

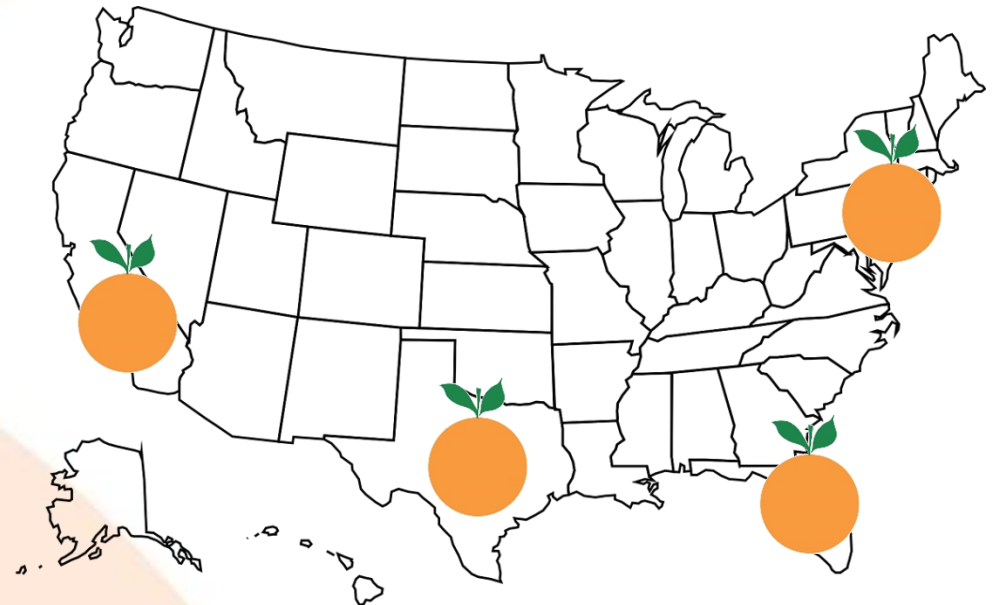


# KidzDocNOW

The Leader In  
Pediatric  
Telemedicine

# Borne From America's Leading Pediatric Group

- 1955: founded in Hollywood, FL
  - 1970's: first Managed Care arrangement
  - Now 50+ locations in FL
  - 300+ clinicians
  - PCMH accreditation
  - Leading HEDIS metrics
  - Robust VBC programs
- National expansion w/ recent partnerships in TX, CA, NY, NJ
  - Total Enterprise now
    - 140+ locations
    - 600+ clinicians
    - 3mm+ annual visits
  - Focused VBC strategy



# Where We Came From

2016

- VBC initiative for PA of FL (ED Diversion)
- Telephonic Telemedicine Pilot

2017

- KidzDocNow brand borne
- Weekday video visits by appointment

2018

- Expanded hours of operation
- Video visits 7-days a week by appt.

2019

- On-demand video visits added
- Expanded to 24/7 availability

2020

- Proven ability to scale rapidly (COVID)
- PA PCP practice enters multiple states

# Where We're Going



Multi-state pediatric provider network



Expansive growth fueled by payor partnerships



The leading national brand for pediatric telemedicine

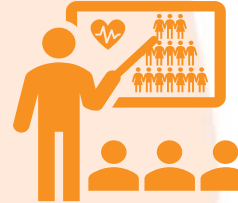
KidzDoc**NOW**

# KDN Leads the Way In Pediatric Telemedicine

## Pediatric Focus



## Dedicated Clinicians



## On-Demand Availability

**24/7**



**Every child visits with a board-certified pediatrician or pediatric trained APP**

**We employ and train every clinician in-house, and Telemedicine is a full-time job for most**

**Connect directly to our pediatricians within minutes via video, any time of day or night**



## Others

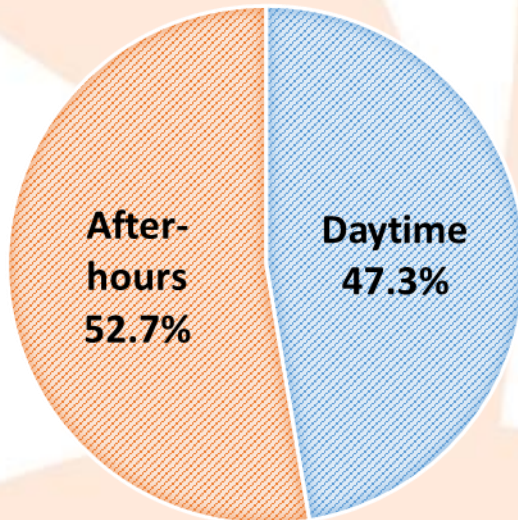
Children are often paired with general adult practitioners

Many clinicians contracted to moonlight on Telemedicine outside of their day jobs

Many services unavailable, outsourced to third-parties, or available only on-call

