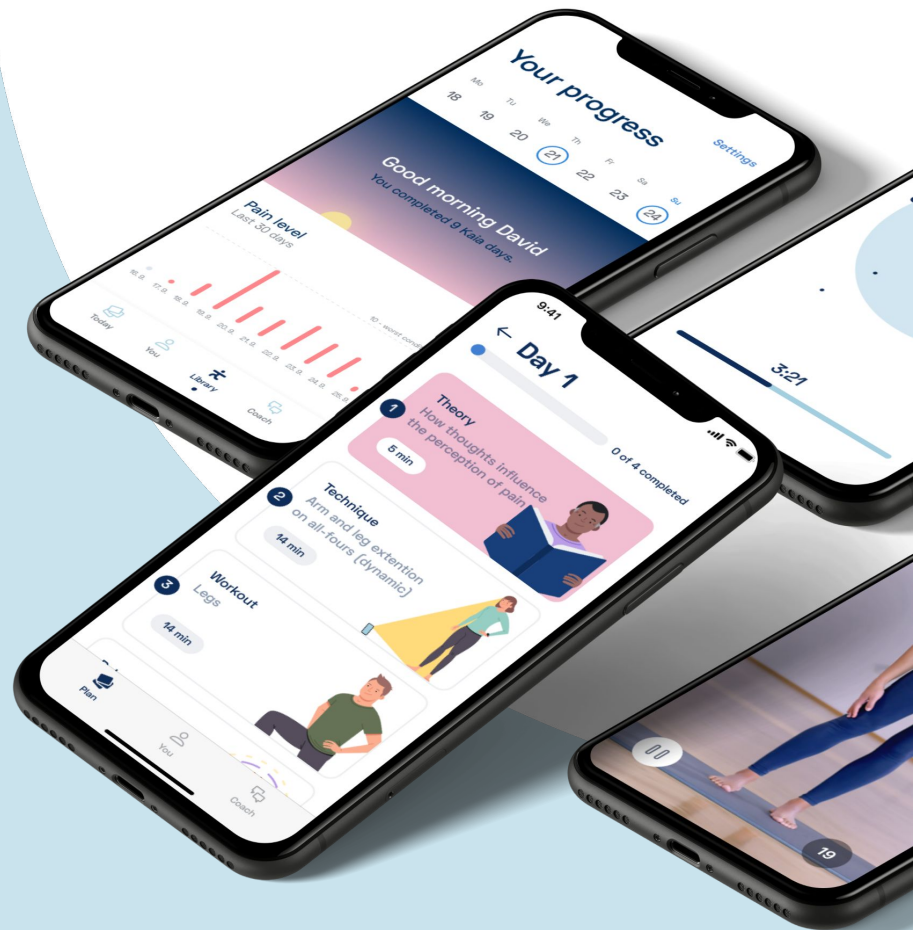


# Bringing Kaia to the US: Lessons learned



**Kaia's mission  
is to become the biggest  
platform for chronic  
disease management**



**160 Kaianeers**

**3 digital therapies**

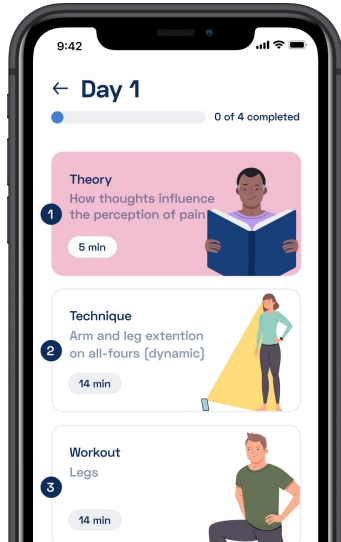
**HQ in NYC and Munich**

**\$125m raised**

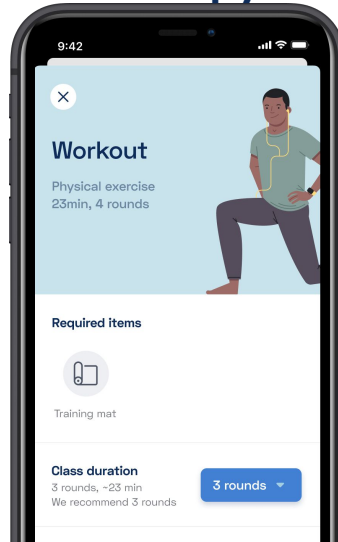


# Our Solution

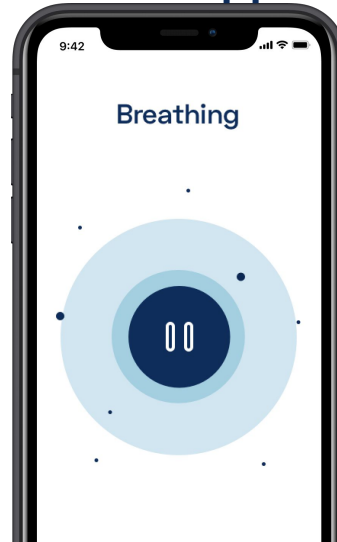
## Education



## Physical therapy



## Behavioral health support



**Our story in the US**

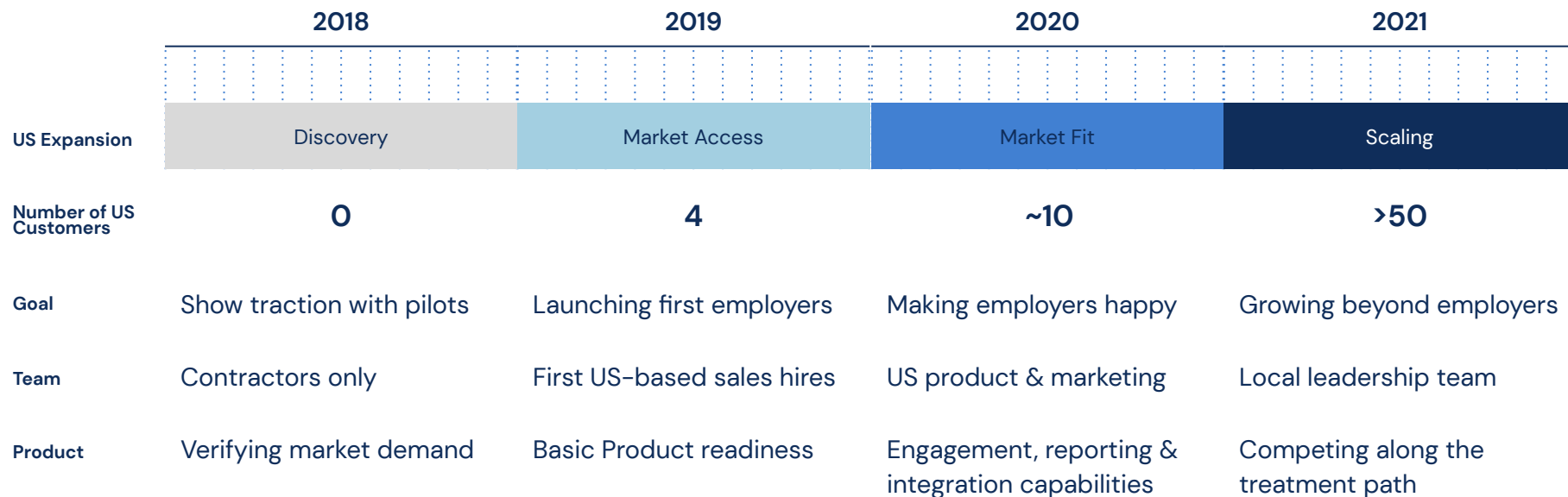
“

US national healthcare expenditure reached **\$3.8 trillion in 2019**, and is estimated to reach \$6.2 trillion by 2028

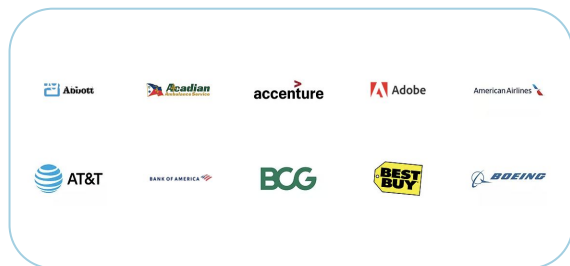
*(Centers for Medicare and Medicaid Services)*



# Our journey in the US



# Understanding the main customer groups



## Employers:

- Low sophistication, fast sales cycle
- Population engagement and outcomes as key challenge
- Complicated buying center
- Looking for cost savings, talent attraction & retention



## Health plans:

- Self-Insured: Bundled employers
- Fully-Insured: Sophisticated RFP's & long sales cycles
- Medicare / Medicaid: Very specific requirements, hard to access, large scale



## Providers:

- Brick & Mortar
