



Lighthouse247.com

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LIGHTHOUSE unleashes the power of voice-based patient health programs to transform patient outcomes and fundamentally change the cost of specific-condition patient populations. We put your doctor on your kitchen table, and change your life. Every five minutes another eight Americans die of a heart attack, one loses a limb to diabetes, and another sixty are diagnosed with a “chronic” condition – our commitment is to drive those numbers to zero.

LIGHTHOUSE is where population health, coordinated care, and health coaching meet, within the high scale framework of tele-health. By helping populations build core skills in diet, physical activity, taking their meds and writing stuff down, we bridge the gap between “what my doctor told me to do” and “how to do it”. Our direct integrations transform EMRs into population health tools, surfacing gaps in care and between-appointment health priorities, and at the same time meeting an continuously growing list of Medicare reimbursements in coordinated care and telehealth. Each morning the patients says “Alexa, check in with **LIGHTHOUSE**”, and their doctor designed care plan, overlaid with clinical standards from expert sources, filled out from our 10,000 item education library and secured for privacy and HIPAA compliance replies with the two or three priorities to advance their health for the day. Four items drive our competitive advantage and separate us from other choices: 1. Direct EMR integration powers truly individualized plans and puts us in the middle of the patient-doctor flow...the only place to make impact, 2. our “voice AI” creates relationship-building patient experiences that blow away other digital programs in both usage and NPS, 3. close partnerships with care organizations like the American Diabetes Association give us unfair expertise, brand recognition and credibility, and 4. as our per/patient Medicare reimbursement climbs from \$45/month to \$70/month we are an easy choice that creates rapid switching costs.

In ten years, 80MM Americans will have at least two chronic conditions, and around the world every major market is seeing fundamental demographic shifts and skyrocketing health costs. Under our current business model of Medicare reimbursement, more than \$20B is budgeted annually to support programs we enable, a number which is less than 10% of related insurance company and health care system costs. We’ve built our proof case in coordinated care with an initial population of 5,000 patients, and now with tailwind partners including Novo Nordisk, Johnson and Johnson, the American Diabetes Association and recognition from Allscripts, athenahealth and Pfizer, our twelve month plan is to engage 25,000 patients representing patient panels in excess of 500,000. Collective market penetration is below 30%, so it is early days, and our broad set of ecosystem partners demonstrates that everyone wants programs like ours to succeed.

At the heart of our voice team is CEO Dave Vockell and Product Lead Kay Custis. Dave’s enterprise creds reach back to his work on the Yahoo! behavioral ad platform and digital health to the late 00s building the first SMS program to use real patient data to drive adherence, building Pfizer’s initial “text adverse event engine”. Kay brings 20 years of health innovation from Medtronic, Hansen Medical and Guidant.

LIGHTHOUSE is the future voice of health care.