

# Track, understand and improve GI symptoms

with tools that are changing the way doctors and patients communicate





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with tools that are changing the way doctors  
and patients communicate**



# The Team



## Duncan McLaren

### CEO, CO-FOUNDER

Serial entrepreneur. Built and sold Soapbox Mobile, a leading mobile marketing company. Co-founder and board member of Butter, a mobile-first social network.



## Chris Smith

### CTO, CO-FOUNDER

Veteran technologist. At Active.com led team of 40 developers. Expert in open source technologies with track record of architecting and implementing a wide range of systems.



## Tom McCourt

### BOARD MEMBER

### CHIEF COMMERCIAL OFFICER - IRONWOOD PHARMACEUTICALS

Prior to joining Ironwood, Tom led the U.S. brand team for denosumab at Amgen Inc. Before that, he held the role of Vice President of Strategic Marketing and Operations with Novartis AG, where he directed the launch and growth of Zelnorm® an IBS-C treatment. Tom was part of the founding team at Astra Merck Inc., leading the development of Prilosec®.



## Jesus Sanz Marcos

### SENIOR SOFTWARE ENGINEER DATA SCIENTIST



## Sinuhe Huidobro

### SENIOR IOS ENGINEER



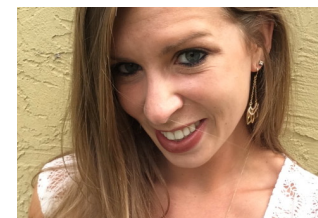
## Mike MacDonald

### UI/UX DESIGNER FRONT END ENGINEER



## Sharee Loeffler

### MARKETING MANAGER



## Kelsey Greenberg

### PROJECT MANAGER

# The Science & Research

## **Brennan Spiegel, MD, MSHS, MPH** **CO-CMO, CO-FOUNDER**

UCLA Professor of Medicine & Public Health  
Director of Health Services Research,  
Digital Health for Cedars-Sinai Health System  
Director of Cedars-Sinai Center for Outcomes Research & Education (CS-CORE)



## **William Chey, MD, FACG, AGAF, FACP, RFF** **CO-CMO, CO-FOUNDER**

University of Michigan Professor of Medicine  
Director - GI Nutrition & Behavioral Wellness Program  
Director - GI Physiology Laboratory  
Director of Michigan Bowel Control Program  
Former Co-Editor-in-Chief - American College of Gastroenterology

**CS-Core  
Data Scientists**  
CEDARS SINAI MEDICAL CENTER



**CHCR**  
UNIVERSITY OF MICHIGAN  
CENTER FOR HEALTH  
COMMUNICATIONS RESEARCH

# The Problem

**1,800,000 searches per day** by motivated GI sufferers looking for help



in the United States alone

- ▶ Sufferers are often not sure whether their symptoms justify a doctor's visit and don't want to over-react to, or miss, potentially important changes to their symptoms
- ▶ GI conditions can be intermittent and often caused by highly complex factors
- ▶ Feeling rushed and embarrassed during a doctor's visit can be anxiety-inducing, resulting in an incomplete patient story and poor outcomes



## Over 10 published studies in support of MyGiHealth\*

- ▶ **Tailored education, based on symptoms present**
- ▶ **Doctor validated tools to assess symptoms and objectively determine how severe they are**
- ▶ **Track symptoms over time**
- ▶ **Patient ‘story’ generator to help sufferers prepare for a visit to their doctor**

Studies Include:

- \* Almario et al. Computer-Generated Versus Physician-Documented History of Presenting Illness (HPI): Results of a Blinded Comparison. In press at American Journal of Gastroenterology.
- \* Spiegel et al. Development of the NIH Patient-Reported Outcomes Measurement Information System (PROMIS) Gastrointestinal Symptom Scales. Am J Gastroenterol. 2014 Sep 9.
- \* Almario et al. Understanding gastrointestinal distress: a framework for clinical practice. Am J Gastroenterol. 2011 Mar;106(3):380-5.

# 70,000,000

people in the US suffer from a digestive/GI disease



# Only 37%

of GI sufferers visit a doctor  
even after 6 months!



