



Proximal

partner@proximal.com

Specialty care drives spend and trend

Three high-cost categories
require a specialist . . .



Hospitalization
(IP/OP/ASC)



High-cost illnesses
(Cancer, Autoimmune, ESRD)



Pregnancy

. . . and drive benefit spend and
annual trend

60% of spend

75% of trend

90% of stoploss

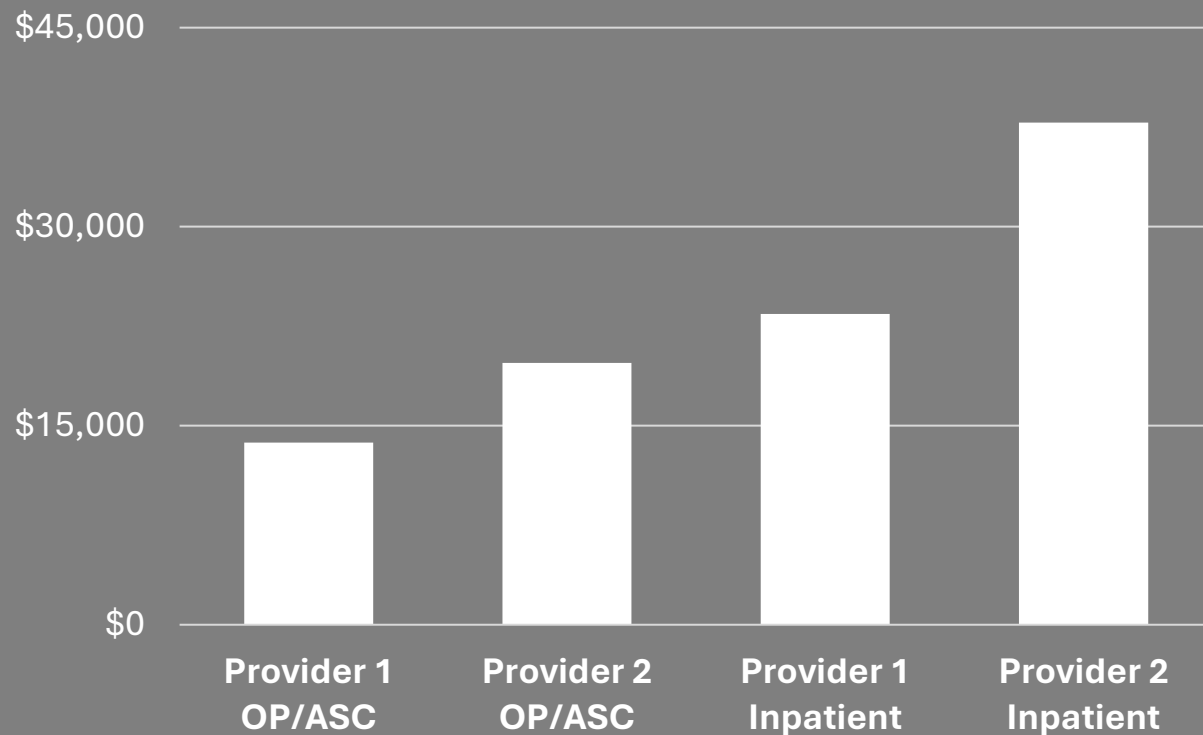
There are wide variations between specialists

