



Elevating the Standard of  
Care for Women



# Shelly Lanning | Co-Founder & President, Visana Health

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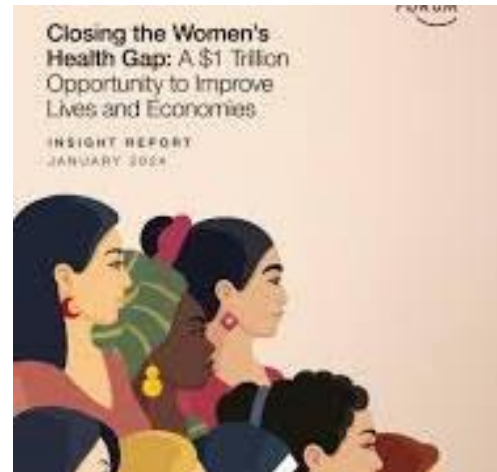
- Healthcare Focused operator & Investor
- Venture Capital Investor
- Investor / Operator
- Women's Health Investments
  - Fetal & Maternal Health
  - Obesity Management
  - Fertility
  - Complex gynecology & menopause



# Women's health is *in the news*

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McKinsey  
& Company



WSJ



Deloitte.

Urgency in  
Addressing  
Women's  
Health  
Breaking  
Barriers and  
Promoting Equity

Find out more



Deloitte.

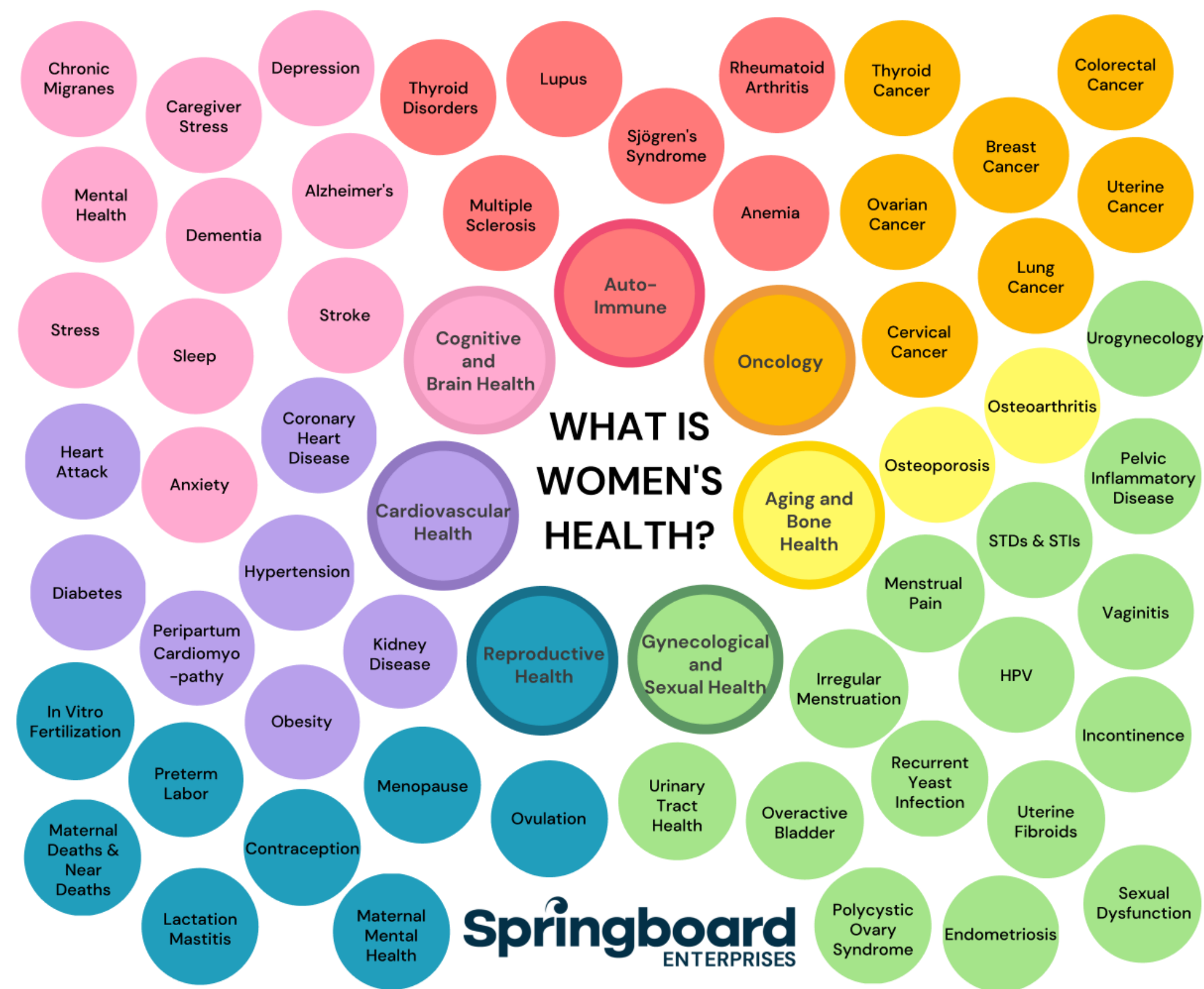


# Row v Wade – 2022

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# What is *Women's Health*?



# Women’s health categories

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Women-Specific Conditions	Conditions Impacting Women Disproportionately	Conditions that Impact Women Differently
Maternity	Migraine	Cardiovascular Disease
Menopause	Autoimmune	Alzheimer’s Disease
Endometriosis	Behavioral Health (anxiety & depression)	Chronic Pain
Fibroids	Hypothyroidism	Sexual Health
Women’s Cancer (breast, ovarian, cervical, etc.)	Osteoporosis	Behavioral Health
PCOS	Anemia	Diabetes
Contraception	Urinary Tract Infections	...
...	...	



# Women's underserved needs leads to high unaddressed costs


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Conditions That Uniquely, Disproportionately, or Differently Impact Women

## Maternity & Fertility

Infertility, Preconception, Prenatal,  
Labor & Delivery, Newborn & NICU,  
Postpartum




### Example Cost Driver:

Neonatal Intensive Unit (NICU)  
(>\$10,000+)

## Gynecology & Preventive

Female-Specific Preventative Care,  
Endometriosis, Breast Health & Cancer,  
Fibroids & Bleeding, Menopause, PCOS,  
Pelvic Floor Disorders




### Example Cost Driver:

Gynecologic Surgeries  
(~\$20,000)

## Disproportionately Women

Autoimmune Diseases, Behavioral  
Health (depression, anxiety), Thyroid,  
Migraine



### Example Cost Driver:

High-Cost Drugs  
(>\$50,000/year)

# Higher spend offers untapped cost savings opportunities

	Maternity & Fertility	Gynecology & Preventive	Conditions Disproportionately Impacting Women
Total Population PMPM	\$30.04	\$45.19	\$38.18
% Plan Spend	5.5%	8.3%	7.0%

High Risk Pregnancy, L&D, infertility, neonatal ICU, etc.

Endometriosis, fibroids, menopause, breast health, well woman, etc.

Migraine, autoimmune, behavioral health, etc.



# Women's cost drivers are *different*

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- Use more healthcare than men
- Direct more healthcare for their families
- Have increased pharmacy spend
- More surgeries
- More OOP spend
- Long wait times; care deserts
- Siloed care
- Stigmatized
- Underlying “*so what*”...
  - Common conditions so they impact a good number of your employees
  - Happen while employed by you