## 48 million

ambulatory care visits for  
GI disorders each year<sup>1</sup>



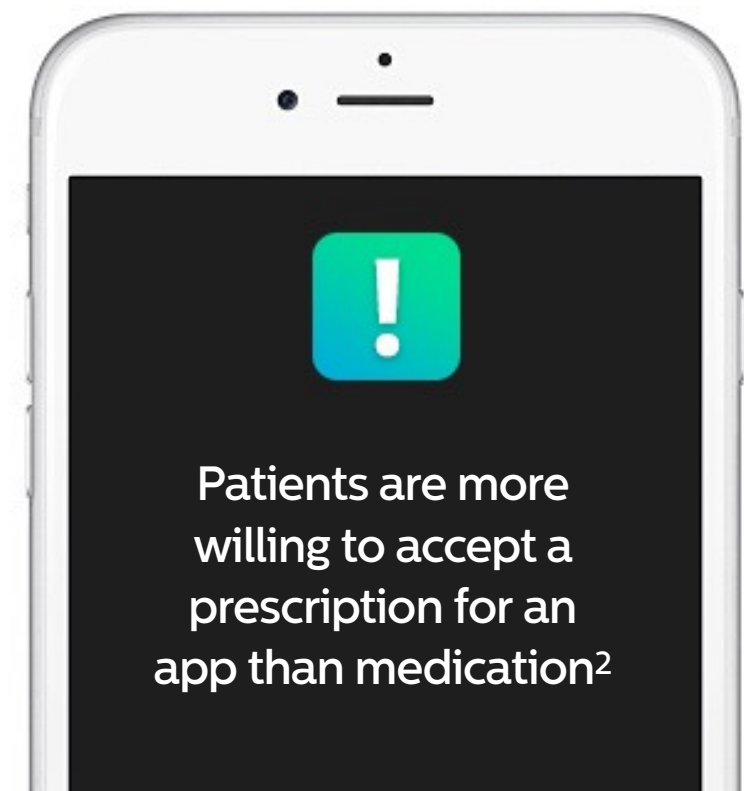
## \$98 billion

in direct costs associated  
with GI disorders



Average GI consultation in 1995: **60 minutes**

Average GI consultation in 2015: **15 minutes**



# What do people think?

I regularly 'prescribe' the remarkable MyGiHealth Mobile App for my patients to complete prior to visits. **It significantly improves quality of care and efficiency** by increasing the likelihood an accurate history will be expressed, which is **essential for arriving at the diagnosis**. Thereafter, patients can both monitor as well as learn about their symptoms.



**William B. Salt II, M.D.**  
Gastroenterologist & author of  
*IBS Irritable Bowel Syndrome*  
*A Gastroenterologist Answers Your Questions*



