

A Different Kind of Healthcare Company

When we say we are a different kind of healthcare company we mean we're a *better* kind. What makes us better is that we guide people to take control of their own health. We operate on a simple premise: when people are given the tools they need to manage their own health and healthcare, the cost of healthcare is lower. We believe the best way to keep people healthy is to help them manage risk factors and chronic conditions, and to keep them from getting sick in the first place. To do this, we combine a powerful collection of services into a program tailored to your unique culture, setting, and workforce.

Worksite acute and episodic care, health assessments, risk reduction and disease management coaching, wellness education, occupational health, and customized technology tools come together in our **MedicalHome@Work™** solution.



MedicalHome@Work™ - Integrated Health Services at the Workplace

Working with Marathon Health	Providing an exceptional customer experience starts with the implementation phase and continues along every step of our engagement. The Marathon Health customer experience management model provides a strategic partner for helping you meet your overall goals and objectives for onsite healthcare. The result? A net promoter score that shows a 94% stakeholder satisfaction rate.
Cost-Effective Care	Our unique pricing model, performance guarantees, and proven ROI will reduce the cost of care and improve the overall health of your member population.
Clinical Services: Overview	We offer acute and episodic care services, health coaching and wellness programs, chronic condition management, occupational health, and pharmacy services for convenient access to high-quality care.
Clinical Services: Functional Wellness	Specialty services based on injury prevention, nutritional wellness, and physical fitness are available to complement and enhance the impact of your overall wellness program.
Digital Health Management Tools	Our Digital Health Engagement Tools are designed to support all aspects of the care process from primary care and health assessments to appointment scheduling, outreach, care documentation, and clinical decision support.
Employee Engagement	We provide a communications launch strategy, ongoing health promotions, and incentive support to ensure participants have everything they need to become active in their own health and healthcare.
Analytics and Reporting: Overview	We measure everything. The Marathon Health Electronic Medical Record and health center management system is designed to get you the reports you need when you need them.
Analytics and Reporting: HPI	In addition to the comprehensive reporting Marathon Health already provides, our powerful Health Plan Intelligence suite is available for 24/7, year-round access to performance and analytics tools, right at your fingertips

At Marathon Health, it is our goal to deliver extraordinary customer experiences – always. From the project kick-off when we begin to get the health center up and running through managing the center’s day-to-day operations, we strive to exceed your expectations and help you achieve your goals for onsite health.

Implementations

The implementation process is guided by a detailed project management timeline that incorporates every step to successfully launch a health center, including:

- **Facility Planning:** space-layout schematics, design, and furniture selection
- **Information Technology:** phone system, eligibility files and claims data feeds, EMR/PHR set up
- **Workflow Design:** clinical and patient flow, service model processes and regulatory compliance, ordering and inventory management of medical and office supplies
- **Communications:** culture audit, marketing plan, welcome packages, and grand opening events
- **Staff Recruitment and Training:** interview, hire, and train the right clinician for your worksite

41	Review medication list starter set & modify, if needed, for specific location	14 days
42	Pharmacy pre-Implementation Meeting with A-S Meds to verify readiness	1 day
43	Pharmacy System Set up (barcode, software)	1 day
44	Pharmacy System Training, Simulation & Mock (by webinar)	1 day
45	Concierge Services	70 days
46	Research local pharmacies	30 days
47	Determine prescription volume	30 days
48	Contact local pharmacies	10 days
49	Determine copay strategy and workflows	30 days
50	Determine pick-up strategy, data exchanges and workflows	30 days
51	e-Prescribe	25 days
55	Staffing	84 days
56	Recruit and hire	62 days
57	Discuss requirements with client	2 days
58	Research regulations regarding supervising physician	1 day
59	Post position through relevant channels	2 days
60	Receive resumes	25 days
61	Screen resumes	1 day
62	Select short list	1 day
63	Complete interviews with site executives	10 days
64	Extend offer to selected candidate	0 days
65	Hire candidate and obtain license numbers, DEA#, Medicare #s, etc.	0 days
66	Transition Period	20 days
67	Secure Supervising MD	30 days
68	Research rules and regulations regarding supervising physician	5 days
69	Post position through relevant channels	5 days
70	Receive applications	15 days
71	Interview MD candidates	5 days

Just a few of the steps in a typical implementation schedule.

