



# The Industry's Only Digital Patient Engagement Platform

POWERED BY  
HEALTHCARE CONSUMER PSYCHOGRAPHICS



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Engagement **Amplified**

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## Background

PatientBond was founded in 2011 by leaders in the Digital Customer Engagement industry and Healthcare IT investment banking, who realized that the rise of consumerism in healthcare meant that healthcare entities, such as providers, payers, pharma, etc., would need to take a “digital first” approach to building loyal patient or member relationships. In parallel, the emerging shift to value-based reimbursement models meant that healthcare consumer engagement initiatives would need to influence patient behaviors and improve health outcomes.

To that end, in 2015 PatientBond partnered with c2b solutions, a company founded by former executives from P&G Healthcare, to infuse their healthcare consumer psychographic segmentation model into PatientBond’s digital engagement platform to activate desired patient behaviors. PatientBond completed its acquisition of c2b solutions in 2017 and remains the only healthcare IT vendor that has operationalized a proven and proprietary psychographic segmentation model at scale. This enables PatientBond to deliver personalized communications across any population resulting in significantly amplified patient engagement metrics, and ultimately business and clinical results, across diverse use cases.

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Founded: October 2011  
Privately held  
Based in Salt Lake City, Utah  
11-50 employees



## What Is PatientBond and What Does It Do?

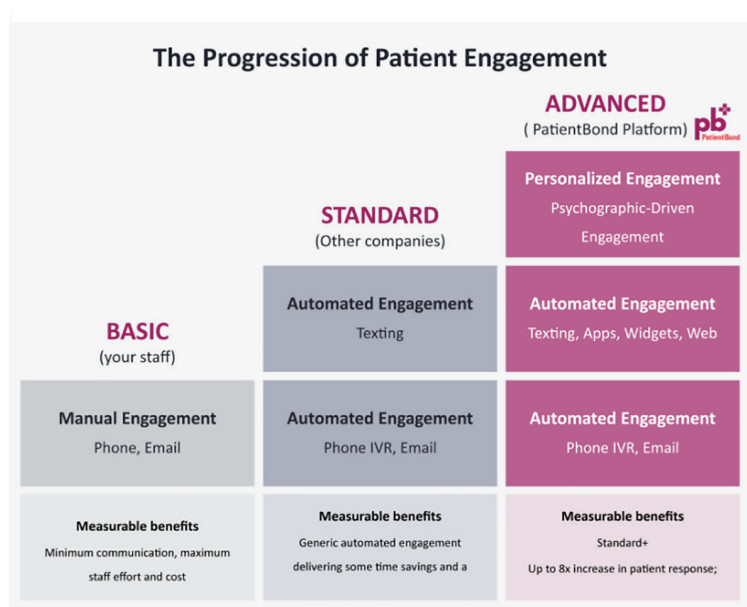
**PatientBond is the ADVANCED patient engagement platform that leverages healthcare consumer data science, psychographics and machine learning in digital engagement to motivate and activate patient behaviors. PatientBond delivers unmatched results and high Return On Investment for providers across marketing, health outcomes and patient payments.**

PatientBond revolutionizes patient engagement using a proprietary psychographic segmentation model and machine learning to personalize digital communications, proven to motivate desired healthcare consumer behaviors.

PatientBond personalizes emails, text messages/SMS, Interactive Voice Response and in-app/portal communications with 2-way response and psychographic insights based on the individual patient's motivations and communication preferences.

PatientBond can act as a standalone platform or as an enhancement to most CRM, EMR and practice management systems. PatientBond helps our customers amplify business and clinical results by growing market share, improving health outcomes and increasing the amount and speed of patient payment collections.

