

Data & Analytics: A Differentiated Model for Health Systems





Today's Conversation

- Data & Analytics as a Health System Asset: Promise, Opportunity, and Concerns
- Models for Data Partnership: How to Choose the Right Path
- Building a Secure Real World Data Pipeline – A Differentiated Approach



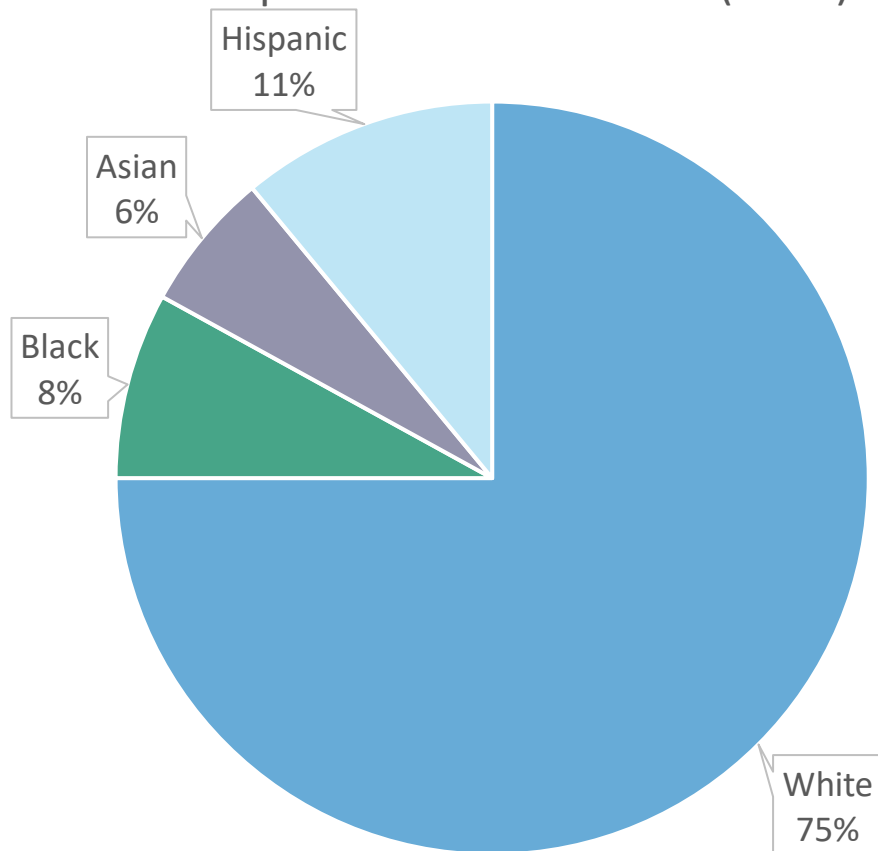
The Promise of Real World Data

The Opportunity: Expanding Research and
Improving Health Equity and Representation



Expanding Research and Improving Health Equity and Representation

Participation in Clinical Trials (2020)



“Many strategies have been developed to increase enrollment of diverse populations, but they have produced mixed results. One strategy that has not been scaled up in a sustainable way is engaging community clinicians in research.”

