



Conversio[®]
HEALTH

Chronic Respiratory
Condition Management



COPD Facts & Treatment Challenges



- COPD prevalence rate of **15%** in Medicare Advantage¹
- Respiratory is **3rd highest spend category for Part D program**
- **2x higher annual medical costs** compared to avg. Medicare beneficiary (**\$28,828 vs. \$13,872** per year)
- **\$29,000+** average COPD hospitalization cost; **\$2,100+** average COPD ED cost⁴
- COPD exacerbations account for **50%-75%** of total annual cost - **high % of avoidable cost!**



High Medication Copays

94% of patients with incomes under \$25k stated they **did not fill prescriptions due to the high costs**²



Low Medication Adherence

33% avg. medication adherence³ → Non-adherent patients have a **58% higher risk of hospitalization**



Poor Inhaler Technique

85% of COPD patients use inhalers ineffectively, leading to an inadequate dose being delivered to the lungs⁸



Limited Nebulizer Medications

While nebulizers can help patients **overcome challenges with inhalers, long-acting combination medications are currently only available in inhaler form**



Suboptimal Prescribing Patterns

71% of moderate-to-severe COPD patients are not prescribed maintenance drug therapies consistent with GOLD guidelines⁸



Lack of Patient Education

Only **35% of patients are knowledgeable about COPD medications** and only **27%** are aware of how to recognize and prevent an exacerbation⁶

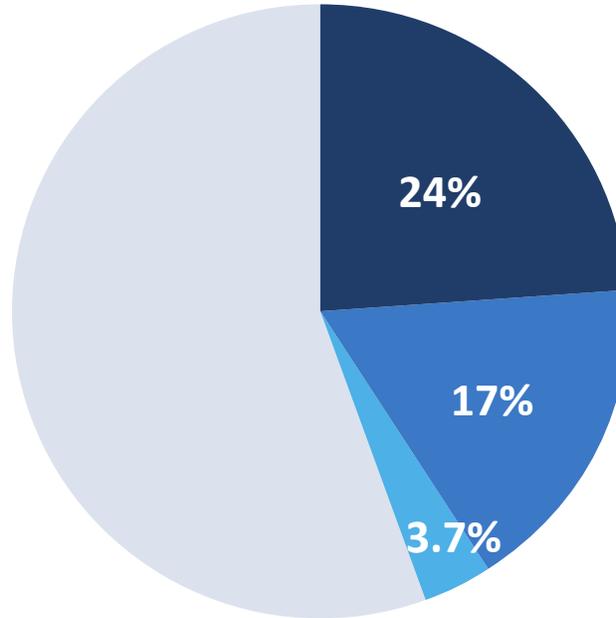
1. <https://bit.ly/3tq1qqd> 2. <https://bit.ly/31okWG> 3. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6194635/> 4. <https://www.jmcp.org/doi/pdf/10.18553/jmcp.2021.20390> 5. <https://go.cms.gov/2YptAH> 6. <http://rc.rqjournal.com/content/63/7/833> 7. <https://www.sciencedirect.com/science/article/pii/S0954611117301737> 8. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2629978/> 9. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7005599/>



THE ASTHMA OPPORTUNITY

Asthma affects **1 in 13** people in the country and costs over **\$80 Billion** annually to the US economy due to hospitalizations, poor patient education, environmental conditions.

The Highest-Risk Asthma Population



1

High intensity treatment

= needs high dose LABA/ICS or medium dose (LABA/ICS + OCS)

2

Difficult-to-treat asthma

= high intensity treatment + have poor symptom control

3

Severe Asthma

= high intensity treatment + have poor symptom control + need additional guidance with adherence and inhaler technique

\$12K

average annual total cost of care for high-risk asthma patients

62%

of asthma patients in the US annually experience uncontrolled asthma symptoms

30%

of asthma patients do not have asthma action plans

2X

Likely for pediatric patients to have asthma-related hospitalizations

Conversio Health – COPD and Asthma Condition Management Programs

Who is Conversio Health?

- Conversio Health is a **healthcare services provider** that works with health plans and risk-bearing providers to help manage high and rising risk COPD and Asthma patients

What does Conversio Health do?