CLICK IMAGE TO WATCH FULL VIDEO



## Executive Bios

NOTE: CLICKING ON THE PROFILE PICTURE WILL TAKE YOU TO THAT PERSON'S LINKEDIN LISTING



### JUSTIN DEARBORN, CEO

Mr. Dearborn served as CEO and later CEO and Chairman of Tribune Publishing from 2016 to 2019, a publicly listed billion-dollar media company. Prior to Tribune Publishing, he served as chief executive officer and director of Merge Healthcare, a publicly listed clinical software solution provider. During his tenure, he led the company through a period of transformation and sustainable growth. Merge was acquired by IBM for \$1 billion and was integrated into IBM's Watson Health division to deliver intuitive, cognitive computing solutions to healthcare providers. Before joining Merge Healthcare, Dearborn served as managing director at Merrick Ventures, LLC., and in various executive senior management positions for Click Commers, Inc., a publicly traded software company.

Dearborn earned a Bachelor of Science in accounting from Illinois State University and a law degree from DePaul University College of Law.



### ANURAG JUNEJA, PRESIDENT

Anurag has over 20 years of experience in technology leadership roles in the digital customer engagement space. Anurag was most recently the SVP of WW Solutions and Services at eGain Corporation, where he led teams responsible for selling, designing, and implementing innovative customer experience solutions for large enterprises across retail, insurance, healthcare and telecommunications verticals. Anurag has a unique blend of business and technical expertise and is most passionate about ensuring client success. Anurag holds a bachelor's in technology from Indian Institute of Technology, Delhi, and MS and PhD degrees from Yale University.



### JEFF BOHMER, MD, CHIEF MEDICAL OFFICER

Dr. Bohmer works closely with PatientBond executive leadership, sales and customer success teams to advise on strategies that strengthen PatientBond's capabilities and clinical carepath product offerings with a focus on healthcare provider and consumer needs. Dr. Bohmer also serves as the Chairman/Medical Director of the Emergency Department at Northwestern Medicine Central Dupage Hospital. Dr. Bohmer was a co-founder and served as Medical Director of ImmediateMD, an urgent care chain acquired by Physicians Immediate Care in 2016. Dr. Bohmer is skilled in Emergency Medicine, Administration, Physician Relations, and Healthcare Information Technology (HIT), receiving his M.D. focused in medicine from Rush Medical College of Rush University Medical Center.

# Executive Bios

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## MARK SPRANCA, CHIEF STRATEGY OFFICER

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Mark helps develop and drive PatientBond's growth strategy and supports the company's go-to-market activities to generate value for healthcare organizations. Mark brings deep knowledge of what drives healthcare consumers and a long record of developing solutions that advance the interests of consumers and the organizations that serve them. As a behavioral scientist at RAND Corporation, he led projects on the measurement and reporting of costs and quality of healthcare, obtaining a patent for his work modeling and presenting health cost information to consumers. His work formed the basis for Medicare Health Plan Compare, which is still empowering consumers today. Subsequent to RAND, Mark was an executive at Abt Associates, where he led projects measuring and reducing medical errors and designing and evaluating healthcare treatment decision tools. Across his career, he has worked for many healthcare organizations across the government, commercial and nonprofit sectors. Mark received his PhD in Psychology from the University of California, Berkeley.



## RAKESH BARAK, CHIEF INNOVATION OFFICER

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Rakesh serves as chief innovation officer, bringing more than two decades of experience in the technology industry. He is responsible for building next generation solutions to transform health consumer experiences and leads global product and engineering teams. He is passionate about helping brands apply digital innovation to reduce healthcare costs and improve health outcomes. He began his career as an engineer and over the last two decades he has played a broad spectrum of roles across engineering, professional services, and presales functions.



## DAVID R FLOYD II, CHIEF TECHNOLOGY OFFICER

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David leads PatientBond's long-term technology vision and is responsible for the PatientBond behavior change platform innovation. In addition, David leads the advancement of the secure, multi-tenant cloud platform that enables PatientBond to deliver millions of personalized, segmented patient communications daily. Prior to joining PatientBond, David spent over 20 years in a variety of technology leadership roles. Most recently, David led a product development team to deliver an innovative cloud-based customization platform for one of Silicon Valley's leading customer experience companies. In other roles, he has delivered successful technology solutions to companies spanning a wide range of industry verticals including healthcare, logistics, financial services, telecommunications, and e-commerce.