Customer Experience Management

Marathon Health operates its health centers with a customer-focused account management team. While each health center has its own dedicated account manager (AM) who monitors program performance metrics and day-to-day operations, the center operations are led by a clinical advocate and medical director for all clinical areas – scope of services, workflow, and areas of responsibility.

As primary contact, the AM supervises the center staff, helps develop programs and new services, provides all reporting, and acts as the liaison between the clinical team and the customer. In short, the AM is responsible for operations and long-term strategic direction of the health center.

Customer Forum

Each year, Marathon Health hosts a customer-only event for three days in Vermont. This educational event is designed to help our community share their experiences and drive innovations in onsite health center operations and management. The program is developed by Marathon Health customers to ensure they get information on the topics that are most important to them. Explorations around incentives, engagement, ROI, clinical service scope, and best practices for onsite health, and other educational topics are offered. And there is always time set aside for networking and healthy activities. Participants often tell us it is the best conference experience they have ever had!



The Customer Forum includes a range of activities and venues – like our annual 5k to start the day with a healthy activity.

Employer healthcare costs are typically the single highest operating expense after salaries. Costs continue to rise year after year, often with no end in sight. But there is an answer, and that answer is to help people take a more active role in managing their own health and healthcare. When people know how to better manage their own health, their health improves and the cost of healthcare goes down.

Pricing Model

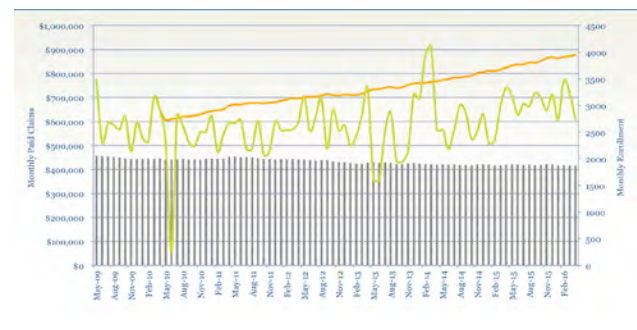
Marathon Health offers **fixed-fee pricing** for our services. This model puts the emphasis on patient outcomes and quality of care, unlike a fee-for-service setting that must focus on patient volume to maximize revenues. Cost-plus models are presented with low-cost estimates to start with, but in reality those estimates balloon at the end of the year as patient volume increases. Fixed-fee pricing provides the framework for the center staff to pay attention to the metrics that really matter: patient engagement, patients making clinical gains in their health status, and savings. And for employers who want a straightforward invoice each month, fixed-fee pricing is 100% transparent and predictable.



Return on Investment (ROI) Model

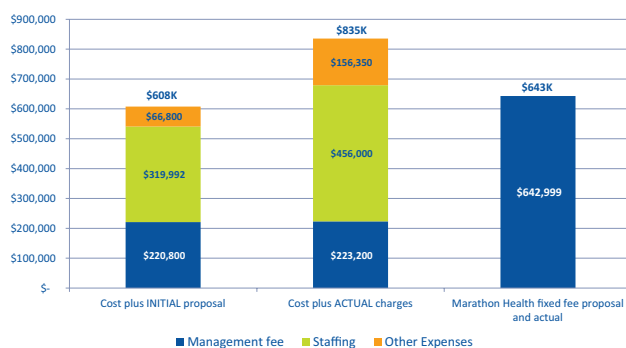
Marathon Health uses proven algorithms for measuring program ROI. We establish a baseline of health status in the population through a review of claims data, biometric screening results, and Health Risk Assessment data. Our success is measured by the positive change in the health status of the population through the implementation of our services. This is achieved by documenting how many individuals outside normal range have made progress on key measures of health risk such as blood pressure, lipids, body-mass index, blood sugar, and tobacco and alcohol use. We identify the savings from the improvements in the risk prevalence based on data from claims, predictive modeling, and the value of redirected care.

