



[thriveeducation.com](http://thriveeducation.com)





# Meet Samantha

- Based on 35+ doctor interviews
- Noticed a connection between patient health and knowledge of their diabetic disease
- Cautious of educational platforms due to lack of incentive and time



# Diabetes Management Industry

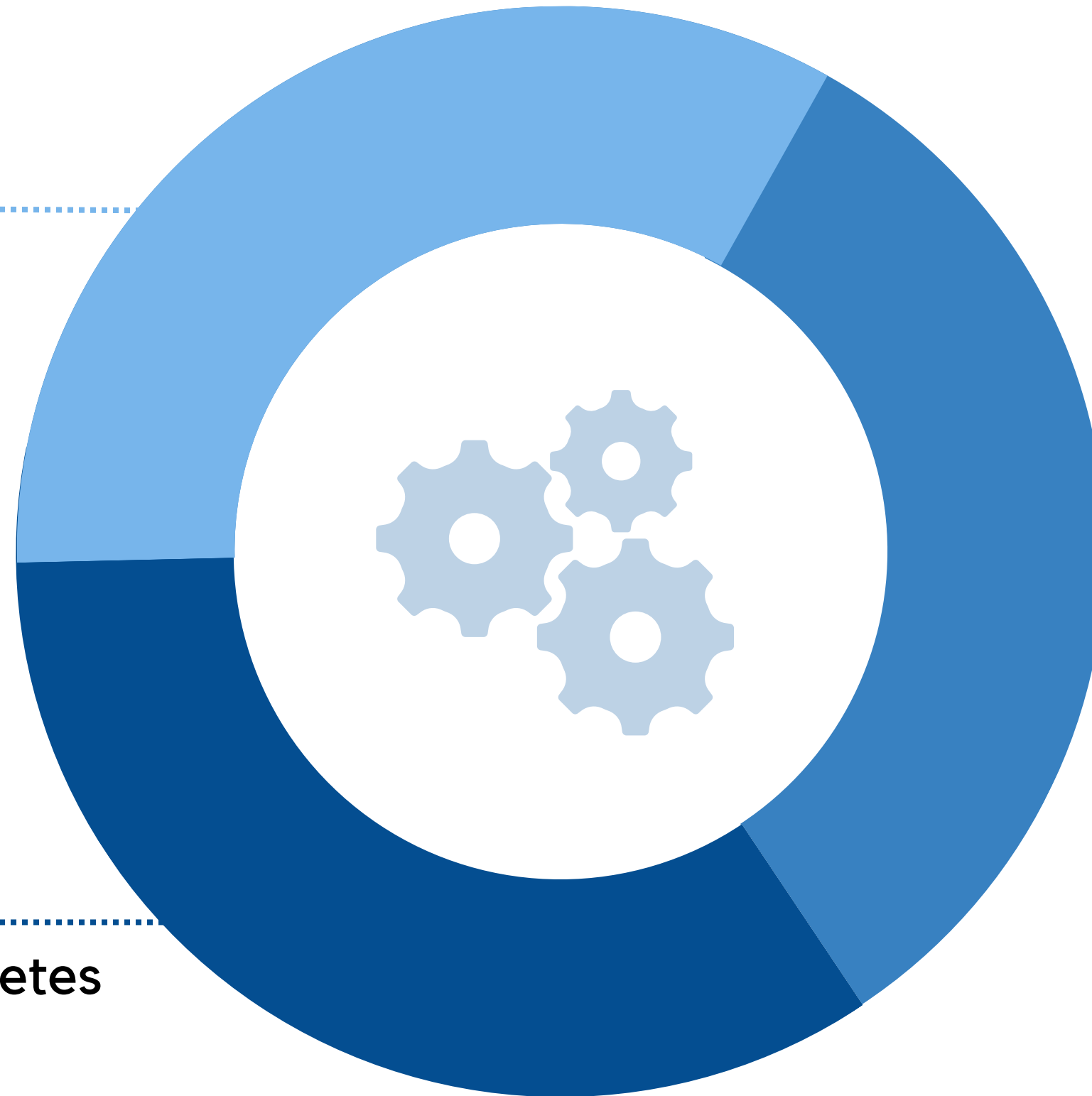


**~\$20B**

The size of the diabetes management industry is around \$20B

**1 in 8**

1 in 8 Americans have diabetes



**75%**

75% of diabetic patients don't understand their condition

# The Problem for Patients and Physicians

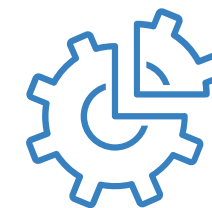


The diabetes management market still lacks accessible education for patients and seamless integration for providers



## Lack of Education

Diabetic patients don't have access to free education about their disease that is credible and teaches self-sufficiency



## Hard to Integrate

Due to lack of time, providers need a platform that smoothly incorporates itself into their operations

# The Team



**Rohan Patel**  
**Co-Founder**  
**Finance**



**Dev Randalpura**  
**Co-Founder**  
**Computer Science**



**Shvetan Katta**  
**Co-Founder**  
**Computer Science**



**Anthony Skorupskyy**  
**Lead Backend Developer**  
**Computer Science**



# Solution - Product Features (IOS and Android)

Patient Centered Content  