# Executive Bios

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## MIKE SCHILLER, EVP SALES



Mike brings more than 25 years of experience exclusively in the healthcare information technology market. Prior to PatientBond, he was CEO of MedEvolve, Inc. and was responsible for all employee opportunity, client success, company growth and profitability. He is a proven executive who has built and led several sales organizations that provided solutions and services in the acute, ambulatory and radiology markets – including Streamline Health, Allscripts, GE Healthcare, IDX Systems Corporation and Caremark International – resulting in significant growth and client loyalty. Mike has a BA in Political Science from the University of Kansas and an MBA from Keller Graduate School of Management. He lives in Denver, CO with this wife and two children.

## CASEY ALBERTSON, SVP ACCOUNT MANAGEMENT



Casey has over 30 years of sales, marketing and operational leadership experience in healthcare services, healthcare products and consumer products at Procter & Gamble. Casey was EVP at MDVIP (Concierge Medicine), VP Managed Markets for the pharmaceutical division and led numerous innovation initiatives. In his pharma account management leadership role, he developed an industry-first medical risk contracting strategy for an RX product. In a marketing capacity, he co-developed and led the Health Care Consumer Institute® (HCI). This value-add business unit developed deep insights on consumer behavior in healthcare. Casey has extensive experience in healthcare, consumer marketing and psychographic profiling. He holds a BBA in Marketing from Iowa State.

## TREVOR ANDERSON, SVP CUSTOMER SUCCESS



As the Vice President of Customer Success, Trevor's focus is to ensure all customers achieve their goals month over month using the innovative PatientBond platform. Over the past 15 years, he has proven that success with any digital engagement program starts with a personal touch, and he works with his customers using that same philosophy. Trevor has worked in the digital software space throughout his career and has worked closely with Fortune 100 companies across all verticals. Trevor holds an MBA from Westminster College and a BS in Finance from the University of Utah.



# Executive Bios

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## BRENT WALKER, SVP MARKETING

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Brent has over 20 years of marketing experience in the healthcare division of Procter & Gamble, where he focused on brand building, consumer insights, customer marketing and value-added solutions. Brent has deep experience in consumer research and segmentation, market analytics and strategic planning. He designed and led P&G's e-commerce customer team for an online retailer of over-the-counter healthcare and personal needs products. Brent was also the head of customer marketing for MDVIP, P&G's subsidiary network of concierge medicine practices, where he worked with MDVIP's institutional partners to discover and apply consumer insights and leverage P&G's marketing capabilities to achieve mutual goals. Brent holds a BS in Business Administration from Miami University.



## BETH DREYER, VP OF FINANCE

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Beth has over 20 years of experience in finance, technology, and business management. Before joining PatientBond in 2016, she spent 15 years at Oracle and Finance Business Partner, working with senior sales managers in enterprise technology sales. Beth has experience implementing sales and operations process improvements and is highly trained in developing financial controls that advance profitability. She holds a BA in Computer Science and Marketing from St. Mary's University in Minnesota.



## EMILY KРАНENDONK, HUMAN RESOURCES MANAGER

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Emily Kranendonk serves as the Human Resources Manager for PatientBond. Emily earned a Master's Degree in Human Resources from USU – Jon M. Huntsman School of Business and comes with 4 years of human resources experience. Emily has previously worked for Stratus.HR, Predictive Biotech, Momentum Employer Group, and Cricut. Emily brings to the table knowledge that is drawn from her wealth of experience, both from her education and professional experience, which she integrates in novel and impactful ways. Emily holds a Bachelor's of Science from USU in Family Consumer Human



# Psychographic Segmentation

Psychographics pertain to people's attitudes, values, lifestyles and personalities and are the key to understanding healthcare consumers' motivations. Segmenting people by these characteristics allows one to target and deliver communications that resonate more effectively and increase the likelihood of behavior change.



