

its time for a paradigm shift in healthcare benefits.

introducing integrated complementary and
alternative health services from SoulBeing

 soul being



current state of healthcare benefits



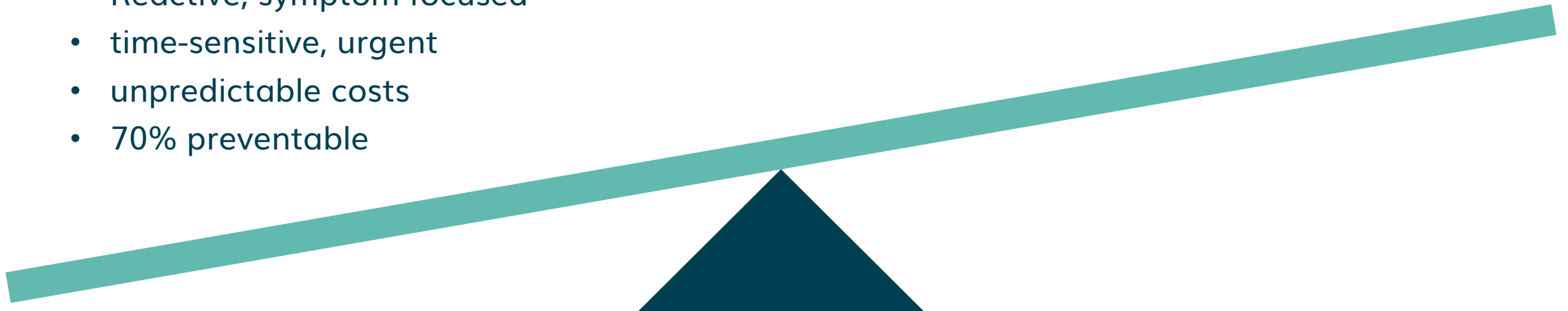
an
overreliance
on hospital-
based
healthcare
increases cost
and decreases
access to care

conventional medicine

- 90% sick care = \$3.96 Trillion
- Reactive, symptom focused
- time-sensitive, urgent
- unpredictable costs
- 70% preventable

complementary & alternative medicine (CAM)

mainstream services, primarily out-of-pocket or limited coverage, seen as "nice-to-have"



a new approach to healthcare benefits



a more
balanced
approach
drives down
healthcare
costs and
improves
access

conventional medicine

- lower % and \$ spend on sick care
- reactive, symptom focused
- time-sensitive, urgent
- unpredictable costs
- improved access for sick patients

complementary & alternative medicine (CAM)

- 90% sick care = \$\$ Trillion GDP
- proactive, holistic
- ongoing, lifestyle focused
- lower, predictable costs
- prevention & symptom management

The logo for 'soul being' is centered within a dark teal triangle. It consists of the words 'soul' and 'being' stacked vertically, with a small stylized icon of a person's head and shoulders between the two words.

soul
being

a new approach to healthcare benefits



you already know the "what"
SoulBeing solves the "how"



nutrition



activity levels



stress management



sleep



substance use
(including alcohol & tobacco)



community

a solution for every care category



	mental health	MSK & pain management	women's health	disease management	prevention & wellness
what are you solving for?	<ul style="list-style-type: none">anxietydepressioninsomniasituational crisiseating disorderssubstance abuse	<ul style="list-style-type: none">back painarthritissciatica/radiculopathycervical disordersheadachespost traumatic painjoint disorders	<ul style="list-style-type: none">fertilityinfertilitybreast healthhormonal therapypostpartum supportincontinence	<ul style="list-style-type: none">diabeteshypertensioncholesterolgastrointestinal disorderskidney/bladder diseaseSTD managementanemiacancer	<ul style="list-style-type: none">lifestyle choicesweight managementstress managementburnoutdiscomfortself-awareness & improvementsustainable healthy habits
who can help?	<ul style="list-style-type: none">psychiatristspsychologistslife coachesfamily counselorslicensed therapists	<ul style="list-style-type: none">osteopathschiropractorsphysical therapistsacupuncturistsathletic trainersyoga practitionersmassage therapists	<ul style="list-style-type: none">naturopathsfunctional medicine doctorslife coachespelvic floorphysical therapistsacupuncturistsDOs & NPs	<ul style="list-style-type: none">osteopathsDOs & NPsfunctional medicine doctorsnaturopathsmassage therapistsacupuncturists	<ul style="list-style-type: none">health coachesdietitians & nutritionistsathletic trainersacupuncturistschiropractorsmassage therapistsyoga practitionersnaturopaths

network & vetting process



Examples only:

