

# Helping People Better Access & Afford Care



# Agenda

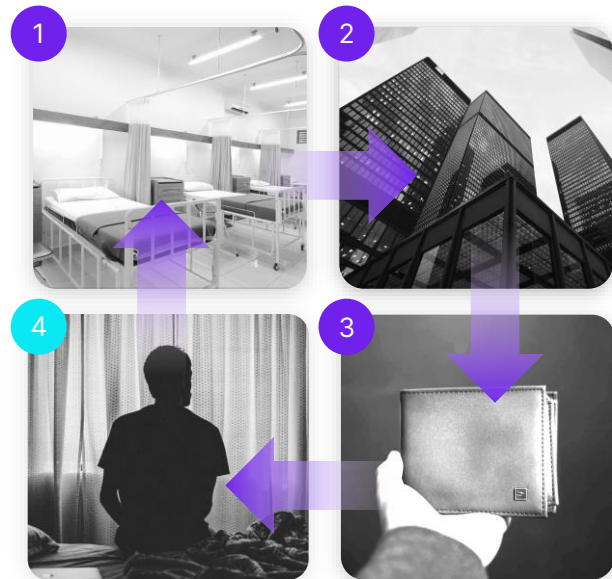
- ▶ **What problem does Paytient solve?**
- ▶ **The solution is Paytient**
- ▶ **A clinical perspective**  
**What affect does Paytient have on the Healthcare System?**
- ▶ **Case studies/How employers see Paytient**  
**Video What is Paytient**

## BREAKING THE LOOP

# Healthcare is trapped in a vicious cycle

Driven in part by the “funding gap” faced by insured members

- 1 Cost of care increases
- 2 Health insurance premiums rise accordingly
- 3 Cost-sharing and member out of pocket increases
- 4 Unintended consequences — that can be both physically and financially harmful — emerge:
  - ▶ Medical debt and bankruptcy
  - ▶ \$200 billion in uncollected payments to providers
  - ▶ Deferred or forgone treatment



Employers have a clear incentive to break this cycle of rising costs and poor outcomes



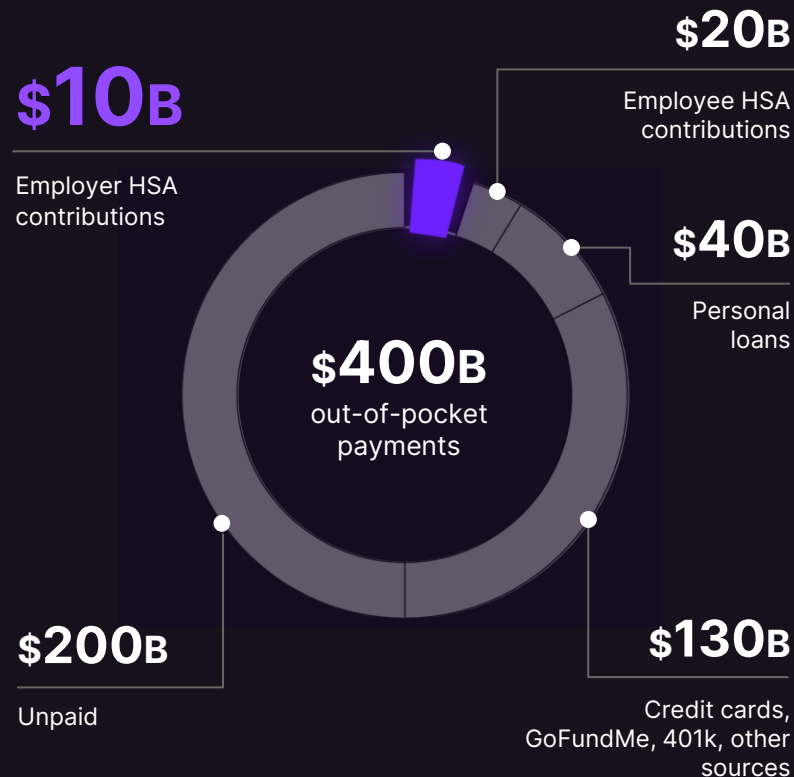
## THE OUT-OF-POCKET "FUNDING GAP"

# Standalone HSAs are not enough

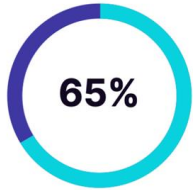
**\$400B** in out-of-pocket payments

### Paytient supplements tax advantaged accounts.

- ▶ Pay for care before sufficient HSA balances accrued
- ▶ Preserving HSA balances for retirement readiness goals
- ▶ **Afford care in excess of tax-advantaged funds**
- ▶ **Cover costs excluded by HSA, FSA, or HRA accounts**