- Janet Woodcock, FDA 2021



The Promise of Real World Data

The Opportunity: A Seat at the Table in a Data-Driven Future

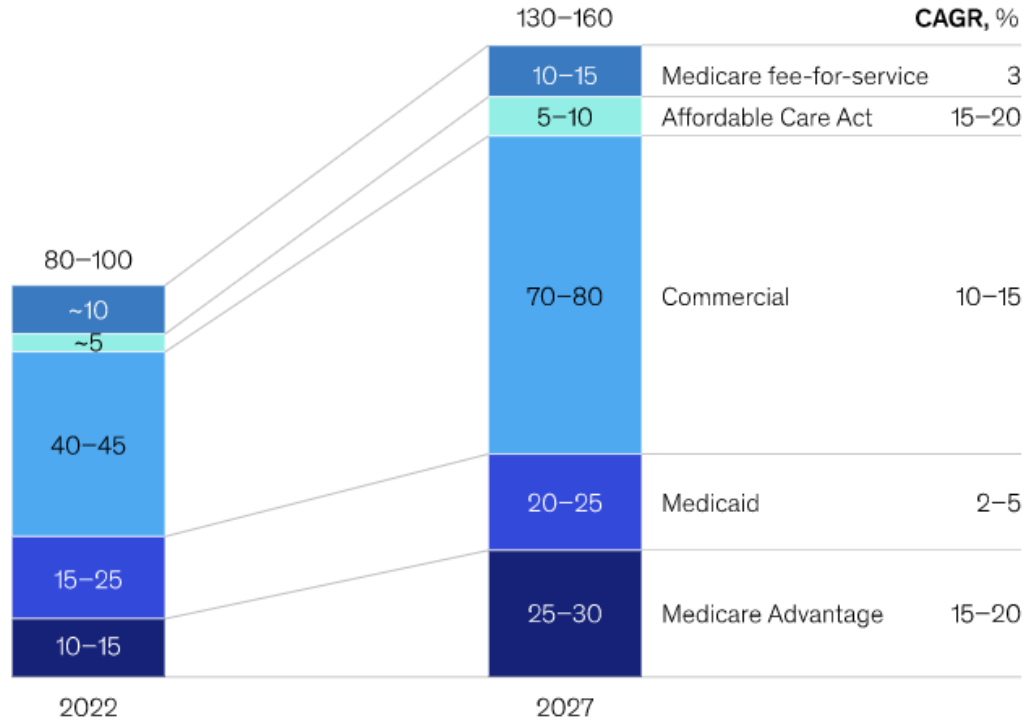




The Opportunity: A Seat at the Table in a Data-Driven Future

Value-based care models are expected to grow across all lines of business.

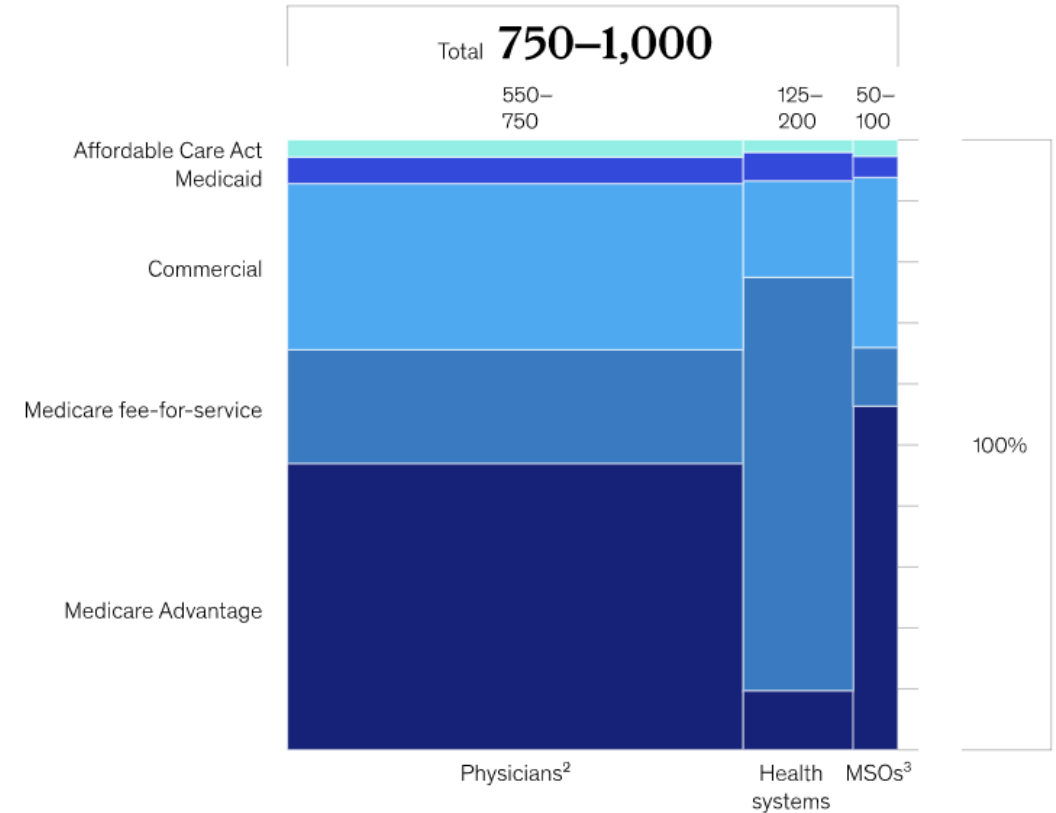
Lives in all value-based care models,¹ million lives



¹Includes pay-for-performance or quality to full capitation.