and Challenges

Physician Oversight  
of Patient Progress

Certified Diabetes  
Educator and Physician  
Produced Content

Data Reports  
Produced on  
Demand



# Solution - Patient Side

- ✓ Free Education/Low Literacy Level
- ✓ Gamified Progress Tracking
- ✓ Credible Resources
- ✓ Physician Guidance
- ✓ Explanations for each Question



Lets Tackle Diabetes



Sign In

# Solution - Patient Side



← Injection techniques and proper storage...

6/8 Explanation

**How should insulin be stored?**

At room temperature

In the freezer

In the refrigerator

In a warm place

Next Question

← Injection techniques and proper storage of insulin

6/8 Explanation

**Correct**


The correct answer was:  
In the refrigerator

Insulin should be stored in the refrigerator until it is opened, at which point it can be kept at room temperature for up to 28 days. Insulin should never be frozen or exposed to high temperatures.

Hide

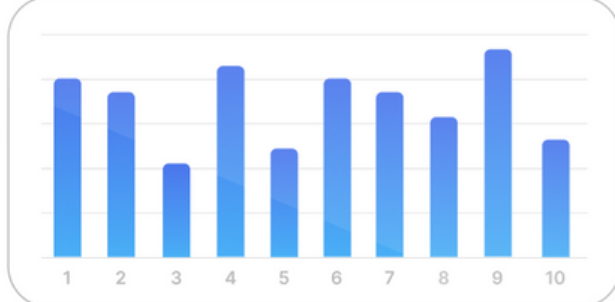
Next Question

**4**  
Day Streak



S M T W T F S [See full calendar >](#)