**PatientBond's psychographic segmentation model was developed by healthcare consumer experts from Procter & Gamble, who led such work for P&G's healthcare division. The model is 91.1% accurate at identifying a consumer's psychographic profile, and each segment has its own unique approaches to health and wellness, motivations for behavior change and communication preferences.**

PatientBond uses psychographic insights to create personalized messaging that appeals to healthcare consumers based on their psychographic profiles. There are five psychographic segments, each with a unique set of motivations and communication preferences requiring a different engagement strategy. Only PatientBond uses a proven psychographic segmentation model to personalize communications, achieving unrivaled business and clinical results for our clients.

# The PatientBond Psychographic Segments



## SELF ACHIEVERS

19%

### Goals and Measures

**Self Achievers** are the most proactive when it comes to their wellness, investing what is necessary toward their health and appearance. **Self Achievers** may actually have health issues, but they stay on top of them with regular medical checkups, health screening and research. Purpose-driven, **Self Achievers** are task-oriented and will tackle a challenge if they are given measurable goals.



## BALANCE SEEKERS

17%

### Choices and Context

**Balance Seekers** are generally proactive in their health and are wellness-oriented. Balance Seekers are open to many ideas, sources of information and treatment options when it comes to their healthcare. However, **Balance Seekers** themselves - not healthcare professionals - define what success looks like in their health. Physicians and other healthcare professionals are useful resources, but not the only resources, for leading a healthy life.



## PRIORITY JUGGLERS

18%

### Family & Duty

**Priority Jugglers** are very busy with many responsibilities. Because of these commitments, they may invest in their own wellbeing and are reactive when it comes to their own, personal health issues. However, **Priority Jugglers** are very proactive when it comes to their family's health and will make sure their loved ones receive the care they need.



## PRIORITY JUGGLERS

15%

### Specific & Directive

**Direction Takers** believe their physician is the most credible resource for their healthcare needs. They look to healthcare professionals for direction and guidance because of their credentials. However, **Direction Takers** may not always follow advice, not because they disagree, but because they have trouble incorporating them into their daily routine.



## PRIORITY JUGGLERS

31%

### Living for Today

**Willful Endurers** live in the "here and now" and believe there are more important things to focus on than their health. They are not necessarily unhealthy, but they do what they like, when they like, and have a difficult time changing habits. They are self-reliant and can withstand anything life throws at them, going to the doctor only when they must.

## The Technology

PatientBond is a cloud-based, API-driven platform that automates two-way communications with psychographic messaging based on consumers' health motivations and channel preferences, such as email, SMS/text messages, Interactive Voice Response and in-app/portal channels.

PatientBond provides a dashboard for clients to monitor patient engagement and responses in real time. PatientBond can identify which patients need personal follow-up from clinicians while the system adjusts messaging and channel mix to maximize results. PatientBond can act as a standalone platform or as an enhancement to most CRM, EMR or Practice Management systems.



**Specifics: The PatientBond platform is a robust, private and secure, cloud-based offering built using N-Tier architecture. It is deployed to a near infinitely scalable multiple data center cloud with security and isolation at each tier of the application. This includes but is not limited to: Web; App; Messaging; Services & Persistent layers.**

Each layer of the application is deployed in an AWS Virtual Private Cloud with the environment isolated from any other customer networks. Each network is configured with individual subnets and firewalls to ensure only those ports and corresponding source IP's and destination IP's allow traffic and communication.

# Products & Services

PatientBond products and services can be grouped into one of three categories, depending on the benefit to clients: Improve Health Outcomes; Grow Market Share; and Increase Patient Payments & Collections.



