



Empowering Patients Through Healthcare Search

Mediflix®

Navigating the Health Information Crisis

1B+

Overwhelming Search for Answer

Over **1 billion** health-related online searches per day.

76%

Patient Confusion and Frustration

76% leave doctor's offices feeling confused. **80%** seek further explanations online

12%

Low Health Literacy

Only **12%** of U.S. adults have proficient health literacy.

73%

Misinformation Epidemic

73% have encountered healthcare misinformation. Difficult to distinguish credible guidance from false information.



Strain on Healthcare System

Misinformation overburdens healthcare services. Diverts doctors' time from patient care.

There is a critical need for accessible and credible health information to empower individuals and reduce the burden on the healthcare system.

Enduring Trust in Physicians

Historical Faith in Medical Professionals



A Legacy of Trust

Since Hippocrates (450 BCE - 380 BCE), people have placed their faith in physicians

Current Trust Landscape

95%

High Trust in Physicians

95% of Americans trust physicians for health recommendations

12%

Low Trust in Social Media

Only 18% have high trust in health information from social media platforms

Physicians remain the most trusted source for health information, highlighting the importance of human expertise in healthcare.

AI Alone Isn't Enough – Need for Human Touch

AI's Potential in Healthcare

Enhancing Health Literacy: AI has the potential to improve access to health information.

Trust Issues with AI

Skepticism Remains: People don't fully trust AI in healthcare contexts.

Preference for Human Doctors: In a large study, 52% would choose a human doctor over AI for diagnosis and treatment.*

Impact of Human Verification

Increased Trust with Human Oversight: 50% of people would trust AI more if it had been human verified.

What factors would make you more likely to trust search engines that incorporate AI-generated results?

Increased data privacy regulations

40%

Increased personalization of search results

35%

Confirmation that the content had been verified by a human prior to publishing

50%

While AI offers promising benefits in healthcare, combining it with human expertise is essential to meet consumer needs and build trust.

Mediflix Mission

By elevating the world's leading doctors and integrating trusted data, Mediflix creates AI-powered applications that revolutionize healthcare search.

Meet the Mediflix Team

Core Leadership

Decades in Healthcare, AI, and Technology



Sharon Cammisa

Sold healthcare agency to WPP

- Marketing & analytics expert
- Tech-driven customer engagement
- Collaborative global strategist



Spencer Falk

Sold healthcare agency to WPP

- Seasoned Pharma Exec
- Successful serial entrepreneur
- Proven healthcare innovator



Sanjay Patel

Dunkin', ADP, John Hancock

- Integrity-driven leadership
- Expert in scalable solutions
- Creator of customer-loved products

Leadership and technical team has decades of experience in building and growing healthcare businesses.

Technology team has numerous patents, AI and mobile application product builds and startups under their belt.

Founders and Board

Strong backing of media & healthcare experience



Steve Leber
Founder, Chairman & President

Former Music Executive, Entertainment Producer



Neil Braun
Founder & CEO

Former President of NBC Television Network



Ron Berk
Founder & Vice Chairman

Sold \$3B on Direct Response TV



Steve Scheffer
Founder & Senior Advisor

Former President of HBO's Film Programming



Phil Steig, MD, PhD
Strategic Advisor, Executive VP

Neurosurgeon, Chair of the #1 Neurology Department, 2019

30 Years Best Doctor's in America List



Fatima Cody Stanford MD, MPH, MPA, MBA
Strategic Advisor, Director of Diversity, Equity & Inclusion
Obesity Expert



Matt Stern, MD
Strategic Advisor, Chief Medical Officer
Parkinson's, Expert, Professor Emeritus Penn Medical



David Cooper, MD
Chief Medical Advisor
CEO, ProHealth Physicians, A part of Optum Care



David Rhew, MD
Strategic Advisor
Chief Medical Officer, Microsoft



Reed Tuckson, MD, FACP
Strategic Advisor
Managing Director, Tuckson Health Connections, LLC

Sampling of the 200+ Mediflix Medical Expert Network

Mediflix Medical Expert Network

Covers 30+ specialties across 40+ leading institutions



Anita Clayton, MD
Director of Behavioral Health, UVA Health



Jim Januzzi, MD
Director of Cardiology, Massachusetts General Hospital



Ned Boyd, DDS
Director of Dental Medicine, NYU College of Dentistry



Susan Weinkle, MD
Director of Dermatology, HCA Florida Blake Hospital



John Buse, MD
Director of Diabetes, University of North Carolina at Chapel Hill School of Medicine



David Shulkin, MD
Director of Government Affairs and Healthcare Policy, Beth Israel Medical Center



David Dodick, MD
Director of Headache Medicine, Atria's Academy of Science & Medicine