- **Home delivery of respiratory medications and devices:**
 - **Unique combination-ingredient nebulizer medications with no patient copay**
 - **Inhalers and inhaler spacers**
 - **Compressor nebulizers, Smart & Portable Nebulizers, Inhaler sensors + Spirometers**
 - **Fast and Free Shipping** (even overnight!)
- **High-touch condition and pharmacotherapy management services:**
 - **Clinical Pharmacists, Respiratory Therapists and Health Coaches on staff**
 - Provide recurring patient education, support, and coordination
 - Clinical monitoring
 - Proactive clinical interventions upon increases in exacerbation risk/deviations in clinical baselines
 - **Virtual Pulmonary Rehabilitation Program**
 - Exercises, breathing techniques, educational content, COPD Action Plans, smoking cessation support + 1:1 weekly consultations

COPD/Asthma Program Goals:

- ✓ **Improve COPD/Asthma medication therapy**
 - *Help get patients on optimal respiratory medication therapy based on evidence-based prescribing guidelines, improve lung deposition*
- ✓ **Improve COPD/Asthma control medication adherence**
 - *Medication affordability, patient education, remote patient monitoring*
- ✓ **Reduce avoidable ED and hospital utilization**
- ✓ **Increase satisfaction and quality of life**
 - *By providing a **personalized program, tools, and support** to help patients, providers, and caregivers **better manage their respiratory condition***

Conversio Payor/Provider Partners in OR:



COPD



COPD and/or Asthma

Coming soon

COPD & Asthma Management Program Overview



Predictive Analytics & Risk Stratification Algorithms

- Identifies patients at heightened risk of exacerbation and generates actionable alerts
- Identifies potential suboptimal medication therapy relative to GOLD/GINA guidelines



Asthma / COPD Pharmacy Fulfillment

- Unique **long-acting combination nebulizer medications** which can help patients that struggle to use inhalers properly (e.g., hand-breath coordination and/or low inspiratory flow) – **no copay!**
- **Inhalers** for patients who prefer them across all drug classes
- Nebulizers (compressor and smart/portable), inhaler sensors + spirometers



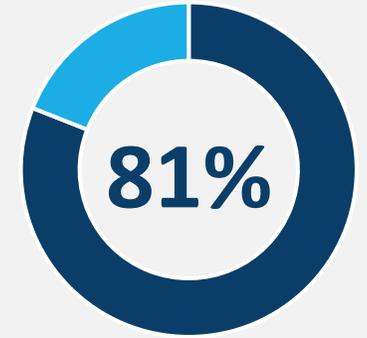
High-Touch Condition and Pharmacotherapy Management Services:

- Routine **education and touchpoints** with Clinical Pharmacists, RTs, and Health Coaches
- Recurring **COPD Assessment Tests / Asthma Control Tests**
- Ongoing medication adherence and effectiveness monitoring
- Proactive **clinical interventions to prevent and control exacerbations**
- **Inspire™ - Virtual Pulmonary Rehabilitation** program for COPD patients
- **Coordination with providers** to adjust medication therapy as disease progresses

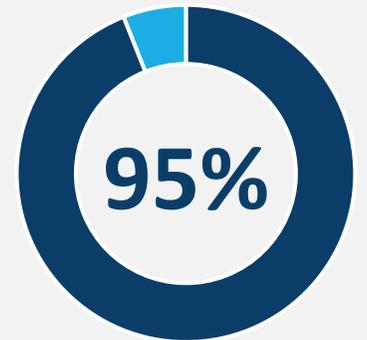


Convenient, Fast, and Free Shipping Directly to Patients' Homes

- **No cost to patient, provider, or payer** (even for overnight shipping!)



