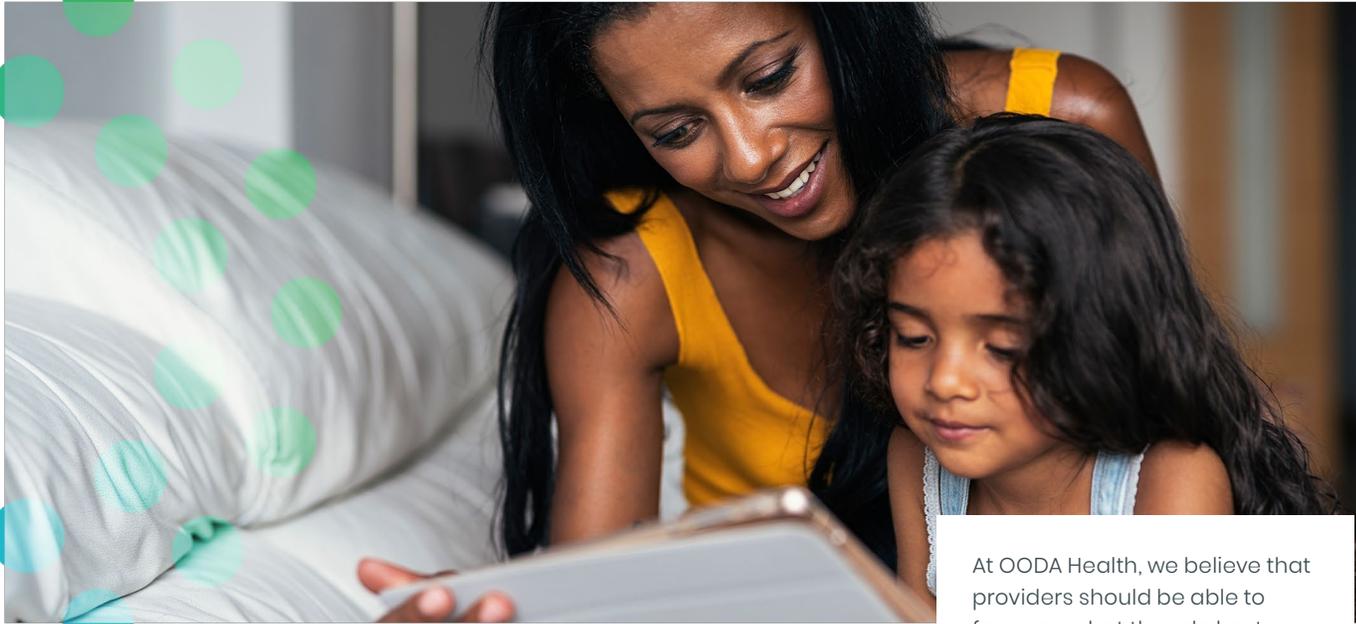


Introducing OODAPay for Providers



At OODA Health, we believe that providers should be able to focus on what they do best — caring for their patients — without the distraction of managing patient collections.

How is this possible? Our patient billing solution, OODAPay, is a new cloud-based healthcare payment platform that shifts the responsibility for billing and collecting patient payments from providers to payers.

Fed up with chasing patient payments? It's time for a new approach, with OODAPay.

How OODAPay works

With OODAPay, providers focus on delivering high-quality care, while payers are empowered to engage their members in a superior billing and payment experience that is consistent and consolidated across providers. Unlike today's uncoordinated and zero-sum approach, providers and payers work together to solve the patient cost-share conundrum.

Using OODAPay, providers receive a guaranteed payment of the patient liability from the payers, immediately upon adjudication of the claim.

The guaranteed payment is informed by historical collections, and providers have the opportunity to share in the value as OODA Health improves collections performance over time.

“

With OODAPay, I have experienced no anxiety about opening my medical bills, knowing I've got the flexibility to pay as I can. The billing is completely streamlined, every single claim is on one bill.”

— Julie, OODAPay patient

The status quo is unsustainable.

Currently, patients struggle to track, manage and pay their medical bills, while providers shoulder an increasing burden of administrative expense and bad debt. Meanwhile, payers depend on this structurally flawed system to administer benefit designs and are left out of a critical point of engagement with their members.

This creates a perfect storm of uncoordinated provider and payer communications and patient dissatisfaction, resulting in poor repayment rates and frustration for all parties involved. The continued growth of high-deductible health plans exacerbates the problem.

OODAPay has achieved **96% patient satisfaction**, and 90% of patients report that the OODAPay billing service is **superior to their past billing experience**.

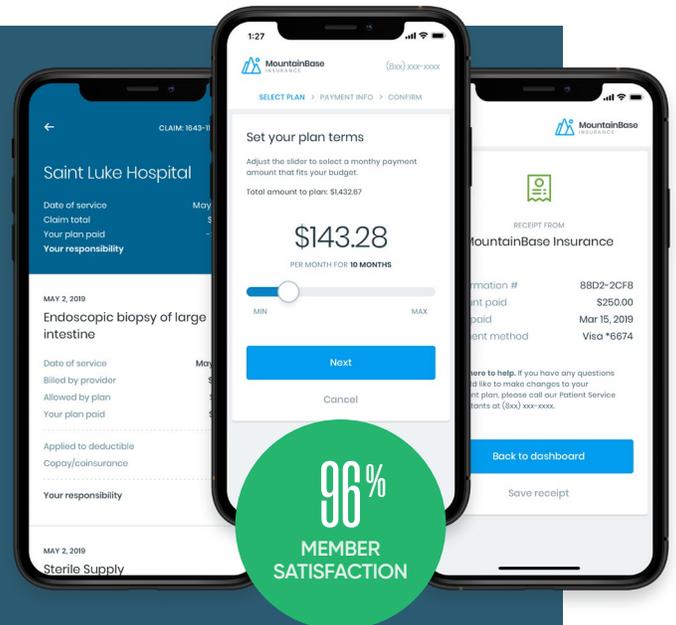
OODAPay is sponsored by the payer, and is available to providers at no additional cost.

With OODAPay, providers receive:

- **Immediate payment and resolution of patient liability**, as compared to the months required to collect today.
- **Certainty and predictability of payment**, based on the payer guarantee.
- **Improved patient experience**, as there are no more uncoordinated provider bills and EOBs piling up in patients' mailboxes.
- **Reduction of administrative cost and effort**, since providers no longer bear the burden to collect.

Key features of OODAPay:

- **Reimbursement delivered through current payment rails**, with no workflow changes
- **High-touch patient concierge service**, equipped with insight from both payer and provider customer service systems
- **Consolidated, itemized billing** with no conflicting communications in clear, straightforward language
- **Modern payment tools, simple streamlined user interface** in addition to traditional phone and mail payment mechanisms (e.g., text to pay, online bill pay, etc)
- **Flexible payment plan options** with 0% interest



IN PARTNERSHIP WITH



OODA Health's vision is a healthcare system liberated from waste, focused on delivering affordable and high-quality care. Contact us to learn more about our products and our availability in your geography.

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