



Solution Overview
December 2021

About Wildflower Health

Value-based care enablement solution built on a digital foundation that activates women and their families to connect to care

Large client network with over over 50 million covered payer lives, nearly 150 hospitals, ~10% of US OBs

Proven digital care platform reducing costs by up to \$40K per pregnancy + newborn episode

Business model that aligns with client ROI, with admin fees 100% at risk in value-based OB program

100 FTEs in engineering, product, clinical operations, and commercial roles



More Than \$100B Spent On OB Care in US, with Complications Creating Huge Cost Burden

\$2.2B

Preeclampsia

Incidence: 40/1000
6.6% of maternal deaths

\$26B

Preterm labor

Incidence: 100/1000

Unnecessary c-sections

Incidence: 155/1000

Baby: higher rates of infection, respiratory complications, and NICU. **Mom:** higher rates of hemorrhage, transfusions, infections, and blood clots; 90% chance of repeat c-sections leading to higher major complications risk

\$11B

Viral infection;
CMV, HSV, CMV

Incidence: 26/1000
HSV 0.001% of fetal deaths

Min

\$636M

Gestational diabetes

Incidence: 50/1000

\$38M

PID only

Bacterial infection;

BV, PID, Chlamydia, Gonorrhea

Incidence: 231/1000
12.7% of maternal deaths
2x risk of preterm birth

Depression / Anxiety

Incidence: 120/1000

\$14B

All Stakeholders Are Looking For Solutions In Women's Health

"We **don't have the resources** to fully support the virtual care and new payment models, and we **need consistent processes** across all payers."



CEO,
Large outpatient
OB practice

"As we roll out programs in women's health, we know **our providers need certain capabilities** and support in order for them to be successful."



Medical
Director,
Blues health plan

"Maternity is my top cost area, and I need **a network of COE's** like I have for other specialties, and the **ability to pay one price** for a healthy singleton."



Health
Benefits
Leader,
national employer or
union

"My OB office is who I trust, and where I want to get information. **But I need it to be easy** and fit into my busy life."



Women

Wildflower Enables a Turn-Key Solution for Providers & Payers To Adopt Value-Based Care in Women's Health

Digital-Enabled Personalized Support for Families

Software platform that engages families over time, front-ends OB benefit offering and provider network, and promotes associated benefits and resources available to members

Creating a Hub for Women's Health

Ability to seamlessly connect from hub to virtual providers, point solutions, and employer programs from digital front-end with advocacy as needed for care coordination



Wildflower Member Advocacy & Escalations

Dedicated advocate for members in OB benefit solution, and collaborating directly with their providers via workflow integration & remote care

Value-Based Bundle Design and Administrative Support

VBC contracts that align incentives with network providers to enable fixed price for a defined set of women's health episodes and incentives for quality care across population

Integrating Into At-Risk Provider Workflow To Drive Engagement, Insights & Value

PATIENT IDENTIFICATION

Direct to patient
Through practice

INITIAL RISK ASSESSMENT

Health risk assessment
Device fulfillment

CONTINUOUS ONGOING RISK ASSESSMENT & MONITORING

ONBOARDING

App download
Health advocate introduction



Education
Reminders
Alerts
Trackers
Surveys
Devices

OPTIMIZED PROVIDER VISITS

Patient summaries and clinical
decision support



EDUCATION, REMINDERS, ALERTS

Personalized to demographic, social, and clinical
factors

INTEGRATED ADVOCACY

Digital and human interventions based on
continuous risk assessment




ESCALATION PATHWAY

Digital and human interventions to social and
clinical services available through providers or
WF network