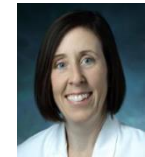
Steven Shlofmitz, MD
Director of Interventional Cardiology, St. Francis Hospital & Heart Center



Roy Herbst, MD
Director of Medical Oncology, Yale Medicine



Lawrence Wechsler, MD
Director of Neurology/Stroke, University of Pennsylvania Perelman School of Medicine



Ellen Mowry, MD
Director of MS, Johns Hopkins Hospital



Lauren Elman, MD
Director of Neuromuscular Disease, University of Pennsylvania Perelman School of Medicine



Phil Schauer, MD
Director of Obesity, Pennington Biomedical Research Center



Sam Taylor, MD
Director of Orthopedics, Hospital for Special Surgery



Asheesh Bedi, MD
Director of Orthopedics, Michigan Medicine



David Menche, MD
Director of Orthopedics, New York University Hospital For Joint Diseases



Mark Urken, MD
Director of Otolaryngology, Mount Sinai Hospital



Matt Stern, MD
Director of Parkinson's, University of Pennsylvania Perelman School of Medicine



John Goldblum, MD
Director of Pathology, Cleveland Clinic



Joel Press, MD
Director of Psychiatry, Hospital for Special Surgery



David Hidalgo, MD
Director of Plastic Surgery, Weill Cornell Medical College/NY Presbyterian Hospital



Pat Manocchia, MD
Director of Preventative Healthcare, La Palestra Center for Preventative Medicine



Thomas J. Fahey, MD
Director of Surgical Oncology, New York-Presbyterian Hospital/Weill Cornell Medical Center



Peter Schlegel, MD
Director of Urology, New York-Presbyterian Hospital/Weill Cornell Medical Center

User Centered Approach Key in Healthcare Search

HEALTHCARE SEARCH DEFINED



What is Healthcare Search?

Asking a personal question using normal natural language and receiving a reliable, empathetic and personal answer.

**HEALTHCARE SEARCH IS NOT:
Googling an answer
OR
Asking ChatGPT**

KEYS TO SUCCESSFUL HEALTHCARE SEARCH

Trust in Information Sources

Mediflix conducted UX testing across many personas and found that knowing where the information is coming from is critical.

Understanding 80/20 Question Distribution

80% of questions are common. The last 20% are unique long-tail queries.

Privacy Builds Trust

A privacy-focused experience fosters empathy and trust, especially for basic post-diagnosis questions.

Comprehensive Support Needed

We must provide both depth and breadth to address both common and uncommon questions.

CONFIDENTIAL

METRICS FROM MEDIFLIX USERS

Mediflix 6-month Obesity Pilot Results

Net Promoter Score: 59%

69% - Mediflix answered questions I would have asked my doctor

85% - With Mediflix I know more about my health and how to manage it

Mediflix AI Design Principles

Reliability

No Risk of Hallucinations

- Original source content is vetted medical content, regardless of how it was created
- Agentic AI Approach ensures data and answers given to users remains correct and precise

Transparency

Clear Sources and Quality Indicators

- Every piece of information includes references to trusted, original sources.
- We highlight the credibility and expertise of content providers.










Trust & Authenticity

Real Experts Behind the Content

- Videos and images feature actual medical experts who provide or vet the information.
- Users can see and learn from the professionals, enhancing trust and engagement.

Mediflix's AI Design Delivers Trustworthy Health Information - Ensuring Users Can Confidently Rely on Every Answer Provided.

Deals Fueling Revenue Growth in Key Markets

Company	Description	Revenue	GTM Category
 novo nordisk®	Produced 10+ films over 4 consecutive years (2021-2024) for Obesity education (Sponsorship)	\$2,000,000	Pharma
 Supernus® Pharmaceuticals	Produced 10+ films over 2 consecutive years for Parkinson's Disease education (Sponsorship)	\$500,000	Pharma
 Catholic Health	Produced series of 5 films to promote Hospital System (Sponsorship)	\$500,000	
 HOLOGIC®	Produced series of films for Breast Cancer reconstruction (Sponsorship)	\$250,000	
 abbvie	Produced a series of films for Parkinson's Disease education (Sponsorship)	\$250,000	Pharma
 ACADIA®	Produced a series of films for Parkinson's Disease education (Sponsorship)	\$250,000	
 AstraZeneca	Lung Cancer Companion (Subscription)	\$350,000	Pharma
 Albertsons®	Integrating Mediflix into Sincerely Health App (Subscription)	\$150,000	B2D
 mastercard	Selling alongside Pre-paid FSA cards – vs VISA (Subscription - Revenue Share Model)	TBD	Consumer

GTM – Top-down sales, Bottoms-up PLG, Scaling with Strategic Partners

Enterprise Sales (Pharma)

- Targeting pharmaceutical companies for complex use cases and data needs.
- Leveraging promotional budgets to subsidize consumer subscriptions.