Modality	Type	Vetting Tier	Accreditation (examples)
Registered Dietitian (RDN)	National or State Licensure	Tier 1	State License and Registration
Psychologist (Psy.D)	National or State Licensure	Tier 1	State License and Registration
Doctor of Osteopathic Medicine (DO)	State Licensing Boards	Tier 1	National Board of Osteopathic Medical Examiners
Acupuncturist (L. Ac.)	Other Credentialing Bodies	Tier 2	NCCAOM (45 states + DC)
Massage Therapist (LMT)	Other Credentialing Bodies	Tier 2	Most states require license
Hypnotherapist (CH, CHT)	National Licensure	Tier 3	CNHC Professional Standards Authority
Health Coaching (CHC)	Certifications & Training	Tier 3	IIN, HCI, etc.
Yoga Instructor (RYT)	Certifications & Training	Tier 3	The Yoga Alliance, 200/500 YTT

1 Credential Verification

2 Proof of Insurance

3 Randomized Background Checks

4 Annual Review

health benefits should be simple.



SoulBeing makes it easy to implement a personalized healthcare marketplace into an employee benefit strategy.

1

Education

Clear and simple explanations of various treatment pathways

2

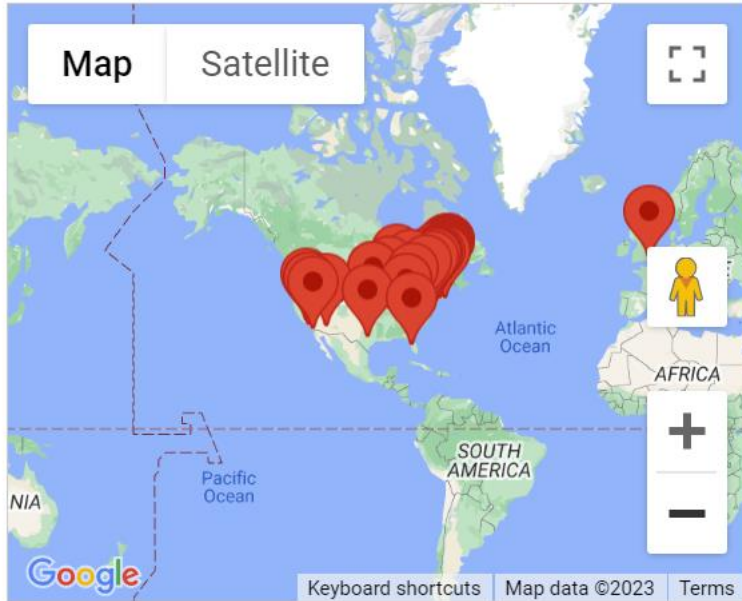
Access

Vetted providers representing 50+ service categories easily tailored to your specific population health challenges

3

Payment

Transparent pricing and HSA-eligibility across the board



Enter zip or city and state

100 Mile Radius

- Board Certified
- Accepts Insurance
- Accepts HSA
- Offers Virtual Care



Abby Johnston, Functional Medicine Health Coach

345 Brown Street, Westbrook, ME 04092
Functional Medicine, Health Coaching, Individual Counseling, Lifestyle Coaching/Counseling
★★★★★