Improvement in COPD Control Medication Adherence



Patient Satisfaction



27% Reduction
In all-cause Emergency Dept. and Hospitalization rates per thousand

Conversio Nebulizer Medication Portfolio



Nebulized medication options available in every therapeutic class

- 85% of patients make critical errors using inhalers, leading to an inadequate dose being delivered to the lungs



No member cost-share removes financial barrier to medication adherence

- 94% of patients with incomes under \$25k stated they did not fill prescriptions due to the high costs

	Conversio Nebulizer Medications	Inhaler Medications Available	Nebulizer Medications Available
SABA/SAMA	Albuterol / Ipratropium (3 strengths)	Combivent	Duoneb
SABA/ICS	Albuterol 2.5mg / Budesonide 0.5mg	Airsupra	NONE
ICS	Budesonide 0.4mg	Pulmicort, Qvar, Flovent, Arnuity	Budesonide
LAMA	Glycopyrrolate 75mcg	Spiriva, Tudorza, Incruse	Yupelri
LABA/ICS	Formoterol 12mcg / Budesonide 0.5mg	Advair, Breo, Symbicort, Dulera	NONE
LABA/LAMA	Formoterol 12mcg / Glycopyrrolate 37.5mcg	Bevespi, Anoro, Stiolto	NONE
LABA/LAMA/ICS	Formoterol 12mcg / Glycopyrrolate 37.5mcg / Budesonide 0.5mg	Trelegy, Breztri	NONE

SAFETY & QUALITY

- ✓ Over a decade long history → 30+ million doses produced with no serious adverse events
- ✓ All ingredients are USP-Grade and components of FDA approved drugs
- ✓ All formulations are tested by 3rd party FDA-registered lab to validate stability over 180-day period

+ SmartNeb® Portable Nebulizer



WIRELESS

Automatic data sync via Bluetooth to Conversio Connect App

Real-time adherence data recorded via onboard storage

PORTABLE

Pocket-sized — 2" x 2.9" x 4.4"

Rechargeable lithium battery (4+ hours of continuous nebulization)

OPTIMIZED

Ultrafine particles for optimized lung deposition: 80% < 5µm

Smart sensor detects breathing to optimize medication delivery

+ SmartCap® 3-in-1 Inhaler Device

SMART SENSOR

Records inhaler medication adherence in real-time

Records inhaler technique data (hand-breath coordination, orientation)

CLINICAL-GRADE SPIROMETER

Captures FEV1 and PEF spirometry readings – from the same device

At-home spirometry in < 10 seconds

TRAINING DEVICE

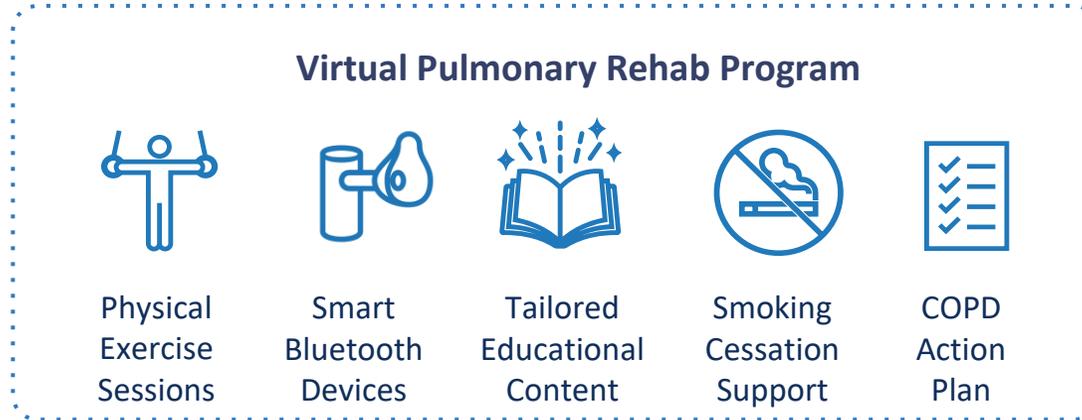
Light and audio queues train and encourage proper inhaler technique