Developer Platform (B2D)

- Offering self-service tools for developers to integrate healthcare search into their apps.
- Facilitating innovation through easy integration and comprehensive documentation.

D2C via Partnerships

- Partnering with large distributors with a revenue-sharing model to incentivize growth.

Technology Partnerships

Leveraging partnerships with industry leaders to enhance credibility and distribution

amazon

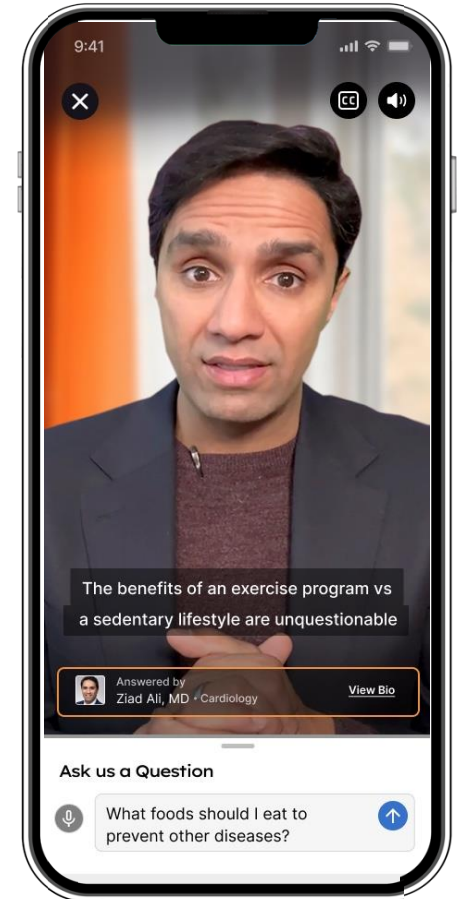
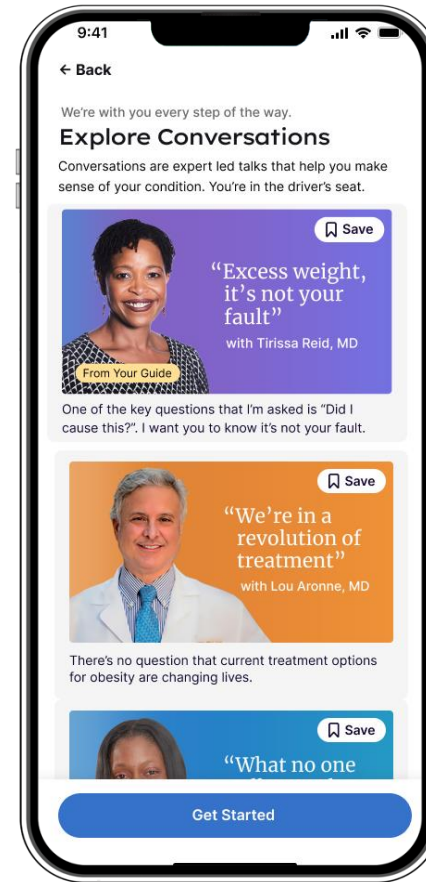
Microsoft

Pharma sponsored care companion

Care Companion Apps for Newly Diagnosed Patients:

- Provides personalized support and resources for patients.
- Developed in collaboration with leading pharmaceutical companies around specific diagnoses.

Our pharma sponsored solutions offer patients compassionate care and reliable information, improving outcomes and quality of life.



2024 Projects:



novo nordisk®



abbvie

B2D: Self-Service SDKs and APIs for Developers

Developer Tools:

- Offer SDKs and APIs for easy integration of our trusted medical content into third-party apps.
- Provide comprehensive documentation and educational resources.

Benefits:

- Accelerates development of health applications with reliable data.
- Supports customization to meet specific developer needs.

2024 Projects:

The logo for 'opyn' is displayed in a green, lowercase, sans-serif font. The letters are bold and modern, with the 'o' and 'y' having a slight curve.The logo for 'Albertsons' features a blue stylized leaf icon to the left of the word 'Albertsons' in a bold, blue, sans-serif font. A registered trademark symbol (®) is located at the end of the word.

Our B2D platform empowers developers to quickly create innovative health solutions, expanding the reach of reliable medical information.

D2C: Introducing Mediflix Patient Scribe

Real-Time Support During Consultations

- Patients use Mediflix alongside specialists.
- Provides real-time suggestions and summaries of medical encounters.
- Offers supplemental content tailored to the patient's condition.

Empowering Patients with Trusted Information

- Enhances understanding of diagnoses and treatments.
- Builds empathy and trust through privacy-oriented experiences.
- Facilitates informed decision-making.



Moves beyond static Q&A to interactive, real-time assistance placing the user at the center of their healthcare journey.