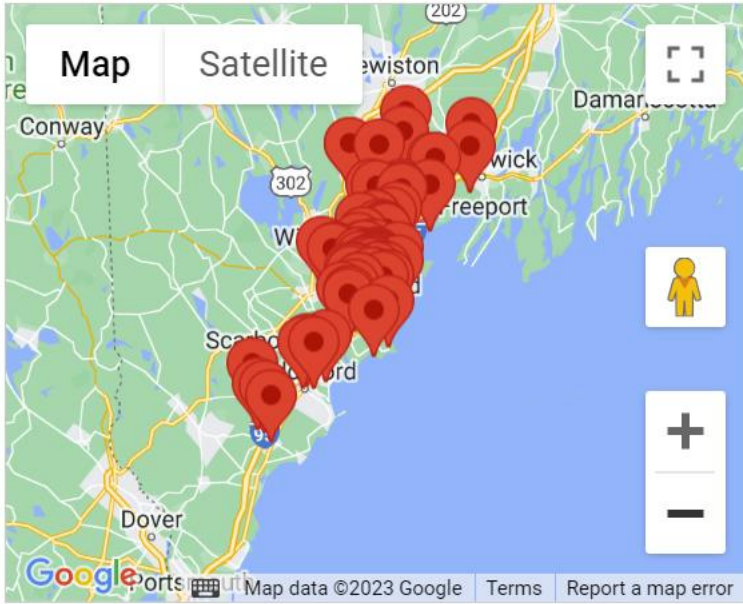
Morgan Barber, LCSW

535 Ocean Avenue, Portland, ME, United States
★★★★★



John Thompson

495 N. Franklin Turnpike
Fitness
★★★★★



Choose Therapies/Treatments ^

- Acupuncture
- Alcohol Use Treatment / Counseling
- Cancer Counseling
- Children / Adolescent Counseling
- Clinical Social Work
- Cognitive Behavioral Therapy
- Couples Counseling
- Deep Tissue Massage
- Dentistry / Dental Care
- Dermatological Treatments
- Doula / Midwife / Birthing Coach
- Emotional Health / Wellbeing
- Energy Work
- Exercise Program (For Treatment of a Medical Condition)
- Family Counseling
- Fertility Treatment (IVF, IUI, Sperm, & Egg Storage)
- Fitness

Functional Medicine

- Group Counseling
- Health Coaching
- Herbal Medicine
- Holistic Medicine / Treatments
- Homeopathic Medicine
- Hormonal Treatments (HRT)
- Hypnotherapy / Hypnosis
- Individual Counseling
- Integrative Medicine
- Lifestyle Coaching/Counseling
- Manipulation
- Massage Therapy

Choose Conditions ^

- Abdominal Pain
- ADHD
- Alcohol Use Disorder
- Allergies
- Anemia
- Anxiety
- Arthritis
- Asthma
- Autoimmune Disease
- Back Condition / Back Pain
- Bladder Condition / Bladder Pain
- Blood Pressure
- Cancer / Oncology
- Celiac Disease
- Cholesterol
- Chronic Fatigue
- Chronic Illness / Condition
- Congestive Heart Failure
- Dental Issues
- Depression
- Dermatological Issues
- Diabetes
- Digestive Condition / Problems
- Ear Condition / Pain
- Eating Disorders
- Erectile Dysfunction
- Eye Condition / Pain
- Fatigue
- Feet Condition / Pain
- Fertility
- Fibromyalgia
- Fitness
- Food Allergies / Sensitivity



Winchester Vibrant Health

<https://www.winchestervibranthealth.com/>
 Acupuncture, Functional Medicine, Integrative Medicine, Massage Therapy
 ★★★★★



Annie Watts Applied Functional Wellness Coach

851 Alewife Road Kennebunk Maine 04046
 Functional Medicine, Health Coaching
 ★★★★★



Magili Chapman Quinn, DO

270 Elm Street South Portland, ME 04106
 Emotional Health / Wellbeing, Exercise Program (For Treatment of a Medical Condition), Functional Medicine, Holistic Medicine / Treatments, Integrative Medicine, Manipulation, Nutrition, Smoking Cessation (Programs / Counseling), Strengthening, Stretching, Yoga
 ★★★★★



Leda Werrell, FNP-C

15 Main St. Suite 6 Gray, ME 04039
 Functional Medicine, Holistic Medicine / Treatments, Hormonal Treatments (HRT), Integrative Medicine, Medications
 ★★★★★



Leda Werrell, FNP-C

EDIT

CONTACT:

Mainstream Health Co.

15 Main St. Suite 6 Gray, ME
04039

Contact by Phone

Contact by Email

Request Appointment

THERAPIES/TREATMENTS:

- Functional Medicine
- Holistic Medicine / Treatments
- Hormonal Treatments (HRT)
- Integrative Medicine
- Medications

CONDITIONS:

- Allergies
- Anemia
- Anxiety

Biography

Leda Werrell is a board certified Family Nurse Practitioner that utilizes an integrative and functional medicine approach to patient care. Trained in both western and alternative modalities – she is able to use the best of both worlds to meet patient’s goals for health and wellness.

Leda’s experience includes primary care, urgent care, women’s health, wellness and forensic nursing. She enjoys taking the time to listen to patients and meet them where they are within their own health journey. Leda is a strong advocate for nutrition, movement and nature.

Originally from New Hampshire, Leda moved to Maine originally in 2004 for its easy access to outdoor activities. She enjoys hiking, spending time on the water and is always busy with her children’s various activities.

