

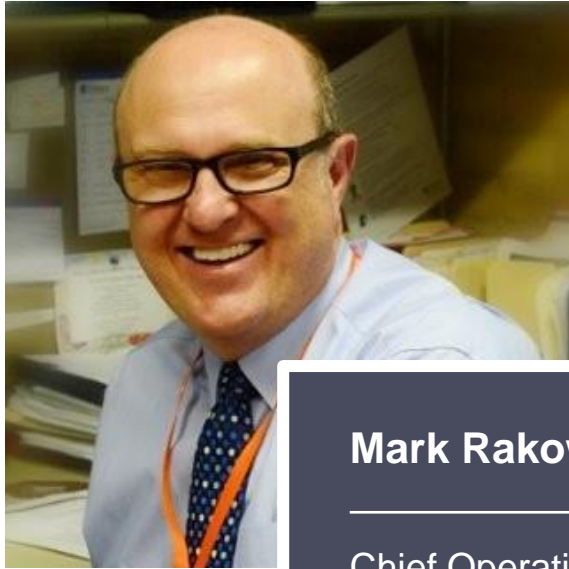
FREESPIRA WEBINARS PRESENTS:

UNLOCKING TELEHEALTH SOLUTIONS FOR PANIC
DISORDER AND PTSD CARE MANAGEMENT

An ACAP Member Case Study

July 15, 2021

MEET OUR SPEAKERS



Mark Rakowski

Chief Operating Officer
Children's Community Health Plan



Robert Cuyler, PHD

Chief Clinical Officer
Freespira

TODAY'S AGENDA

1. CHILDREN'S COMMUNITY HEALTH PLAN (CCHP) OVERVIEW

2. CURRENT TREATMENTS FOR PANIC ATTACKS, PANIC DISORDER (PD) AND POST-TRAUMATIC STRESS DISORDER (PTSD) SYMPTOMS

3. PHYSIOLOGIC FACTORS AND NEW TREATMENT APPROACHES

4. FREESPIRA OVERVIEW

5. CCHP AND FREESPIRA PROGRAM PARTNERSHIP

6. CCHP RESULTS AND KEY LEARNINGS

7. DISCUSSION

CCHP SERVES OVER 160,000 CHILDREN AND ADULTS

THREE PRIMARY COVERAGE PLANS ACROSS WISCONSIN



Medicaid

- 150,000+ lives
- 28 counties in Eastern Wisconsin



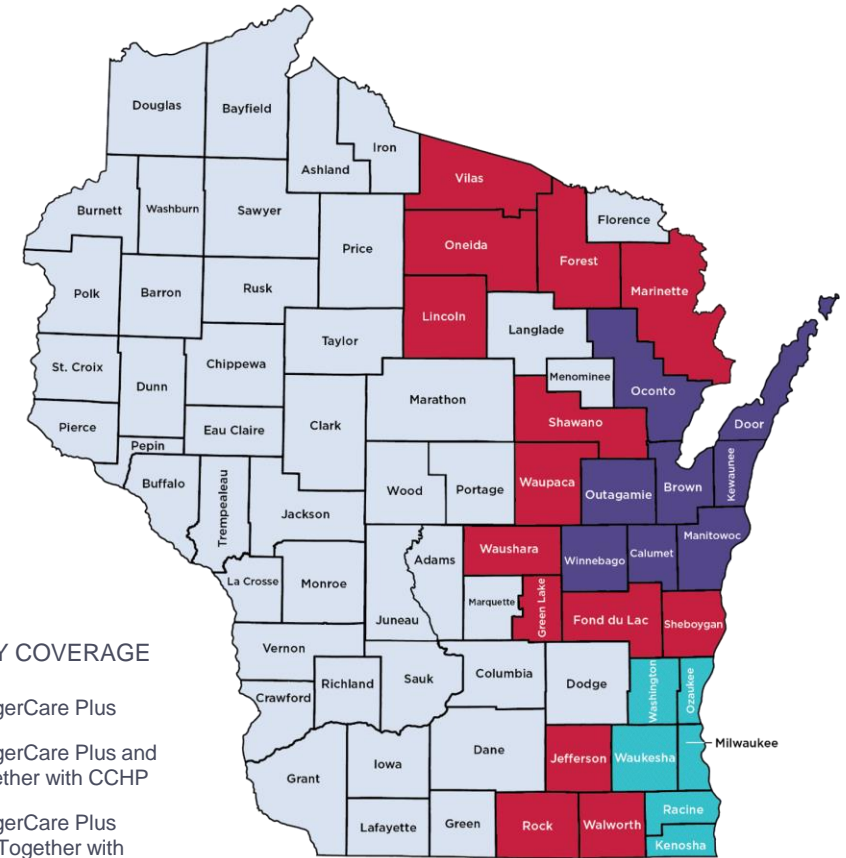
Foster care medical home

- 2,800+ lives
- 6 counties in Southeast Wisconsin



Individual and family coverage

- 16,000+ lives
- 14 counties in Eastern Wisconsin



BEHAVIORAL HEALTH CHALLENGES FOR CCHP

COMMON PAIN POINTS

- Mental and behavioral health (BH) needs are predominant
 - 67% of high-cost members (PMPY >\$25,000) have a behavioral health related diagnosis
 - For all Medicaid members, depression is the 3rd highest cost diagnosis group behind pregnancy complications and newborn care
 - Depression is the most prevalent inpatient diagnosis for adolescents 13-17
- Depression and anxiety often occur together, and often co-exist with physical health conditions
- Over 44% of our inpatient readmissions within 30 days are BH related
- While BH diagnoses are not the top reasons for ED use, chest pain and shortness of breath that are unexplained and do not lead to hospitalization or even diagnosis, are very common and could often be attributable to panic attacks