Actual vs. Projected Claims Trend: Municipal Government



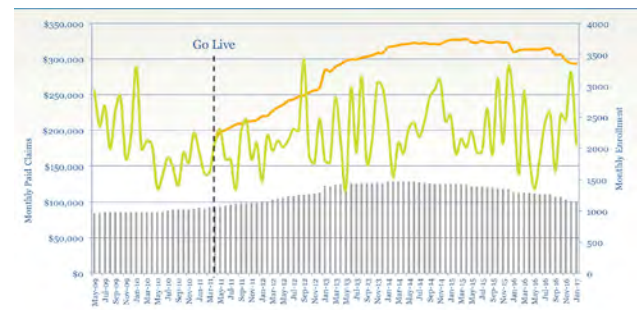
\$10.8M cumulative six year savings with an ROI of 3:1

Annual Cost-Plus vs. Fixed-Fee Charges



Fixed-fee model: simple, transparent, and predictable

Actual vs. Projected Claims Trend: Manufacturing Company



\$6.2M cumulative six year savings with an ROI of 2.2:1

The services we provide make up the medical home concept, which is an approach to comprehensive primary and preventative care based on a partnership between the patient and the caregiver. Our medical home concept includes preventative care, care coordination, technology to document and access evidence-based medical protocols, and a focus on inspiring people to take personal responsibility for their health. We embrace this concept and call our approach the MedicalHome@Work™ – it's at the core of who we are.

A Flexible Approach

To address the health needs of the entire employee population, Marathon Health has developed a fully integrated solution so that you can select the mix of services that is right for your population:

- **Prevention and Wellness** with health risk assessments, health information and management, health screenings, and risk-reduction coaching
- **Health Maintenance** including blood pressure checks, weight management, stress management, and fitness and nutrition coaching
- **Acute and Episodic Care** including annual exams, disease management, routine illness and injury, vaccines and immunology, specialist and hospital referrals, prescriptions, and medication management
- **Occupational Health** including first treatment of injury, physicals, treatment, and tests for work-related injury, RTW, case management, and travel medicine
- **Communications, Health Promotion, and Incentive Support** including marketing material, health programs, and incentive tracking and consulting services
- **Digital Health Management Tools** including a technology platform that integrates an eHealth Portal, Personal Health Record and Electronic Medical Record, evidence-based clinical decision support tools, and a data warehouse



One-on-one coaching yields valuable results.

Marathon Health clinicians provide highly personalized lifestyle coaching and disease management. At the core is our focus on behavioral change utilizing Motivational Interviewing techniques, rapid-cycle action plans, and recognition of the participant's "readiness to change." By customizing the coaching program to each of the distinct readiness phases, we are able to achieve superior rates of employee engagement, health improvements, compliance, and completion of coaching programs.



Functional Wellness Services are available to increase the impact of your overall employee wellness program and onsite health center. These supplemental services are based on nutritional education, onsite fitness, and physical therapy or rehabilitation. Services complement our core ideals of prevention and reinforce a patient's ability to take their health into their own hands.



Personal Training

Personal fitness goals serve as an important measuring stick for progress. Your onsite Marathon Health personal trainer is available to help participants set, measure, and achieve fitness and wellness goals. The trainer can work with individuals to create exercise plans that are specific to their personal fitness needs. The onsite personal trainer can also lead individual or group sessions and educational classes, and coordinate with other Marathon Health staff to ensure all employee wellness needs are being met.

Group Fitness

Onsite Marathon Health group fitness classes invite participants to join their peers to make progress towards fitness and wellness goals. Group fitness instructors provide the accountability, motivation, and fitness routine that can make the difference in keeping participants actively engaged. Our professional, experienced, and certified instructors offer classes such as yoga, Pilates, Zumba, strength and conditioning, and boot camps. The group fitness instructors are passionate about fitness and can help inspire employees to become passionate too.