## PatientBond Health



### POPULATION HEALTH

- Hospital Readmission Reduction
- Care Gaps and Screenings
- Digital Health Coaching
- Medication Adherence
- AHA Health Motivation Platform

### INTAKE

- Online Scheduling and Routing
- Secure Virtual Triage
- Pre-Visit Forms and Questionnaires
- Insurance Verification and Copays
- Segmented Reminders and Alerts

### TELEHEALTH

- Secure Video Consults
- Secure Messaging Consults
- Remote Monitoring
- ePrescription and Labs



## PatientBond Marketing



### INSIGHTS ACCELERATOR™

- Online Dashboard to Access Extensive Market Research Data
- Guides Choice of Messaging and Marketing Mix
- Location Heatmaps by Psychographics & Demographics
- Codebook to Activating Psychographic Segments

### PATIENT ACQUISITION

- Segmented Service Line Campaigns
- Configurable Health Risk Assessments
- Social Reputation Management
- Patient/Physician Match

### PATIENT LOYALTY

- Patient Surveys and Feedback
- Visit Follow-up Messaging
- Lab and Rx Notifications
- Segmented Reactivation Campaigns
- Patient Journey Extension



## PatientBond Financial











### DIGITAL STATEMENTS ONLINE PAYMENTS NOTIFICATIONS

- Payment Reminders
- Early Out Messaging
- Card on File Messaging
- Payment Reminders
- Digital Statements
- Card on File Messaging
- Online Payments
- Early Out Messaging
- Pre-Auth/Co-Pay Notifications
- Explanation of Benefits

## Recent Press Releases & Recognition

PatientBond products and services can be grouped into one of three categories, depending on the benefit to clients: Improve Health Outcomes; Grow Market Share; and Increase Patient Payments & Collections.

-  **JANUARY 20, 2022**  
**Press Release: PatientBond and Redox Partner to Bring Consumer Science to Health Care**
-  **JANUARY 14, 2022**  
**Press Release: PatientBond Launches on Olive's Marketplace - The Library**
-  **JANUARY 03, 2022**  
**Consumer Science Key to Bolstering Engagement in Health Care**
-  **DECEMBER 10, 2021**  
**PRESS RELEASE: PatientBond Announces New Additions to Its Board and Executive Leadership Team**
-  **OCTOBER 5, 2021**  
**PatientBond Surpasses Company Growth and Patient Engagement Results Milestones**
-  **AUGUST 18, 2021**  
**PatientBond Named to Inc. 5000 for Third Year in a Row**
-  **MAY 26, 2021**  
**PatientBond Recognized by KLAS & G2 for High Customer Satisfaction**
-  **APRIL 09, 2021**  
**PatientBond Recognized In Financial Times List of Fastest Growing Companies**

# Recent Industry Presentations & Interviews

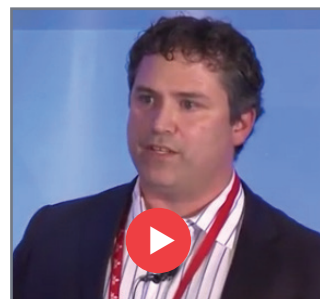
BY BRENT WALKER, SVP MARKETING

- ✚ **A DEEP DIVE INTO HEALTHCARE CONSUMER SCIENCE, SERVICE AREA ANALYTICS, SITE SELECTION AND ANALYTICS**  
Targeting Patients Who Bring the Most Revenue
- ✚ **VIEW THE ON-DEMAND WEBINAR HOSTED BY THE VANGUARD NETWORK IN PARTNERSHIP WITH GLOBAL VACCINATION ADVISORS**  
[Mr. Albertson discusses psychographic segmentation and how it can be applied to drive COVID-19 vaccinations in communities.](#)
- ✚ **THE PSYCHOGRAPHICS BEHIND ACCELERATING COVID-19 VACCINATIONS**  
<https://www.patientbond.com/resources/patientbond-webinar-may2021>
- ✚ **LEVERAGING CONSUMER INSIGHTS AND INNOVATIVE TECHNOLOGIES TO DISRUPT HEALTHCARE ENGAGEMENT**  
Psychographic segmentation can be used to guide healthcare marketing campaigns, the role of artificial intelligence and machine learning in extracting psychographic insights, and the controversies around using these kinds of data for marketing purposes.
- ✚ **A Q&A WITH JUSTIN DEARBORN, CEO, PATIENTBOND**  
An overview of PatientBond's background, capabilities and differentiators in the patient engagement technology marketplace.