LEGACY PROGRAMMING AT CCHP

Depression Case Management Program

- Newsletter
- Preventive reminders
- Case management for high-risk members

Behavioral Health Case Management

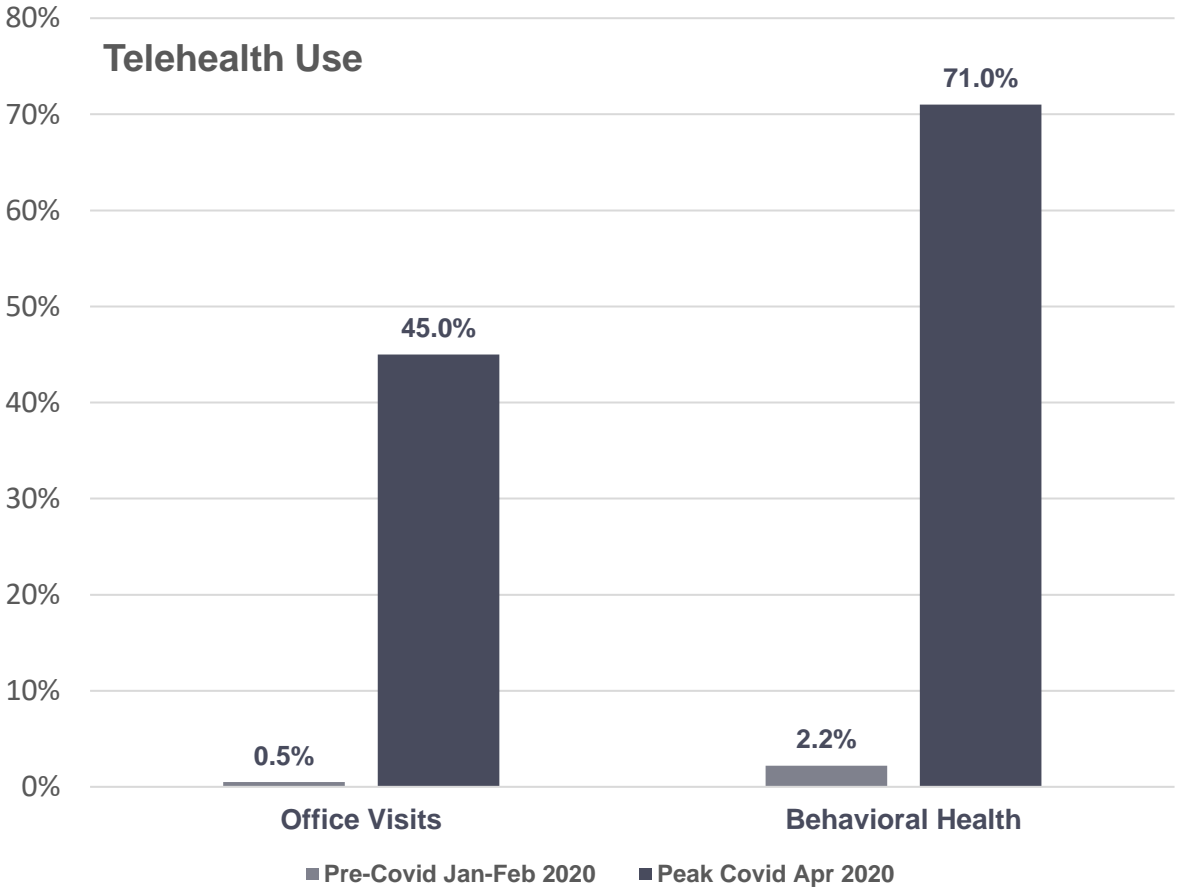
- General
- Substance abuse
- Teen depression/anxiety

Other member resources

- CCHP On Call
- Connection to online and community resources

COVID CHANGED TELEHEALTH AT CCHP (AND EVERYWHERE)