Registered Dietitian

Making the correct nutritional choices is often the first step in reaching optimal health. Registered Dietitians (RD) are licensed food science professionals that can help participants understand the effects of dietary decisions on overall health and wellbeing. RDs have the tools to help participants navigate chronic conditions, weight management, food allergies, and health-conscious cooking.

Physical Therapy and Rehabilitation

Marathon Health physical therapists (PT) work to alleviate any physical discomfort that may be keeping an employee from being their healthiest. Physical therapists are licensed healthcare professionals that can work with individuals to help reduce pain and restore mobility. PTs work with a variety of orthopedic and neurological conditions, most commonly to reduce discomfort and restore functionality in a patient's neck, back, shoulder, arm, knee, hip, and ankle. An onsite Marathon Health PT can also help patients with sports-related injuries so they can work towards their fitness and wellness goals productively.

The foundation of Marathon Health's innovative approach to healthcare is our Health Engagement System,TM a proprietary suite of user-friendly healthcare tools that includes an integrated Electronic Medical Record (EMR) and our eHealth Portal. This HIPAA-compliant health data management platform creates a paperless record keeping environment that allows the clinician to access evidence-based decision support tools and document all of the participant's care in one place, provide accurate and up-to-date reports, and ensure patient confidentiality.

Member Tools

Each member receives secure log-in information to their own personalized dashboard on the eHealth Portal, which contains:

- A complete Personal Health Record
- Wellness Profile and Scorecard
- Appointment scheduling
- Personalized health improvement plans
- Fitness and nutrition trackers
- Personalized wellness initiatives and instructions
- Secure web messaging
- Searchable Healthwise® consumer health information

Clinician Tools

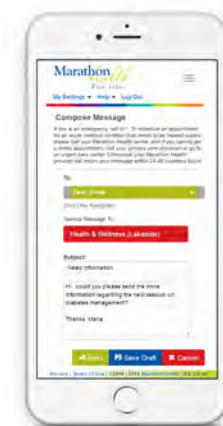
Our Health Engagement System supports the highest quality care by providing clinicians with an integrated Electronic Medical Record (EMR) platform. The EMR organizes and stores patient health information, including test results, treatment and management plans, health history, clinical notes, claims data, and biometric data, in one complete longitudinal record for the patient and the practitioner.

Additional features include:

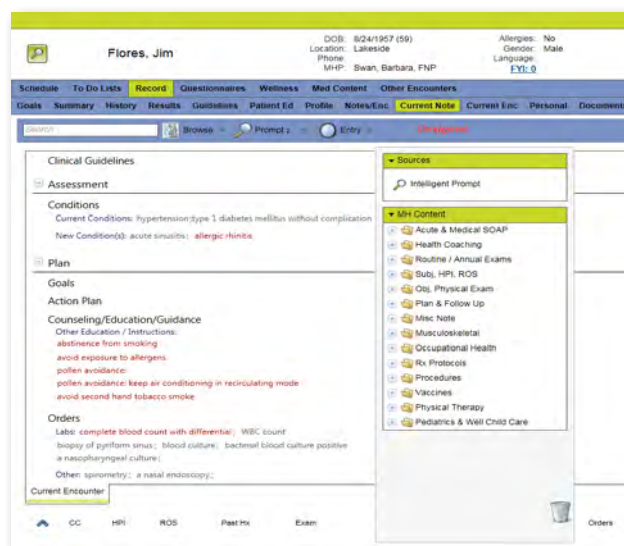
- Medcomp's MEDCIN® Engine – links symptoms and conditions with a medical knowledgebase for evidence-based guidance at the point of care
- Easy-to-use templates and workflow tools for quicker, more accurate Note completion to document clinical encounters, including symptoms, diagnoses, interventions, and follow-up
- ePrescribing, including medication history, drug/drug and drug/allergy checking, formulary compliance, and patient safety information within the EMR
- Clinician tasking and tracking functionality via a proprietary Patient List feature for proactive patient outreach and follow-up Member Tools

Health on the Move

Our web-based technology platform utilizes responsive design, allowing members and clinicians to access the EMR and eHealth Portal 24/7, on desktop computers and mobile devices such as smartphones or tablets. Members can also sync their wearable devices (such as Fitbit, Garmin or Jawbone) with the eHealth Portal and the HealthyNow mobile app (available for both iOS or Android devices) for wellness activities such as food logs, exercise logs, and healthy challenges, with automatic updates in their Personal Health Record (PHR).