Total valuations of value-based care assets could reach \$1 trillion.

2027 enterprise value of the margin from value-based care adoption,¹ \$ billion



¹Assumes ~160 million lives in value-based care models accounting for \$1.6 trillion–1.7 trillion in medical spending, with medical-cost savings ranging from 3–20% based on level of risk, of which 50% is realized as profit margin with a 12–15× valuation multiple applied.

²Primary care providers and specialty providers.

³Management services organizations and technology.

McKinsey & Company



The Promise of Real World Data

The Current State: You Need a Partner
You can Trust



Embracing the Power of Data while Protecting Patient Privacy



Focus on sharing data with Life Sciences partners*

- Pharma
- Biotech / Biopharma
- Medical Device
- AI Companies

* For internal business analytics and research purposes only



Anonymize your data to unlock utility and value while protecting patient and provider privacy

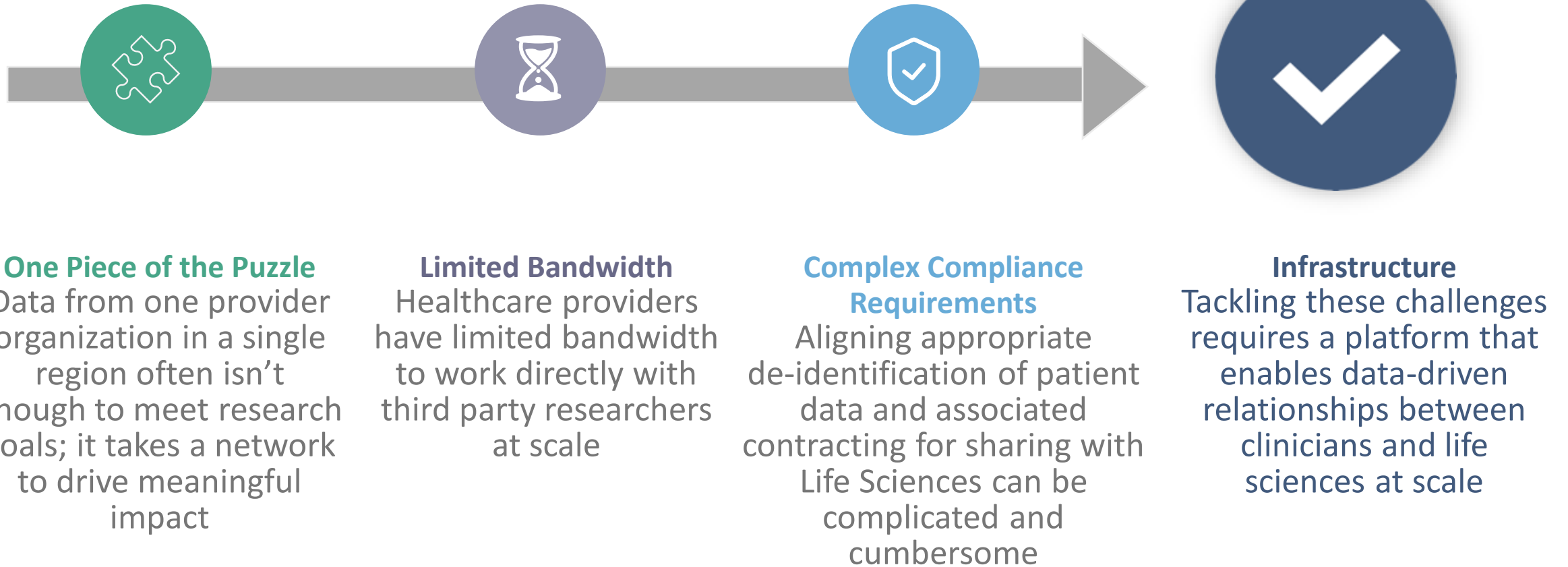


Optimized control of data assets with strong data use terms / restrictions around resale and redistribution of data