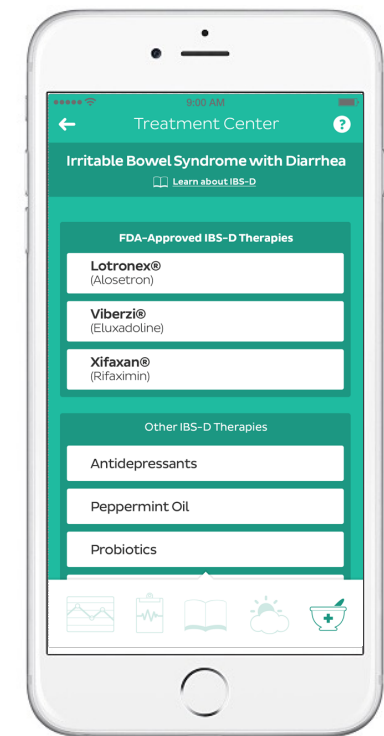
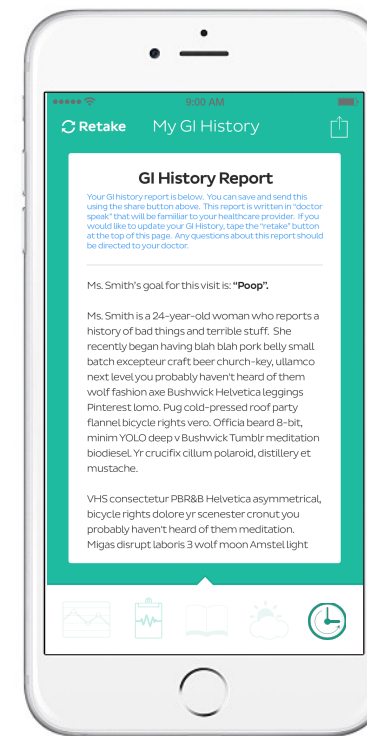
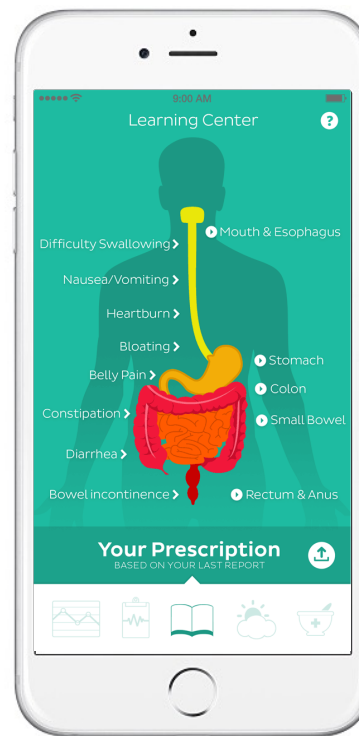
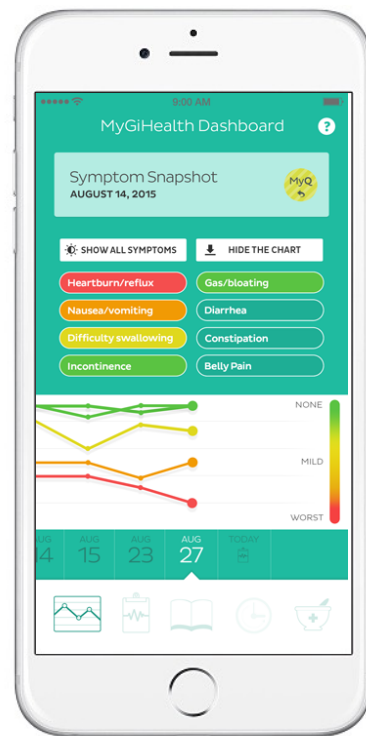
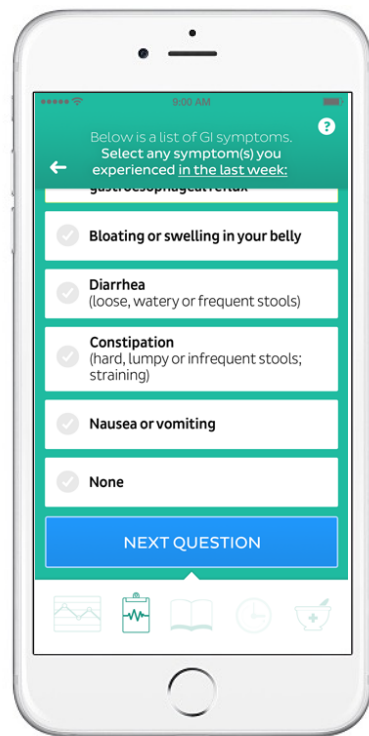
Patients fill out a questionnaire, and [MyGiHealth] translates that into a history of patient illness -- one so detailed and clear that in a blind test, **independent reviewers & medicare billers universally found it superior** to the patient history created by a doctor.

Already in use at these world-class medical institutions





# How it works



Take the test

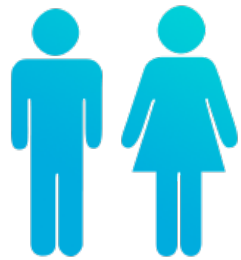
Compare

Learn

Prepare

Treatments

# Since Launch in March '16



**5000**  
Weekly Active Users  
**30% WoW Growth**



**25%**  
WoW Growth of  
Reports Generated



**4 mins**  
Average Session Duration



## User Engagement

Day 7 → **25%**

Day 15 → **15%**

Day 30 → **10%**

# Marketing & Distribution

## Partnership with largest Industry Organization

- Partnership secures access to 16,000 GI's
- Formalizes industry access to data via grant distributions



## Channel / Partner Marketing

- Pharmaceutical companies
- Leverage co-marketing activities with Ironwood, Allergan, Ferring, Takeda