MORE EMPOWERING FOR PATIENTS | MORE FULFILLING FOR PROVIDERS | MORE COST-EFFECTIVE FOR PAYERS

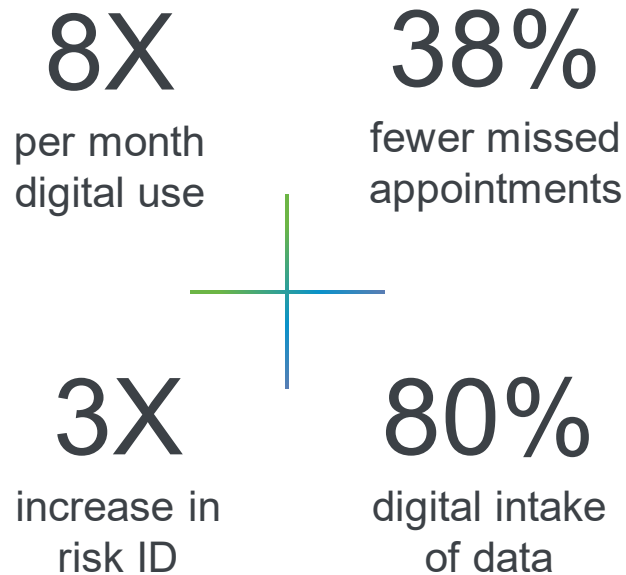
			WILDFLOWER DIGITAL & ADVOCATES	SAMPLE SAVINGS PER INCIDENT	
CONDITION	TOTAL COST	POP RATE			
Hypertensive Disorders	\$	6%	 Remote monitoring for risk or DX • Earlier escalations • Personalized content • Care plan compliance	Reduced rates of maternal AE	\$3,780
Gestational Diabetes	\$	5%		Avoidable C-Section - high risk	\$5,640
Preterm Labor	\$\$\$	10%		Avoidable newborn / NICU costs	\$33,102
Depression	\$\$	20%		Avoidable inpatient / ER admits	\$12,772
Appropriate Care	\$	100%		Unnecessary C-Section – low risk	\$5,640
Social Determinants	\$	100%		Lower unnecessary U/S	\$334

Clinical programs that align with value-based contracts to help providers meet savings targets via improved outcomes

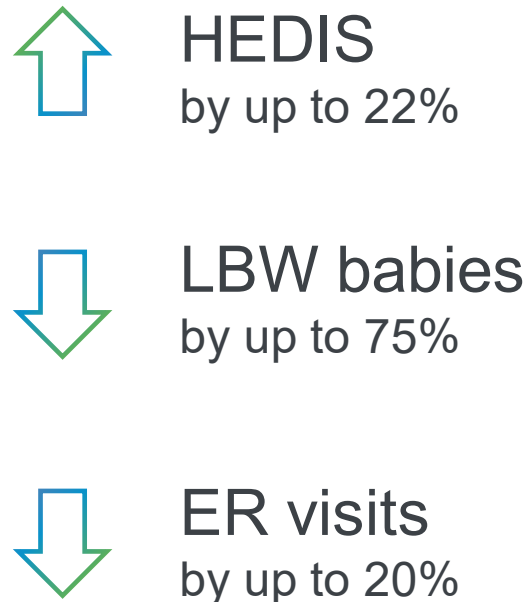
Wildflower Results

Digital + Advocacy + Provider Networking To Transform Care Experience, Quality & Outcomes

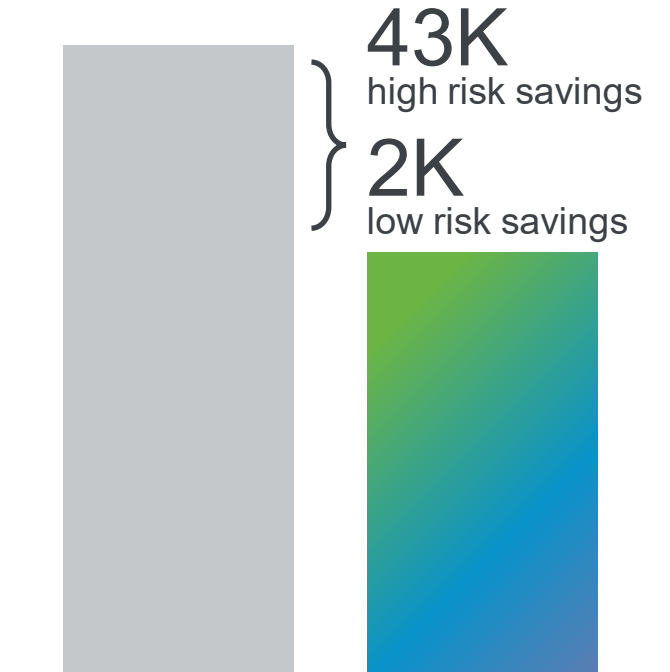
Increase Monitoring, Risk ID, Compliance