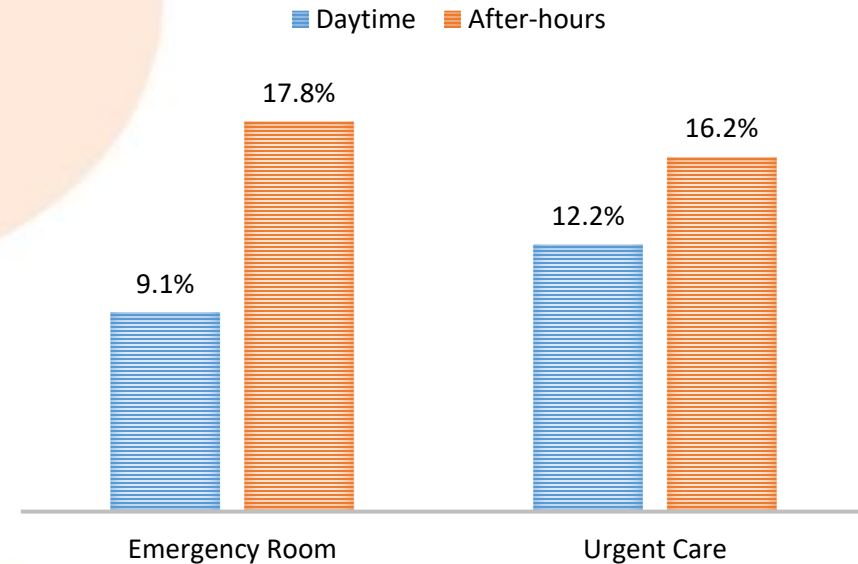
# After-Hours Availability Matters

More than half of all KDN visits occur outside of normal office hours



Daytime = 8a-5p Mon-Fri  
After Hours = 5p-8a & Weekends

Patients are nearly 2x as likely to seek emergency care after-hours

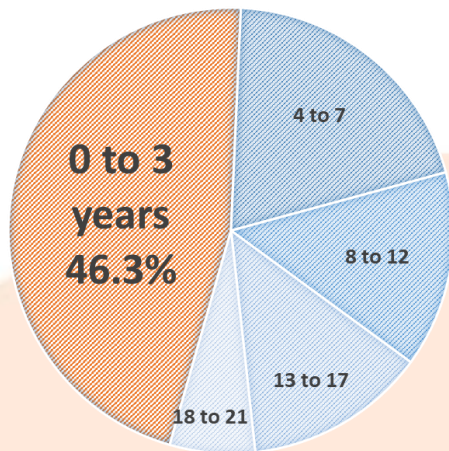


% Patients indicating where they would have sought care if KDN was not available

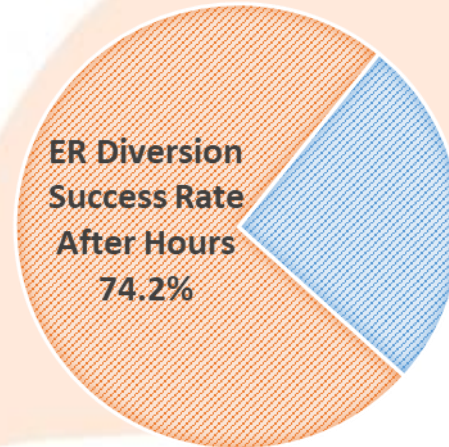
# Pediatric Expertise Matters

Pediatric-focused Telemedicine significantly drives down ER utilization when it matters most

Kids 0-3 years old account for nearly half of all pediatric ER visits

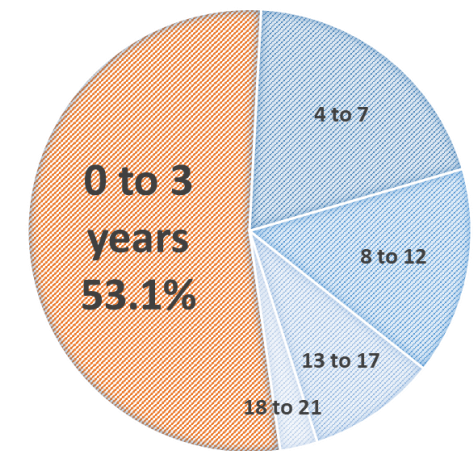


% of total ER visits by age of patient. Data from participating payor claims data.