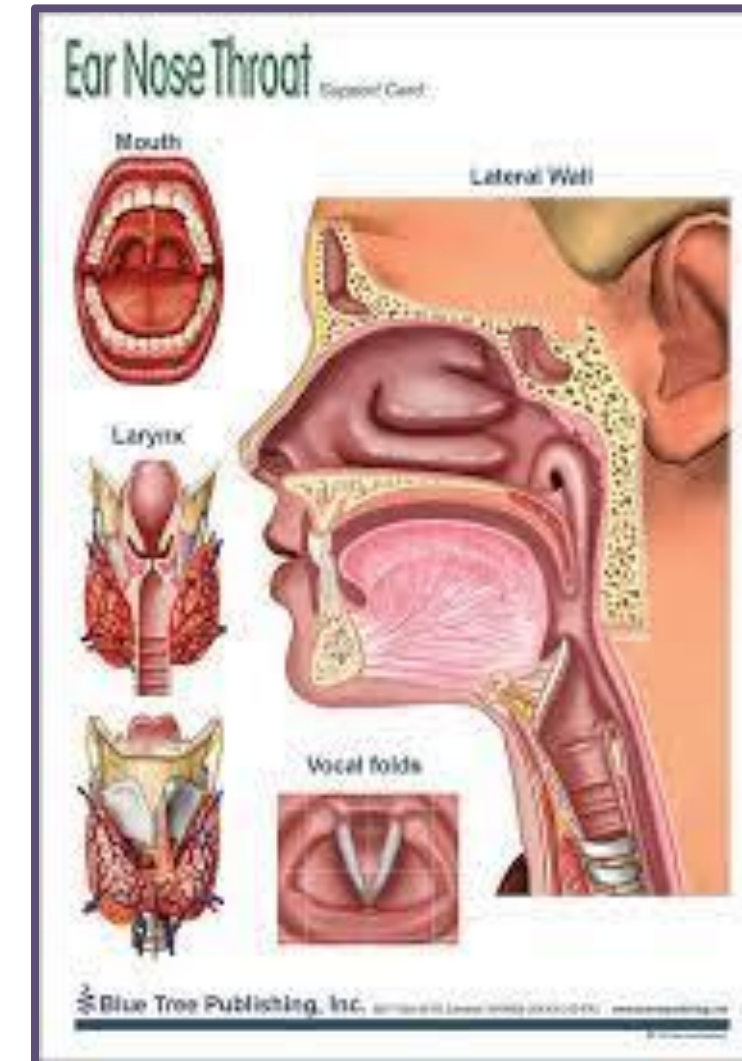
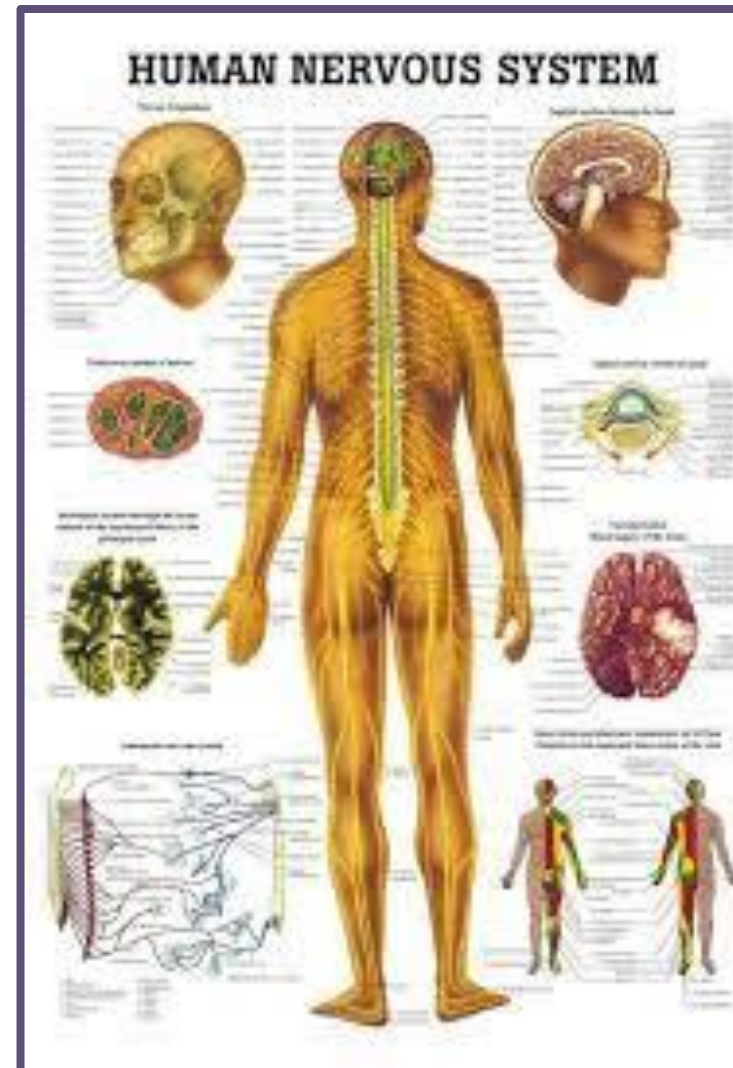
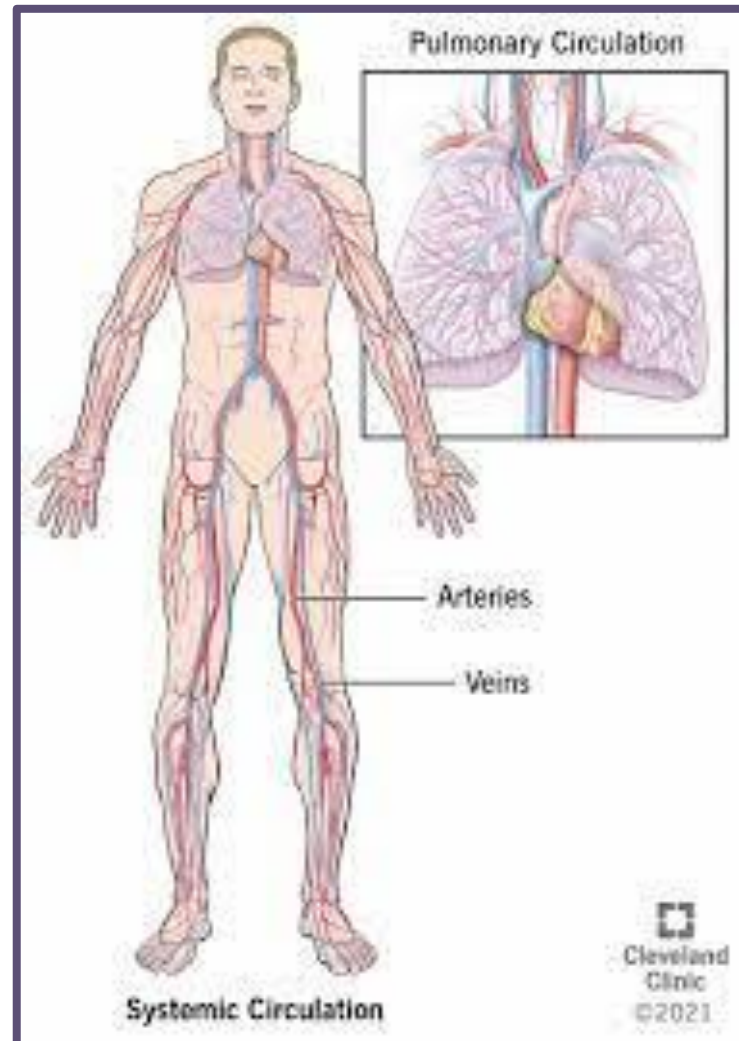
# How can this be?

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# Humanity is male

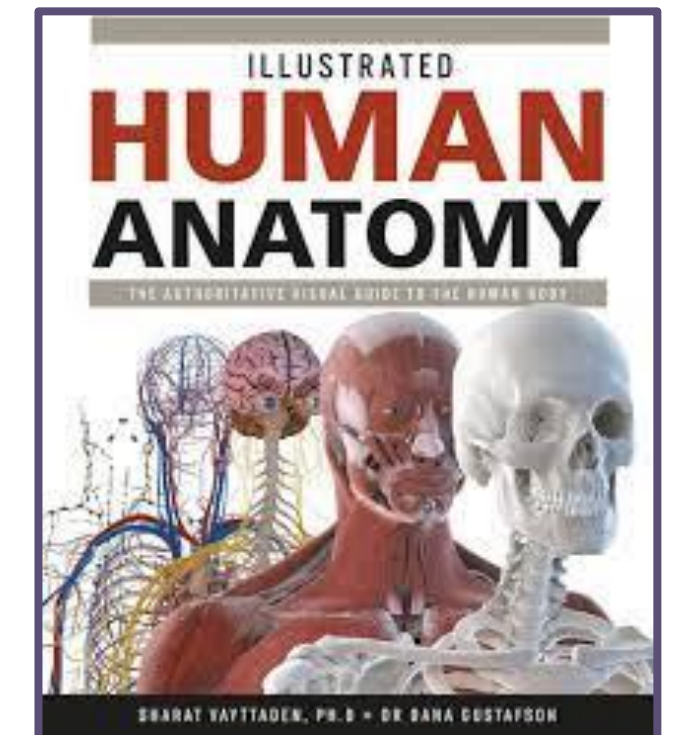
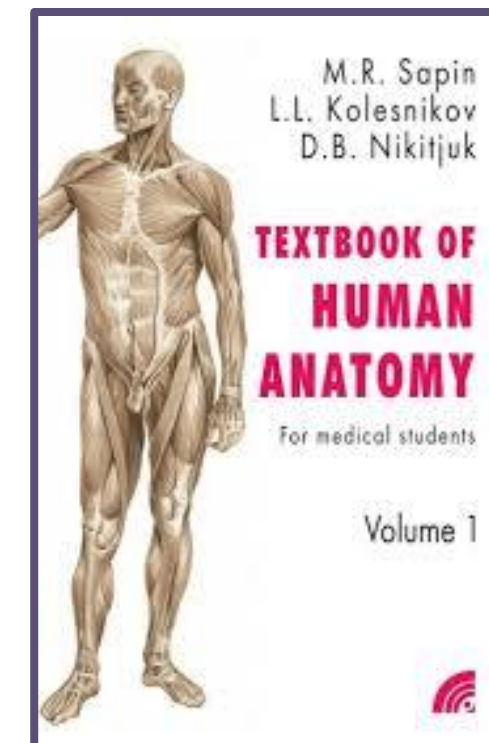
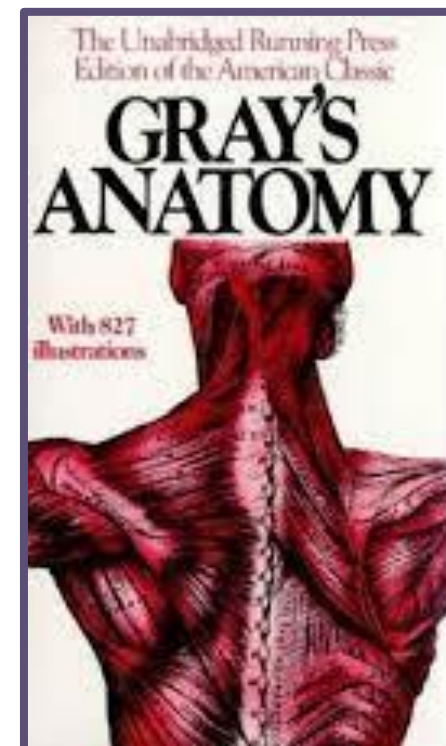
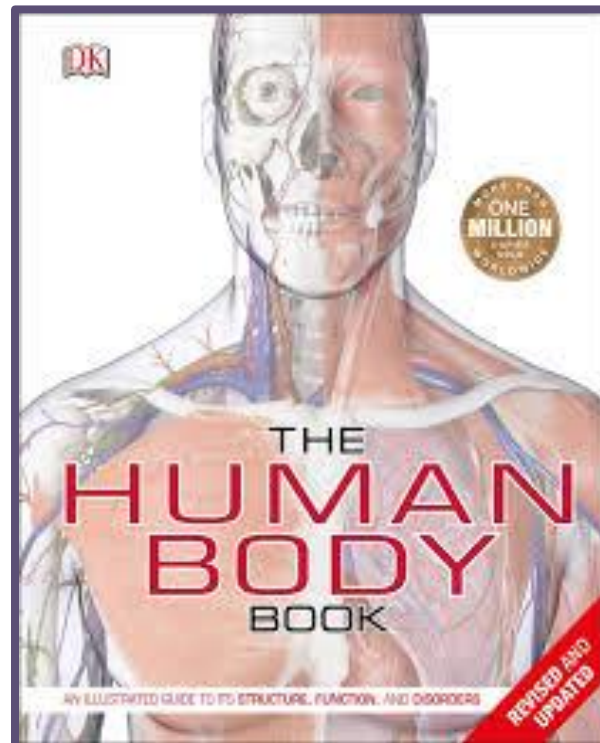
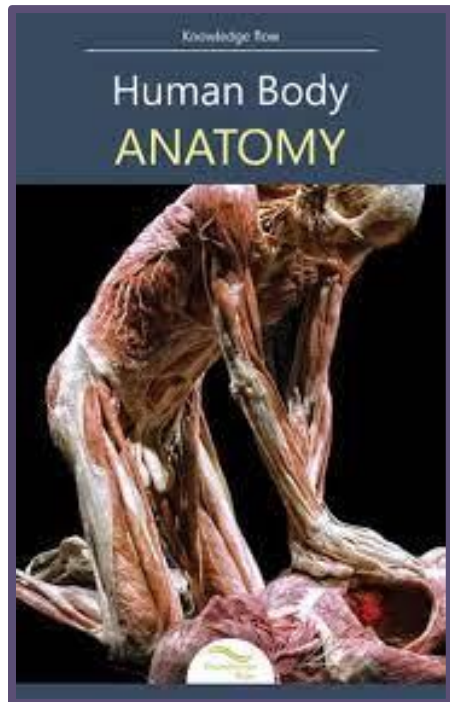
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# Male *default bias*