Onboard storage allows comparison to personal best and average

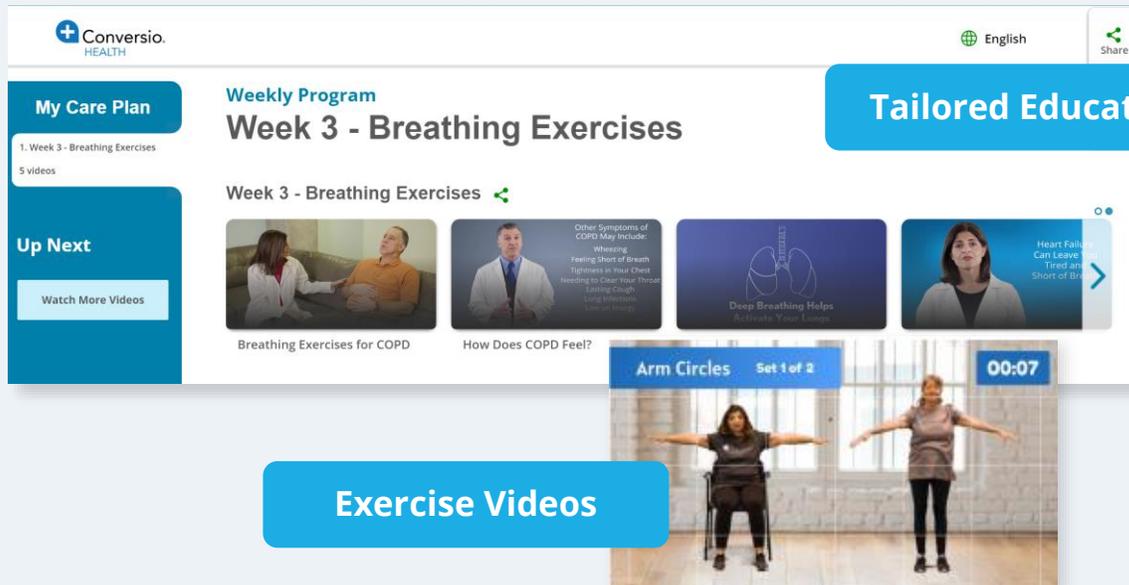


Conversio Virtual Pulmonary Rehabilitation Program


1:1 Weekly/Monthly Sessions
Between patients and Conversio Health Coaches, RTs, and Clinical Pharmacists




Improved outcomes



Conversio HEALTH

English Share

My Care Plan

1. Week 3 - Breathing Exercises
5 videos

Up Next

Watch More Videos

Weekly Program
Week 3 - Breathing Exercises

Tailored Education

Week 3 - Breathing Exercises

Breathing Exercises for COPD

How Does COPD Feel?

Other Symptoms of COPD May Include:
Wheezing
Feeling short of breath
Tightness in Your Chest
Needing to Clear Your Throat
Coughing
Lung Infections
Low Energy