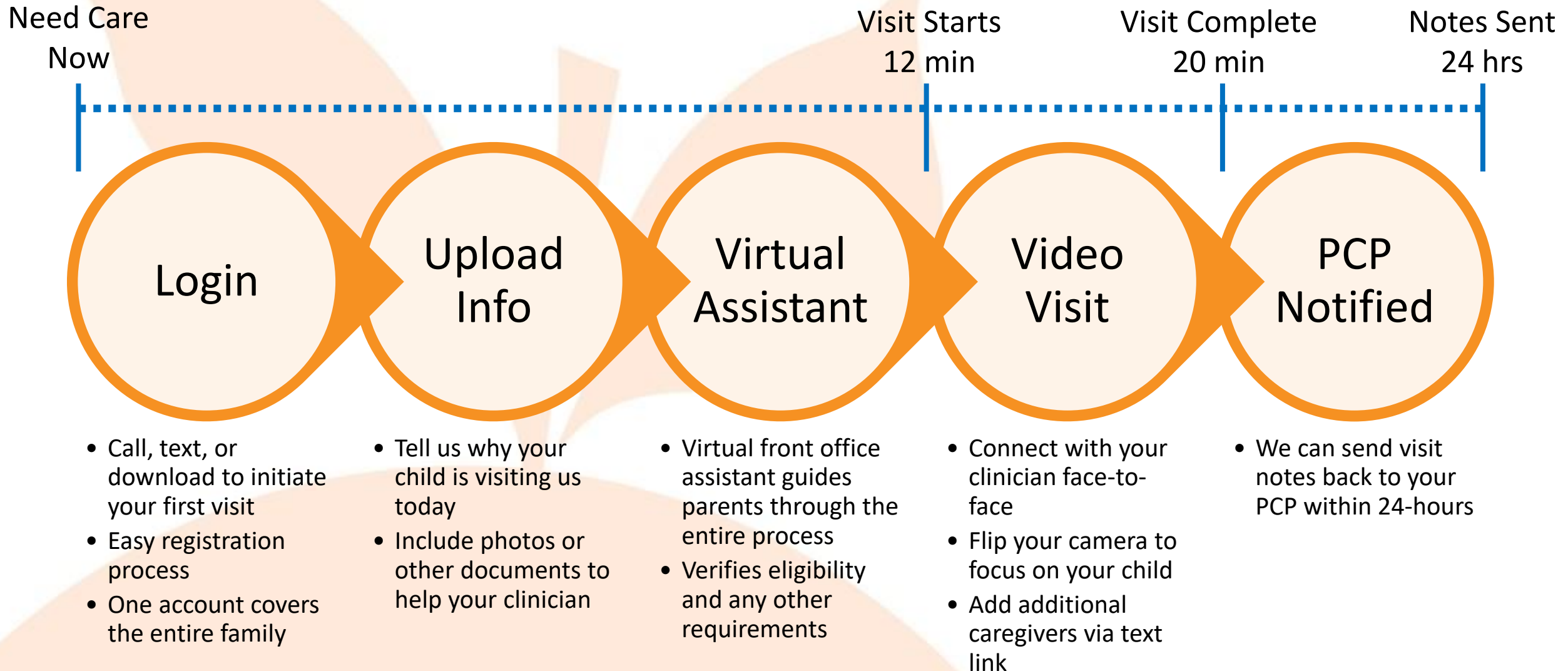
% of after-hours patients who do not visit ER after KDN visit v. those who indicated they would have if KDN was not available.

KDN clinicians specialize in treating kids 0-3 years old



% of total KDN visits by age of patient.

# Smooth Workflows Close The Loop



Product Demo

KidzDoc**NO**W

A large, stylized orange logo is centered in the background. It features a large orange circle at the base, with a vertical stem rising from the center. Two large, rounded orange leaves are positioned on either side of the stem, pointing upwards. At the top of the stem, there is a small cluster of three leaves. The entire logo is rendered in a lighter shade of orange than the background.

# KDN Delivers for Health Plans

## A 5-Star Service Offering for Members



App Store Rating: **5.0** out of 5  
12k ratings



Average Time to  
Start Visit: **12** minutes



Return Visitors: **1 in 2**

## Improved Quality & Reduced Cost

% KDN patients who otherwise  
would have gone to ER/Urgent Care: **27%**

% KDN patients who otherwise  
would have had in-office sick visit: **64%**

Patients visiting ER within  
7-days after KDN visit: **2.9%**

## A Complement to Existing Telemedicine Relationships

We don't mingle in adult medicine. Parents are thrilled to have KDN for their little ones.

# Keys To Successful Partnership

## Joint Marketing



- Let parents know this is available to them
- Increase utilization of KDN

## Data Sharing



- Focus marketing/outreach toward high/recent ER utilizers
- Increase % of ER diversions through KDN

## VBC Arrangement



- Shared Savings component of service agreement
- Align incentives on cost and quality



**Utilization**

+



**% Diversion**

=



**Savings**

# We Are Ready To Grow With You!

- Build on our success caring for your Pediatric Associates patients
- Expand KDN access to ALL the plan's pediatric lives in Florida

	PA / KDN (actual)	Plan FL MCD (potential)
Plan Members*	100,000	1,000,000
Monthly Utilization**	4.0%	3.0%
Monthly TM Visits	<b>4,000</b>	<b>30,000</b>
ER Diversions	12.7%	12.7%
UC Diversions	13.9%	13.9%
Annual Savings	<b>\$3,468,000</b>	<b>\$26,010,000</b>

\*Membership includes Sunshine + WellCare

\*\*Assumes lower KDN utilization rate for members not currently assigned to PA. \$350 per ER visit, \$200 per Urgent Care visit



- Explore hybrid pricing model

We Appreciate Your Partnership!

KidzDoc**NO**W

The logo for KidzDocNOW features the text "KidzDocNOW" in a white, sans-serif font. The "NO" is in a bold, uppercase font, while "KidzDoc" and "W" are in a regular weight. The letter "O" in "NO" is replaced by a stylized white orange fruit with a small stem and two leaves. The background is a solid orange color with a large, faint, stylized orange fruit graphic behind the text.