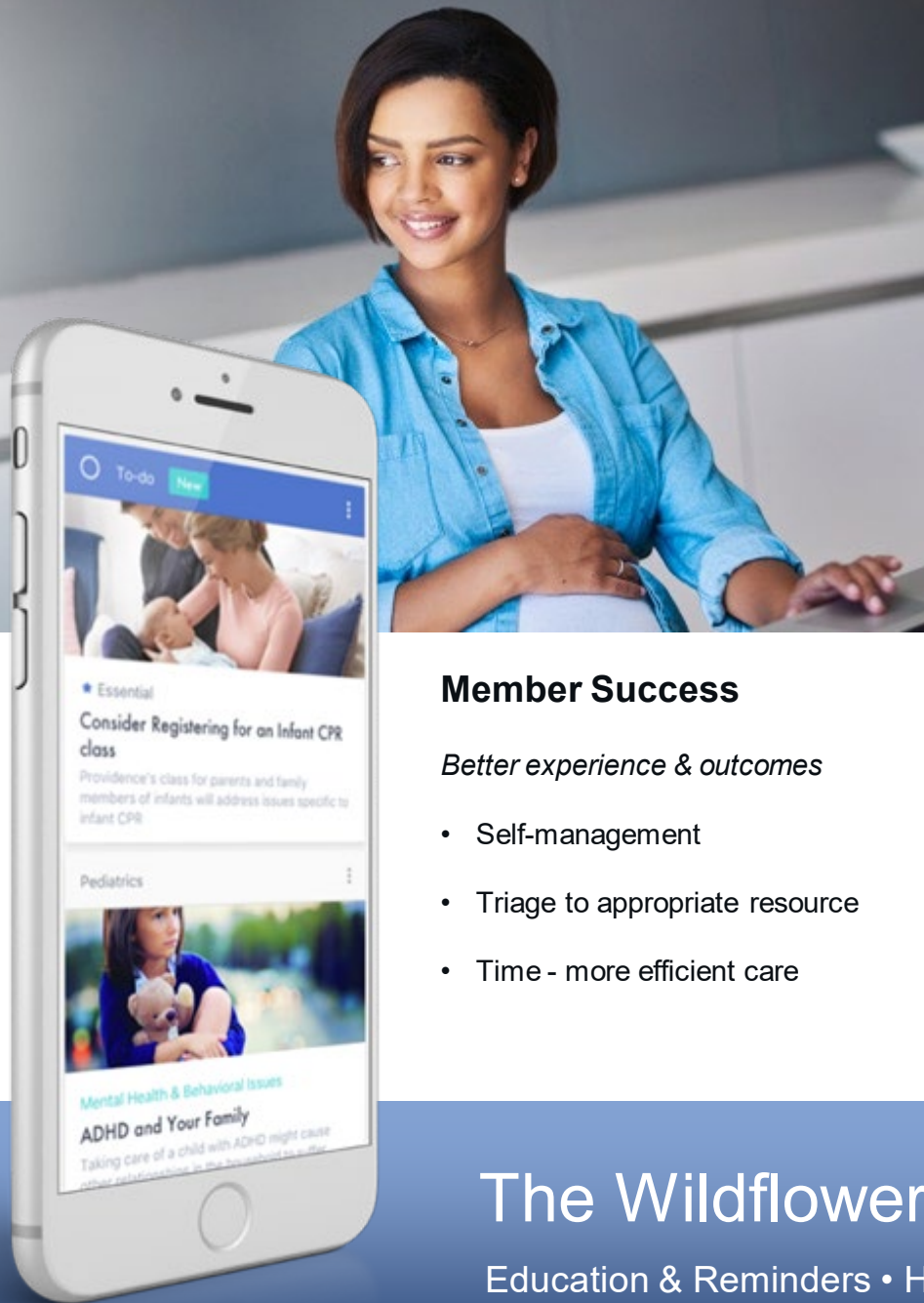
Improve Quality & Outcome Measures



Reduce Avoidable Medical Costs



Target improvement is 6-15% per birth episode



Member Success

Better experience & outcomes

- Self-management
- Triage to appropriate resource
- Time - more efficient care

Provider Success

Efficiency & upside

- Less non-billable comms
- Practice at top of license
- Improved patient satisfaction

Payer Success

Differentiated offering with ROI

- Improved economic outcomes
- Improved provider satisfaction
- Lays groundwork for VBC

Employer Success

Comprehensive solution

- Whole person support
- Preferred provider network
- Improved return to work
- Lower costs, healthier families

The Wildflower Solution: Delivering Value Across Stakeholders

Education & Reminders • Health Advocacy • Escalation Pathway • ROI Guarantee



About Wildflower Health

Over the past decade, Wildflower has created deep partnerships with leading payers and providers across the country. We have one of the largest client networks in digital health, representing more than 50 million lives. We also work with hundreds of hospitals and health systems. Our integrated solution aligns payers and clinical care teams around a woman and her family to improve patient outcomes.