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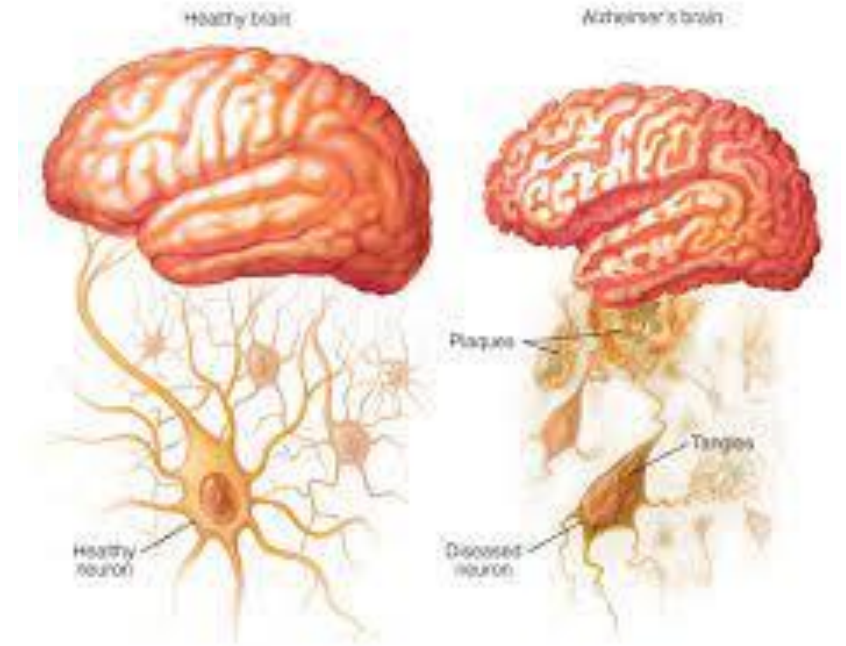
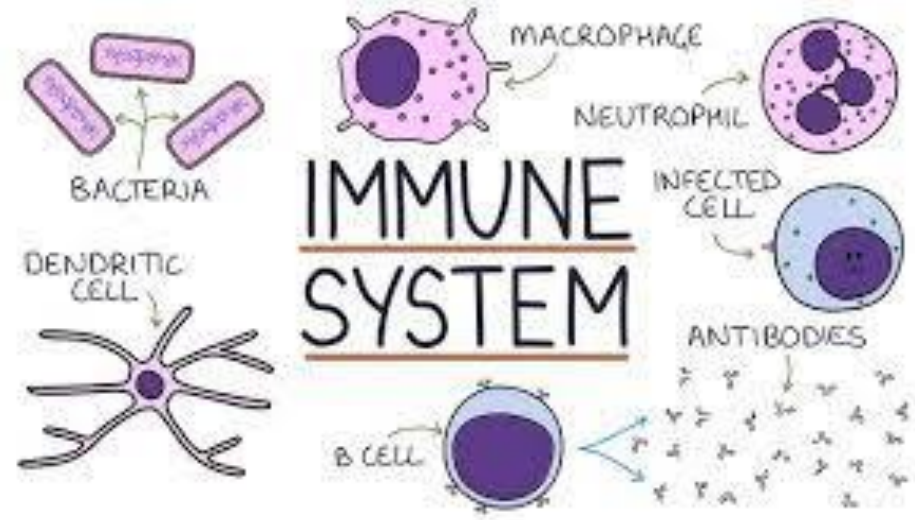
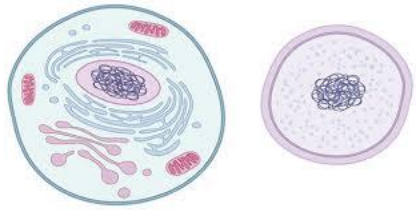
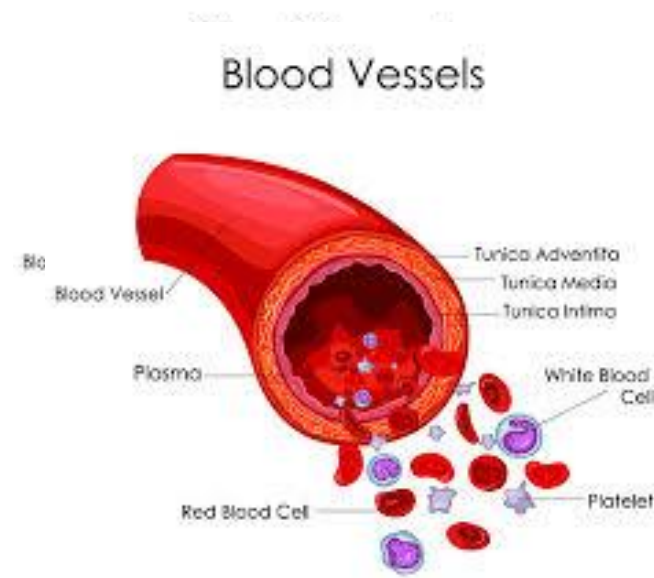
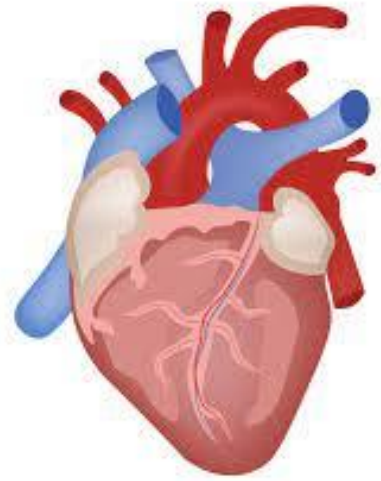
# Sex differences are *substantial*

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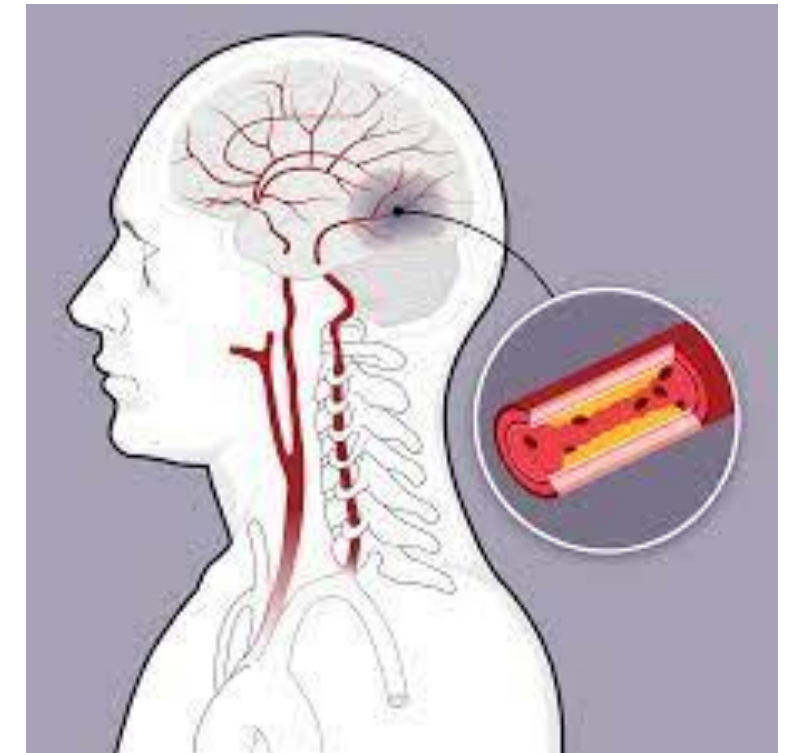
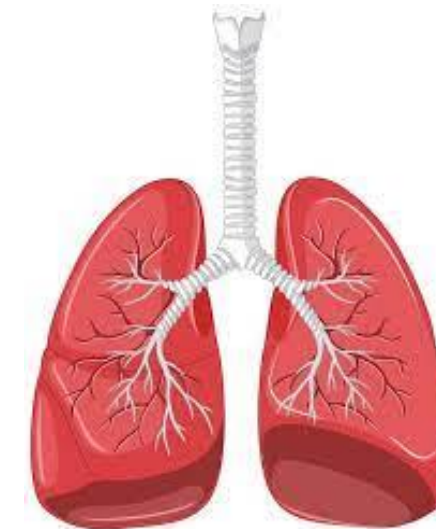