BEHAVIORAL HEALTH VIRTUAL CARE DEMAND IS HIGHER VS. OTHER TELEHEALTH VISITS

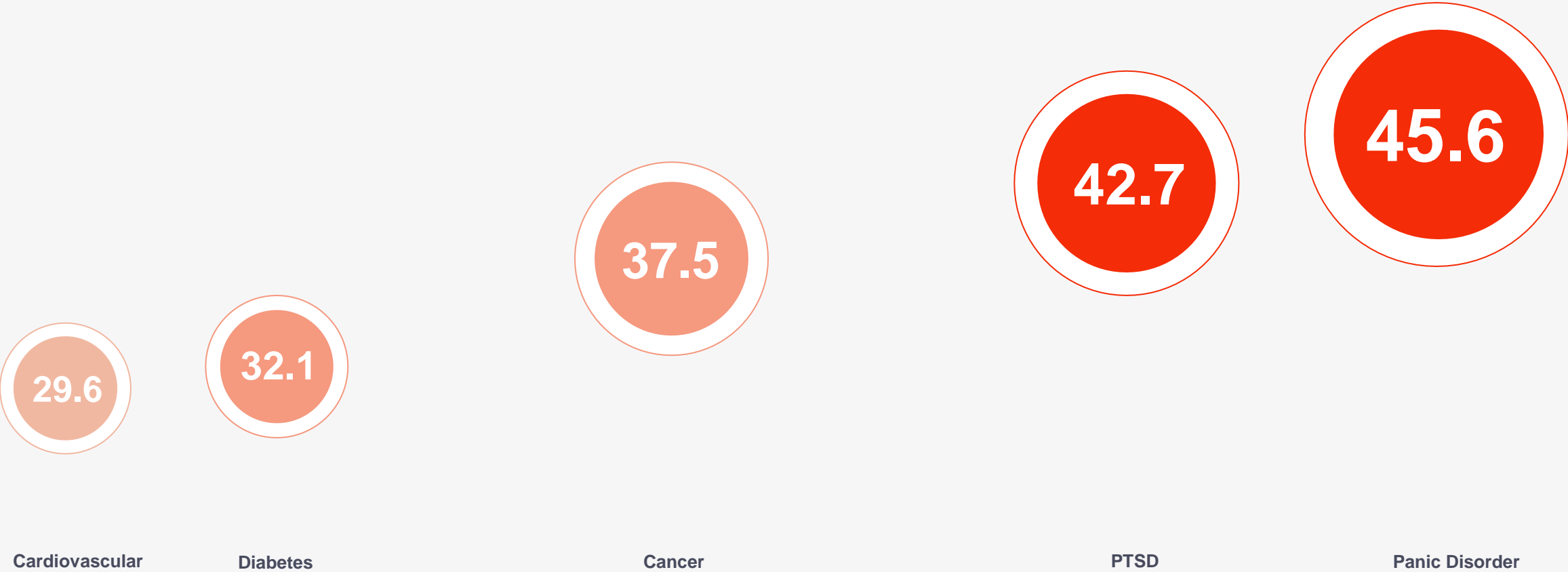


Telehealth usage normalized at end of 2020. Office visits average 11% in Q4 and behavioral health televisit use leveled off at 43%.

Freespira began enrolling CCHP members in February 2021.

DAYS OUT OF ROLE HIGHEST FOR PTSD AND PD

DAYS OUT OF ROLE BY CONDITION¹



1. Days out of role due to common physical and mental conditions: results from the WHO World Mental health survey. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3223313/>

PD AND PTSD: HIGH BURDEN, PROBLEMATIC ACCESS

18%

Affected by
Anxiety Disorders¹

**ONLY
37%**

Seek Treatment
for Anxiety Disorders²

75%

With PTSD Experience
Panic Attacks³

5X

More ED Visits Among
PD sufferers⁴

20%

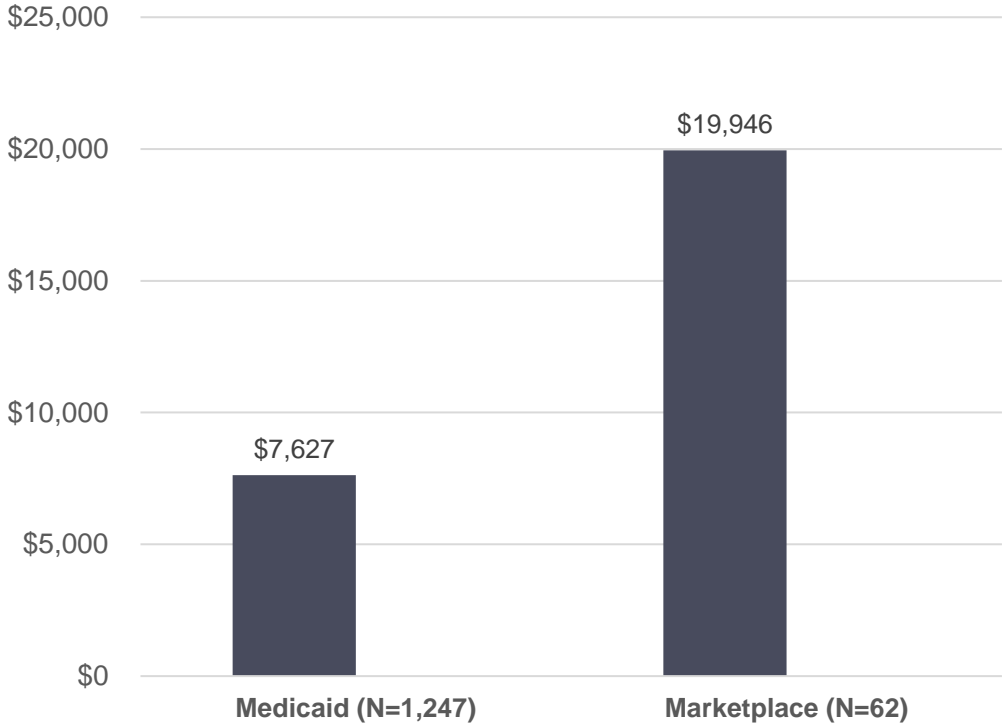
Identified by
Claims Alone⁴

1. National Institute of Mental Health. <https://www.nimh.nih.gov/health/statistics/any-anxiety-disorder>
2. Anxiety and Depression Association of America. <https://adaa.org/understanding-anxiety/facts-statistics>
3. The Treatment for Posttraumatic Stress Disorder in Military and Veteran Populations: Final Assessment 457,000 Veterans have PTSD post 911
4. The economic burden of panic disorder: A claims-based analysis, Health Lumen study, 2017