Deep Breathing Helps Activate Your Lungs

Heart Failure Can Leave You Tired and Short of Breath

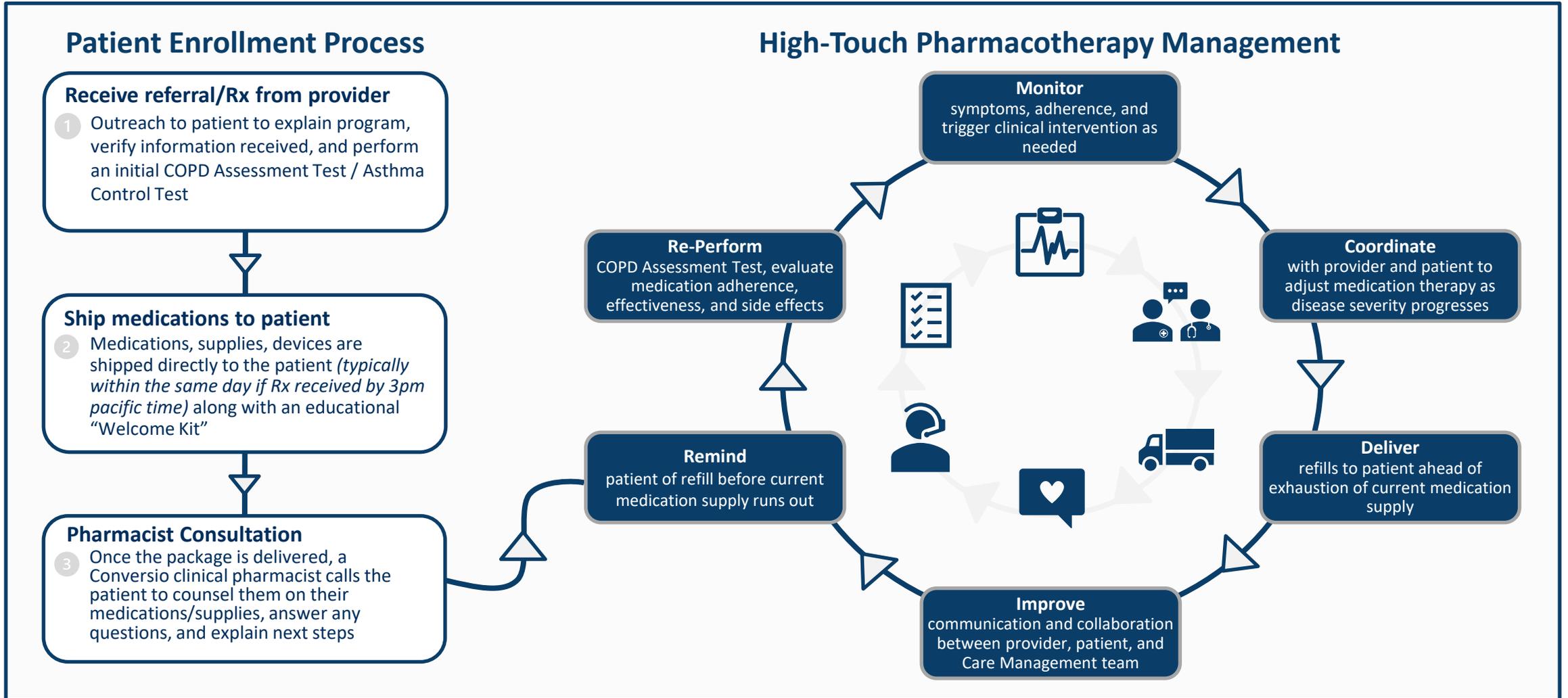
Exercise Videos

Arm Circles Set 1 of 2 00:07

Impact of Virtual Pulmonary Rehab

- Lower 30-day all-cause readmissions
- Improved quality of life, significant reductions in total cost of care
- Shown to be equally impactful as traditional pulmonary rehab
- Higher engagement due to less barriers and greater convenience

High-Touch Program Process Flow



Conversio staff average 13+ touchpoints per year with each patient



Patient Enrollment

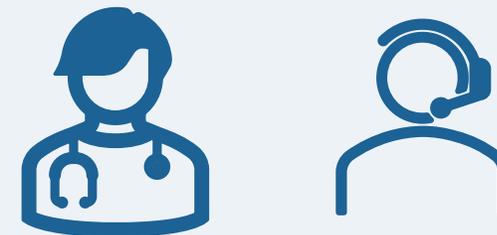
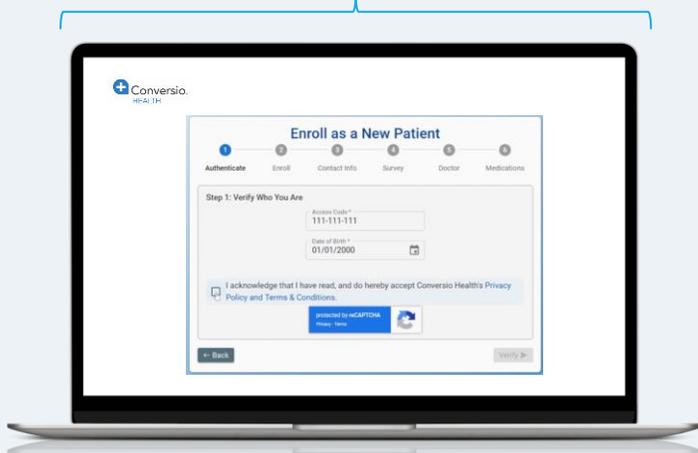
Conversio works with partners to maximize frictionless enrollment

Conversio Enrollment Channels

Referral Pathways

Conversio Sign Up Portal

Co-Branded Patient Brochures



- ✓ Co-Branded brochures can be mailed to patients meeting the agreed-upon “Target” criteria
- ✓ Caregivers, providers, or patients themselves can enroll through Signup.Conversiohealth.com
- ✓ Conversio’s Enrollment Team can call target patient population to invite and assist with enrollment

- ✓ Conversio provides monthly patient target lists, so providers know which patients to refer to Conversio
- ✓ Conversio participates in periodic recurring provider education sessions with client to socialize program benefits and review progress
- ✓ Client’s Care Management and Pharmacy teams can refer patients to Conversio (e.g., post hospital discharge, during MTM calls, etc.)