October 2024 - Current Deal Pipeline

COMPANY	Description	Business Model	STATUS	Confidence	Projection	Weighted
ENTERPRISE						
Novo Nordisk	Minority pop film	Flat fee	Contract Approved.	100%	\$350,000	\$350,000
Novo Nordisk	Obesity and MH	Subscription	Proposal in review. Signing	75%	\$500,000	\$375,000
Astra Zeneca	Lung Cancer app	Subscription	Contract signed. PO Issued.	100%	\$350,000	\$350,000
Merck	Oncology	Subscription	CDA signed	50%	\$1,000,000	\$500,000
Abbvie	Parkinsons	Sponsorship	2024 \$\$\$	100%	\$250,000	\$250,000
Citius	CTCL	Subscription	Meeting with top mgmt	25%	\$350,000	\$87,500
Supernus	Parkinsons	Subscription	Proposal submitted.	75%	\$500,000	\$375,000
Lilly	Obesity	Subscription	In discussions.	25%	\$1,000,000	\$250,000
WPP	Obesity Initiative	Flat Fee	In discussions	25%	\$1,000,000	\$250,000
Other				50%	\$5,000,000	\$2,500,000
TOTAL					\$10,300,000	\$5,287,500
D2C						
NFL - Bears	Professional Trainers	Subscription	Seeking sponsor for pilot.	25%	\$350,000	\$87,500
QVC	DTC	Subscription	In discussions. Buyers are	25%	\$2,000,000	\$500,000
Amazon	Global	Subscription	In discussions	25%	\$2,000,000	\$500,000
Mastercard	cards	share	Expect to sign next week.	95%	\$1,000,000	\$950,000
Other				50%	\$1,000,000	\$500,000
TOTAL					\$6,350,000	\$2,537,500
B2D						
Albertsons	Health	Flat fee - pilot	Contract circulating.	95%	\$150,000	\$142,500
RO	Integ into RO	Flat fee - pilot		50%	\$1,000,000	\$500,000
Other				50%	\$1,000,000	\$500,000
TOTAL					\$2,150,000	\$1,142,500
OTHER						
IAFF	Fire Fighters Union	Subscription	In discussions.	50%	\$2,000,000	\$1,000,000
Bob Woodruff	Co marketed to	Subscription	In discussions.	25%	\$1,000,000	\$250,000
Troop 22	Obesity Initiative	Flat Fee	In discussions	75%	\$250,000	\$187,500
Grants	Obesity Initiative	Flat Fee	In discussions	50%	\$2,000,000	\$1,000,000
Other				50%	\$2,000,000	\$1,000,000
TOTAL					\$7,250,000	\$3,437,500
TOTAL					\$26,050,000	\$12,405,000

Strong Sales Pipeline Validates Market Potential

Our robust pipeline demonstrates significant market demand and revenue potential—validating our business model and reducing investment risk

Raising a \$10M Round for an 18 month runway

USE OF FUNDS

Expand Healthcare Data Catalogue

- Enhance expert-verified medical videos and Q&A to 7 million answers
- Grow to cover 37 conditions and specialties.

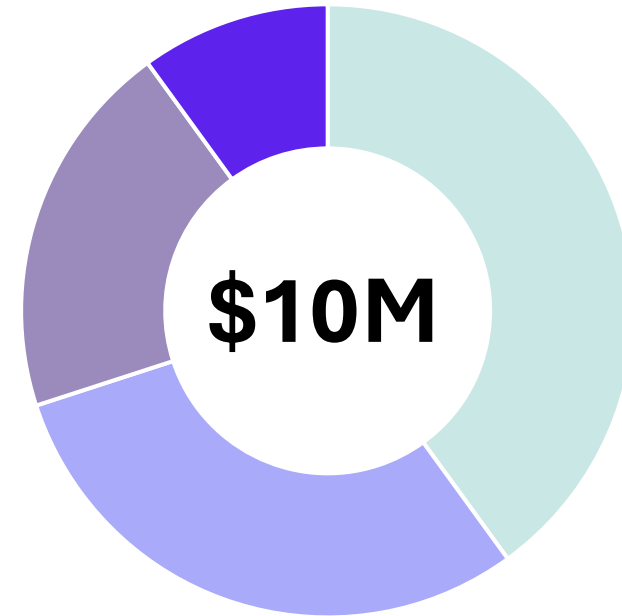
Scale Technology Platform

- Advance AI capabilities for better personalization.
- Optimize scalability and performance.

Accelerate Market Adoption

- Mature B2D Offering
- Build and test patient scribe
- Strengthen strategic partnerships.

Position Mediflix for exponential growth.



- Technology & Platform Development - 40%
- Sales & Marketing Initiatives - 30 %
- Team Growth & Content Operations - 20%
- Strategic Partnerships & Other Initiatives - 10%



Learn more

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