CLICK TO WATCH FULL VIDEOS



**Using Consumer Psychology, Insights to Develop Patient Management Tools HIMSSTV (4:59)**



**Psychographics in Health Care Presentation at the American Heart Association Center for Health Technology and Innovation Forum (16:43)**

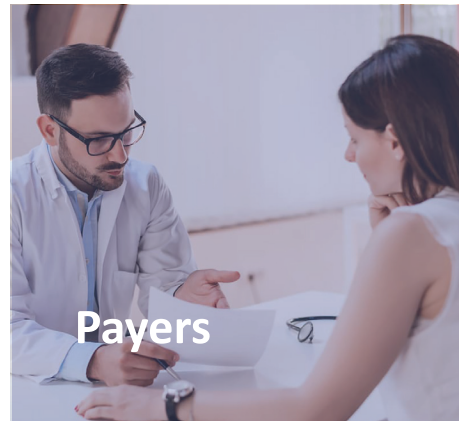
## Primary Industries Served

PatientBond has been proven across most channels of healthcare delivery, including medical devices, pharmaceuticals and employee wellness. PatientBond's primary focus is on:



### Hospitals and Health Systems

NEW PATIENTS,  
GROWING MARKET SHARE



### Payers

MEMBER ACQUISITION, LOYALTY  
AND OUTCOMES



### Urgent Care

INCREASE PATIENT TRAFFIC AND  
APPOINTMENT SHOW RATES



### Specialty Pharmacies

IMPROVED MEDICATION ADHERENCE  
AND OUTCOMES



## In-Market Results



### PatientBond Marketing

PATIENT ACQUISITION  
AND LOYALTY



### PatientBond Financial

REDUCE THE COSTS  
OF COLLECTIONS



### PatientBond Health

ACTIVATE PATIENT  
BEHAVIORS, REDUCE COSTS

### Sample results include:

- ✚ **75 – 90 percent reduction** in hospital readmissions for COPD, Congestive Heart Failure, Atrial Fibrillation and Spine Surgery
- ✚ **7.5 times increase** in telehealth registrations
- ✚ **57 percent increase** in cancer screenings
- ✚ **40 percent increase** in patient loyalty
- ✚ **200 percent increase** in banner advertising response
- ✚ **4 times increase** in patient payments within 10 days of implementation
- ✚ **Up to 24 percent increase** in collections of patient payment balances 120+ days overdue
- ✚ **50 percent reduction** in paper statement costs

## Testimonials

### + CRH HEALTHCARE

"PatientBond has allowed us to engage with our patients in a more meaningful way. We are now able to check back with patients via text messages to see how they are feeling, understand what providers and clinics have the highest rating, and grow our reviews through social media sites."

- TIM KISS, V.P., MARKETING

▶ [VIEW CASE STUDY](#)

### + Fast Pace Health Urgent Care

"Going with PatientBond was one of the best decisions our company could have made. No more wasted paper and postage, quicker patient reaction time to balances, and ease of payments for patients have made for higher incoming revenue. I would recommend PatientBond in a heartbeat to those looking to increase revenue."

- JERRY CREECH, VP OF REVENUE CYCLE MANAGEMENT

▶ [VIEW CASE STUDY](#)

### + First Care

NOTE: This is the same testimonial.

"PatientBond is a supportive partner that listens, responds quickly and makes requested enhancements. Our relationship creates a better product for both companies. We value the tool to make data-driven decisions, to ensure we deliver quality care and an outstanding patient experience."

