

# Navigating you toward better health.

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UNITY (NAV + PBM) EXECUTIVE  
OVERVIEW



# About Rightway.

## FOUNDERS



**Jordan Feldman**  
Chief Executive Officer



**Theodore Feldman, MD**  
Chief Medical Officer

## THE RIGHTWAY SERVICE MODEL

Leverage technology and clinical experts to guide people to the highest quality, lowest cost care. Provide support in moments that matter.



## YEAR FOUNDED

2017

## TOTAL CLIENTS

1,500+

## MEMBERS ON PLATFORM

2M+

## NET PROMOTER SCORE

+70

## SELECTED CLIENTS





Rightway rebuilt  
pharmacy benefits  
management.

# Rx

A PRESCRIPTION  
FOR PROGRESS

1. Modern technology with dynamic benefit flexibility.
2. Game-changing pharmacy navigation model.
3. Straightforward pricing model with aligned incentives.



Pharmacy “Triple Aim”

# Rightway's PBM impact.

+15%

Cost savings  
in year 1.

3-4%

YoY trend.

+76%

Member  
NPS.

37%

GLP-1 approval rate  
(vs 70% market  
average).

11%

Reduction in member  
OOP costs.

91%

Generic dispensing  
rate.

NEWS

TOP STORIES

NBC  
CNBC

Tyson Foods drops CVS,  
as industry upheaval  
over cost concerns  
spreads.



# Clinically-driven care navigation services overview.

Providing holistic clinical care navigation services to support the *healthcare* and *benefits needs* of your employees.

 <b>BENEFIT EDUCATION &amp; ACCESS</b>	 <b>ENHANCED CARE COORDINATION</b>	 <b>CLAIMS &amp; BILLING ADVOCACY</b>	 <b>CLINICAL GUIDANCE</b>
<ul style="list-style-type: none"><li>+ Enhanced benefits ecosystem value.</li><li>+ Increased benefits awareness.</li><li>+ Enhanced point solution utilization.</li><li>+ Integrated member experience.</li></ul>	<ul style="list-style-type: none"><li>+ High-quality provider search.</li><li>+ Appointment scheduling assistance.</li><li>+ Assurances of better in-network care.</li><li>+ Improved workplace productivity.</li></ul>	<ul style="list-style-type: none"><li>+ Resolve billing and claim denial issues.</li><li>+ Reduced financial stress and anxiety.</li><li>+ Increased employee satisfaction.</li><li>+ Improved mental health and absenteeism rates.</li></ul>	<ul style="list-style-type: none"><li>+ Dedicated support throughout the healthcare journey.</li><li>+ Care gap closure.</li><li>+ Improved healthcare outcomes.</li><li>+ Greater healthcare cost savings.</li></ul>

**MAXIMUM VALUE CREATION**

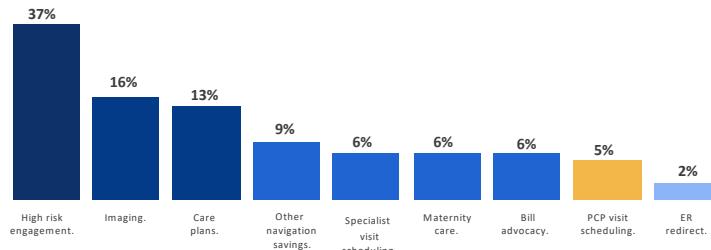


# Providing exceptional program value to your clients.

Driving engagement rates *increases overall program value* and *helps minimize risk*.

	GREAT	GOOD	LOW
Utilization	45%	30%	15%
Projected gross savings	\$3,703,500	\$2,469,000	\$1,234,500
Program cost - Year 1	\$420,000	\$420,000	\$420,000
Projected net savings	\$3,283,500	\$2,049,000	\$814,500
Projected ROI	8.8x	5.9x	2.9x

Sample navigation cost savings.



## 2X Cost Savings in Year 1. Guaranteed.

To ensure your client receives significant value, Rightway **guarantees** the total cost savings in a 12-month period will be equal to or greater than twice the total fees paid during the period.

If this guarantee is not met, Rightway will credit the portion of the admin fees necessary to ensure that ROI equals 2x.

### Example:

If your client pays \$420,000 in administrative fees and saves \$790,000 with Rightway in the first year. Rightway will reimburse your client \$50,000 to **ensure** a 2:1 ROI.