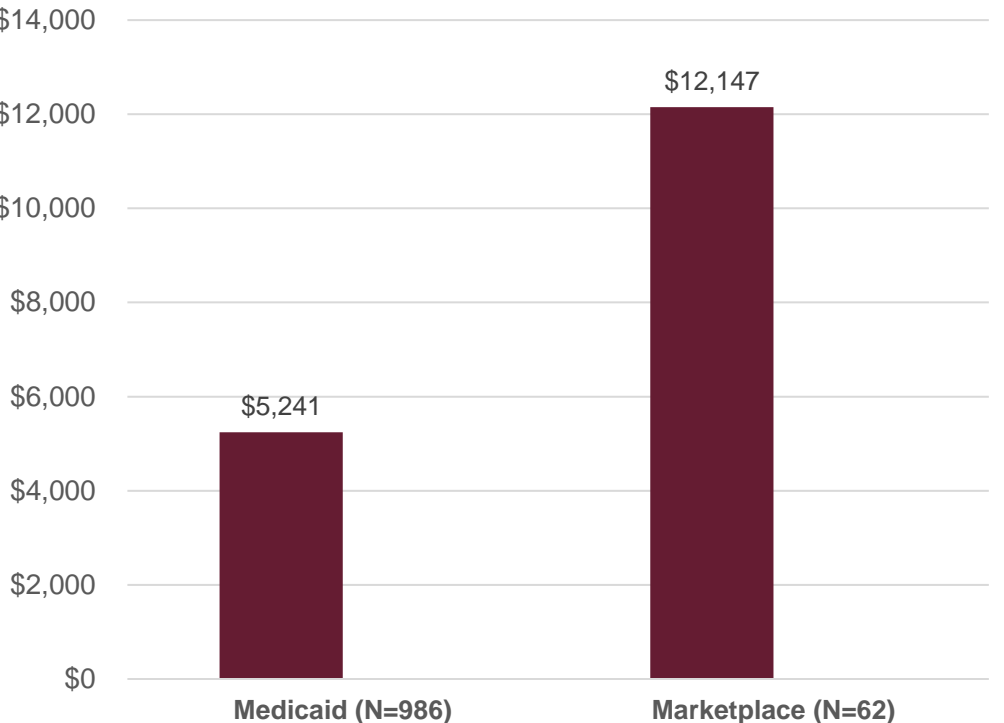
CCHP MEMBERS WITH PTSD CLAIMS HIGHER THAN PD

ADULT MEDICAL AND PHARMACY CLAIMS ARE HIGHER FOR PANIC DISORDER AND PTSD

PTSD Diagnosis



Panic Disorder Diagnosis

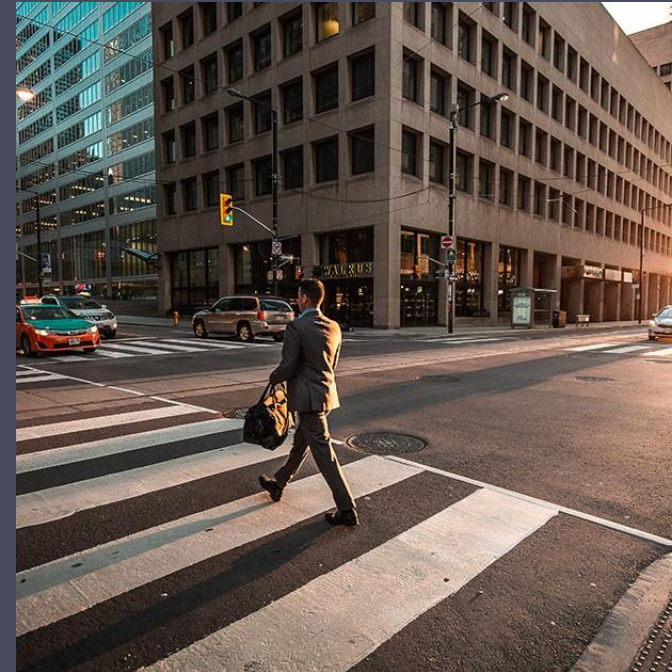


TOLL ON REAL PEOPLE GOES BEYOND NUMBERS

CASE STUDIES



Case Study: PTSD symptoms due to an abusive relationship led to difficulty trusting others, nightmares.

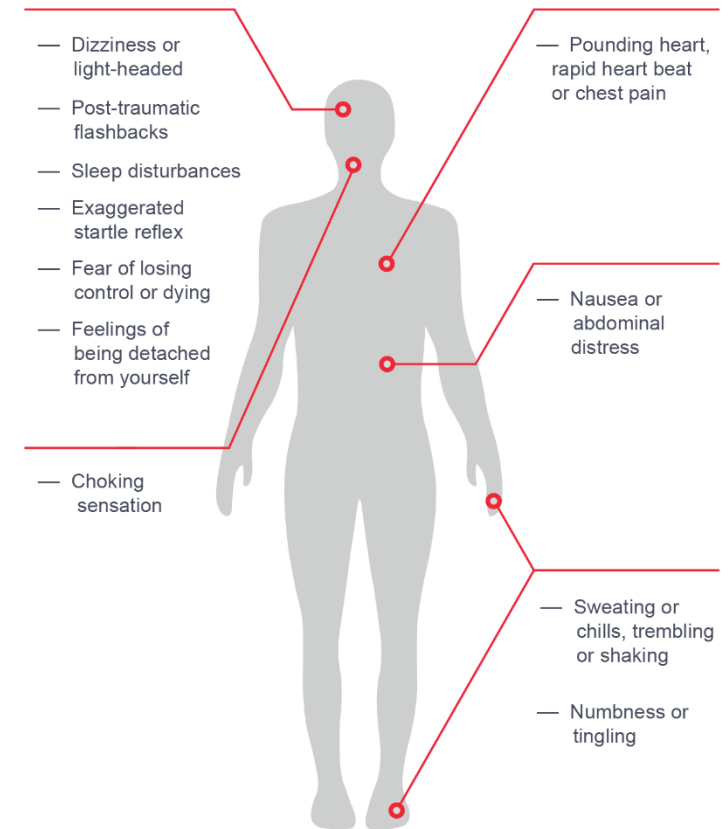


Case Study: Panic attacks associated with sleep disturbances led to a decline in work quality and ability to travel for business.