Respect for your relationships with restrictions on direct patient / provider marketing or campaigning unless you choose to participate

Creating Data Partnerships is Challenging



Compliance controls focus on patient privacy and responsible data use

Sequester data in strictly controlled environments with least-use access

Industry leading encryption provides security for data in transit; core PHI can be deleted post processing

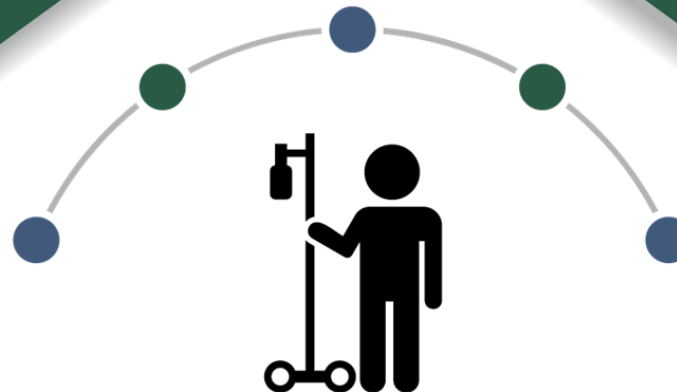


Safe Harbor and Expert Determination methods meet HIPAA de-identification standards; Advanced technologies like NLP and tokenization enable even greater utility



Data recipients limited to authorized users from vetted, authenticated companies whose contracts include strong data use provisions

Administrative, physical, and technical safeguards fully satisfy the HIPAA Security Rule