Members can access all features of the eHealth Portal, including secure messaging with their provider, on any mobile device.



The EMR's Note includes clinical decision support at the point of care, guiding the clinician through the documentation process. The Note also includes Intelligent Prompt functionality for diagnosing diseases and conditions with similar signs or symptoms.

Employee Engagement encompasses all of the methods we use to get people more active in their own health and healthcare. This begins with our program marketing during the implementation phase and continues with health promotions and wellness activities. We are focused on engagement at every point of interaction with the health center and in overall program planning, with incentive solutions and targeted outreach programs to attract those who have the highest risk levels.

Implementations Communications

We have a talented group of communication specialists who provide everything your company needs to keep employees motivated, informed, and involved. We supply pre-printed, co-branded templated print materials like flyers, posters, and letters promoting various health initiatives.

Plus, we'll help coordinate email blasts, intranet content, inter-departmental contests, in-house wellness and education events, and more. We're always open to new ideas and finding out what works best for your member population. The material is customized after we perform a cultural audit to reflect the specifics of the program you are offering as well as a program brand or logo, and the costs are all included in our guaranteed and fixed annual fee.

Ongoing Engagement Program

Our communication support services continue after the health center opens. We provide a catalog of dynamic health promotions that include lunch-and-learns, webinars, health risk-specific events such as a blood pressure check, health fair support, and group programming for stress relief, weight loss, and tobacco cessation. The catalog offers a wide range of health programs designed to address the health topics that are most important to you and your organization.

Our quarterly communications campaign allows us to tell our story by meeting our eligible populations where they are – in their home or online. Each quarter, we promote themed messages including the services we provide, understanding your health, maintaining your health, and sharing your health. Additionally, we remind patients of the logistics of their health center including hours, phone, eHealth Portal address and health center location. The client account manager provides data-driven recommendations to ensure each population is getting the most out of these programs.

Incentive Solutions

Marathon Health offers standard incentive tracking and reporting in three areas:

- 1) **Process Incentives** – Data is automatically detected and reported through the EMR. For example, biometric screening materials or HRA completion.
- 2) **Outcomes Incentives** –
 - Achieving health goals
 - Achieving biometric values below risk threshold
- 3) **Custom Incentive Programs** – Designed to meet specific organizational goals

In addition, Marathon Health offers incentive administration through our partner, US Wellness.



Examples of communication materials provided to our participants.

Reporting and Analytics: Overview

We provide a wide variety of monthly and annual reports that help track and demonstrate the value of the onsite health center program. These easy-to-understand metrics are presented in a format that provides meaningful data for your management and the health center staff.

Monthly Reports

Each month, our customers receive the Clinical Activity and Trends report (CAT). The CAT report provides a dashboard view of encounters and engagement, savings (monthly and year-to-date), number of encounters by CPT code and a fee equivalent, and diagnosis information by ICD-10 codes as well as all prescriptions written. This comprehensive report is used to identify trends, address programs, and continually improve the operations of the health center.