Place of care and process of care differences

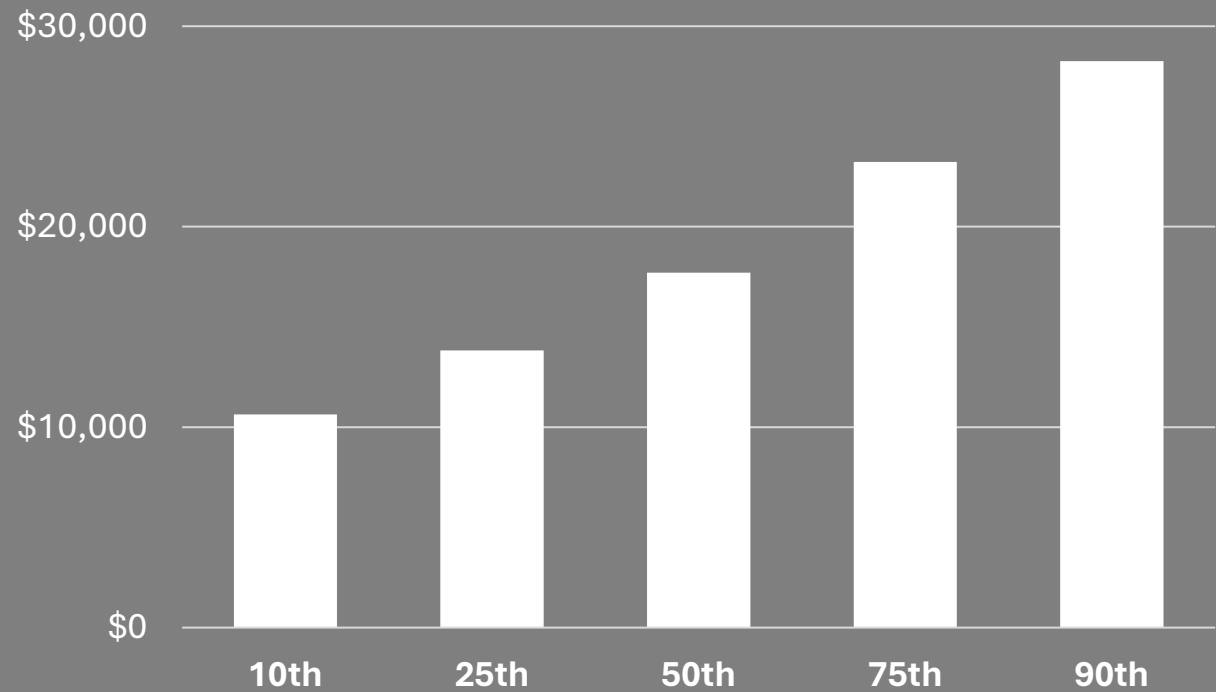
Clinical Event	Average Specialist	Top-Ranked Specialist	Quality Savings	%
Pancreatic Cancer	\$121,500	\$85,900	-\$35,600	-29%
Crohn's Infusion	\$71,500	\$28,500	-\$43,000	-60%
Cardiac Ablation	\$43,800	\$31,600	-\$12,200	-28%
Knee Replacement	\$34,600	\$19,500	-\$15,100	-44%
Gallbladder	\$12,900	\$7,900	-\$5,000	-39%

Examples in Olmsted County

Knee Replacement Allowed Amounts
(BUCA blended avg in Olmsted County)



Inflectra Infusion Allowed Amounts
(BUCA blended avg Olmsted County)



Three challenges for employers

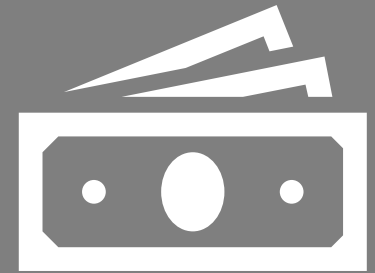
Which specialists are the top performers?



How do members pick specialists?



How can employers engage these members?