# Employee Financial Wellbeing

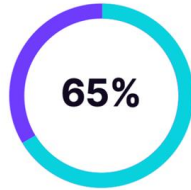


are stressed about their finances

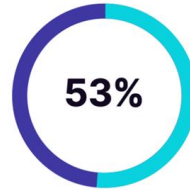


which has cost employers a total of

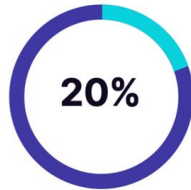
**\$4.7 billion**  
per week in lost productivity



are looking to their employers for support



decreased their emergency savings



have financial literacy



are embarrassed to ask for help with their finances



## ACCESS FOR ALL

# Provide access to care when it counts.

# 25%

of Americans have forgone care  
due to financial limitations



This population is proportionally  
not as healthy as the general  
population.



## 1 out of 4 employees

need money to access care

- ▶ Sick and less-productive workers
- ▶ Large claim risk
- ▶ Distracted/stressed out employees

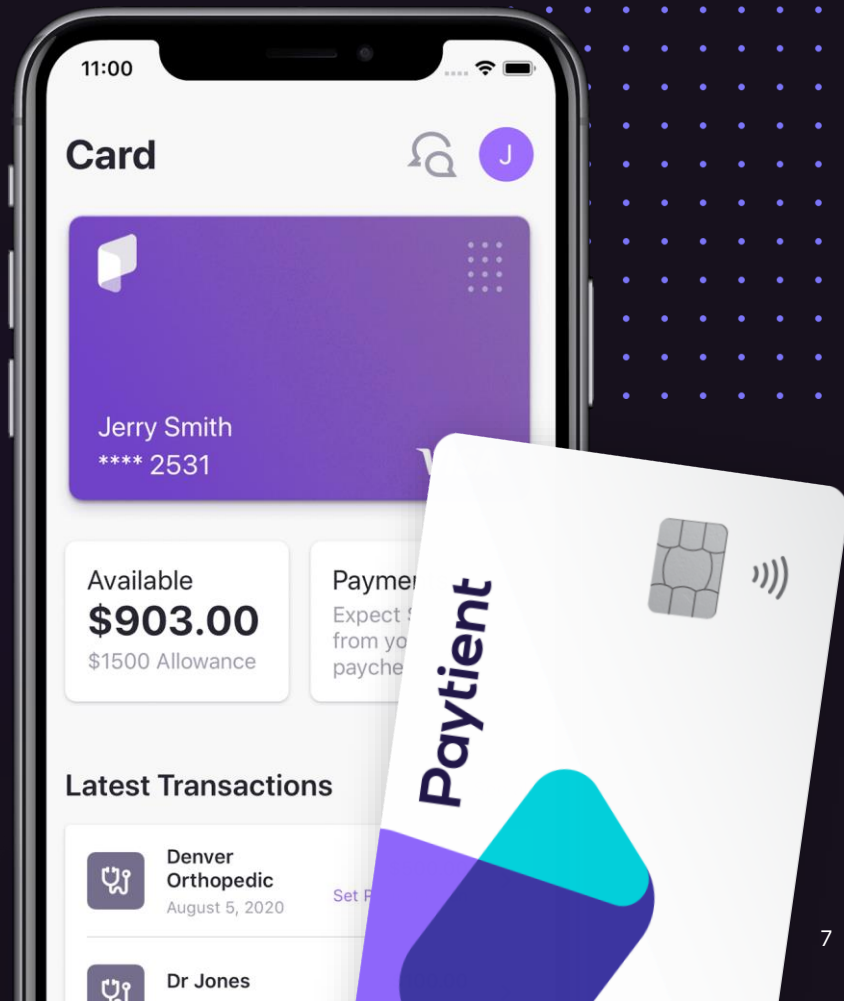
# It's time.

MAKE PAYING FOR CARE HEALTHIER & MORE  
EQUITABLE

- ✓ On-demand, no application health payment benefit
- ✓ Turns any health visit into an easy payment plan
- ✓ No cost to the employee and no risk to the employer
- ✓ Pay for care over time in a non-predatory, zero-fee, interest-free environment w/out credit checks

Support well-being efficiently.

**Ranked #1 Financial Wellness Software by G2.**



12:07

Wednesday, February 24



PAYTIENT

now

**New Transaction!**

Please select your payment plan.



## HOW IT WORKS

# Swipe. Click. Split.

Employees **swipe** their Paytient card to pay for any out-of-pocket healthcare expense.

They **click** the notification that appears on their home screen.

Then, they **split** the transaction up to 36 months right within the app to fit your family's budget. Interest-free. No fees. No credit check.