PHYSIOLOGICAL CAUSE OF PANIC ATTACKS AND PTSD

- Panic attacks and PTSD share a common *underlying physiological factor* that traditional treatments don't address
- Carbon dioxide (CO₂) hypersensitivity, causing *chronic respiratory dysregulation and/or bodily hypervigilance*.
- This *hypersensitivity* sets the stage for panic attacks, bodily and psychological stress, dissociation, exaggerated startle reflex, post-traumatic flashbacks and other symptoms.

Symptoms Experienced



CURRENT TREATMENT OPTIONS FALL SHORT

Psychotherapy	Medications	Freespira Advantages
<ul style="list-style-type: none">• Limited by access and wait times• Long duration of treatment• High dropout rates	<ul style="list-style-type: none">• High side effect burden• 50% discontinuation rate• 61% relapse rate once treatment discontinued• Risk of addiction with benzodiazepines	<ul style="list-style-type: none">• High efficacy rates• Minor transient side effects• High compliance• No in-person clinician visit required• Short duration of treatment (28 days)

FREESPIRA DEVELOPS LASTING SELF-MANAGEMENT SKILLS

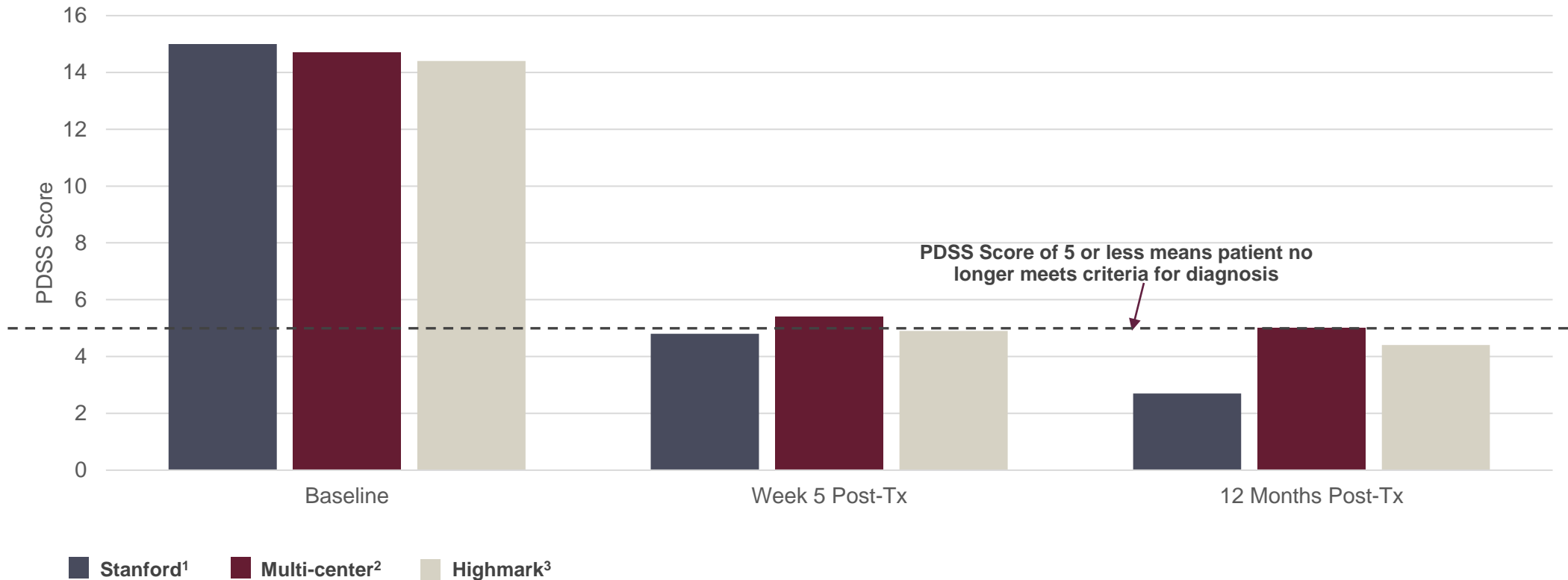
FREESPIRA IS AN FDA-CLEARED, 28-DAY, AT-HOME TREATMENT THAT NORMALIZES EXHALED CO₂ AND RESPIRATION USING PHYSIOLOGICAL FEEDBACK

- Proprietary sensor, nasal cannula, connected tablet and proprietary software which is **used at home for 28 days**
- Measures exhaled CO₂ and respiration rate in real-time
- Software displays physiological data and guides patients to regulate exhaled CO₂ levels & respiration
- Twice-daily, 17-minute treatment helps users normalize their breathing
- Physiological data analysis and self-assessment symptom surveys pre- and post-treatment
- Weekly telehealth coaching and program support



CONSISTENT RESULTS ACROSS ALL PANIC DISORDER TRIALS

AVERAGE PDSS SCORE FOR PATIENTS IMMEDIATELY AFTER TREATMENT AND 12 MONTHS POST-TREATMENT WAS BELOW THE REMISSION THRESHOLD