# Sex differences impact everything



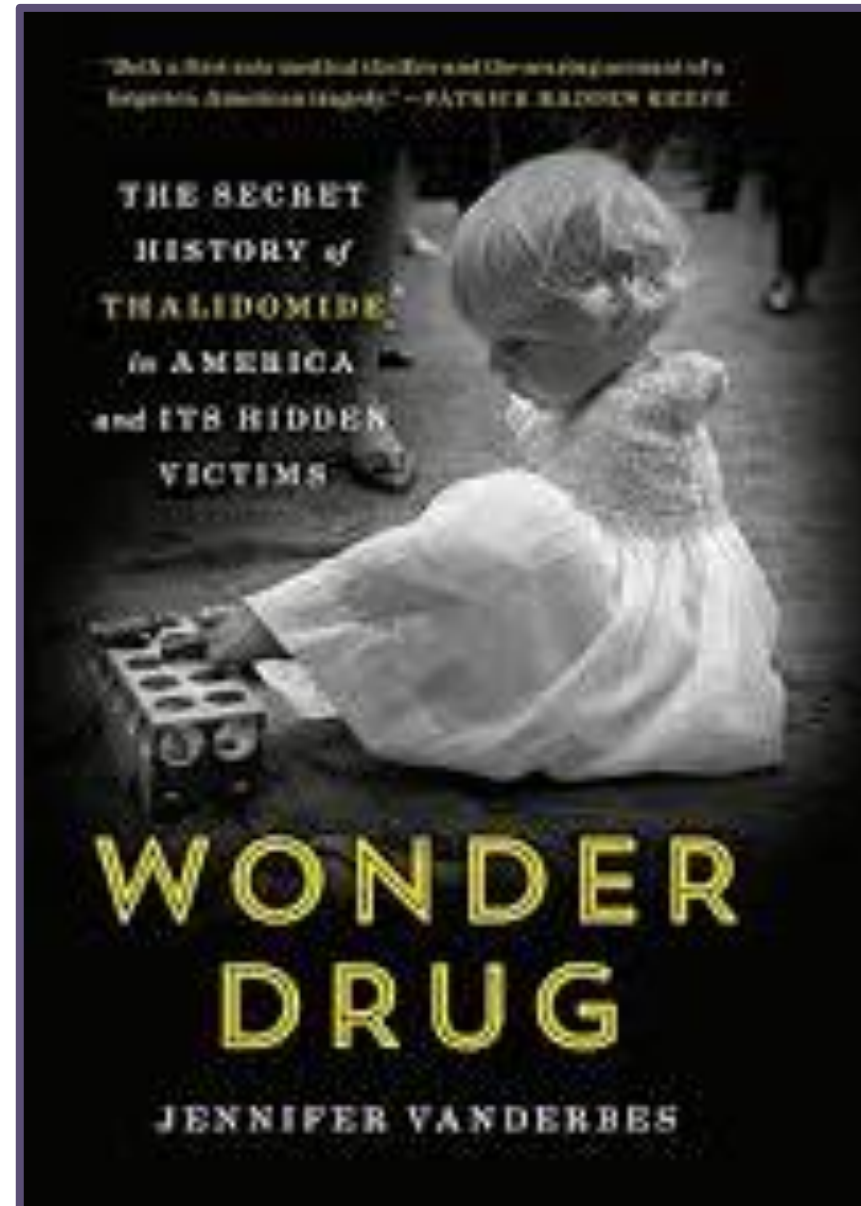
**Healthy Brain**      **Severe Alzheimer's**





# Thalidomide

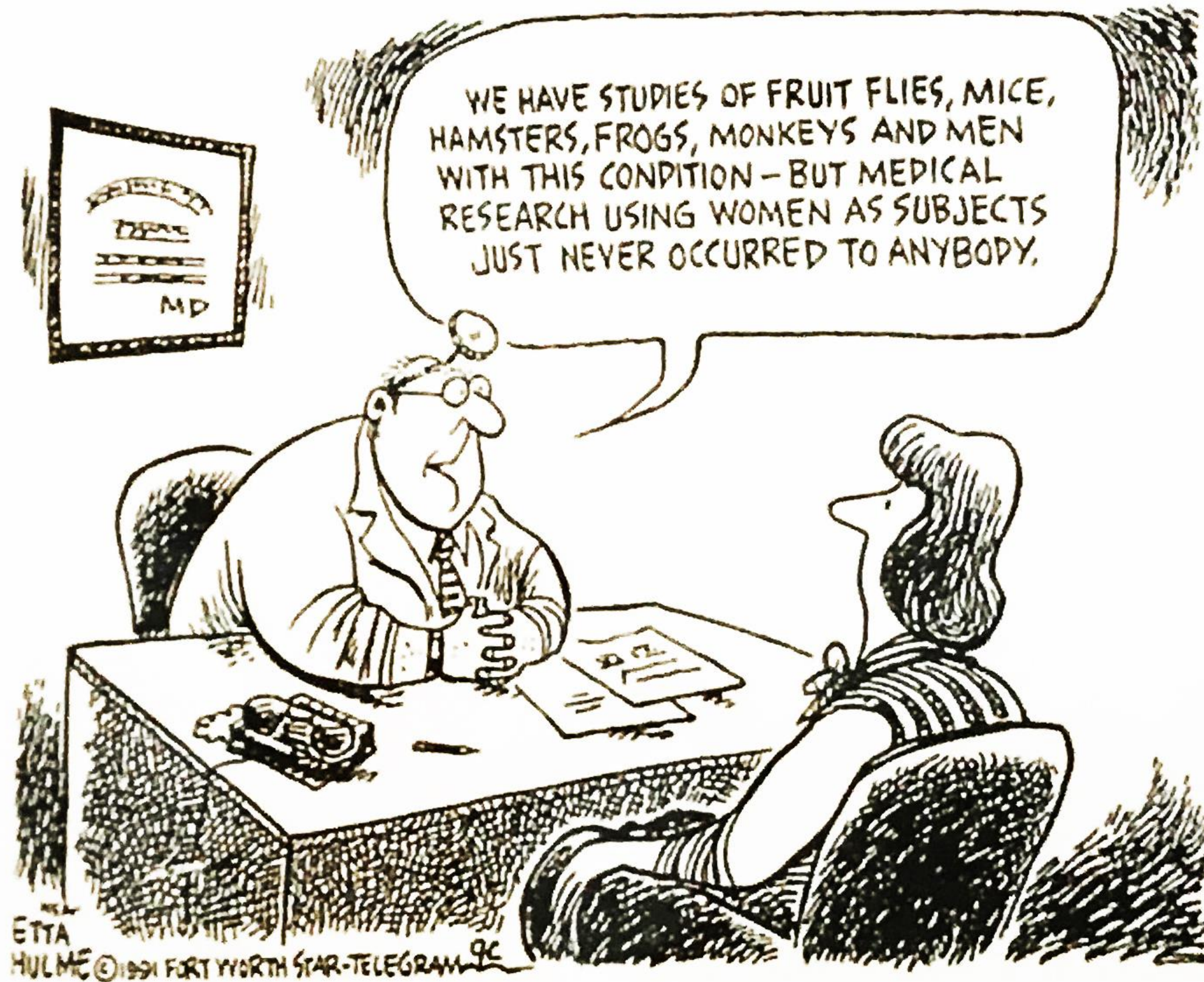
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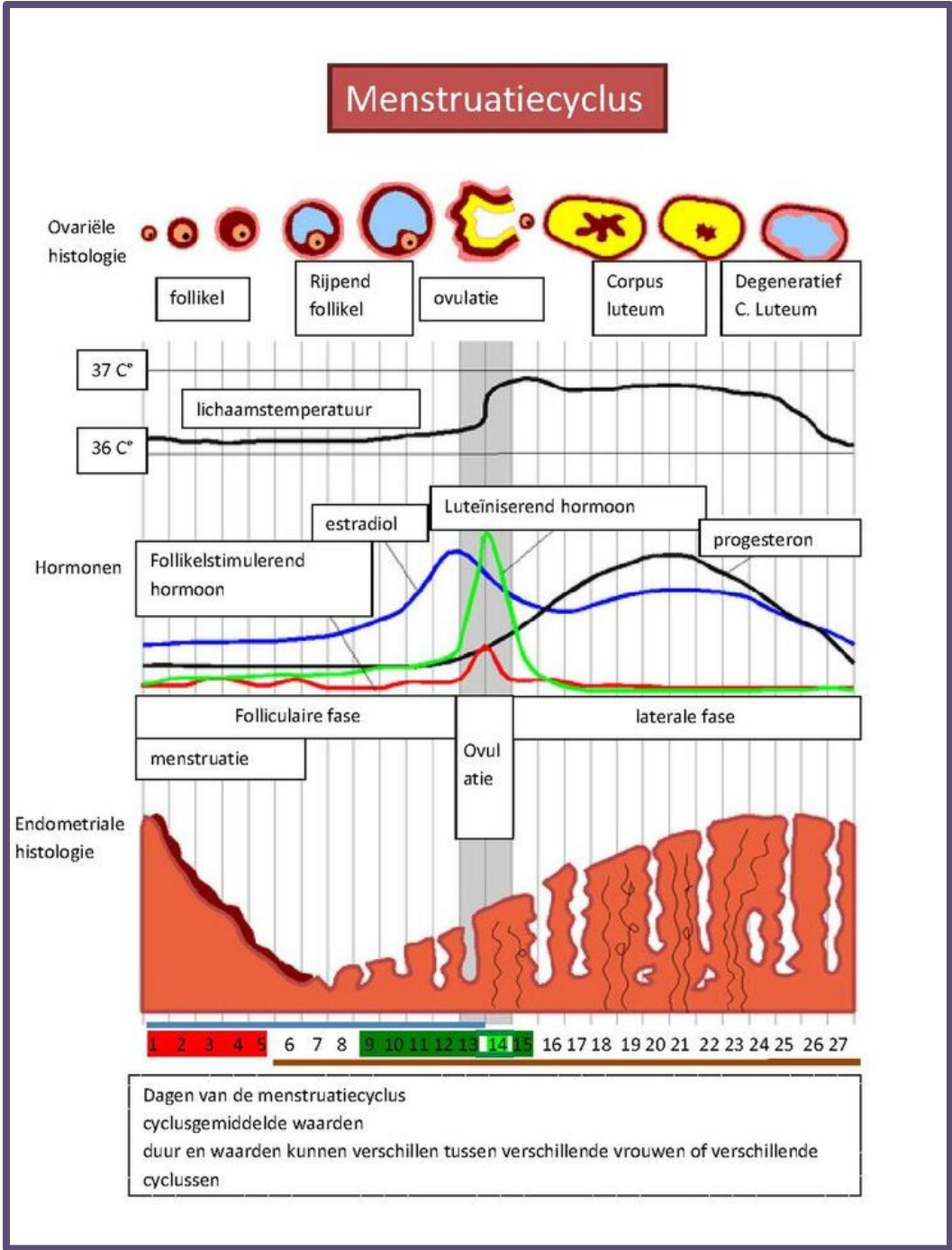
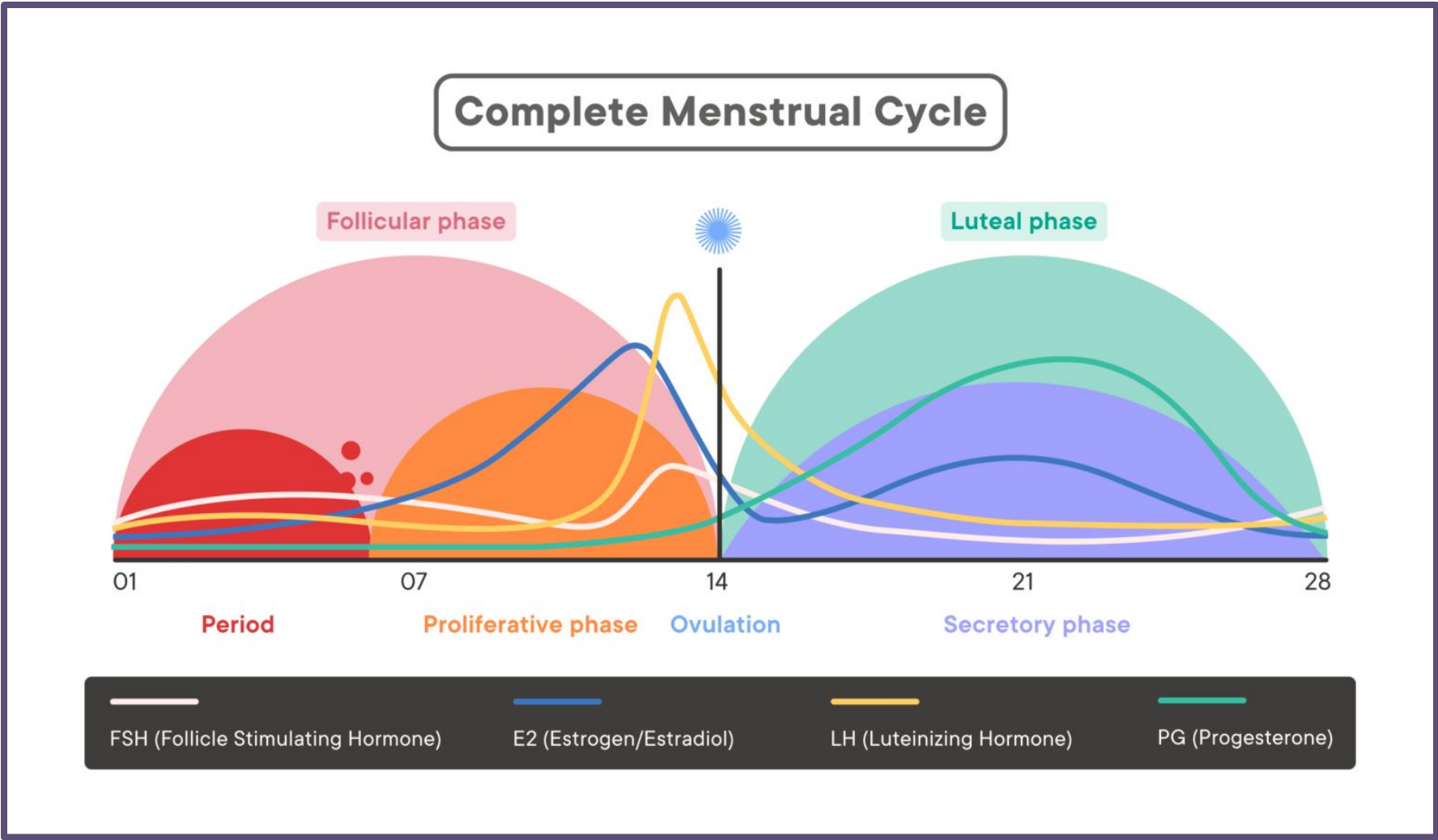
# Limited research

