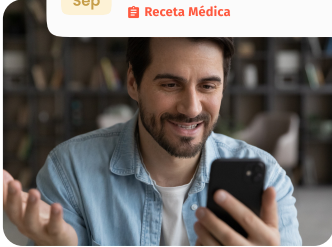




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# Transform Population Health with Proven Results

## Revolutionary Care Model Delivering Healthcare's Quadruple Aim

MiSalud Health's innovative cost-efficient model combines cultural competency with virtual care delivery to serve Spanish-speaking and underserved populations — delivering measurable improvements across all four healthcare objectives.

### MiSalud Health Exemplifies Healthcare's Quadruple Aim



#### Enhanced Patient Experience

Cultural competency and ongoing relationships ensure 99% of patients would use MiSalud again, with 1 risk level improvement in chronic conditions with lifestyle changes over 16 weeks.



#### Improved Population Health

Engaging high-risk populations at 80% enrollment rates, closing care gaps for LEP patients and reducing health disparities through measurable chronic condition improvements.



#### Reduced Cost of Care

MiSalud delivers cost reduction through health coaching that improves treatment adherence while redirecting 13% of consultations from expensive ED settings.



#### Enhanced Provider Experience

Improved HEDIS scores and Star ratings through better complex care management, enhanced member satisfaction, and care gap closure for hard-to-reach LEP populations.

### Proven Results with Underserved Populations

#### Engagement Innovation

- **80% enrollment** vs. 30% industry average for diverse populations
- **45% ongoing utilization** with meaningful health improvements
- **99% satisfaction** - patients would use MiSalud again
- **Cultural trust** enables preventive care conversations

#### Clinical Outcomes

- **1 risk level drop** in diabetes, hypertension, and obesity
- **24% improvement** in chronic condition self-management
- **16 lbs average weight loss** with sustained lifestyle changes
- **56% improvement in depression scores** over 12 weeks

#### Cost Impact

- **1.5-2x ROI** through medical and pharmacy cost reduction
- **13% care redirection** from ER/urgent care to appropriate settings
- **61.8% of members would have sought no care** without MiSalud access
- **Right-level care delivery** optimizes cost per outcome

## Perfect for Health Plan Innovation Priorities

### Health Equity Initiatives

Measurable improvements in underserved populations:

- **Address social determinants** through cultural competency
- **Close care gaps for LEP patients** avoiding traditional care
- **Demonstrate health equity progress** for board and regulatory reporting
- **Improve outcomes** in historically challenging member segments

### Value-Based Care Success

Drive quality metrics that matter:

- **HEDIS score improvements** in complex condition management
- **Star ratings enhancement** through member experience and clinical outcomes
- **Risk adjustment optimization**
- **Population health management** for complex member populations

### Cost Mgmt Innovation

Efficient care delivery for high-cost members:

- Intensive coaching at **fraction of traditional intervention costs**
- Preventive engagement **reduces expensive acute care** episodes
- Cultural understanding **improves medication adherence** and lifestyle changes
- **Scalable model** grows efficiently

## Implementation: Pilot to Partnership

### Risk Stratification

Target your highest-cost, lowest-outcome member segments:

- High-risk Spanish-speaking members
- LEP patients avoiding care until ED utilization due to language barriers
- Multi-comorbidity members with medication adherence challenges
- Frequent utilizers with cultural barriers to preventive care engagement

### Start with Targeted Pilot

Low-risk proof of concept:

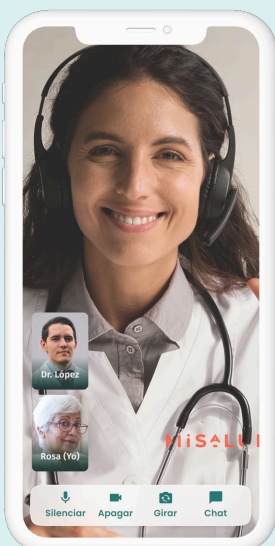
- 200-500 members
- Defined success metrics aligned with your quality and cost objectives
- 6-12 month timeline to demonstrate measurable impact
- Regular reporting on engagement, clinical outcomes, and cost savings

### Scale Based on Results

Expand successful model:

- Broader member populations across multiple risk categories
- Additional clinical focus areas based on pilot learnings
- Integration opportunities with existing care management programs
- Partnership evolution based on demonstrated value

## Why Traditional Approaches Fail with Underserved Populations



### The Challenge You Face

Spanish-speaking and underserved members represent significant cost and engagement challenges:

- Low digital health adoption due to technology and cultural barriers
- Poor chronic condition outcomes despite medication access
- Care avoidance due to language and cultural misalignment
- HEDIS performance gaps in diverse member populations

### The MiSalud Health Solution

Revolutionary care model that works where others fail:

- Cultural competency drives engagement traditional providers miss
- Cost-efficient coaching delivers intensive support at scale
- AI-enhanced platform optimizes care delivery and member engagement
- Virtual accessibility maintains relationships while controlling costs