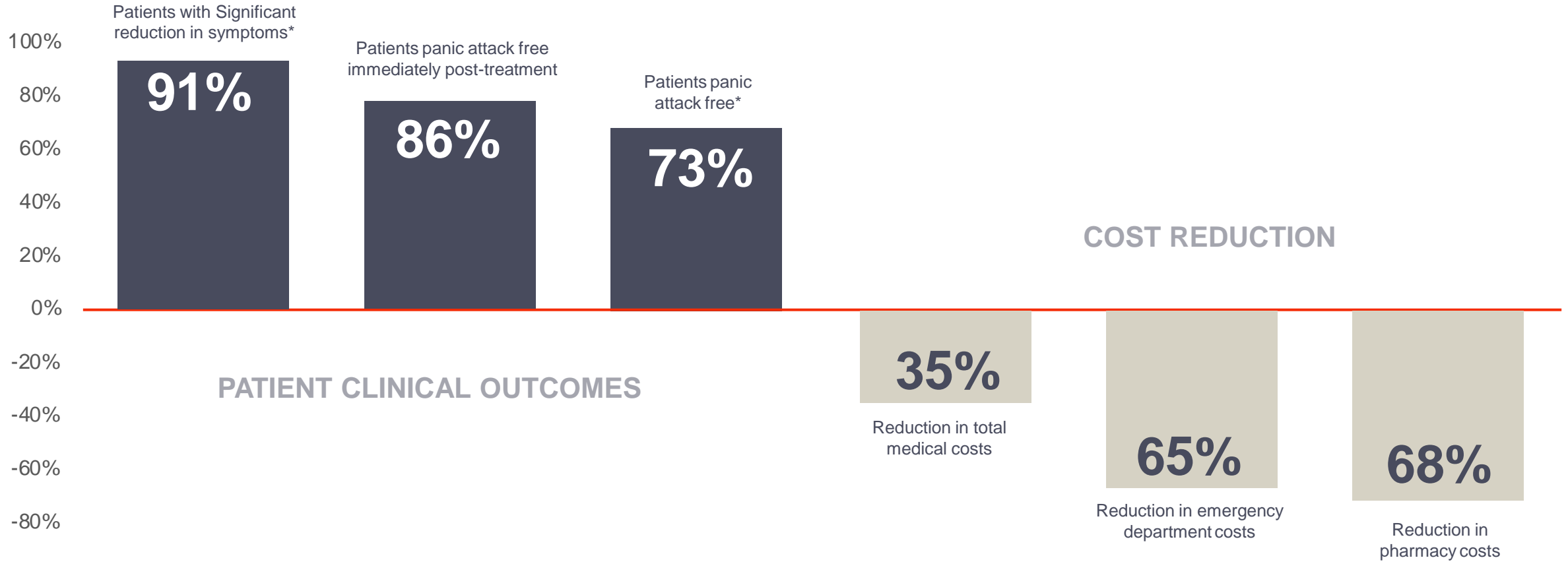


¹ Meuret AE, et al., Journal of Psychiatric Research, 2008; 42:560-8.

² Tolin DF, et al., Appl Psychophysiology Biofeedback. 2017; 42:51-58.

³ Alicia Kaplan · Anthony P. Mannarino · P. V. Nickell, Vol.:(0123456789)1 3Applied Psychophysiology and Biofeedback <https://doi.org/10.1007/s10484-020-09465-0>, Evaluating the Impact of Freespira on Panic Disorder Patients' Health Outcomes and Healthcare Costs within the Allegheny Health Network