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# Hormonal fluctuations



# Women's health is a **top 3 priority** & **top 5 cost** for employers & plans

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90%

Of women have health concerns beyond maternity

73%

of women don't receive treatment for certain women's health conditions<sup>1</sup>

45%

of women have a gynecologic surgery each costing \$19,203<sup>2</sup>

99%

of women feel menopause has negatively affected their career<sup>3</sup>

# What do *women* want?

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Innovative Care & Payment Models That Include:
Increased Access
Attract & Retain Talent
Patients to Feel Heard
Improved Symptoms
Easy, Fast Appointments
Convenience
Reduced Costs
Whole Person Care

# Women’s health categories

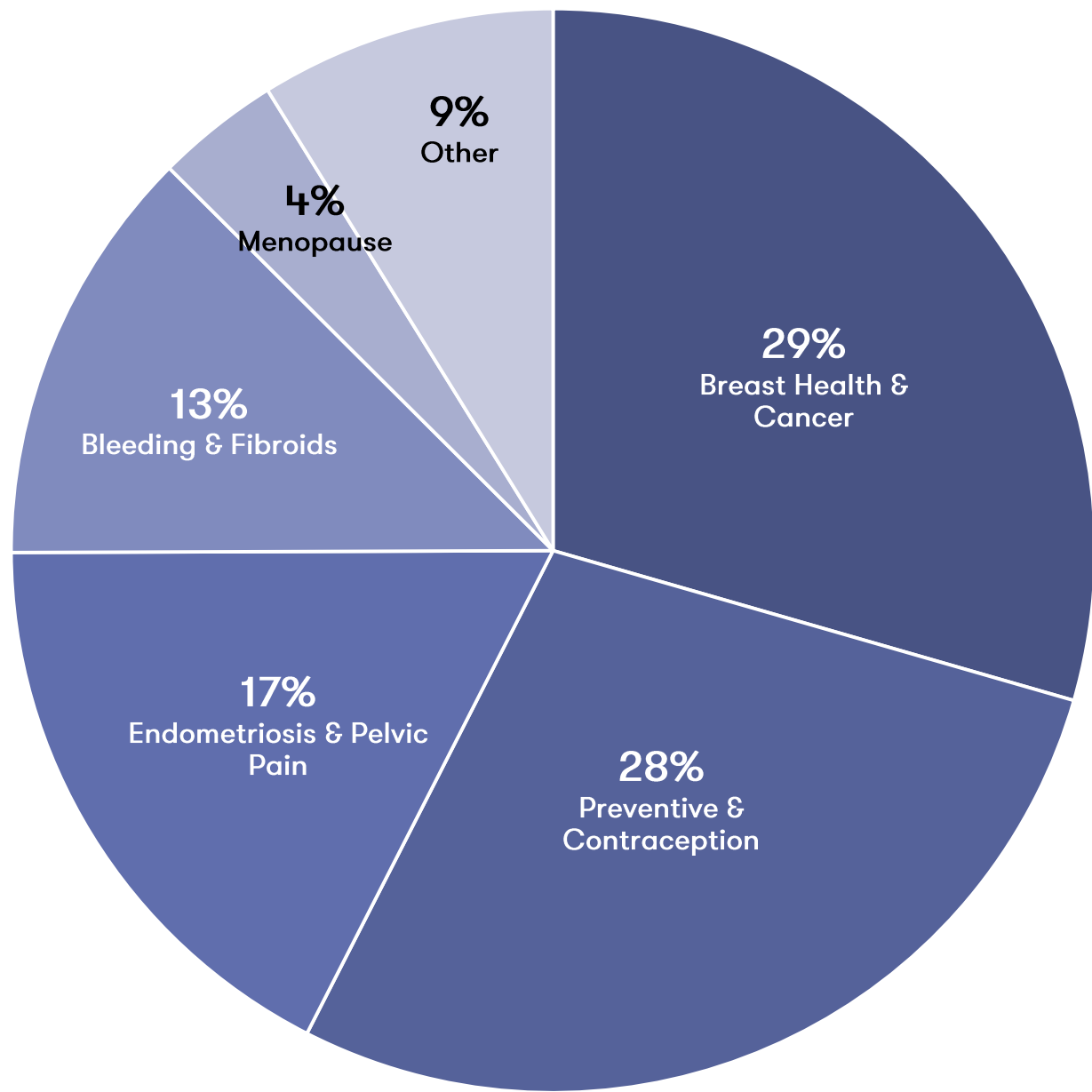
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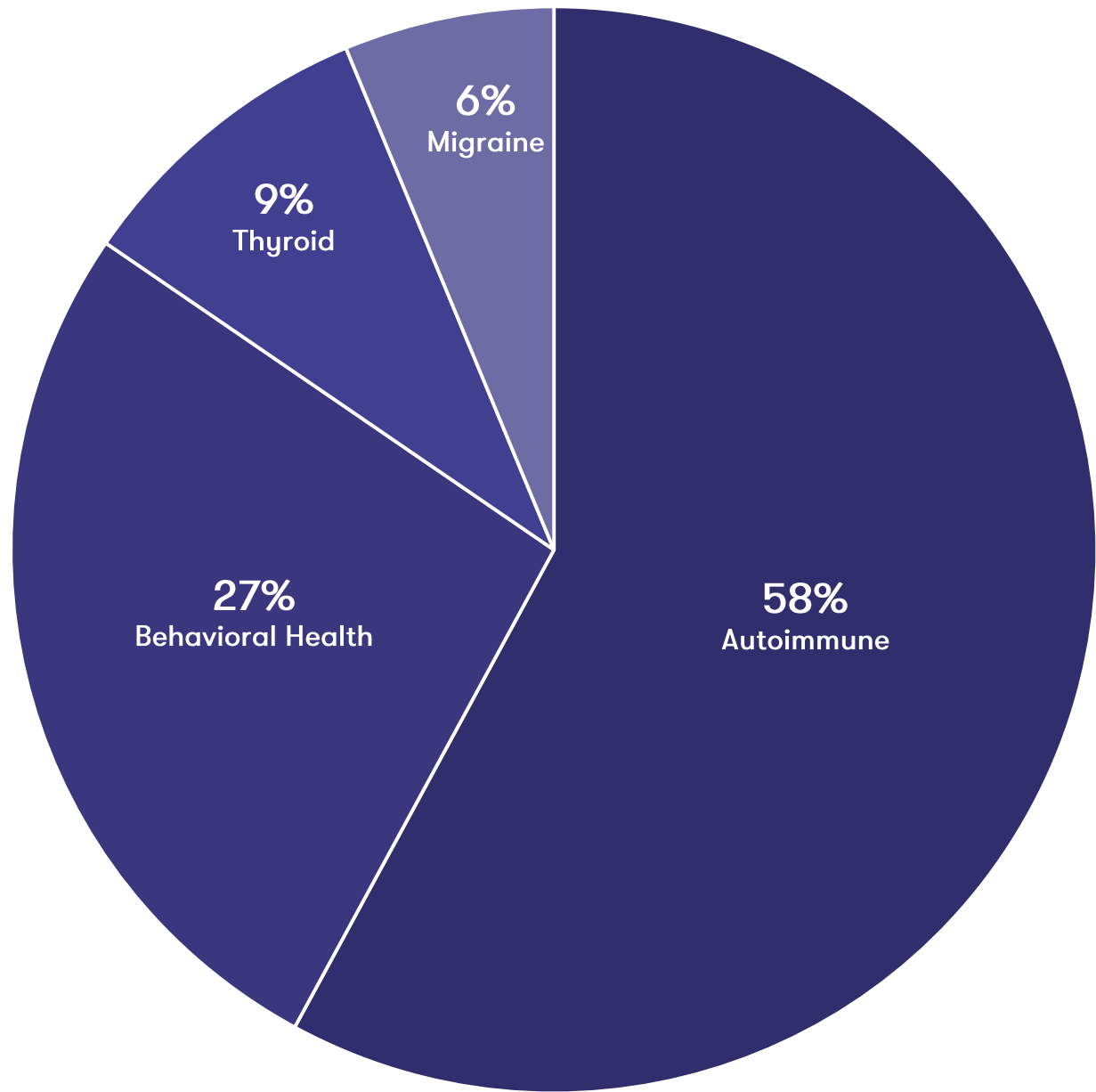


