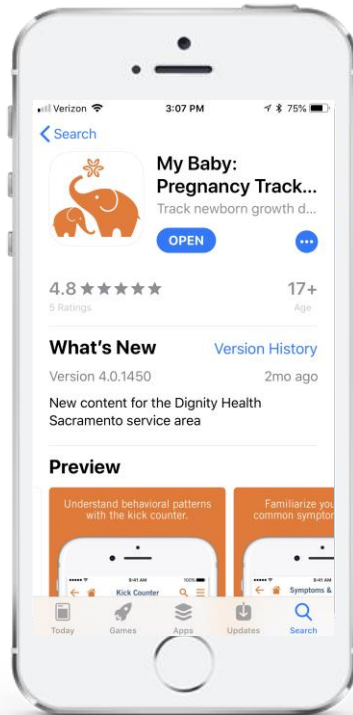
Pregnancy

NICU & newborn

1st 1000 Days

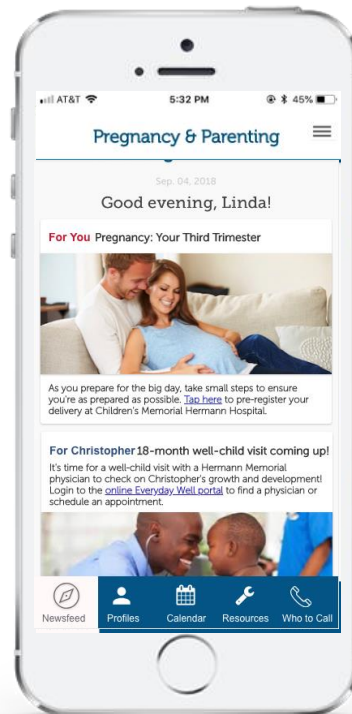
HOW WE HELP ORGANIZATIONS

Patient Acquisition



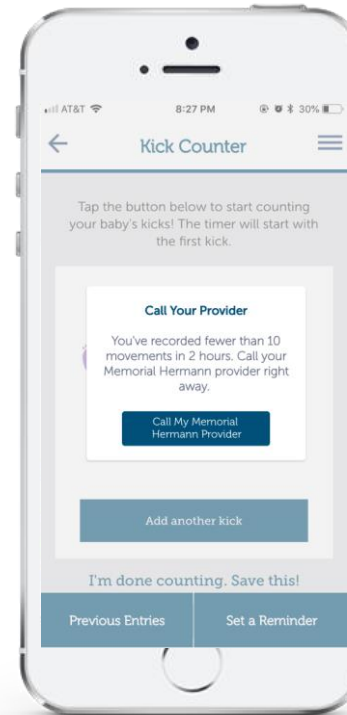
- Attract new patients with a powerful, branded mobile footprint
- Better engage the OB practices who refer L&D patients to hospital

Education



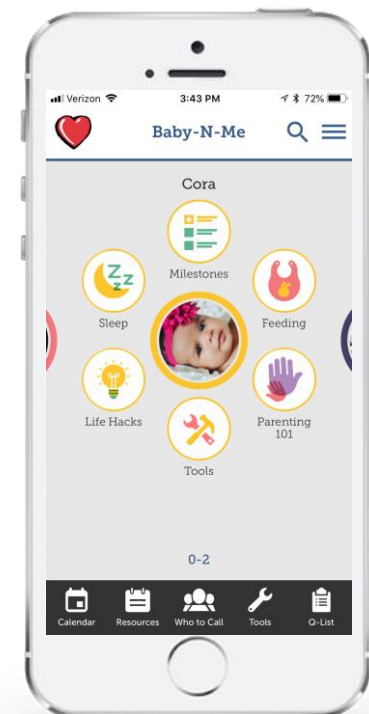
- Efficiently deliver personalized content that can be updated in real-time
- Reduce physician burnout by digitally educating patients with trusted information

Improved Outcomes



- Identify high-risk patients and refer them to care real-time
- Drive compliance with preventive care through app reminders

Retention



- Retain families in health system or as employees through ongoing engagement
- Move from transactional to brand-loyal relationships

Follow-up questions or comments?

**Hannelore Buckenmeyer, VP Strategy &
Market Development**

Hannelore.buckenmeyer@wildflowerhealth.com