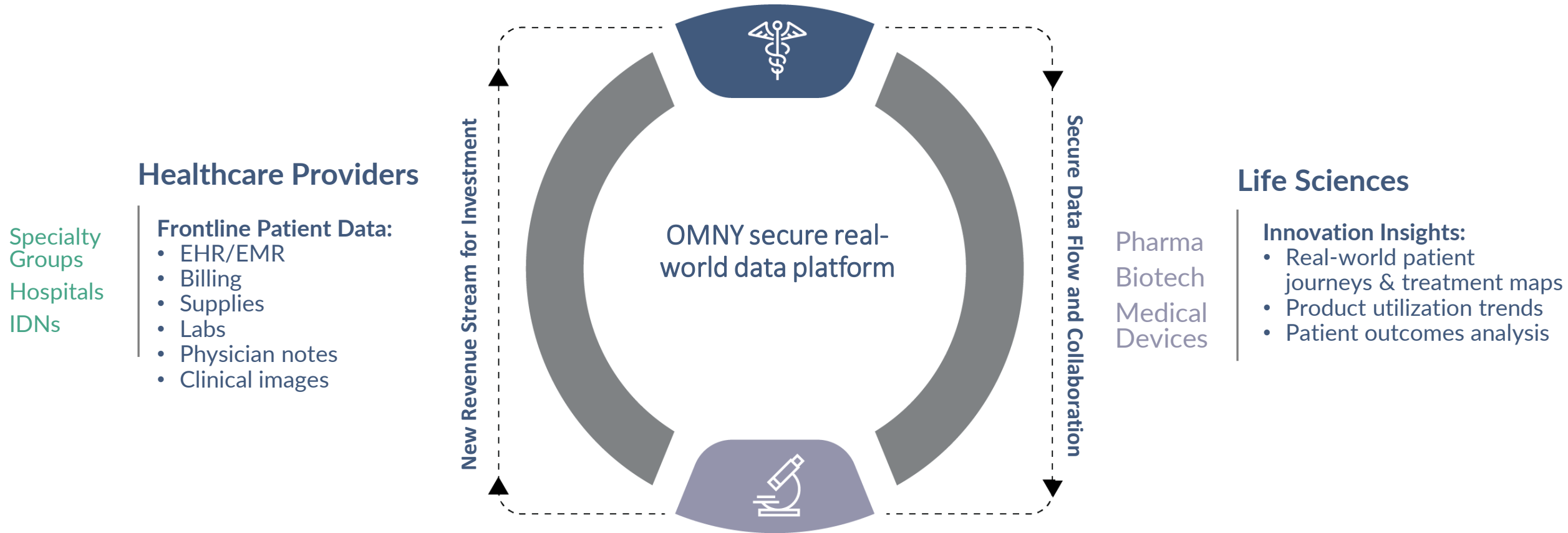


Building a Secure Real World Data Pipeline – A Differentiated Approach

The Keys: Equity, Transparency, and Control

- Does everyone ethically benefit?
- How is the data being used?
- What if I don't want to participate anymore?

The Model should be a Virtuous Cycle



OMNY's incentive-driven platform brings stakeholders together to transform patient care through the common language of unified, de-identified data.

A Powerful National Data Network

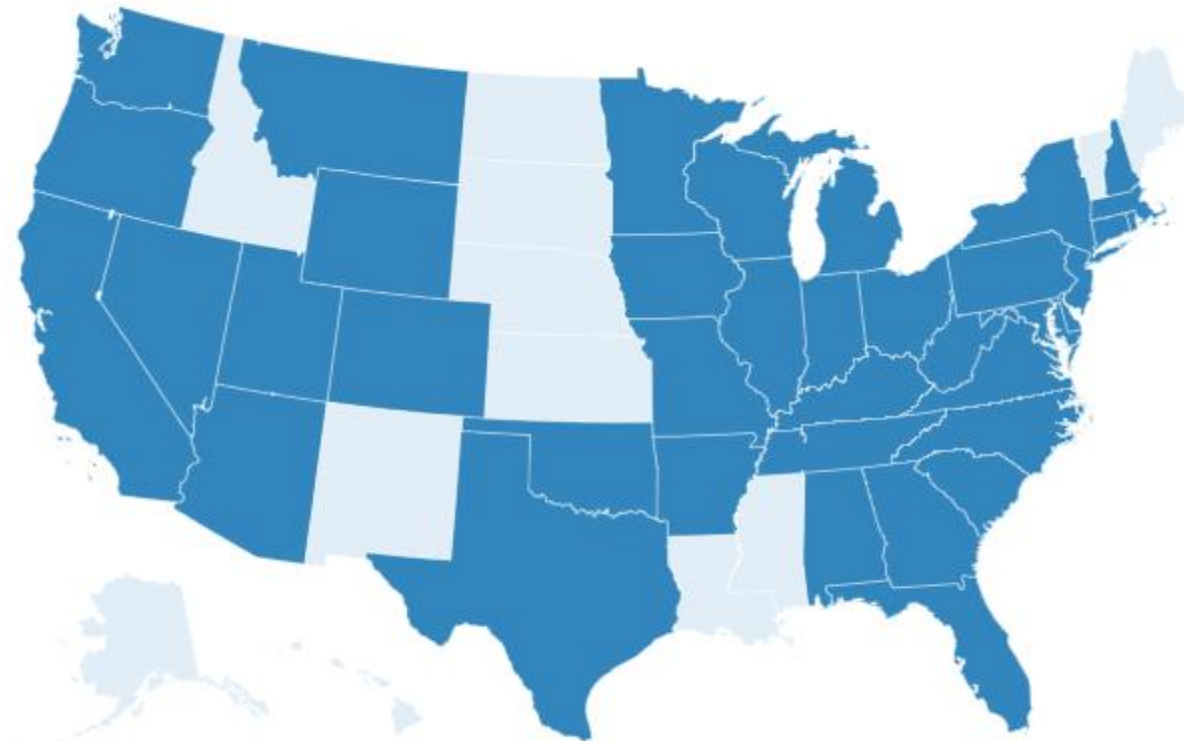
Health Systems · Integrated Delivery Networks · Ambulatory Surgical Networks · Specialty Networks
Academic Medical Centers · Children's Hospitals · National Cancer Institutes