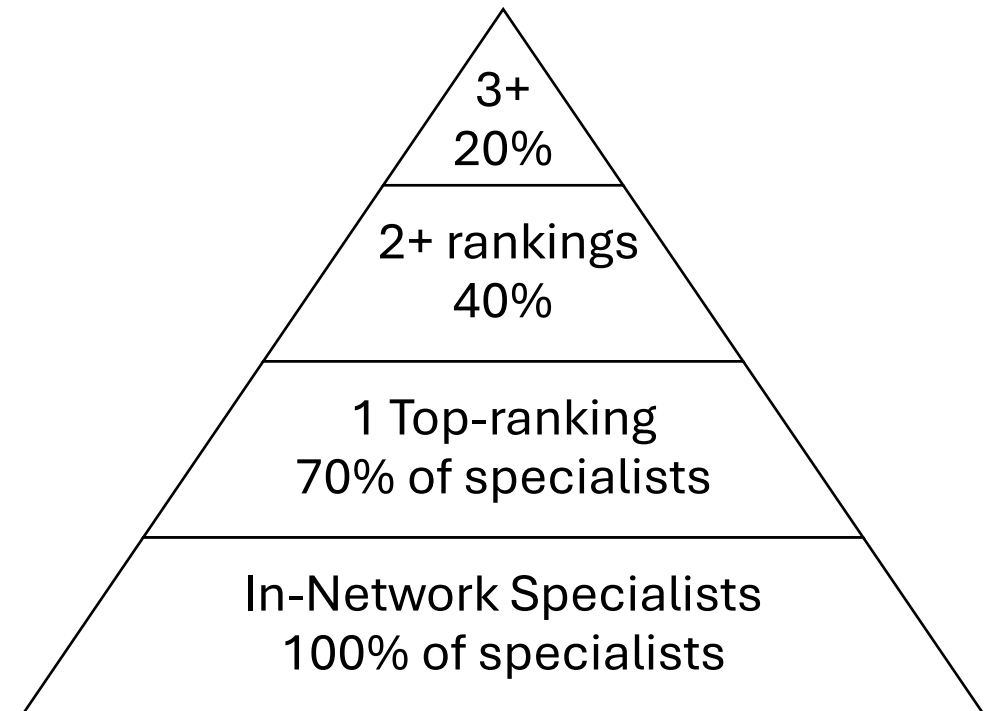


Which specialists are top performers?

There are dozens of credible outcome and process ranking systems

- Agency for Healthcare Research
- Centers for Medicare & Medicaid Services
- Carrier Outcome Ratings
- National Committee for Quality Assurance
- National Quality Forum
- Specialty Societies
- Third-Party Outcome Measures

Combining rankings can help reduce noise and increase conviction



How do members pick a specialist?