HIGHMARK HEALTH ECONOMIC STUDY¹

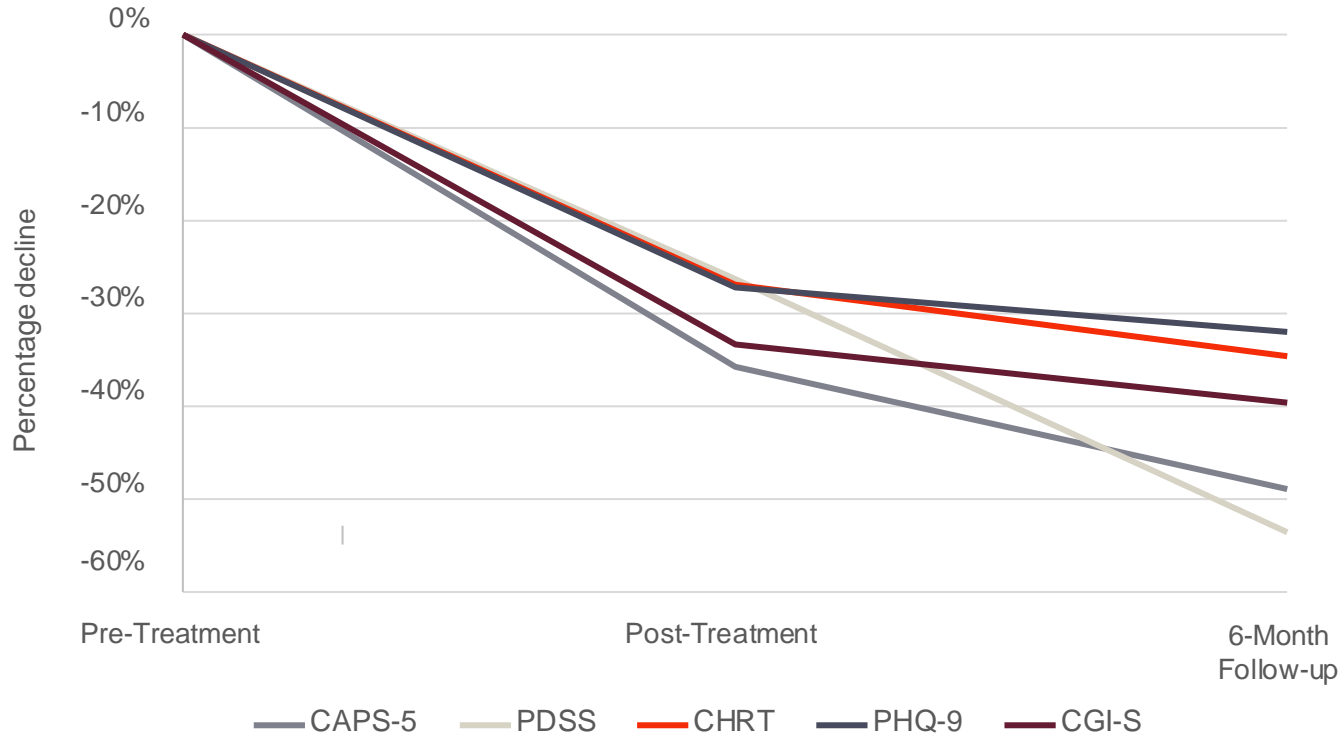


**12 months post-treatment*

¹Vol.:(0123456789)1 3 Applied Psychophysiology and Biofeedback <https://doi.org/10.1007/s10484-020-09465-0>, Evaluating the Impact of Freespira on Panic Disorder Patients' Health Outcomes and Healthcare Costs within the Allegheny Health Network, Alicia Kaplan · Anthony P. Mannarino · P. V. Nickel

PTSD STUDY PRIMARY AND SECONDARY OUTCOMES

FREESPIRA TREATMENT RESULTED IN SIGNIFICANT REDUCTIONS IN:



- PTSD
- Panic Disorder
- Suicidality
- Depression
- Overall mental illness severity

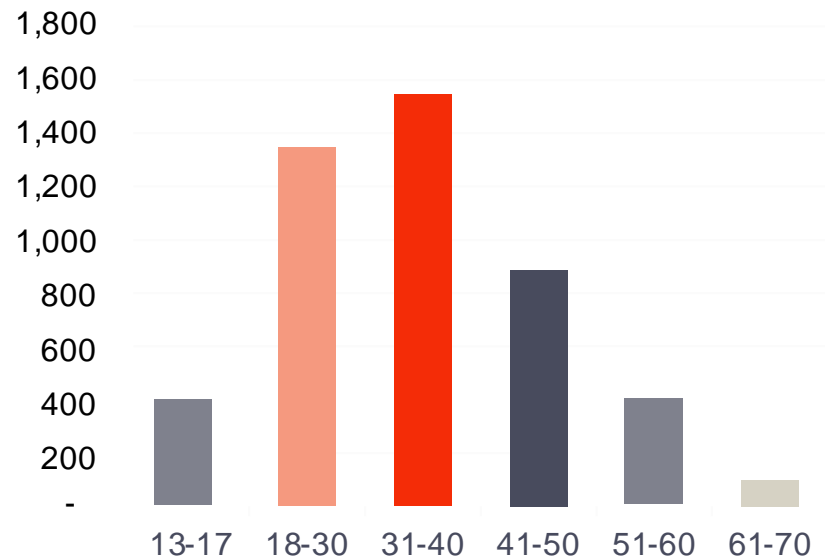
CAPS-5 = Clinician-Administered PTSD Scale for DSM-5 PDSS = Panic Disorder Severity Scale

CHRT = Suicide Behavioral Evaluation

PHQ-9 = Patient Health Questionnaire Quick Depression Assessment CGI-S = Clinical Global Impression – Severity of mental illness scale