- Digital: Care Navigation, 2nd Opinion, General Telemedicine
- Disease specific providers
- Go-to-market is very case dependent



## How to sell to employers in the US...



- Start with free pilots to gather claims data & ROI
- Create employer-specific marketing teams
- Focus product on integration, enrollment & reporting
- Use partnerships to accelerate sales
- Engage directly with consultants as soon as you can

# ... and how to keep your employer customers happy

1

## Build an enrollment machine

- Eligibility Verification
- Marketing Tools
- Warm Hand-offs
- Coaching / Tele-providers

2

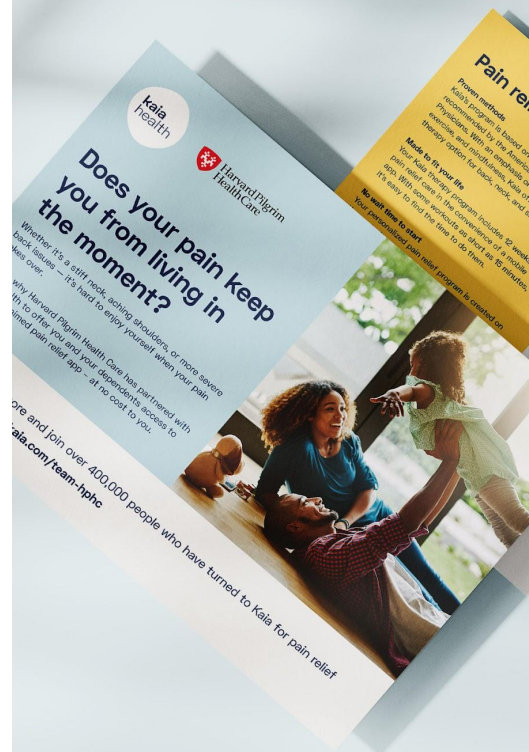
## Build great reporting tools

- Activation
- Outcomes
- NPS
- Cost Savings

3

## Build great relations

- Client success team
- Regular interactions
- Quick Integrations
- Access to data & marketing



# 5 Learnings from 5 years in the US

- Move a founder or core team members
- Build dedicated US resources to maintain focus
- Adapt your product, split your infrastructure
- Data & rigour will win in the end
- Raise a lot more money than you'd think you need



kaia health

# Thank you.

**Learn more**  
[kaiahealth.com](https://kaiahealth.com)

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