## WHY PAYTIENT

Support **both** well-beings while improving the **Equity** of your Health Plans

- ▶ Increased patient cost-sharing as part of employer-sponsored health plans has **blurred the distinction** between physical and financial well-being
- ▶ Existing **point solutions cannot adequately support employees** across both dimensions
- ▶ Paytient bridges the divide by working **alongside employers' tax-advantaged plans** to provide interest-free funds to cover out-of-pocket healthcare expenses
- ▶ This benefit is a natural **extension of employer-sponsored plans** and is the most **cost-effective means** of supporting employee well-being while **driving savings** for the enterprise



## MEMBER PROTECTION

# Our onboarding process helps preserve financial wellness

Paytient's onboarding process assesses member's ability to repay their line of credit **without a credit check.**

New users must report that they have **at least 10%** of their gross reported income and/or assets available after paying all other monthly obligations.

Once the member has been approved and successfully created their account, they will have instant access to their interest-free Paytient card.

### THIS PROCESS...

**Protects** members from credit overextension

**Helps** members by referring to member assistance in the event of non-qualification.

**94% of members qualify**

The screenshot shows a mobile app interface for the Paytient onboarding process. At the top, there's a status bar with the time 9:41 and signal strength. Below that, the title 'Income & Obligations' is displayed, followed by a 'Continue' button. The main heading is 'It's time for your financial health check'. Below this, a paragraph explains the purpose of the tool. A note states that this is not a credit check. The form contains three sections: 'Annual Income and/or Other Assets' with a dropdown menu showing '\$45,001 - \$50,000'; 'Monthly Obligations' with a dropdown menu showing '\$501 - \$1,000' and a radio button option for those who do not need to report; and 'Your Credit Limit & Repayment Terms' which shows a 'Potential amount available' of '\$3,000' and a '0% APR per transaction up to' of '36 Months'. A final note at the bottom states that repayment terms can be changed at any time.

9:41

Income & Obligations [Continue](#)

### It's time for your financial health check

We would like to confirm that Paytient is healthy for your personal financial situation. This tool can help determine a repayment schedule that meet your needs.

Note: This is not a credit check and will not affect your credit score.

**Annual Income and/or Other Assets**  
Such as salary and savings accounts

\$45,001 - \$50,000

**Monthly Obligations**  
Such as housing, transportation, debts, etc.

\$501 - \$1,000

☐ You do not need to report alimony, child support, or separate maintenance if you do not want it considered as a basis for repayment

**Your Credit Limit & Repayment Terms**

Potential amount available	0% APR per transaction up to
<b>\$3,000</b>	<b>36 Months</b>

You may change repayment terms at any point and maintain 0% APR with no associated fees.

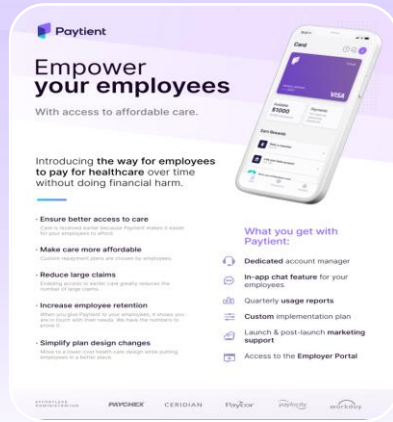
**Paytient's credit policy is privileged and confidential and not to be shared with members**

# Paytient offers a breadth of marketing tools for employers and employees

1

## Employer Education Material

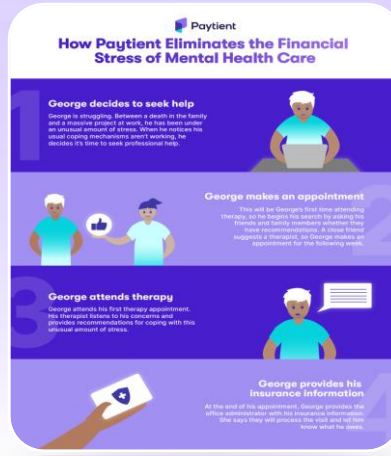
Material meant to educate HR leaders on how Paytient works



2

## Targeted Email Campaigns

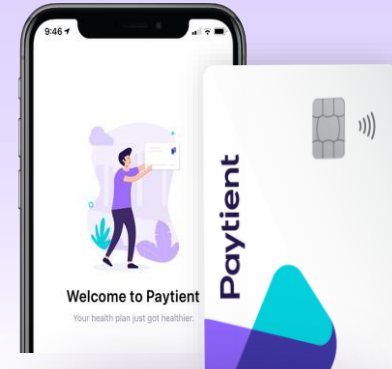
Email campaigns designed to increase member understanding and utilization