# Women’s health conditions that *drive spend*

Gynecology & Preventive Care  
Spend Drivers

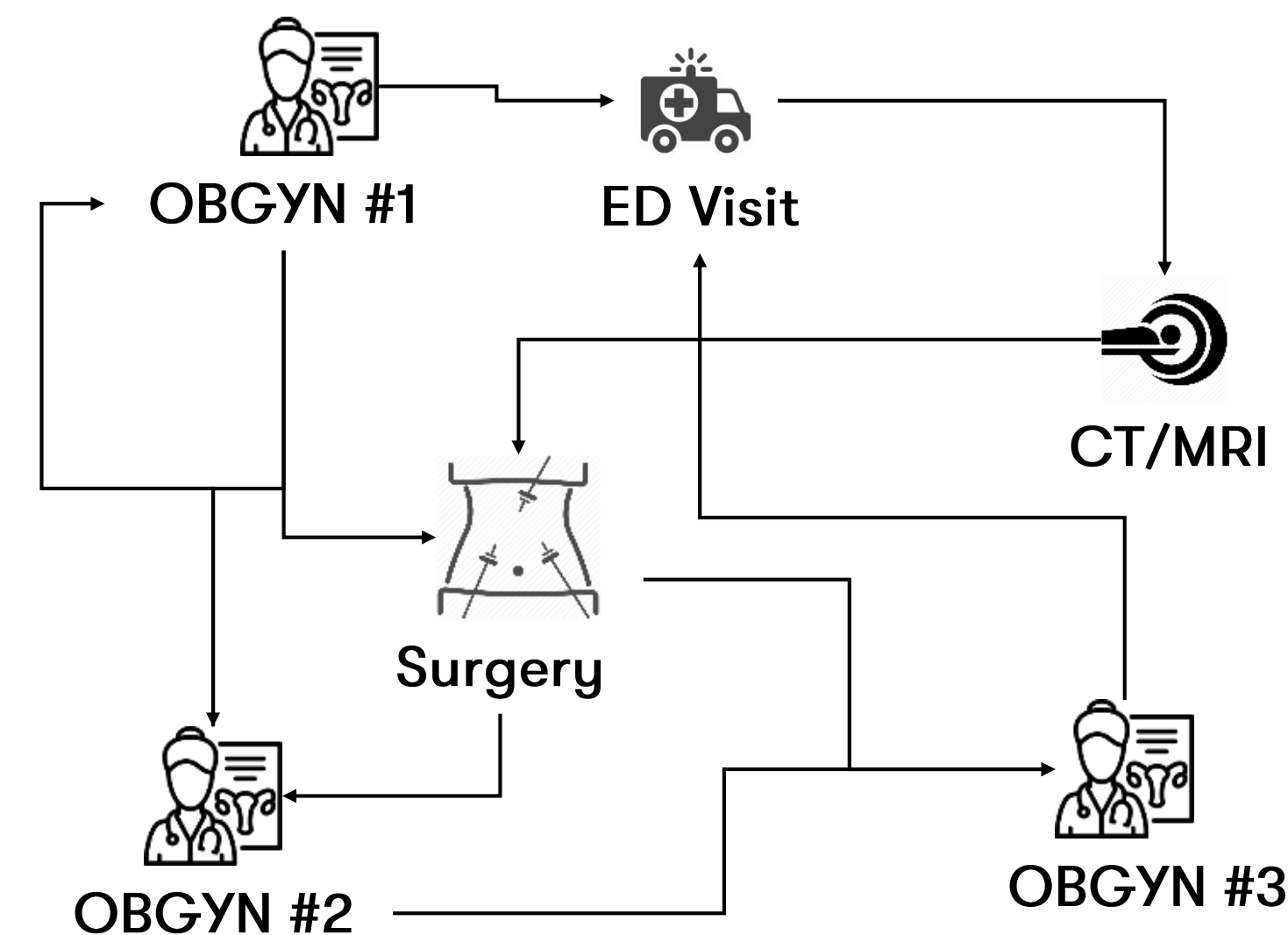


Conditions Disproportionately Impacting Women  
Spend Drivers



# Innovative care models

## Typical Care



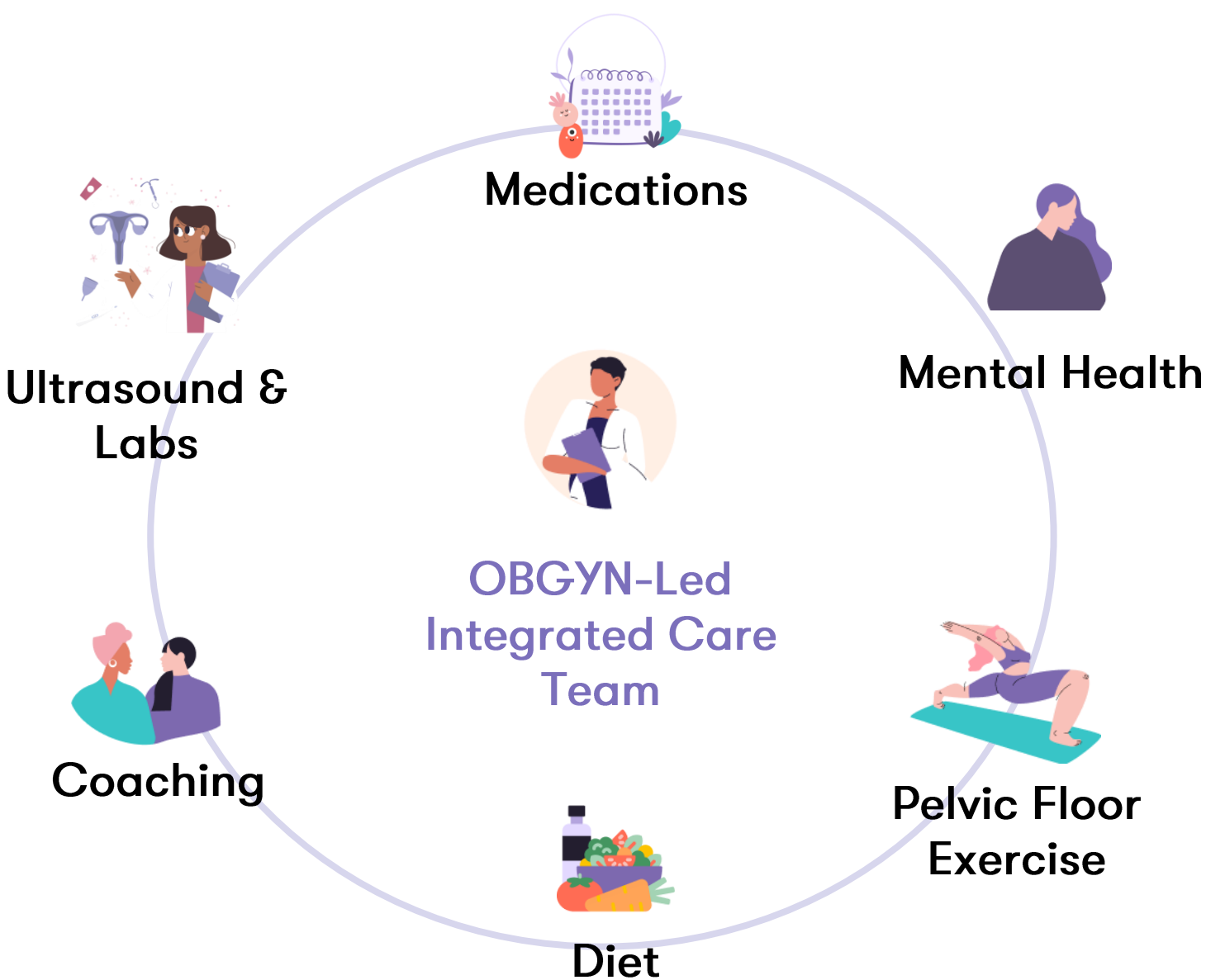
3-10 Years

Time to Treatment

60% Surgery Rate

1-year post-diagnosis

## Innovative Care



<1 Months

Time to Treatment

10% Surgery Rate

1-year post-diagnosis

# Evidence-based women’s health clinic

## Comprehensive

Treating the **widest range of women’s health conditions**, from menstruation to menopause