Monthly reports include:

- Participation levels by risk stratification
- Encounters – coaching and acute visits
- Diagnoses and procedure codes
- Prescriptions written and medications dispensed
- Value of primary care delivered
- Employees with chronic conditions at standard of care
- Employees with health risk and/or pre-disease
- Employees who have made progress toward health goals
- Excess cost associated with the risk profile
- Savings associated with change to risk profile
- Healthcare costs for engaged vs. non-engaged individuals

Year-to-Date Savings from Operations

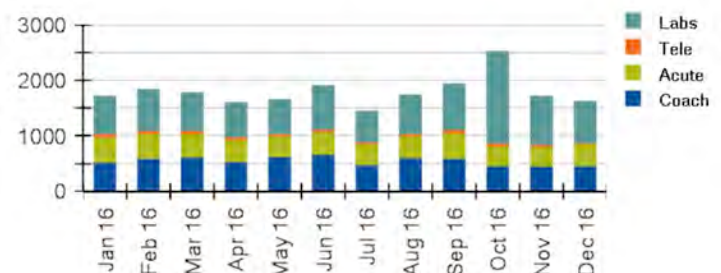
Category	Volume	Unit Cost	Savings
Predictive Impact on Medical Costs			
YTD Redirected Care	4606	\$100	\$459,541
Rx Savings from Onsite Dispensing	1006	\$35	\$35,190
Rx Savings From Risk Mitigation	1706	\$76	\$130,202
Emergency Room Visits Avoided	137	\$771	\$105,575
Specialty Care Visits Avoided	1786	\$331	\$590,666
Radiology	65	\$477	\$31,005
Physical Therapy Savings From Risk Mitigation	217	\$57	\$12,406
Hospital Inpatient	11	\$10,116	\$111,271
Hospital Outpatient	191	\$933	\$178,165
YTD Sub Total Medical			\$1,654,021
Predictive Impact on Payroll & Productivity			
Medical cost reduction for DART injuries	19	\$2,616	\$49,703
Presenteeism	1294	\$540	\$698,605
Saved time away from work	3453	\$43	\$149,377
Work Loss Days	477	\$224	\$106,948
Indirect Costs for Injuries	19	\$2,715	\$51,577
Turnover Reduction	10	\$59,987	\$599,872
YTD Sub Total			\$1,655,982
TOTAL SAVINGS			\$3,310,003

Examples of provided reports and analysis

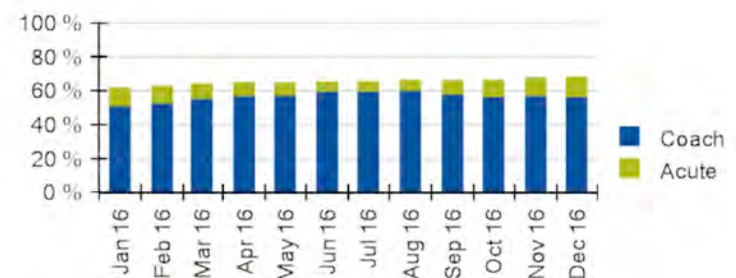
Year-End Review

The year-end review looks at the roll up of the monthly data as well as each risk factor's prevalence rate and improvement year over year. We provide a matched cohort view to ensure we are making progress with specific individuals. We also provide an overall review of the population's health in the year-end analysis. Together, this data helps us continue to refine your program and address the health risks identified in the population being served.