How Conversio works with providers to ensure seamless enrollment

Enrolling your patients with Conversio Health

Conversio Partners in OR:



E-Prescribe via EHR

Search for
“Conversio Health”
located at:

720 Aerovista Pl
San Luis Obispo, CA 93401

Destination: **CONVERSIO HEALTH** Force to Fax

Patient's Primary Default Pharmacy

Address: 720 AEROVISTA PLACE STE A
City: SAN LUIS OBISPO
State: CA Zip: 93401
Phone: (866) 239-3784
Fax: (800) 977-9255

Preview Rx

Fax or Email

Fax a prescription to
1-800-977-9255
or send a secure email to
referrals@conversiohealth.com

Call

Providers can also call
in a prescription to
Conversio Health at 1-
866-239-3784:



Conversio Health
NEW PRESCRIPTION
FAX ORDERS: 800-977-9255
VERBAL ORDERS / CLARIFICATIONS CALL: 866-239-3784

Patient: _____ DOB: _____
Member ID & Group #: _____ Phone #: _____
Address: _____

DIAGNOSIS:
 COPD (J44.9) Asthma (J45.909) Chronic Bronchitis (J42) Emphysema (J43.9)

ALLERGIES: NKA, or _____

NEBULIZER SOLUTIONS:
One use via nebulizer
 Albuterol 2.5mg/Formoterol 0.5mg, 2.5mg, 3ml (unit dose) SIG: BID TID QID QW QM NN
 Albuterol 0.083%, 2.5mg, 3ml (unit dose) SIG: BID TID QID QW QM NN
 Risperidone 0.02%, 0.5mg, 2.5ml (unit dose) SIG: BID TID QID QW QM NN

COMPOUNDED NEBULIZER SOLUTIONS:
One use via nebulizer
 Albuterol 2.5mg/Budesonide 0.5mg SIG: BID STOP: Advair Eneo Dulera Spirivert, or _____
 Formoterol 12mg/Budesonide 0.5mg SIG: BID STOP: Spiriva Inhaled Inhaled Serevent, or _____
 Budesonide 0.5mg SIG: BID STOP: Spiriva Inhaled Spirivert, or _____
 Formoterol 12mg/Spirivert 17.5mg SIG: BID STOP: Spiriva Advair Serevent, or _____
 Formoterol 12mg/Budesonide 0.5mg/Spirivert 17.5mg SIG: BID STOP: Spiriva Advair, or _____

EQUIPMENT AND SUPPLIES:
If patient requires nebulizer, kit, mask, filters and/or compressed air they will be provided/replaced per patient need.

QUANTITY:
Initial quantity 30-day supply, subsequent refills dispense 90-day supply, unless otherwise noted below.
Refills available for 3 year, unless otherwise noted below.

STAT Referral Hospital Discharge Patient Needs By: _____

SPECIAL INSTRUCTIONS:
Prescriber Name: _____ NP PA
NPI #: _____
Address: _____ Phone #: _____
City, State, Zip: _____ Fax #: _____

Prescriber Signature: _____ Date: _____
Signature stamps not acceptable

Any questions or issues? Call us at 866-239-3784 or email info@conversiohealth.com!

Thank you.

[LEARN MORE ABOUT CONVERSIO HEALTH →](#)

Conversio Health Contact Information:

- Toll-Free number : 1-866-239-3784
- Website : www.conversiohealth.com
- Email : info@conversiohealth.com
- Fax: 1-800-977-9255

Summary of Benefits

- ✓ Improve COPD/Asthma medication therapy & adherence
- ✓ Reduce avoidable ED and hospital utilization
- ✓ Financial savings for at-risk providers and patients
- ✓ Save time by utilizing Conversio's *personalized program, tools, and support* that help patients, providers, and caregivers **better manage patients' respiratory condition**