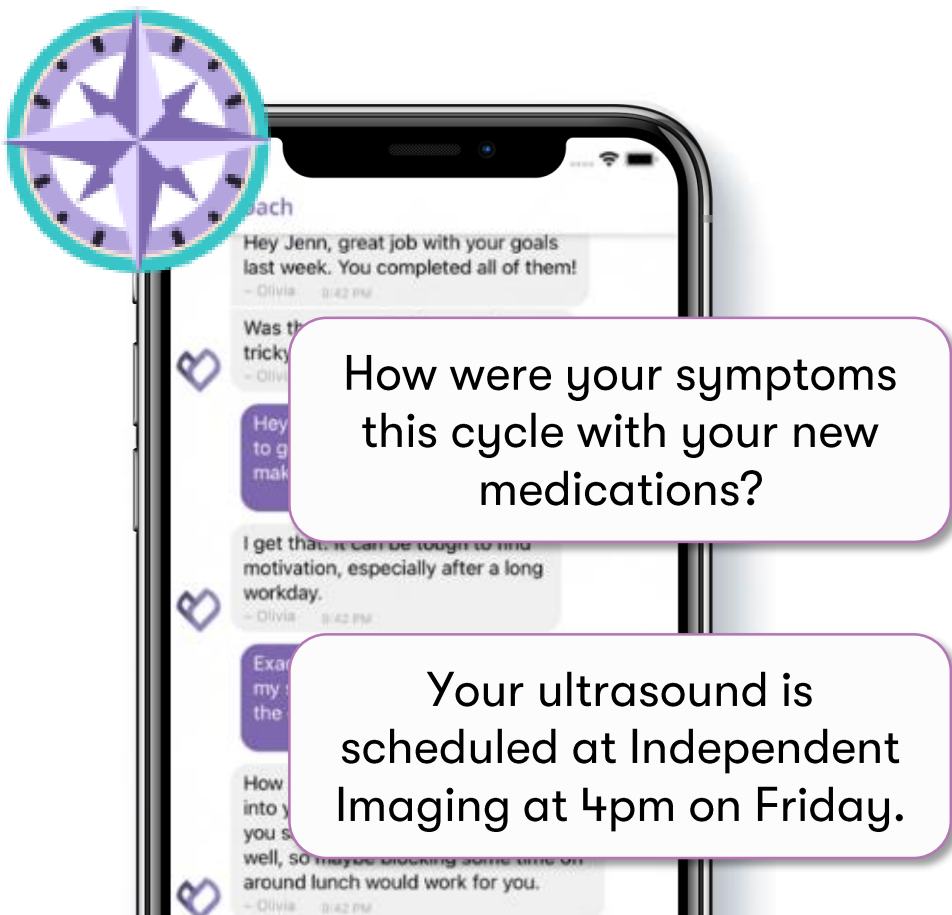
## Clinical

**Whole person care** from an OBGYN-led **dedicated care team**



## Coordinated

End-to-end, high touch **fully integrated with in-person providers**



# Comprehensive Solution *from menstruation to menopause*

## Complex Gynecology

Fibroids



Endometriosis



Heavy Bleeding



Severe Dysmenorrhea



## Other GYN, Preventive, & Urgent

Menopause



Breast Health



Birth Control



PCOS



UTIs



STIs



### Complex Population

3.6

Average # of comorbidities per Visana patient



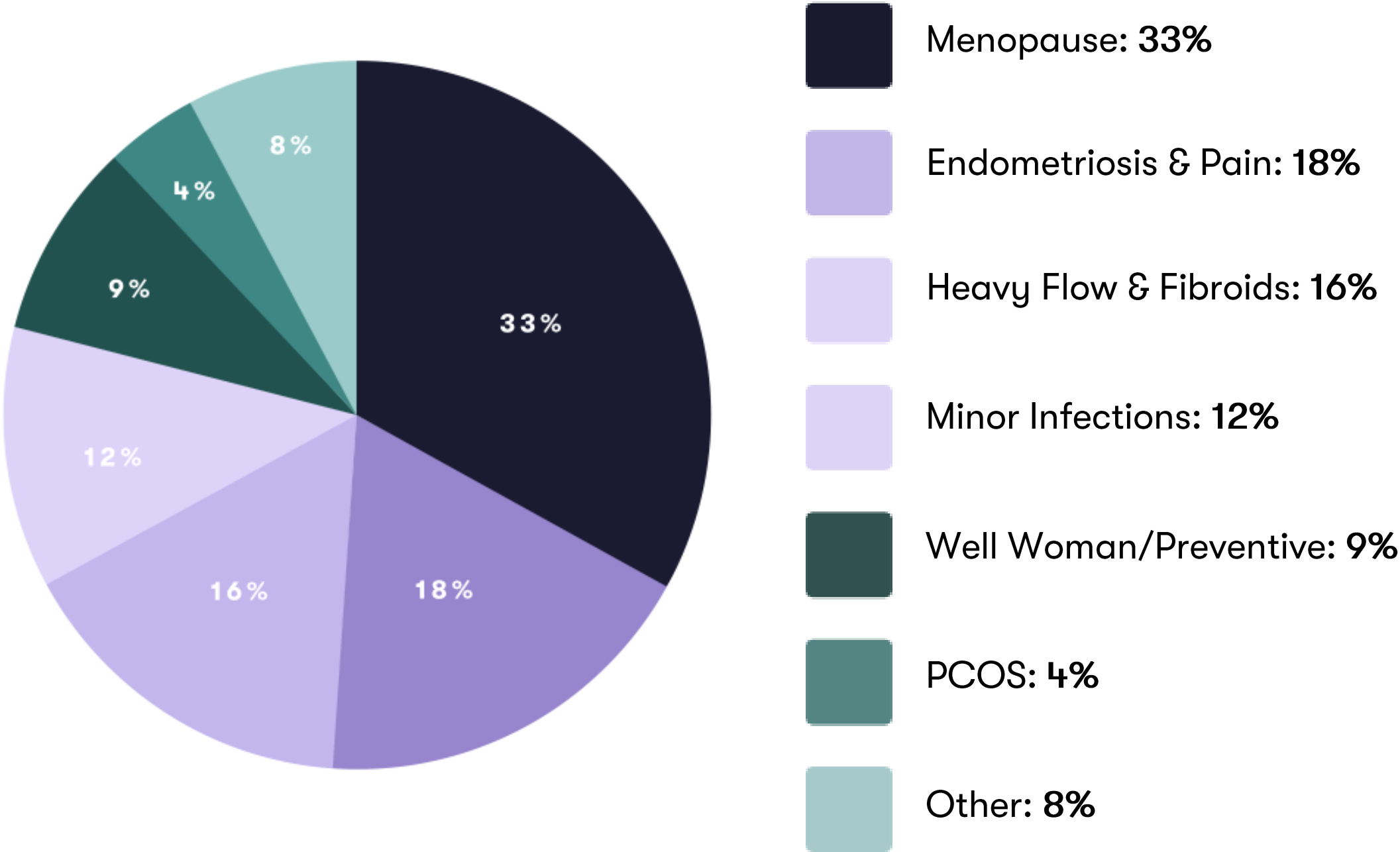
# Innovative, clinically validated solution

**542**  
Women enrolled

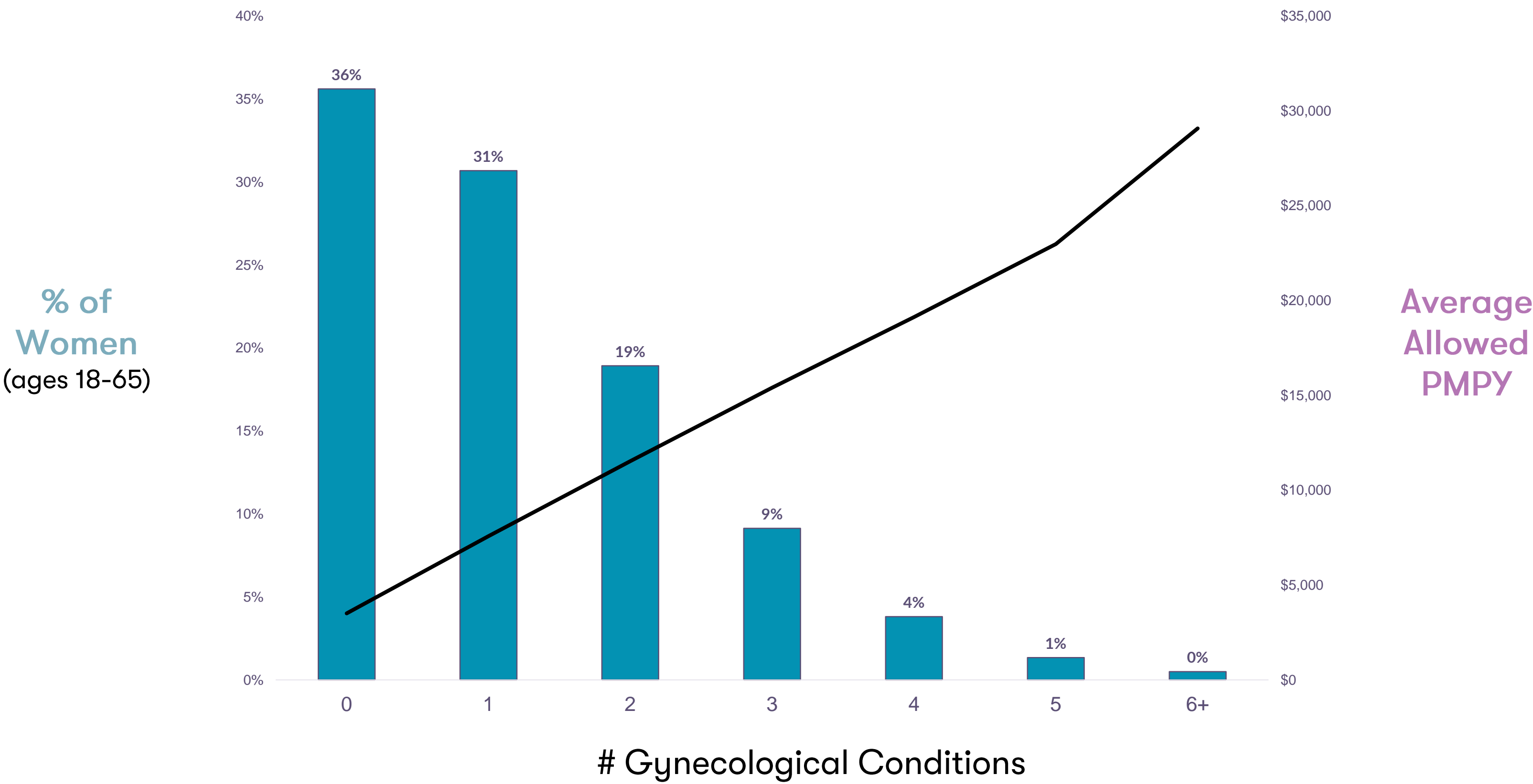
**3.4**  
Average # of comorbidities

**53%**  
Of members without an OBGYN or PCP

Chief Complaints



# Gynecological conditions overlap and drive higher spend



# Complete solution for women In perimenopause & menopause

## Menopause Symptoms Plus



Women often question which symptoms are menopause related

# Visana provides whole person, full-service clinical care

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## Dedicated Care Team :