Business Overview

At Mainstream, we strive to provide world class chiropractic, acupuncture care, and holistic medical care so you can live the life that you want and deserve. Mainstream Health Co. is the small-town private practice that can deliver a massive impact for you and your family.

Our mission at Mainstream Health Company is to give more people access to high quality healthcare. We want to offer the solution for you to break free from the “mainstream” medical healthcare system by having acupuncture, chiropractic, and a holistically minded medical practitioner in your healthcare toolbox. We want our community to have a healthcare team that listens to you, advocates for you, and builds relationships with you to create a more sustainable and enhanced healthcare and wellness experience.

Appointment Types

Appointment Type	Description	Duration	Price	Type
New Patient Health & Wellness Evaluation	This appointment is for your first visit with our nurse practitioner, Leda Werrell, at MaineStream Health Co. 60 minutes are dedicated to review your health history, physical exam and create a plan of care.	60 minutes with 15 minute follow up included	\$300	In Person
Acute Sick Visit		30 minutes	\$100-110 (if new patient)	In Person
30 Minute Follow up		30 minutes	\$100	In Person

employer toolkit

webinar series (sample, ongoing)



PRESENTS:

THE RX ALTERNATIVE

INFORMATION FOR YOU
AND YOUR FAMILY TO
LEARN TO LIVE WELL
WITHOUT PAIN
OR OPIOID RELIANCE

JOIN A PANEL OF
SOULBEING PROVIDERS TO
LEARN ABOUT SERVICES
THAT ARE PROVEN TO
REDUCE AND MANAGE
PAIN AS AN ALTERNATIVE
OR SUPPLEMENT TO
PHARMACEUTICALS.

**WEDNESDAY,
MARCH 30
@ 12 PM EST**

register at:
www.eventbrite.com



PRESENTS:

AGING WITH EASE

A PRESENTATION FOR
ANYONE INTERESTED
IN LEARNING
STRATEGIES TO
IMPROVE HEALTH AND
THRIVE AS WE AGE

JOIN SOULBEING
NATUROPATH AND
LONGEVITY EXPERT, DR.
CORINA DUNLAP, ND, TO
EXPLORE THE BENEFITS
AND OPPORTUNITIES OF
AGING - CAREGIVERS
ENCOURAGED TO ATTEND!

**FRIDAY,
JULY 15 @ 10 AM
EST**

register at:
www.eventbrite.com



PRESENTS:

THE GUT- BRAIN AXIS

EMPLOYEES AND
FAMILIES WELCOME
TO JOIN FOR THIS
IMPORTANT TOPIC
EMPHASIZING
MENTAL/PHYSICAL
HEALTH INTEGRATION

JOIN SOULBEING
REGISTERED DIETITIAN
BARBARA CASACELI, RD,
TO DISCOVER THIS
COMPELLING LINK
BETWEEN NUTRITION AND
MENTAL CLARITY, MOOD,
AND OVERALL WELLBEING.

**WEDNESDAY,
OCTOBER 5
@ NOON**

register at:
www.eventbrite.com

contract to launch in under 8 weeks*

contract execution

- Execute Agreement with Soul Being
- Establish Lead Account and Implementation contacts
- Agree upon cadence for education and engagement campaigns

goal setting 2 weeks

- Review employer's health plan
- Review Health Savings Account (HSA) utilization and funding where applicable
- Establish performance objectives e.g. increased HSA participation, employee utilization, health & wellness metrics, etc.

custom access 2 weeks

- Build Custom Access to the SoulBeing portal for all employees
- Review existing benefit portal and identify potential to incorporate SoulBeing access
- Build access with unique user key or bespoke URL

LAUNCH!

on-boarding 4 weeks

Launch Webinar

- Company-wide session, intro to new benefit
- Intro to modalities and use cases
- Deep-dive into HSA utilization

Provider Showcase

- Select SoulBeing providers introduce their practice area and common use cases

On-Site Launch Event (optional)

- Lunch or Cocktail Hour to promote the launch

performance monitoring

Communication Support

- Consistent & ongoing messaging to employees:
 - HSA & health plan utilization reminders
 - Provider Showcases

Promotional events

- Encourage utilization, e.g. subsidized visits, wellness contests tied to visits, etc.

Quarterly Business Reviews

- Measure success against performance objectives

* Contingent on employer resources



For more information visit:
www.soulbeing.com
Thank you!

Request a meeting:
info@soulbeing.com