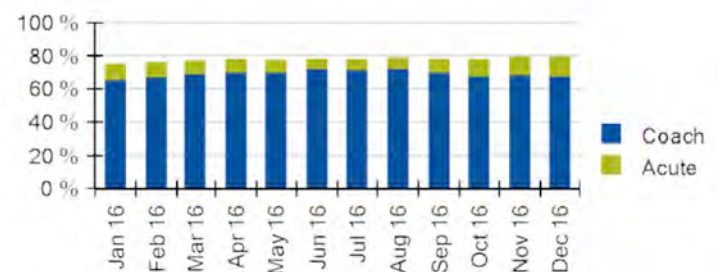
Encounter Trend by Type



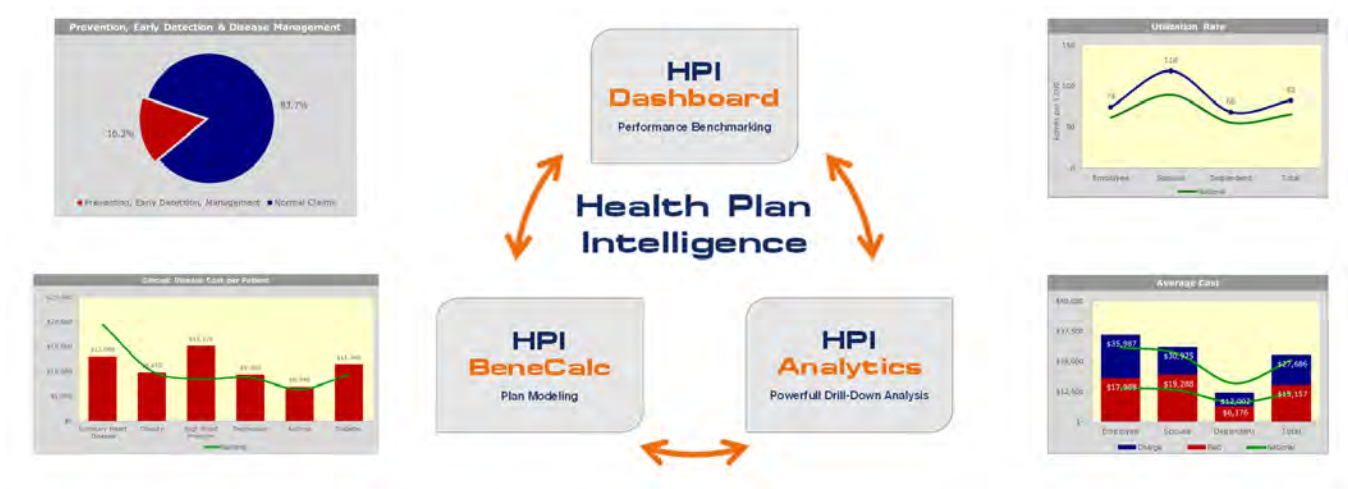
Percent of Total Population Engaged



Percent of High-Risk/Chronic Population Engaged



Marathon Health has partnered with PlanIT LLC to make the powerful Health Plan Intelligence (HPI) suite of tools available to our clients. HPI is a decision support suite of proprietary healthcare analysis tools that utilizes medical and pharmacy claims data to provide a clear understanding of how your health plan is performing and the impact of your onsite health center and overall program of population health management. These tools complement the comprehensive monthly, annual and other reporting that Marathon Health already provides.



HPI-Analytics™

HPI-Analytics is an online analytical processing tool (OLAP utility) that provides access to unparalleled and powerful views of underlying, value-added healthcare data. Through HPI-Analytics you can apply multi-dimensional filters or "controls" which provide the opportunity to reveal hidden problem areas and potential opportunities. You can slice and dice your data to develop powerful insights into spending including comparisons between users and non-users of your onsite health center(s), employees vs. dependents, office visit utilization vs. emergency department and hospital, and more.

Your Marathon Health BI analyst can assist you in the use of the tool, but the power and access is in your hands, 24/7, year-round.

HPI-BeneCalc™

HPI-BeneCalc provides you and your broker/consultant with online access to various benefit modeling applications. Through HPI-BeneCalc, you can model the potential financial and member impact of changes in plan design, medical inflation, network performance, fixed costs, stop-loss parameters, employee contributions and more.

HPI-Dashboard™

HPI-Dashboard is a management-level report which provides a clear understanding of how your plan is performing relative to industry and region-specific benchmarks. The HPI-Dashboard includes the evaluation and performance benchmarking of key healthcare utilization rates, unit costs, plan design efficiency, and the impact of specific diseases. Factors influencing the performance and cost of your group health plan (including the operation of your onsite health center[s], plan design, misdirected care, chronic disease, high-cost providers, high utilization and more) are profiled. HPI provides the opportunity to add valuable insight into the underlying issues driving healthcare costs.

Marathon Health and PlanIT work directly with your TPA and PBM to establish an interface for ongoing data feeds. There is no charge from Marathon Health or PlanIT to establish these feeds.