### Evidence-Based Plan

- ✓ **1 Hour Appointment** with Visana provider
- ✓ 50-state medical clinic
- ✓ In-depth education on all care options
- ✓ Personalized care plan

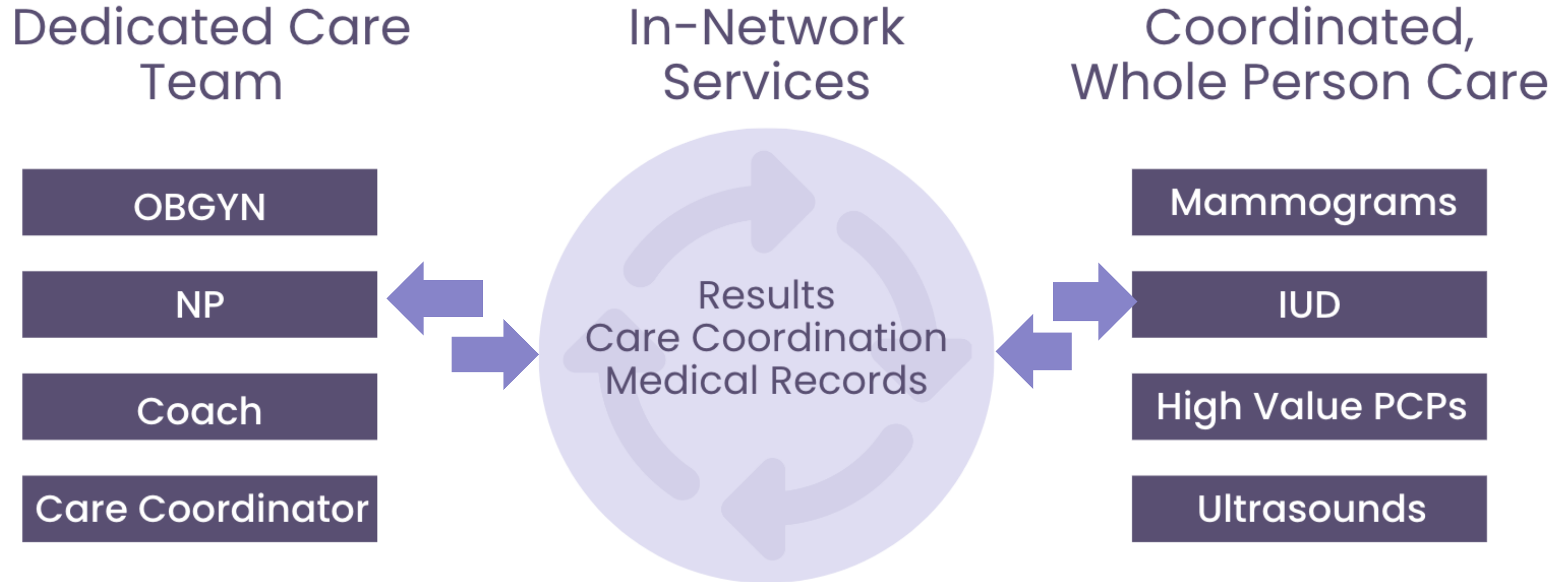
### Full Service Clinical Treatment

- ✓ **Evidence-Based Care:** prescriptions, hormone replacement therapy (HRT), & labs
- ✓ **Whole-Person Plan:** mental health, nutrition, pelvic floor exercises
- ✓ **Proactive Monitoring** of symptoms, chronic conditions, medications, and results
- ✓ **Unlimited Virtual Visits & Messaging** with dedicated care team



# We *coordinate care* with high-value, in-network providers

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# Top 3 areas of interest around women's health

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1

## Menopause

1 in 5

women are considering  
leaving the workforce  
due to menopause

2

## Avoidable Surgeries

45%

of women have a  
gynecologic surgery  
costing \$19,203, 76%  
which could be avoided

3

## Preventive Care

1 in 3

women delayed a pap  
smear or mammogram  
in the past two years

Barriers to Care: >30 day wait times, feeling dismissed, dissatisfied with treatment options

# Simple contracting: we bill via claims like other providers

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## Easy Contracting

*Ability to contract as in-network provider*

- 1 Contract as **provider**
- 2 Contract as **vendor**

## Billing via Claims

*Flexible pricing tailored to your needs*

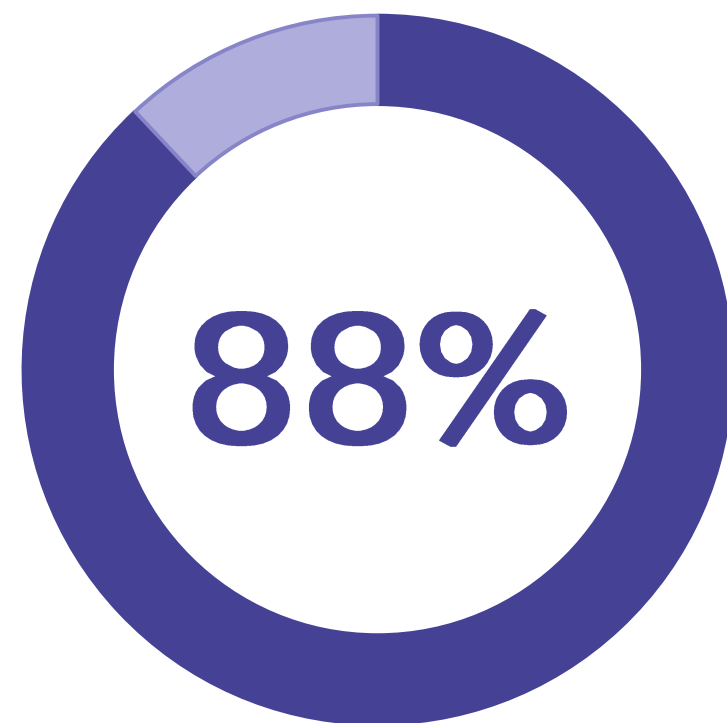
- 1 **Utilization-based** pricing (*standard*)
- 2 **Value-based** pricing

# Visana members achieve *lifechanging results*

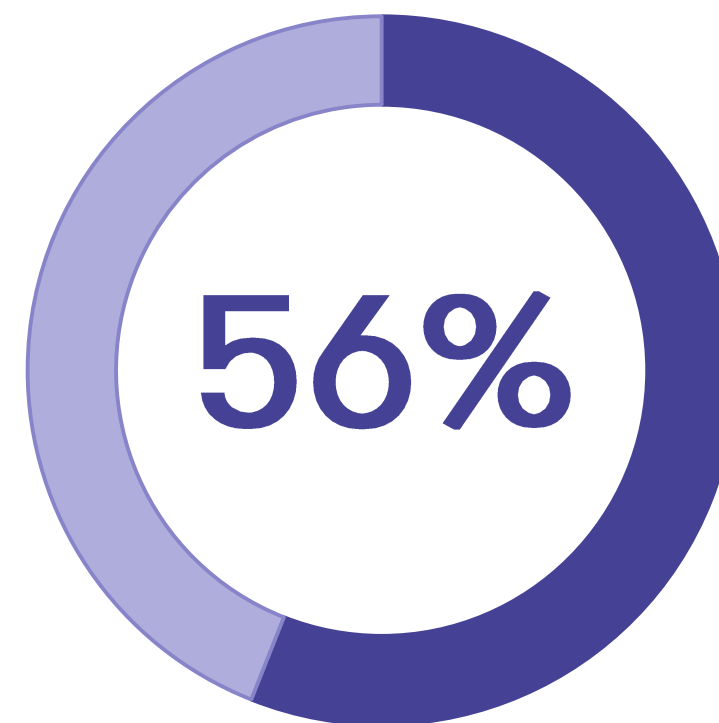
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>90%

“Very Satisfied”  
with Care



Improved  
Mental Health



Reduced  
Absenteeism

71

Net Promoter  
Score (NPS)

 **vs. 20%** “Very Satisfied” with prior women’s health care



# Outstanding outcomes and actuarially-proven 1 year ROI

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## Clinical & Patient Experience Outcomes

100

Net Promoter Score  
(NPS)

93%

achieve clinically meaningful  
improvement in symptoms

93%

“very satisfied”  
with care

## Total Cost of Care

Health plan’s actuaries conducted case match-controlled claims analysis studying Visana vs. non-Visana controls.

\$2,434

medical cost savings per  
enrollee in 1 year

34%

reduction in  
medical spend

78%

reduction in  
unnecessary procedures

# Visana Health

## *Virtual-First Women's Healthcare*

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- **Comprehensive** women's health clinic treating menstruation to menopause
- **Whole person care** from an OBGYN-led, dedicated care team
- **Coordinated** with in-person providers for seamless end-to-end care
- **4:1 ROI for employers** by avoiding unnecessary surgeries
- **>95 Patient NPS**



# The time for Women's Health is *now!*



"Ok, we'll let the patient choose her own doctor,  
but only with the blindfold on."



"I'm not that concerned about my prostate ...  
I'm still trying to survive my wife's menopause."





Shelly Lanning  
[shelly@visanahealth.com](mailto:shelly@visanahealth.com)

# The most *comprehensive* virtual women's health clinic

93%

Report Symptom  
Improvement

>95%

Satisfaction

4:1 ROI

Through reduced surgeries