20% rely on a trusted primary care provider

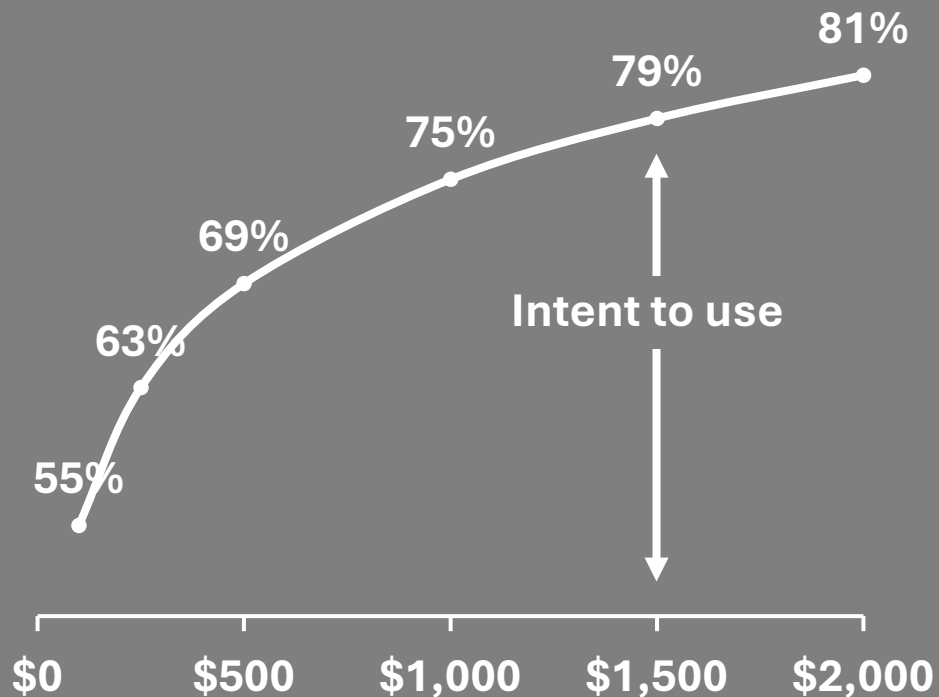


80% rely on friends, family, internet, other sources

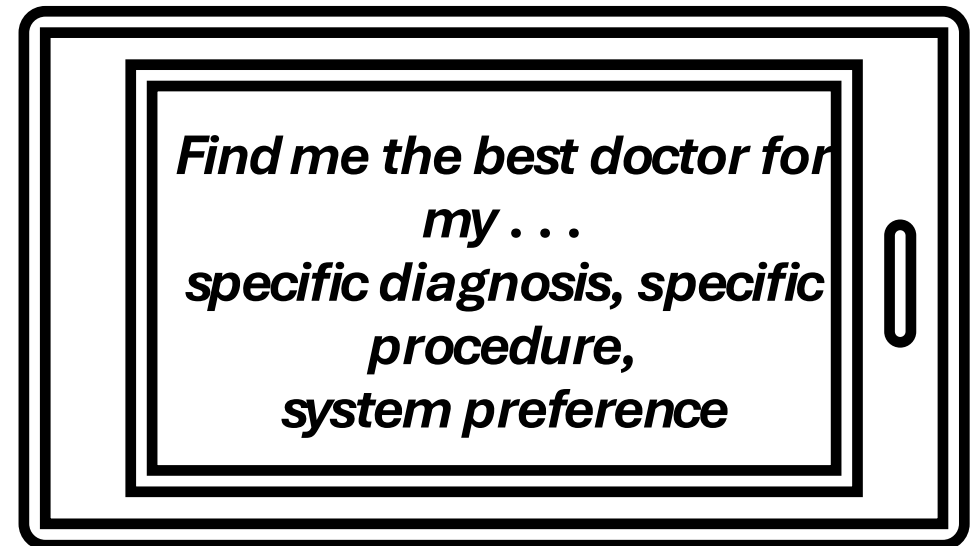


How can employers engage these members?

Meaningful, actionable, and memorable benefit



Sophisticated and personalized search



Are there commercial solutions?

Tiered copay plans

- » Replace existing plans
- » Lowers copays when members choose top-ranked specialists
- » For example:

COUPE HEALTH

Tiered HRA plans

- » Overlay on existing plans
- » Pays deductible/coinsurance when members choose top-ranked specialists
- » For example:

garner™

Tiered supplemental plans

- » Overlay on existing plans
- » Pays a fixed benefit when members choose top-ranked specialists
- » For example:

 Proximal

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Research-based two-tier supplemental benefit

\$1,500

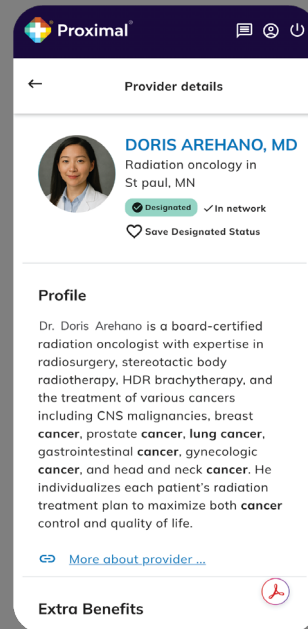
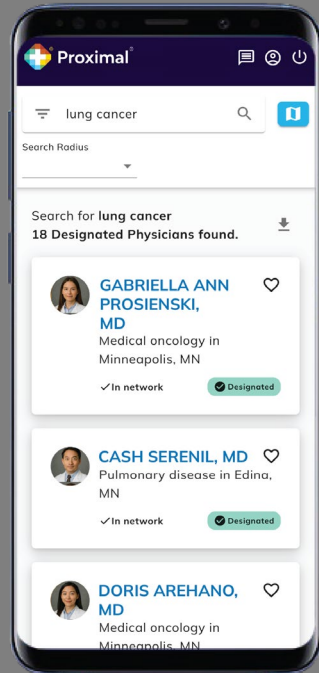
supplemental benefit
when members choose
a **Designated provider**
for a covered
hospitalization or illness

\$300

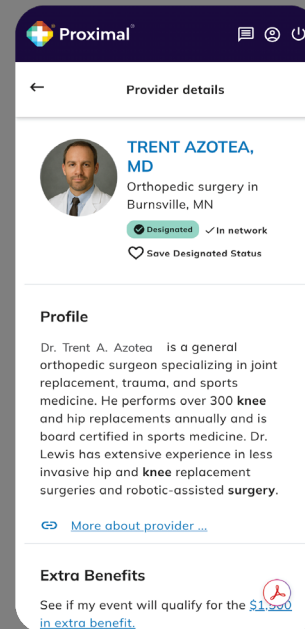
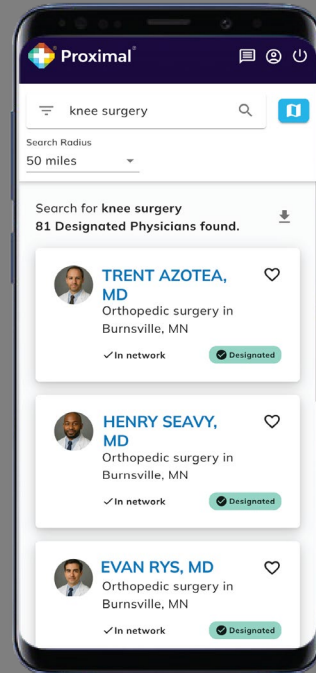
supplemental benefit
when members choose
any other provider
for a covered
hospitalization or illness