3

## App-Based Communication

App prompted messages and incentives to familiarize members with their new benefit



# Example Employer Utilization Summary



**932**

Eligible  
Employees



**43%**

Signed-up



**48%**

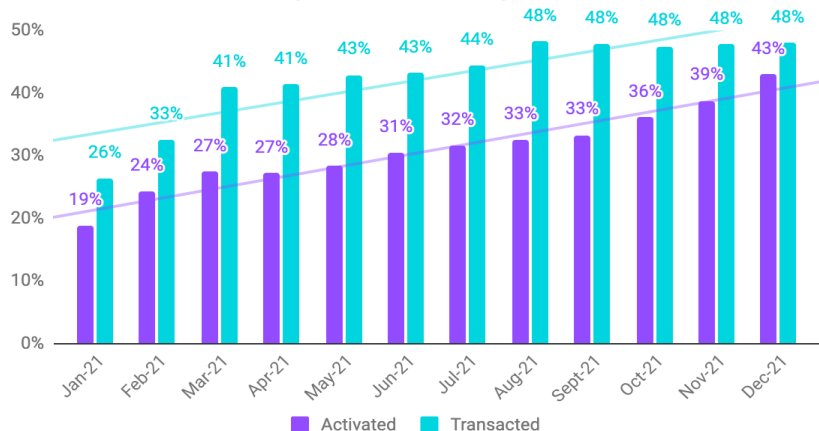
Transacted



**78%**

Repeated  
Transactions

## UTILIZATION



**52%** of transactions are for  
pharmaceutical expenses

**\$19  
.5k**

average total in paid  
care per month

Paytient changes the game for all stakeholders

# Adding Paytient has a systemic affect



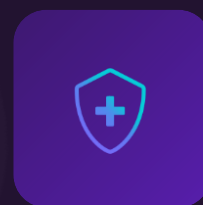
**Employees/  
Plan Members**



**Employers**



**Providers**



**Health Plans**

Relevant Problem:

**High Interest Costs:**  
\$4B+ of annual interest  
from Medical Debt<sup>1</sup>

**Rate Increases:**  
Premiums rising 5% in  
2022

**Harmful Bad Debt:** \$42B  
of bad debt for hospitals,  
2% of all revenue

**Costs of Deferred Care:**  
\$20B+ additional  
expenses due to deferring  
care due to cost<sup>2</sup>

How Paytient  
addresses it:

No cost, remove  
financial barrier to  
care>reduce care  
avoidance

Increased optionality  
for plan designs,  
steverage for direct  
contracting, Increase  
Equity of Health Paln

Out of collection business,  
improved margin, ease of direct  
contracting

Remove finance as a  
barrier, improve  
attractiveness to providers

## CASE STUDY

# Use Paytient to drive HDHP adoption

📍 Missouri

🏨 Hospitality

This employer subsidized their health plan premiums at 80% across the board.

The employer offered two plans to benefit eligible employees:

- ▶ Bronze (high deductible) with no HSA contribution
- ▶ Silver (i.e., traditional PPO)

Before implementing Paytient, employee enrollment was split equally between the two plans. Paytient was offered in advance of the open enrollment period to help increase the adoption of high-deductible plans.

HDHP adoption increased from 50% to 85%, resulting in a 12x return on investment for implementing Paytient.

50%

Prior to Paytient, the HDHP adoption rate at this employer was about 50%

85%

After Paytient was implemented, this employer saw the adoption rate for HDHP plans increase to 85%

12x

Based on this employer's premium subsidy, this increase resulted in a 12x ROI with Paytient

**"I think this is the best thing ever!** As a single mom, it has really helped me when unexpected expenses pop up."



Sheri B.  
Paytient Member

# Paytient helps address the headwinds employers are facing

## The Great Resignation



### Employers are facing unprecedented turnover

- Low talent retention will cost the US \$430B annually by 2030
- Companies with higher retention have, on average, 4x profits

Paytient is a unique benefit that **improves recruitment and retention** for employers

## Rising Costs of Care



### Inflation is making it harder for employees to afford healthcare

- 46% of insured Americans had difficulty affording OOP healthcare costs in 2020
- Deferred care today is likely to accrue to larger downstream costs

Paytient **reduces deferred care** and **helps address rising costs** for employees

## Health Inequity



### A lack of equitable access to healthcare drives significant costs to employers:

- \$42B in lowered productivity
- \$93B in excess medical costs

Paytient **supports health equity and inclusion** for employers as a benefit for all employees

[Watch this video to see how Paytient works](#)  
[\(pls press skip ads when prompted\)](#)



# Thank you!

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