

The case for a



Preventive
Health System

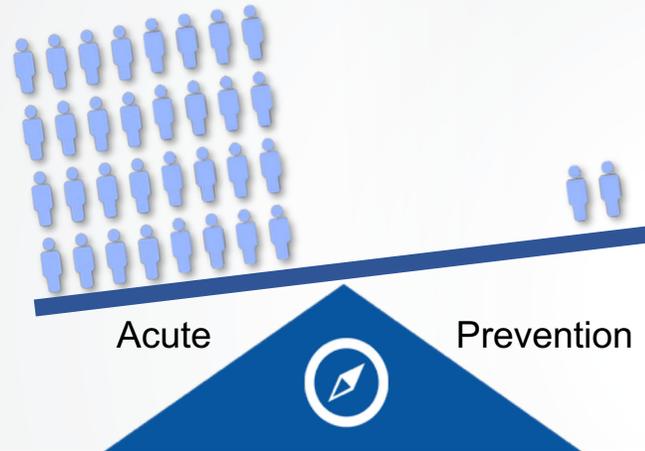
March 3, 2026

The U.S. Health System is Acute Based

OVER

96%

of health care spending is on Acute based services*



AND ONLY

8%

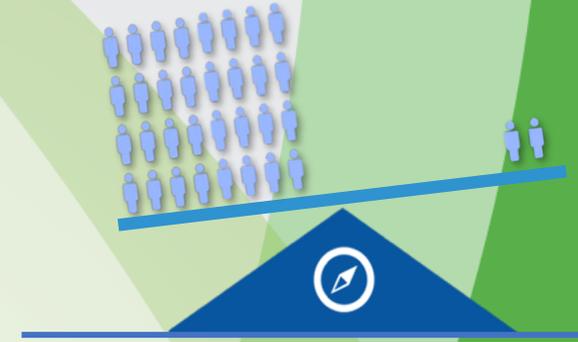
of adults 35 years & older complete all high-priority preventive services**

“Our current system is designed to address medical fires, versus fire prevention.” - Former CDC Director

*Peterson-KFF Health System Tracker and the Health Care Cost Institute both reported only 3.5% of healthcare spending in 2019 was for preventive services

**Agency for Healthcare Research and Quality (AHRQ) study published in *Health Affairs* (June 2018)

This imbalance is well known.
For over 20 years the majority of efforts to address, have been on altering primary care



Direct Primary Care

Virtual Primary Care

Value Based Contracting

Challenges to Adoption



Scaling - Significantly smaller patient panels
Capacity – Requires 3X more doctors

Complexity - Limited understanding of benefits makes choosing difficult
80% of primary care still needs to be brick & mortar

Conflicting incentives make transition difficult



All of these models have shown some positive results – while pros and cons exist for each – the reality is the adoption is very slow and is not changing anytime soon.

Insufficient **time** is the biggest reason for lack of Prevention



**University of Chicago – Primary Care Time Study
estimated 26.7 hours would be required to deliver
all patient care guidelines per day***

26.7 hours



Acute & Chronic Disease

Documentation & Admin

Preventive Care



- Acute, Chronic, Admin fill the entire day
- Prevention put on hold
- Prevention is not urgent

Given these realities, the vast majority of Prevention will need to be delivered outside the current system:



A **Preventive Health System** alongside the current one will elevate the importance of prevention and establish a more standardized process.

Prevention gets addressed mainly through health plans and company health programs, but studies confirm they suffer from low engagement



Research shows employees view prevention programs as:

- Not applicable or out of context – even with some personalization
- Too generic and not serious
- Too confusing and they're overwhelmed by options
- Requiring some type of self identification / diagnosis / fit
- “Beige”

Compounding the engagement problem – health programs are heavily marketed



Creating significant communication fatigue

Driving employees to tune out

The results highlight that companies and health plans are in a virtually impossible situation:

1. The human nature of a limited understanding of benefits
2. No standard or easy way to self diagnose or find an entry point



The Health System doesn't have **Time** to effectively address prevention & you're dealing with **Communication Fatigue**

WHAT CAN BE DONE?