Average Score by Unit





Unit	Accuracy %
1	85
2	80
3	65
4	90
5	70
6	85
7	80
8	75
9	95
10	70

Sick Day Management ▾


Average Score: **70%**

Quiz 1 

Quiz 2 

Quiz 3 

Quiz 1 Score by Attempt

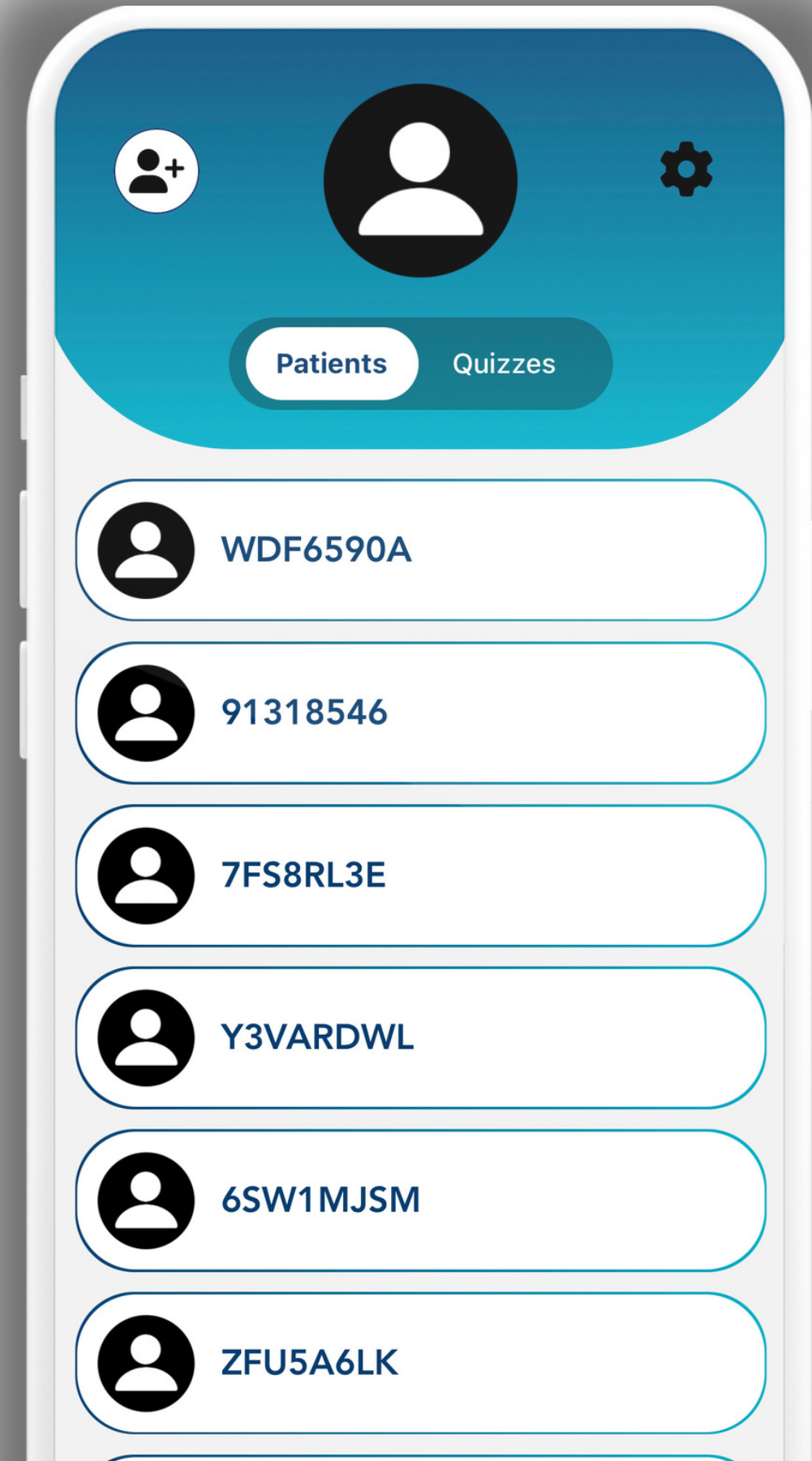




# Solution - Physician Side



- ✓ "Thrive Visits"
  - Nurse Visits to Onboard Patients
  - CPT Code 99211 for Reimbursement on Visit (\$23 per patient; paid by insurance company)
- ✓ Oversight on Patient Progress
- ✓ Downloadable Data Reports
- ✓ IRB Approved Clinical Trial



# Solution - Physician Side



Logout

d

## Patients

Username	Doctor Username	Athena ID	Final exam
<a href="#">49341980</a>	-	-	Closed
<a href="#">J2MPP7QL</a>	-	-	Closed
<a href="#">HY9PUMKD</a>	-	-	Open
<a href="#">88334842</a>	-	-	Closed
<a href="#">37324165</a>	-	-	Closed
<a href="#">15548631</a>	-	-	Closed
<a href="#">90666192</a>	-	-	Closed
<a href="#">6SW1MJSM</a>	-	-	Closed
<a href="#">60065336</a>	-	-	Open
<a href="#">WDF6590A</a>	-	-	Open

