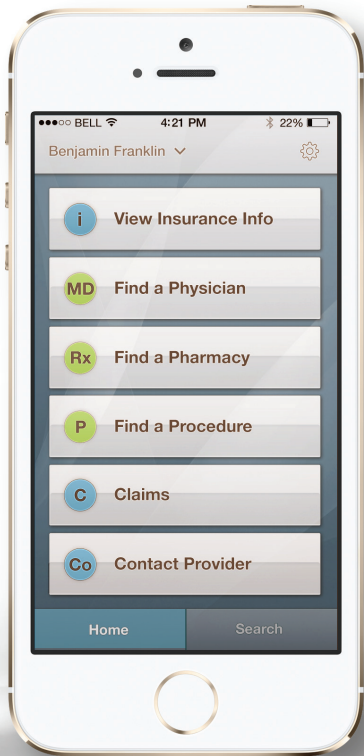


HEALTHMATE™ APP

Egen



▶ Healthcare Insurance Mobile Application Platform with Customizable Features

Owned by: Egen Solutions, Inc. – a web and mobile application provider

Patients and customers are demanding more empowerment in overall decision making regarding health-related decision making. Customer experience is becoming more important in retaining clients and increasing market share. Insurers cannot ignore the implications of a more patient/customer-centric model.

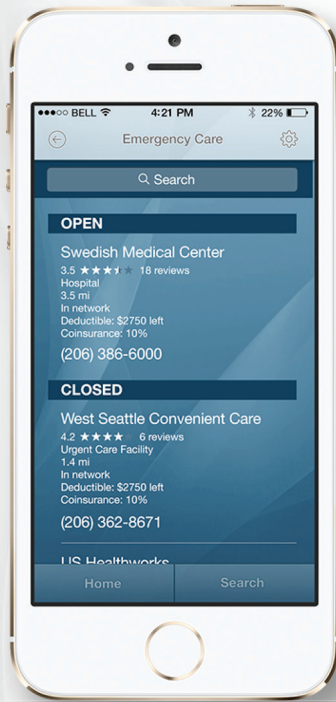
Patients/customers demand more actionable information at their fingertips anywhere, anytime and anyplace. A viable and winning mobile strategy is essential.

Easy access to information via mobile is the norm:

- ▶ In-network physicians/hospitals with contact details, locations, directions, and click to call.
- ▶ Benefits and coverage details for various procedures.
- ▶ ID insurance cards.
- ▶ Physician and hospital reviews, price transparency and comparisons.
- ▶ Other features (see below).

Mobile access to such information will reduce call center and administrative costs, as well as empower patients, thus improving satisfaction.





Why Mobile?

Although mobile devices are convenient for users, it is also important to assess how a winning mobile strategy can help the businesses grow and optimize operational efficiencies. With its Mobile Strategy tool and expertise, Egen Solutions is well positioned to assist clients in aligning strategy with business objectives.

What Mobile?

The second challenge is to determine what scenarios to support with which mobile platform. Supporting all possible scenarios on a mobile platform may be overkill; it can translate to a cluttered and unusable mobile experience. Therefore, scenarios that are by their very nature anytime/anywhere with a high repeatable frequency are optimal.

How Mobile?

Several technology alternatives exist each with a set of costs and benefits. Developing a native app may be the best alternative for some, but not necessarily so for others. Also, many organizations want to leverage current web investments, which may be possible.

Key features include:

- ▶ Review status of medical/pharmacy claims.
- ▶ Browse medication history.
- ▶ Manage health and wellness.
- ▶ Use symptom checker to learn about conditions and treatment options.
- ▶ View, email or fax member ID card.
- ▶ Monitor deductibles and current out-of-pocket balances, as well as FSA or HSA accounts.
- ▶ Keep personal "My Health Record" updated.
- ▶ Search for a doctor, hospital, urgent care center or pharmacy, as well as reviews.

Egen's HealthMate™ platform is tailored for insurance companies and customizable to integrate with in-house proprietary IT systems.

Key Benefits:

- ▶ Improve end-user experience and satisfaction.
- ▶ Improve retention rates and new customer acquisitions.
- ▶ Lower operating costs.
- ▶ Reduce claim costs by empowering customers to visit the best-valued physician or hospital.
- ▶ Improve brand recognition and awareness by using cutting edge mobile technology.