+ Conversio Health Asthma Program

Asthma Medication Fulfillment



Nebulizer Medications

Frequent Asthma Drug Classes

Conversio Nebulizer Formulations

SABA/ICS	Albuterol 2.5mg / Budesonide 0.5mg
LABA/ICS	Formoterol 12mcg / Budesonide 0.5mg
LABA/LAMA/ICS	Formoterol 12mcg / Glycopyrrolate 37.5mcg / Budesonide 0.5mg



Commercial Inhaler Medications (+ Spacers)

- Symbicort
- Dulera
- Breo
- Advair
- Trelegy Breztri
- Airsupra

SmartNeb Portable Nebulizer



- Enables conversion to nebulizer medications for patients who can't use inhalers properly (e.g., pediatric and elderly asthmatics)
- Records adherence
- Portable and convenient

SmartCap Inhaler Sensor + Spirometer



- Rescue inhaler utilization monitoring
- Records inhaler technique data and coaches patients on correct technique via visual and audio queues
- Doubles as a clinical-grade spirometer (records FEV₁ and PEF)

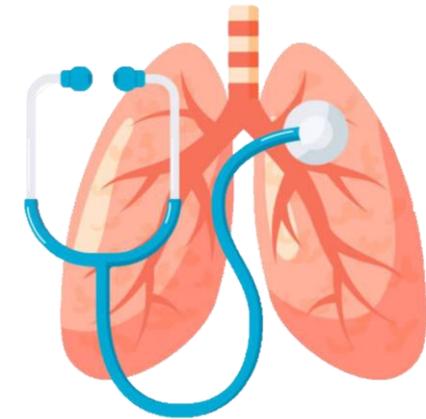
Tech-Enabled Asthma Management

Conversio Connect App



- Air quality/weather alerts for allergy-induced asthmatics
- Tailored educational content
- Gamification to encourage behavior change
- Health status assessments and more!

High-Touch Services



- Recurring education and check-in calls from Conversio Care Team
- Asthma Action Plans
- Smoking Cessation support
- Medication therapy optimization
- Proactive interventions

2022 Customer Analysis on Conversio's Impact

Significant improvement in clinical outcomes and total cost of care

Study Design

Integrated delivery system recently completed an internal health economics study on their **2,697 high and rising risk COPD** patients that were enrolled with Conversio in 2022.

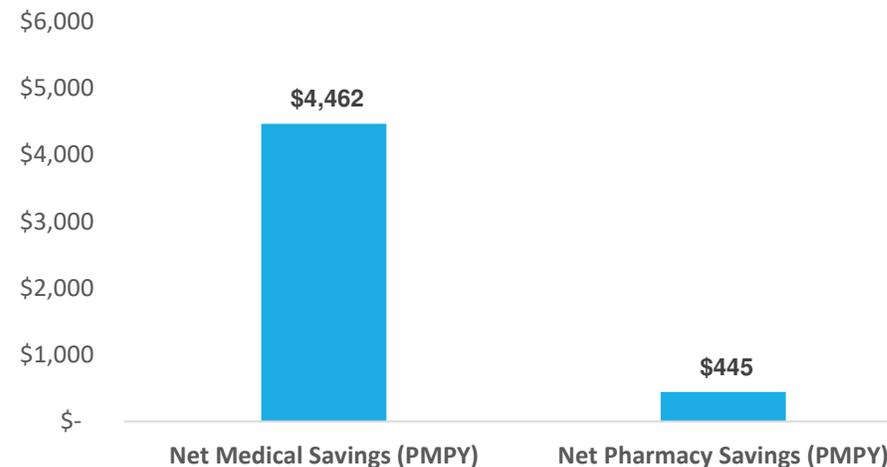
The study compared total cost of care in CY 2022 between:

1. 2,697 high-risk COPD patients that were enrolled with Conversio Health
2. A cohort of similar COPD patients that were not enrolled with Conversio Health

Clinical Results

- COPD med. adherence improved from **43%** to **78%** (*81% improvement*)
- **27%** reduction in all-cause hospital admits per K
- **37%** reduction in all-cause hospital bed days per K
- **17%** reduction in all-cause readmissions
- **27%** reduction in all-cause emergency department visits per K

Net Annual Savings by Cost Bucket



Conversio delivered **\$13.25 million** in aggregate net savings to customer in 2022