Activate your own Preventive Health System:

- ❑ Leverage institutional knowledge of the Health System – use and process
- ❑ Redeploy an existing asset to establish a doctor-led front door for Prevention
- ❑ Work around communication fatigue and human nature with a simple, easily understood, and universally applicable employee campaign

Our current Health System has two very well-known processes that we can leverage:

1. **“Go see a doctor” – If you have a health issue no matter what it is, have a serious conversation with a doctor**
2. **“The doctor will guide you” to the appropriate department silo or course of action to address your issue**



- **We want to replicate this entry point and process for Prevention**
- **Reduce the requirement of self-diagnosis for engagement**

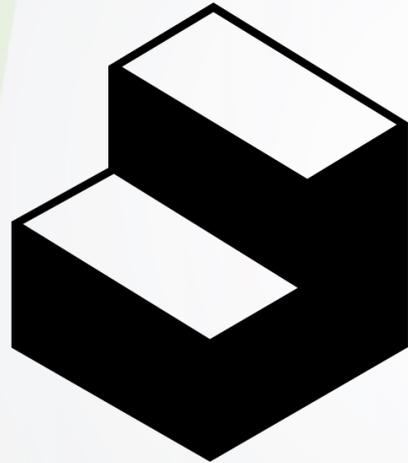
Establishing a doctor-led “front door” for Prevention is a key piece of the Preventive Health System



- **Redeploying and leveraging an underutilized asset – a Check-Up with a doctor – will establish a front door**
- **Pathfinder via Check-Ups will activate the front door with no incremental cost by using the existing covered benefit**
- **It's natural for a doctor to guide individuals to the right program(s)**
- **The front door and guidance effectively combines all the silos/programs into one system**

The reason activating your **Preventive Health System** is easy is *because you've already done the heavy lifting* (existing programs, platforms, and prevention options)

There are **ONLY 2** no-cost, simple steps left:



- 1. Establish & activate your doctor-led front door**
- 2. Communicate an independent, universally applicable, simple message, “Our Preventive Health System” is here.**

The Preventive Health System sits right alongside The Health System, relieving pressure with a familiar model

Health System

*Serious Care;
Actionable Guidance;
Focused on Acute needs
for immediate treatment;
Not enough time for
Prevention.*



- Doctor Driven
- Directs Patients to Right Care
- Feeling the pressure to be all things to all people

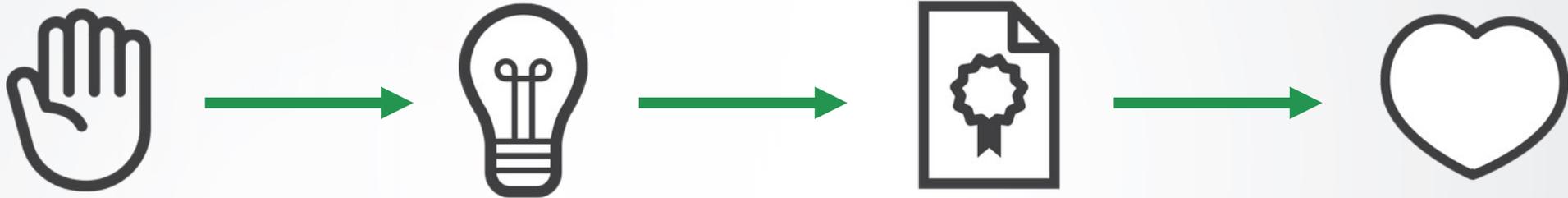
- Doctor Driven
- Directs Patients to Right Care
- Relieves pressure from the system

Preventive System

*Serious Care;
Actionable Guidance;
Focus on Prevention
for preventing disease;
Time to provide
essential Prevention*

Turn on your **Preventive Health System**

Because of its **Simplicity**, you can turn this strategy on practically tomorrow:



- No new vendors
- No new spend
- No start up costs

SIMPLY activate your current, existing programs and platforms in a new way –
The Preventive Health System!

Employees complete their Preventive CheckUp, virtually, on their schedule, *with no waiting for an appointment in the current system.*

AND Physicians guide them to the right **Preventive Health Services!**
(Already funded!)

How do you get started? We've developed all the components

CheckUps

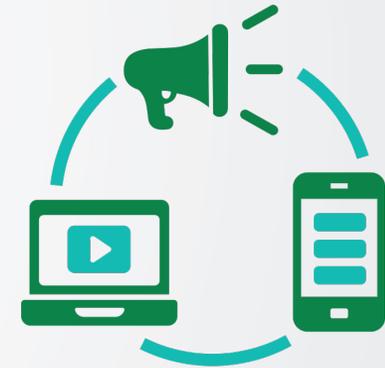
The Preventive Health System Made Simple



**Established
Registration Process**



**Secure & Compliant
Electronic Medical Record**



Full Marketing Kit

Safe. Simple. Already funded.

THANK YOU!