High-utility “short-list” search experience

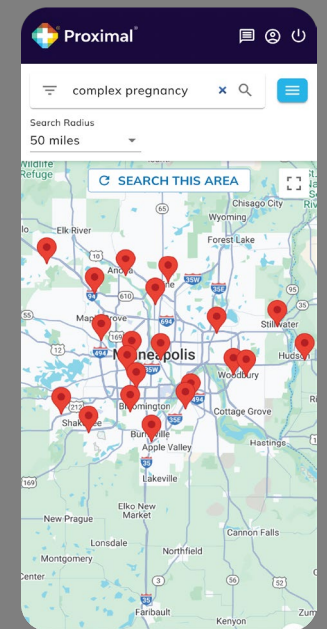
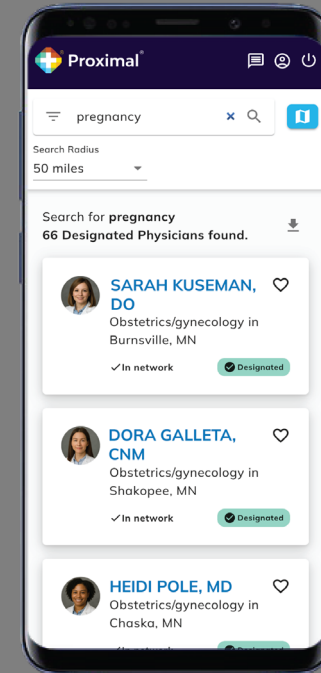
AI-driven search (Dx, Tx, affiliations)



Rich provider profiles (expertise, bio, web)



Personalized (network, employer)

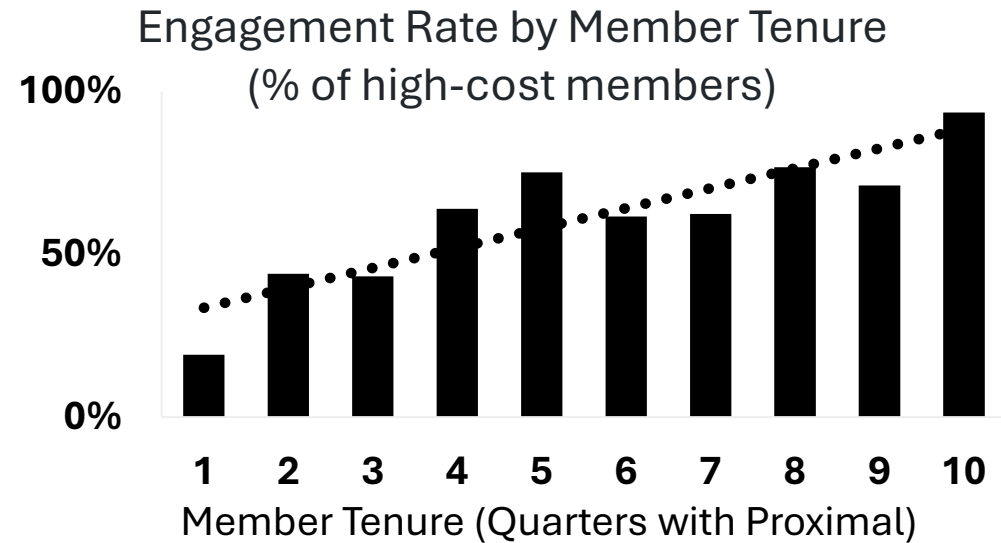


High rates of engagement

Great member experience

- » “You recommended a fabulous doctor who took care of me well. I would recommend Proximal to all.”
- » “I found an excellent surgeon that I would not have found on my own.”
- » “Proximal has been great to work with. They have great providers on their list. Customer service has been so helpful and responds very quickly.”
- » “Proximal is incredible! I give a 10!! Amazing customer service. And we are so grateful for this benefit payment as we navigate medical bills. Thank you so much.”

