Demonstrating IMPACT in Action With freespira

THE FACTS

» According to the WHO, panic disorder and PTSD are the top two causes of inability to carry out everyday activities in high-income nations, averaging 45.6 and 31.5 days "out of role," respectively.

» Panic attacks accompany a range of other chronic conditions (i.e. diabetes, asthma, IBS, CV).

» While many people suffer from panic attacks, only 20% of people who experience panic attacks are diagnosed with panic disorder.

» Historically, treatment options were limited to psychotherapy and medication.

THE COMPANY'S SOLUTION

» Freespira, an IMPACT member, is a **prescription digital therapeutic*** with 1:1 telehealth training and coaching throughout the 28-day treatment.

» The **FDA-cleared** system for treating panic disorder, panic attacks and PTSD symptoms addresses dysfunctional breathing arising from carbon dioxide hypersensitivity.

» In partnership with Managed Medicaid health plans, Freespira:

(1) Analyzes claims data for patterns of medical diagnoses and utilization to identify potential candidates for treatment, including previously undiagnosed

(2) Develops co-branded awareness and education materials for patients and providers

(3) Communicates continuously with patients and providers throughout the treatment protocol to ensure strong adherence and clinical outcomes.

WHY IT MATTERS

» Freespira shares engagement, adherence and clinical outcome metrics with payor partners and expands access to treatment for challenging and underserved populations.

» Freespira's clinical outcomes result in lower utilization of specific healthcare services (e.g., ER usage, which has a spend 4-5x higher in this patient population) driving cost savings.

The IMPACT Resource to Use

Understanding how to partner effectively, implementing the proper initiation and onboarding tactics enable strong payer partnerships, resulting successful patient onboarding and downstream outcomes.

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*Digital therapeutics (DTx) deliver medical interventions directly to patients using evidence-based, clinically tested software with or without custom hardware to treat, manage, and prevent a broad spectrum of diseases and disorders.