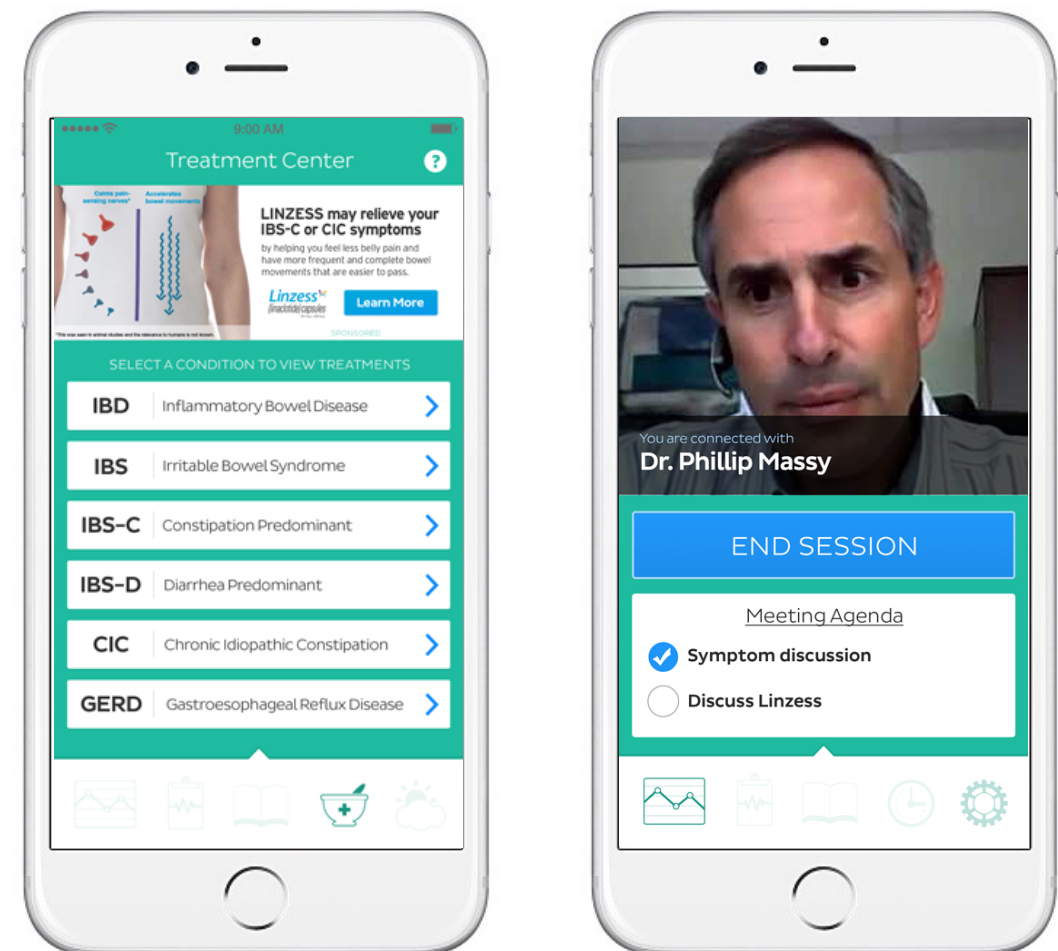
## Digital Marketing

- SEO
- App store marketing & optimization
- Paid-for marketing, advertising, keywords
- Part of Google's Media Partner Program
- PR