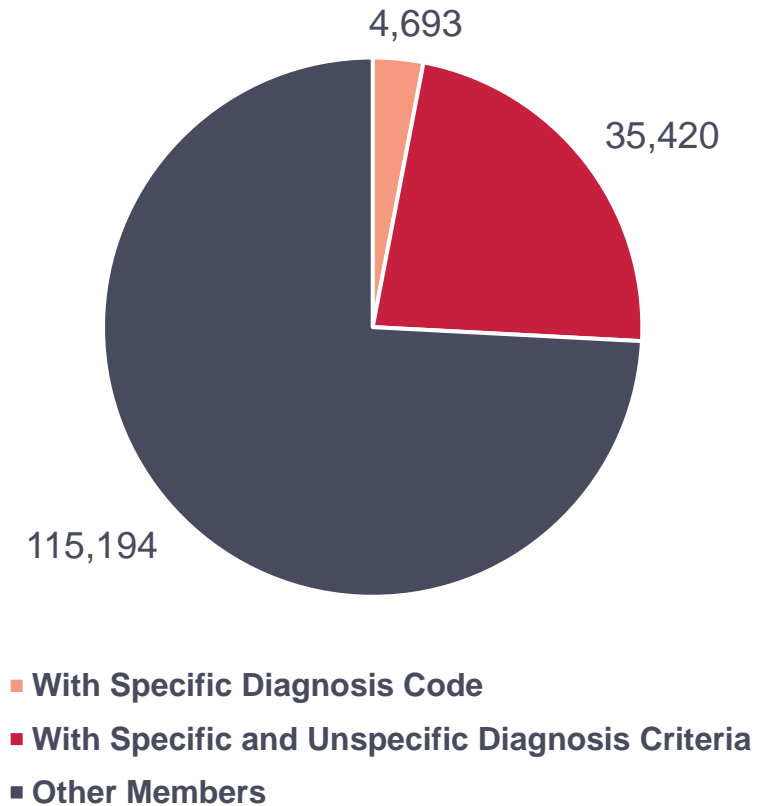
ONE-FOURTH OF CCHP MEMBERS MAY QUALIFY

PD AND PTSD DEVELOP IN YOUNG ADULTHOOD



4,693 DIAGNOSED MEMBERS BY AGE
2021

CCHP MEMBER ELIGIBILITY AND PARTICIPATION



THE CCHP AND FREESPIRA ENGAGEMENT STRATEGY

Co-branded Education

- Multi-channel member-wide announcement of Freespira availability
- Targeted outreach to diagnosed members via claims analysis
- Targeted outreach to members with related conditions

Provider Education

- Webinars and written materials on availability and role of Freespira
- Option to self-refer or access independent clinicians for screening
- CCHP Case Management

Employee Engagement

- Program awareness
- Results and impact by CCHP for members



The advertisement features a photograph of two young women walking on a beach. In the top right corner, the Freespira logo and the Children's Community Health Plan CARE4KIDS logo are displayed. The main headline reads "FREESPIRA FOR ADOLESCENTS" followed by "FREE YOURSELF FROM PANIC ATTACKS AND PTSD SYMPTOMS IN ONLY 28 DAYS". Below this, a key message states: "FREESPIRA IS THE ONLY DIGITAL THERAPEUTIC PROVEN TO SIGNIFICANTLY REDUCE OR ELIMINATE PANIC ATTACKS AND PTSD SYMPTOMS BY NORMALIZING RESPIRATORY IRREGULARITIES IN ADULTS AND ADOLESCENTS*".

ABOUT THE TREATMENT

- Used at home and is medication-free
- 17 minutes twice daily for 28 days
- Included personalized training, coaching and patient support
- Offers long-term symptom relief

An image of the Freespira device and a tablet displaying a graph is shown to the right of the treatment details.

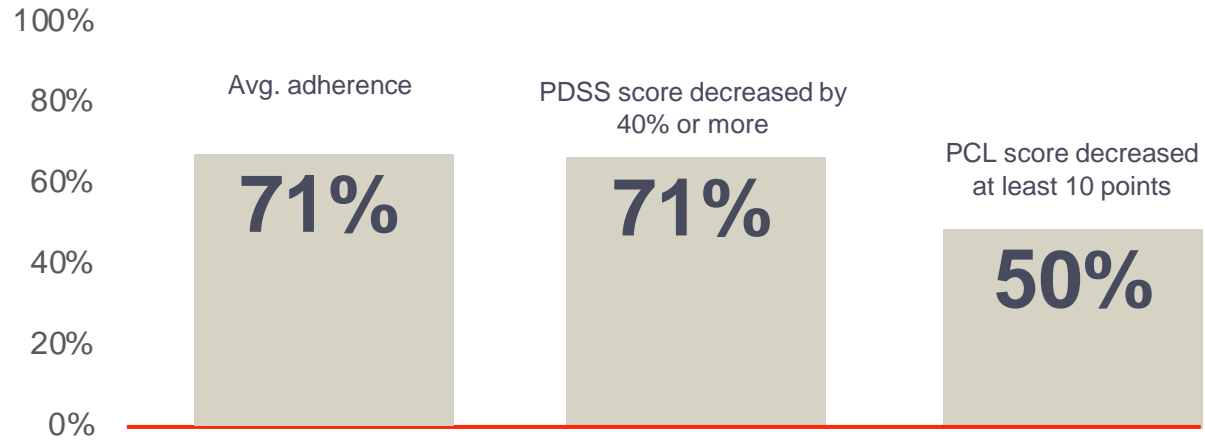
ADOLESCENT RESULTS

- 72% Of Freespira Patients adhered to treatment
- 60% Of Freespira Patients experienced a reduction in symptoms
- 40% Of Freespira Patients achieved remission

A testimonial quote is included: "Freespira has literally changed my life." attributed to Talia.

CCHP MEMBERS EXPERIENCED IMMEDIATE SYMPTOM REDUCTION

OUTCOMES FOLLOWING 28 DAY TREATMENT



- 700 member inquiries (first month)
 - Freespira call center
 - Co-branded landing page
- 268 assessments
- 102 completed treatments (YTD*)

*June 2021

CCHP MEMBER TESTIMONIALS: PTSD AND PD

“

Before using Freespira,
I could not drive
long distances. It gave
me panic attacks...
Now, after using Freespira
I can drive again. ”

— Panic Disorder Member

“

I am calmer now, and
I can do more things.
I even went to a crowded
spot for lunch with my wife
last week which I would
have normally avoided.
I am getting out a lot more
and don't feel the need to
avoid life the way I used to. ”

— PTSD Member

“

My recommendation
would be to **never**
give up. ...Don't be
afraid to **try it** because
the benefits are good.
Thanks to Freespira
my life changed. ”

— Panic Disorder Member

DISCUSSION AND AUDIENCE Q&A

KEY LEARNINGS

1

Prevalence and impact of PD and PTSD higher than expected

2

At-home treatment with coach televisits improved access to care and clinical options

3

Strong outcomes and high adherence rates

4

Positive, life-changing results for members

FOR MORE INFORMATION:

FREESPIRA.COM | CS@FREESPIRA.COM