High rates of engagement

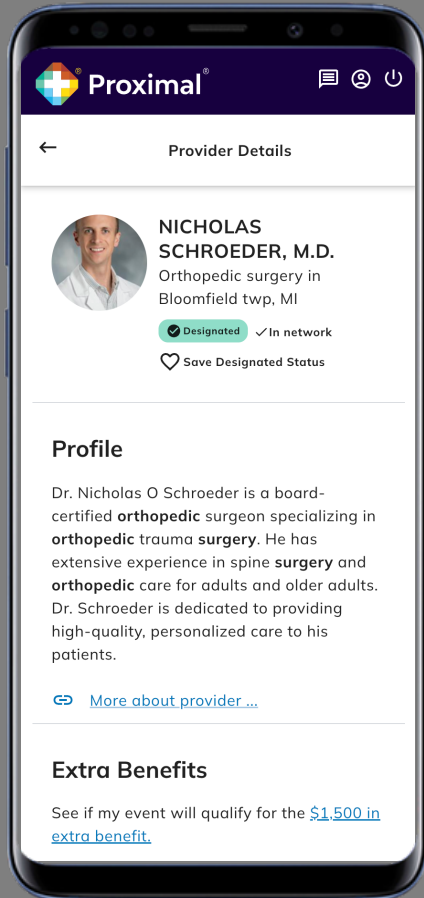


5% of members have a high-cost event.

Majority of high-cost members **engage by year two.**



Improved clinical and financial outcomes



Member picked Dr. Schroeder for a Spinal Fusion

Dr. Schroeder is top ranked in 3 independent rankings

\$30,045 (51%) saved by using an outpatient site of care

10/10 member rating of doctor

Faster return-to-work than expected

"Very thorough information about condition and operative approach"

- Employee Review



Measurable engagement and results

PROXIMAL UTILIZATION (BY PAID DATE)

Engagement	2024 FY	2025 FY
All Employees	596 (100%)	588 (100%)
Logged-in	298 (50%)	347 (59%)
Claimed	65 (11%)	87 (15%)
Directed	30 (46%)	39 (45%)

Savings	2024 FY	2025 FY
Savings to Medical Plan	\$ 330,000	\$ 429,000
Benefits paid to employees	\$ 55,500	\$ 72,900
Total Value	\$ 385,500	\$ 501,900

Decrease in Medical Spend	4%	6%
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Mid-Market Client Case Study:

- **All Employees:** number of employees who enrolled in employer medical plan
- **Logged-in:** number of employees and dependents who logged-in to Proximal site
- **Claimed:** number of employees and dependents who received a claim payment
- **Directed:** number of employees and dependents who selected a high-performing designated physician
- **Savings to Medical Plan:** Based on claims benchmarking designated vs. non-designated
- **Benefits paid to employees:** \$1,500 and \$300
- **ROI:** the ratio of Total Value to Total Premiums Paid during the period

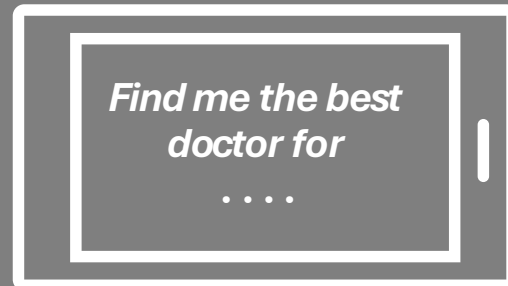


How to improve clinical and financial outcomes

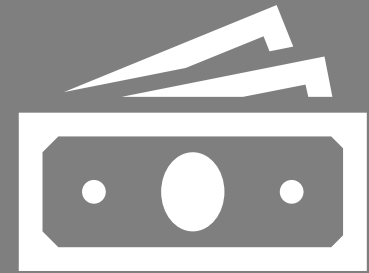
Encourage use of top in-network specialists



Provide sophisticated Dx, Tx, affiliation search



Provide a meaningful benefit differential





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partner@proximal.com