Signed
Partners

55M+
Patient Lives

Contracting/Onboarding
Incoming Partners

25M+
Patient Lives



Geographical Data Coverage*

*Blue represents onboarded
and providers in-contracting

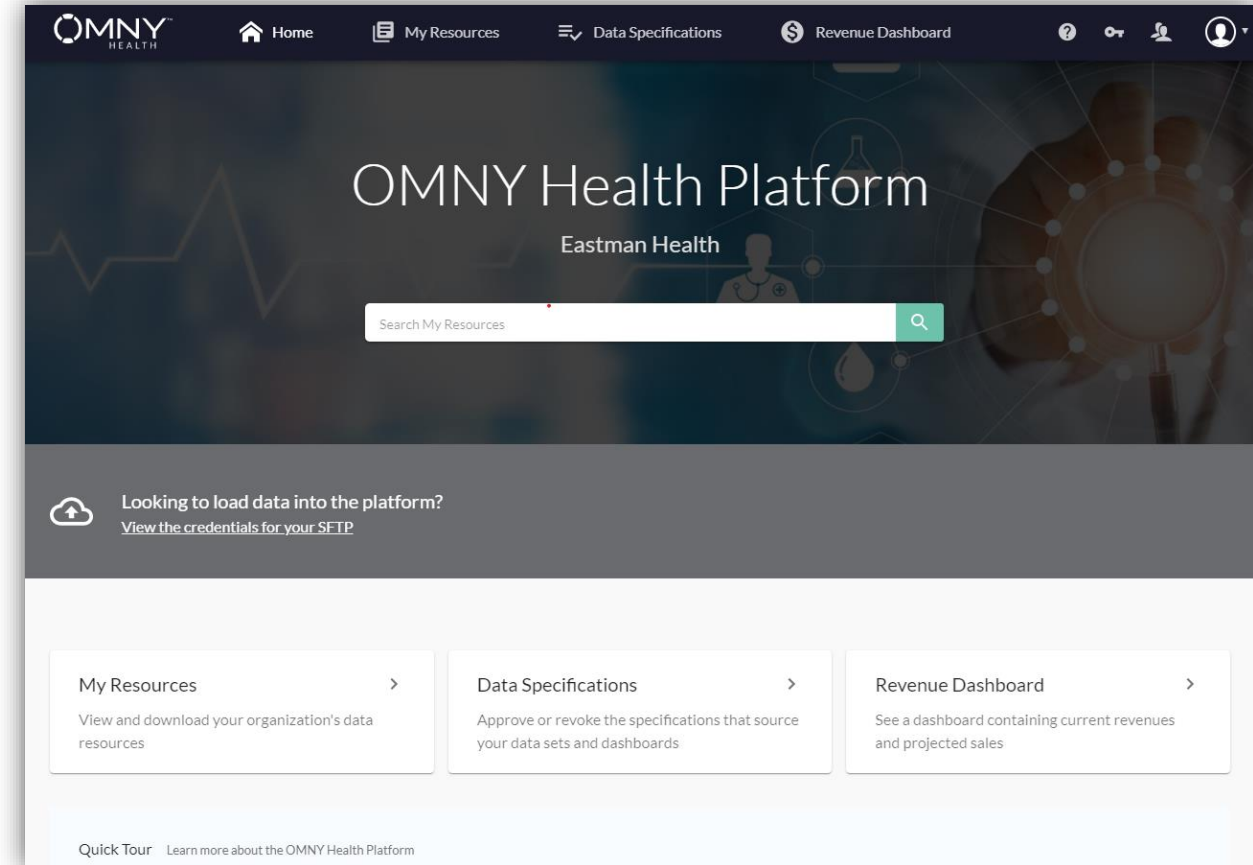
Embracing a data-driven future with control and transparency at your fingertips

Continuous, easy access to your data, always.

- Harmonized data from across your IT footprint into one common data model
- Enhanced data via NLP-derived insights from your unstructured data and linked claims data

Leverage out-of-the-box and complimentary data analytics for insights

- Based on the underlying data you make available
- Refreshed at the same cadence of your data



Accelerate the pace of **life-changing clinical innovation**



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