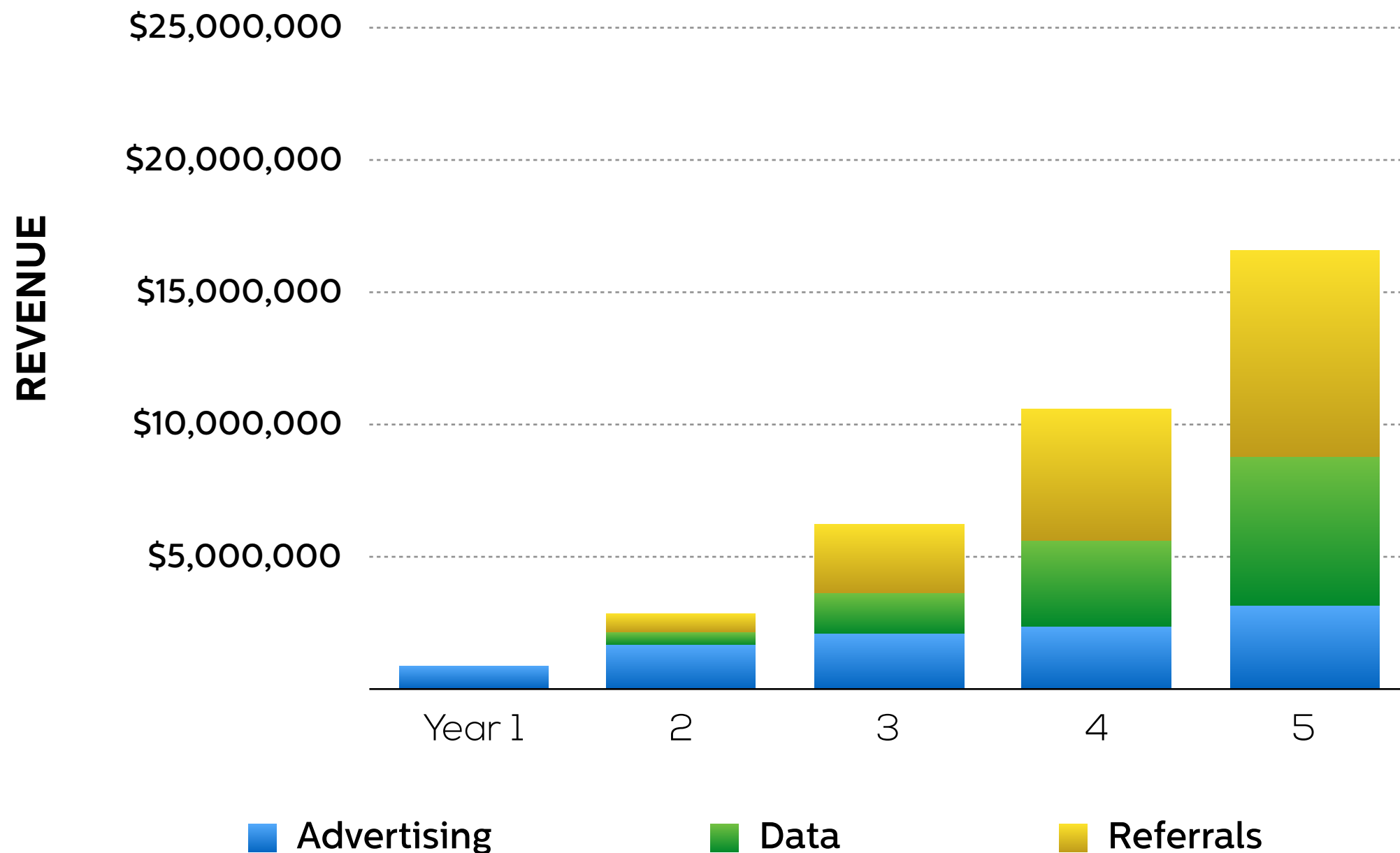


# Business Model

- ▶ **Advertising** – Deliver targeted, contextually relevant messages to a motivated audience – 3 pharmaceutical sponsors signed up, another 2 will sign on in Q2
- ▶ **Data** – Researchers and pharmaceutical companies regularly pay hundreds of thousands of dollars to access this type of data
- ▶ **Consultation Referrals** – Affiliate fee for consultation referral, either in person or remote/video



# Revenue Projections





# Competitive Landscape

	GI Buddy	Bowel Mover	Cures	Gut Check	First Derm	Glow	MyGiHealth
Focus on Primary Care			✓				
Focus on Specialist Care	✓	✓		✓	✓	✓	✓
Patient History							✓
Symptom Tracking	✓	✓		✓			✓
Clinical Validation					✓		✓

# What's Next

- ▶ **Web app**
- ▶ **Coupon / savings center**
- ▶ **Community discussion boards**
- ▶ **Referrals for doctor visits**
- ▶ **Plug and play framework for similar categories**
  - ▶ Rheumatoid Arthritis
  - ▶ Cardiology
  - ▶ Sexual Health
  - ▶ Nutrition

1. <http://digestive.niddk.nih.gov/statistics/statistics.aspx>
2. <http://mobihealthnews.com/23418/most-patients-want-their-doctors-to-prescribe-apps/>
3. Spiegel et al. Development of the NIH Patient-Reported Outcomes Measurement Information System (PROMIS) Gastrointestinal Symptom Scales. Am J Gastroenterol. 2014 Sep 9.
4. Almario et al. Computer-Generated Versus Physician-Documented History of Presenting Illness (HPI): Results of a Blinded Comparison. In press at American Journal of Gastroenterology.
5. Almario et al. Understanding gastrointestinal distress: a framework for clinical practice. Am J Gastroenterol. 2011 Mar;106(3):380-5.
6. <http://research2guidance.com/r2g/mHealth-App-Developer-Economics-2014.pdf>

# Competitive Advantages

- ▶ **Relationships with pharmaceutical companies**
- ▶ **Intellectual property protection**
- ▶ **Products based on published, peer-reviewed research**
- ▶ **Limited competition in the GI category**
- ▶ **Partnerships with centers of excellence**
- ▶ **Experienced team**

