Better Medicare Alliance

Sonia Millsom
Chief Growth Officer
Patient Story: Richard

- Retired, successful Microsoft software engineer who enrolled in a Medicare Advantage plan and Iora Primary Care

- Life and health challenged by limited financial resources, minimal social supports, and issues like food insecurity and homelessness
Provided with a Care Team where he really connected with Primary Care Provider, Cheryl, and health coach, Patty who was able to learn about Richard’s actual circumstances.

Iora became integrated in his social network. He would often stop by the clinic between meals to sit and have coffee, talk with others and work on the puzzle in the lobby or attend an educational event.

The Iora team built a relationship with Richard based on the issues that were most urgent, important and relevant to him.
Richard is now in safe Adult Family Home, where he gets consistent meals and can socialize with others.

The team’s consistent presence in Richard’s life, with weekly visits or calls, kept him grounded and cared for despite the chaos of his situation.

"You are different. You listen, you care, you always make me feel so comfortable that I feel I can tell you all of this. There needs to be more people like you in the world. I'm so thankful for you."
“The mission of Iora Health is to restore humanity to healthcare. We **transform healthcare**, not by making excuses or small incremental change, but by simply **building a new model of care from the ground up**, solely aimed at helping patients improve their health and stay out of trouble, thus **unlocking tremendous value** in the US healthcare system.”

Rushika Fernandopulle, MD, MPP
Co founder & CEO
Iora Health
## The Iora Care Model: How We’re Different

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<th>Contracts/Financial Model</th>
<th>Traditional Primary Care</th>
<th>Iora Primary Care</th>
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<td>Fee for Service</td>
<td>100% Value Based</td>
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| Support Staff             | 2,300 patients / MD      | 550-750 patients / MD |
| Access                    | Poor                     | Same day, video, email |

| Visit Length              | 7 minutes                | 40 minutes         |

| Cost to Patient           | $                        | $0                 |
Sonia’s Top 5 Lessons Learned

5. Ensure a relationship-based culture fit
4. Align incentives (financial, growth and risk)
3. Geography matters
2. Evaluate the whole financial package
1. Pick the right partner