Previous 1/7 Next

# Solution - Physician Side

**Thrive EDUCATION** Logout d

**HY9PUMKD** [Download PDF](#)

Total Overall Average 42.48%	Total Quizzes Taken 12	Days Since Last Reset No Resets Yet
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**Average Score by Unit**

Unit	Questions	Unit Progress
Sick Day Management	19	<div style="width: 43%;"></div> 43%
Stress Management	25	<div style="width: 38%;"></div> 38%
Nutrition	27	<div style="width: 20%;"></div> 20%
Insulin Administration	25	<div style="width: 0%;"></div> 0%
Blood Glucose Monitoring	26	<div style="width: 0%;"></div> 0%
Diabetes Overview	26	<div style="width: 59%;"></div> 59%
Foot Care	23	<div style="width: 21%;"></div> 21%
Exercise	26	<div style="width: 25%;"></div> 25%
Medications	23	<div style="width: 0%;"></div> 0%
Complications Management	25	<div style="width: 0%;"></div> 0%



**HY9PUMKD**

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Complications Management	25	<div style="width: 0%;"></div> 0%

**Challenge Scores By Reset**

■ Pre-Challenge ■ Post-Challenge

# Data



✔ Quiz and Exam Scores

✔ App Usage Data

✔ AIC and Efficacy

✔ Medical Articles and Journals

✔ Feedback and Testimonials

✔ Integration with Medical Records

✔ AI Models

✔ IRB Clinical Trial

✔ Doctor Data Reports

# Pricing Model and Consumer Size



## Physicians *\$150/month*

- ✓ Unlimited Patient Access
- ✓ 110,000+ Independent Practicing Physicians
- ✓ 17 Doctors Currently

## Accountable Care Organizations *Contract Based*

- ✓ Patient Access based on Contracts
- ✓ 170,000+ Physicians Connected to ACOs
- ✓ Business Associate Agreement Signed with 1 ACO

## Insurance Companies *Contract Based*

- ✓ Insurance Companies Cover the Cost
- ✓ Based on Contract, Patients will have Access
- ✓ 10+ Main Insurance Companies with 35 Million+ Patients

# Competitive Landscape



	On-Call Insurance Nurses	Tutoring Companies/Diabetes Programs	Thrive Education
Teaches Self-Management			
Free to Patients			
Physician - Patient Interaction and Oversight			

# Traction



## Clinical Trial

Currently conducting an IRB approved medical trial with 17 doctors and 90+ patients



## Grant Funding

Backed by several notable programs, allowing us to receive grants



## Incubator/VC Access

Earned access to the network and facilities of Capital Factory as well as acceptance into Antler VC's Spring Cohort



## Published/Launched

Published on both the Apple Store and Google Play Store with 200+ downloads



# THRIVE EDUCATION

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THE RIGHT EDUCATION FOR THE RIGHT  
PATIENTS AT THE RIGHT TIME



# Appendix



- 1. Diabetic Patient Pain Points**
- 2. Patient Testimonials**
- 3. Market Validation**
- 4. Thrive Visits**
- 5. CPT Code 99211**
- 6. Doctor Onboarding**
- 7. Cost Benefits for Customers**
- 8. Medical Trial**

# Diabetic Patient Pain Points



## LACK OF CHEAP EDUCATION

"I have been paying for diabetes education sessions but they end up costing me about **\$30-\$40 per session** which isn't really feasible for me long term."

## HIGH INSURANCE COSTS

"I've had about **5 hospital visits** this past year and even with my doctor's help I'm not sure how to change my lifestyle at home to keep my **insurance bill low and my body healthy.**"

## UNCERTAINTY SURROUNDING BODILY BEHAVIORS

"**I never really know what is going on inside my body**, what I should and should not be doing, how much insulin to take..."

# Patient Testimonials



**SAM - 37 YEARS OLD**

"**Thrive is so helpful!** The content and quizzes taught me stuff about diabetes that I never knew and is **helping me keep my health on track.**"

**LOGAN - 32 YEARS OLD**

"Diabetes is a fairly new disease for me and **Thrive has helped me learn** about it and **prevent lots of bad consequences** down the road."

