

PRENATAL MEDICATION/NUTRITION MANAGEMENT

The United States is the undisputed leader in both per capita spending (\$10,348) and the annual spending growth rate (3.8%) for healthcare. Despite spending \$3.5 trillion dollars (17.9% of GDP) on healthcare, the United States is also the most dangerous country in the developing world in which to give birth, behind Rwanda, Mexico and the Dominican Republic. Preterm births (12% of live births in the US) also carry a heavy financial burden, with medical and treatment costs exceeding \$500B annually.

Each year, one million children die from preterm birth complications. A growing body of scientific research has prompted physicians and researchers to link poorer outcomes to undetected toxins and nutritional deficiencies that lead to chronic healthcare problems (cancer, asthma, diabetes, celiac disease, autism, etc.) that follow these children throughout their lives. Evidence shows comprehensive prenatal care is associated with reduced incidence of low birth weight and infant mortality.

PRENATAL MEDICATION/NUTRITION MANAGEMENT PLATFORM

Fortunately, healthcare protocols and technology are providing new support for these vulnerable populations. The Federation of International Gynecologists and Obstetricians (FIGO), for example, recently voted to endorse a new maternity nutritional and bio-monitoring protocol as the international "best-practice" for providing women the best care throughout their pregnancy. By incorporating the latest medication management technologies, women gain the support they need to maintain the nutritional supplement regimen recommended to promote healthy fetal development and prevent many of the worst medical outcomes for both the infant and mother. TFI estimates the state of Texas alone spends \$50 billion annually on additional medical and treatment costs related to pre-term births.

By deploying intelligent packaging and simple, once-a-month biological tests, healthcare providers increase engagement with their patients. Care team can more efficiently manage these critical population when provided the specific data points this next generation system can provide. Empowering physicians and patients (see diagram below) by leveraging the latest technology and environmental testing is key.

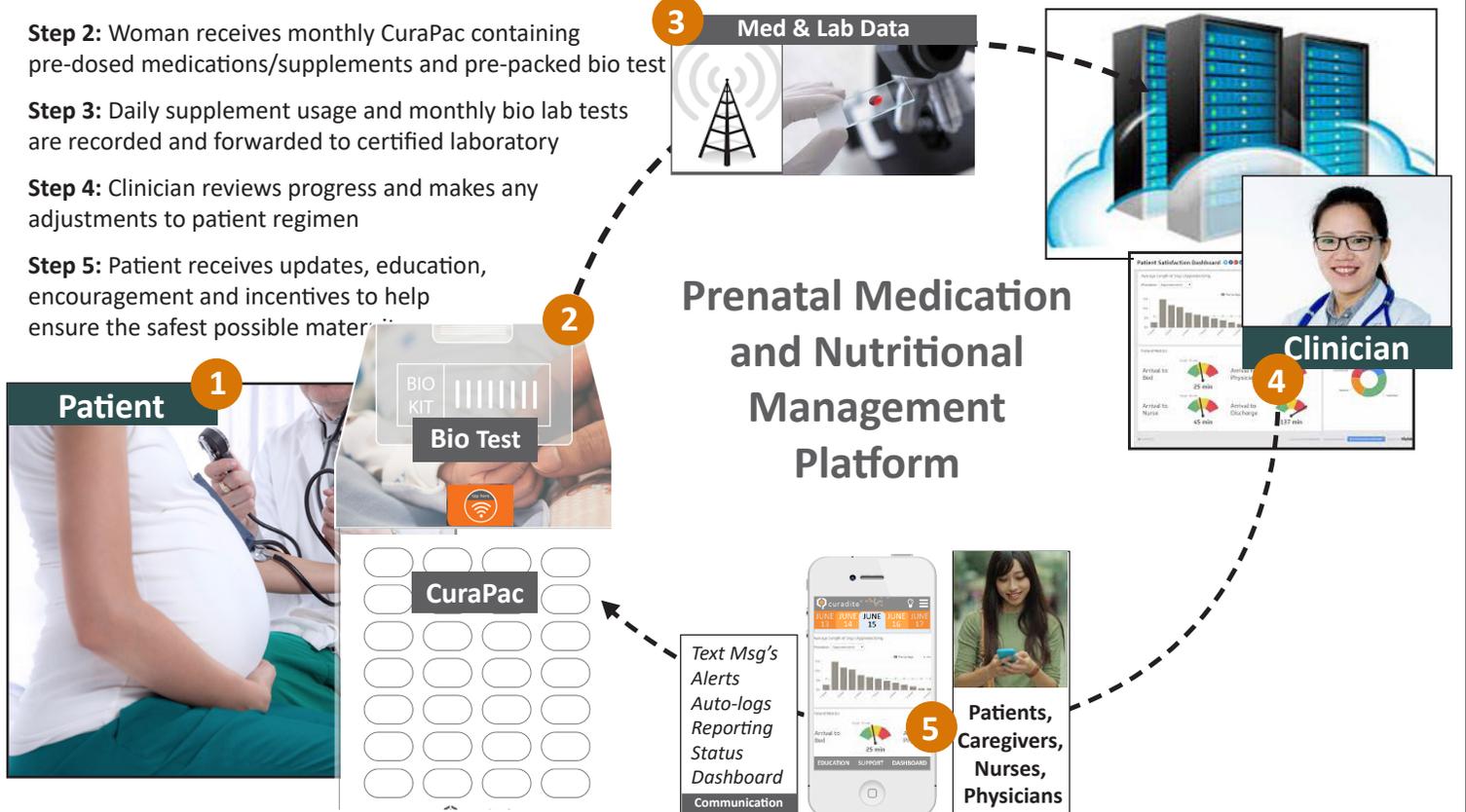
Step 1: Physician establishes pregnancy benchmark patient profile

Step 2: Woman receives monthly CuraPac containing pre-dosed medications/supplements and pre-packed bio test

Step 3: Daily supplement usage and monthly bio lab tests are recorded and forwarded to certified laboratory

Step 4: Clinician reviews progress and makes any adjustments to patient regimen

Step 5: Patient receives updates, education, encouragement and incentives to help ensure the safest possible maternal outcome



IoT-enabled platform to help manage prenatal health and nutrition

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Founded 2016, C-Corporation

Pregancy Healthcare Statistics

Every year, an estimated 15 million babies are born preterm (before 37 completed weeks of gestation), and this number is rising.

Preterm birth complications are the leading cause of death among children under 5 years of age, responsible for approximately 1 million deaths in 2015.

Three-quarters of these deaths could be prevented with current, cost-effective interventions.

Across 184 countries, the rate of preterm birth ranges from 5% to 18% of babies born.

"Preterm birth accounts for approximately 35% of all U.S. health care spending on infants and 10% for children."

Amer. College of Obstetrics & Gynecologists