- JANNA SEWELL, MANAGER OF MARKETING AND PATIENT RELATIONS

▶ [VIEW CASE STUDY](#)

### + Midwest Express Clinic

"PatientBond has helped our operations/ processes on many parts of our business, and overall has been one of the best tools implemented and we saw immediate improvement. PatientBond is priced reasonably and we've seen our monthly cost re-captured not just in labor savings, but in building a loyal patient base that is more engaged."

- SANGEET SHAH, OWNER

▶ [VIEW CASE STUDY](#)

## Testimonials

### + stat care

“PatientBond’s psychographic segmentation model and consumer insights have significantly boosted the effectiveness of our clinics’ marketing and patient acquisition efforts.”

- SANDEEP JAIN, MD, OWNER

▶ [VIEW CASE STUDY](#)

### + 33 location Urgent Care chain

“PatientBond is an easy to work with because of their aligned intent of customer success.”

- DIRECTOR OF REVENUE CYCLE  
MANAGEMENT

▶ [VIEW CASE STUDY](#)



▶ [CLICK TO WATCH VIDEO](#)

Below is a sampling of PatientBond's Current Clients.



## Advanced Content

CLICK ON ANY IMAGE TO OPEN

▶ [View Whitepapers](#)

▶ [Case Studies](#)

▶ [Webinars](#)

▶ [Videos](#)

▶ [Tip Sheets](#)

### Whitepaper:

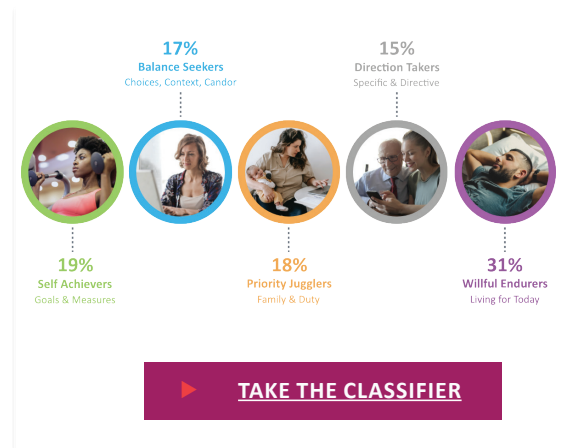
**Psychographic Segmentation and its Practical Application in Patient Engagement and Behavior Change**



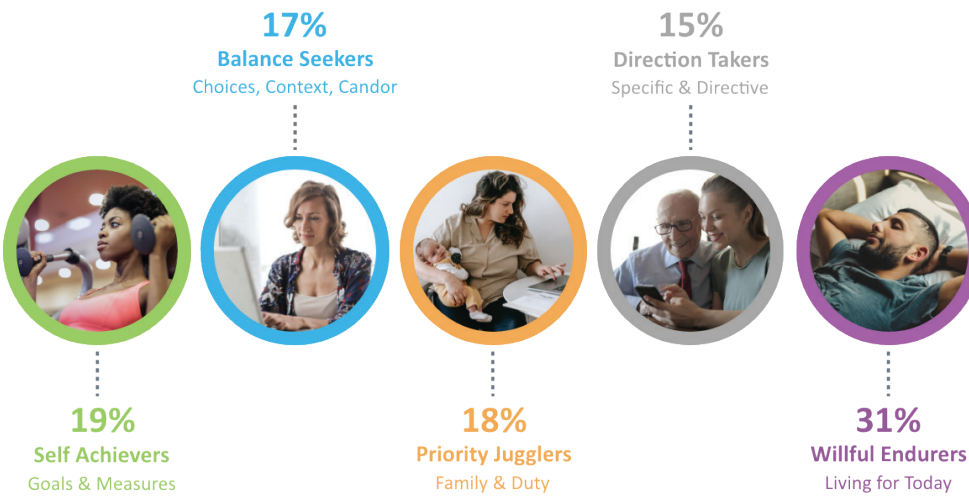
### Blogs



### Psychographic Segment Classifier



# Patient Bond Logos and Brand Images



## Contact Information

### MEDIA INQUIRIES:

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