



www.TrustPatch.com

Patch Benefit, Inc.
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Industry:

- ☐ Life Sciences
- ☐ Medical Device
- ☒ Healthcare Services
- ☒ HealthTech

Management:

- Loune Calixte, CEO
- Alex Bradley, Product

Board of Advisors:

- Julien Dubuis, Director at Outcome Health
- Rich Graszl, B2B Sales at Pindrop
- Howard Krain, Sales Executive at Microsoft and GE Healthcare
- William Thomas, Strategy Director at Ernst & Young

Traction:

- Running proof of concept with individual employees (ongoing)

Next steps:

- **Mar-Jun:** Recruit NYC companies for our B2B pilot
- **Jun-Dec:** Launch B2B pilot with 1-3 NYC companies
- **Jan-Jun'19:** Leverage pilot success to scale operations

Financing:

- Seeking \$100K funding through B2B pilot program

EXECUTIVE SUMMARY

Patch is your company's on-demand, personal, healthcare manager. We work one-on-one with each employee to clarify their benefits and connect them to care.

MARKET OPPORTUNITY

Companies want happy and healthy employees. So they rely on great perks and benefits to attract and retain top talent.

- **Market Size:** Employers spend over \$50B on perks and benefits
- **Target Addressable Market:** \$18B (\$8B – employee wellness; \$10B – caregiving and advocacy)

UNMET NEED

Companies struggle to maximize the impact of their health and wellness programs.

Three key barriers prevent 90-97% employees from using their benefits effectively:

1. Employees don't know how to use their benefits
2. Healthcare hours (9am-5pm) are inaccessible to employees
3. Employees don't understand how healthcare works. It's stressful and time-consuming to resolve issues

PATCH SOLUTION

Patch is your company's on-demand, healthcare manager. Employees are paired with a personal Health Advocate, to whom they direct questions or requests to:

- Clarify plan coverage and benefits
- Find providers and schedule visits
- Resolve Rx and billing issues
- Facilitate medical records transfers

VALUE PROPOSITION

- Unlock employee perks and benefits
- Drive employee participation in these programs
- Recover work hours being spent on healthcare issues

OBJECTIVE

Partner with NYC company to pilot/beta Patch within their workforce over the next 3-12 months