**EMILY - 51 YEARS OLD**

"I have always **struggled with understanding diabetes** and how it really affects me. Thrive Education has allowed me to **finally start understanding how diabetes works** and what I need to do to **take care of my body.**"

# Market Validation



✓ 30+ Patient Interviews

✓ 35+ Doctor Interviews

✓ IRB Approved Trial

✓ Business Associate Agreement with Privia

# Thrive Visits



- ✔ Patient comes into clinic for “Thrive Visit”
- ✔ Patient gets on-boarded onto the platform by a medical assistant or nurse
- ✔ Patient takes intro challenge
- ✔ Medical assistant/nurse records other patient info such as A1C, blood sugar, etc
- ✔ Doctor/Clinic/Hospital bill the CPT code 99211 for \$23 per patient visit

# CPT Code 99211



Code 99211 is commonly used for services such as patient education, simple rechecks and medication reviews.

## Billing Process:

- The billing process is easy and straightforward
  - After a visit, a staff member of a medical practice attaches a code to a patient's electronic medical record (EMR). This is then sent to the insurance company and the money is sent back to the practice.
  - If the medical practice does not use EMRs then they will have an electronic billing service that performs the same task

# CPT Code 99211



Services						
Procedure Code	Code Description	Modifiers (Non Fee-Affecting)	Units	ICD-10 Codes	Bill?	
E874 99211	OFFICE/OUTPATIENT EST PT MAY NOT REQ PHYS/QHP ⓘ	<input type="checkbox"/> ⓘ +	<input type="checkbox"/>	E1165 ⓘ E782 ⓘ I10 ⓘ I739 ⓘ	<input checked="" type="checkbox"/>	<a href="#">Apply all ICD-10 codes to all services</a> <a href="#">Print</a>
Labs <a href="#">Apply all ICD-10 codes</a>						
<a href="#">GLUCOSE, FASTING, FINGERSTICK, BLOOD (POINT OF CARE) - Sent to IN-OFFICE ORDER (Internal)</a> 82962	GLUC BLD GLUC MNTR DEV CLEARED FDA SPEC HOME USE ⓘ	<input type="checkbox"/> ⓘ +	<input type="checkbox"/>	E1165 ⓘ +	<input checked="" type="checkbox"/>	
Blood Draw 36416	COLLECTION CAPILLARY BLOOD SPECIMEN ⓘ	<input type="checkbox"/> ⓘ +	<input type="checkbox"/>	E1165 ⓘ +	<input checked="" type="checkbox"/>	
Specimen Handling <input type="checkbox"/>		<input type="checkbox"/> ⓘ +	<input type="checkbox"/>	<input type="checkbox"/> ⓘ +	<input type="checkbox"/>	
CPT II Codes <a href="#">Apply all ICD-10 codes</a> <a href="#">Don't bill these codes</a>						

- ⚠ Missing Procedure Code
- ⚠ Missing Diagnosis

# Doctor Onboarding



Medical Practices  
Provide Contact and  
Personal Info for all  
Doctors

We Create Accounts  
for the Doctors and  
the Practice

We give the Accounts  
to the Practice and  
they add Patients

Doctors Change the  
Passwords for their  
Accounts and begin  
to Monitor Patient  
Progress



# Cost Benefits for Consumers



## Physicians *\$150/month*

- ✓ CPT Code 99211 (\$23 per patient visit)
- ✓ Value-Based Care

## Accountable Care Organizations *Contract Based*

- ✓ Quality Measures KPI
- ✓ % of Doctor Earnings from CPT Code

## Insurance Companies *Contract Based*

- ✓ Lower Hospital Readmission Rates
- ✓ Lower Overall Bill Costs from Diabetic Patients

# Medical Trial



- ✓ IRB Approved Trial
- ✓ 17 Doctors
- ✓ 90+ Patients
- ✓ 6 Month Trial, Currently 3 Months In
- ✓ Main Goal to Collect Data on Health Metrics and User Metrics