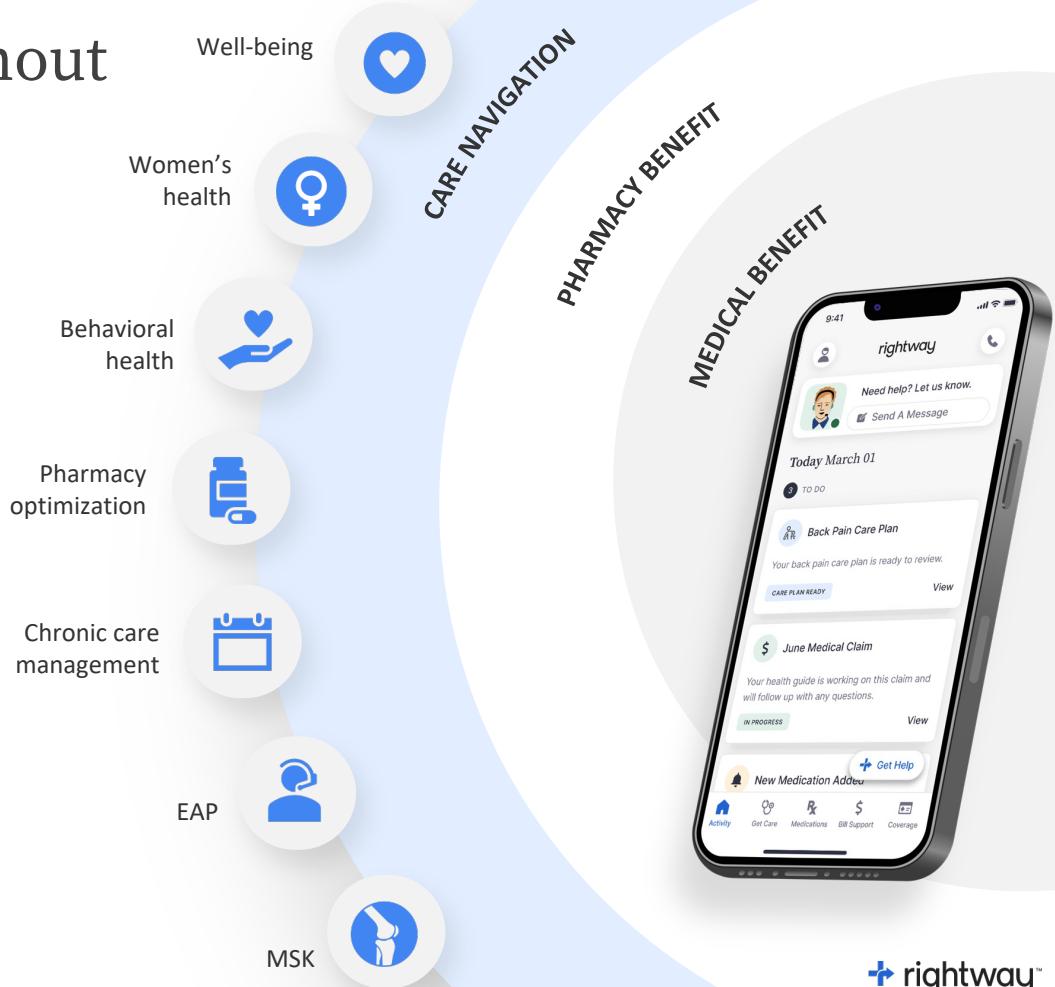
\$420,000	fees paid
x 2	
\$840,000	ROI guarantee
-\$790,000	Year 1 savings
\$50,000	Reimbursed to client

\*Illustrative purposes only. Estimated utilization and projected ROI modeling are based on client-specific claims analysis, adherence to the Rightway activation strategies, and the \$823 per-member annual savings from actuarial analysis (2021). Actual results may vary.



DEMO.

# A best-in-class solution without disrupting your ecosystem.



# Appendix.

# Pharmacy experts deliver the difference.



## Price of the pill.

**99%**

Copay assistance program enrollment.

**82%**

Lower-cost channel redirection.

## Drug mix.

**42%**

Lower-cost drug redirection.

**50%**

PA redirection.

## Behavior change.

**94%**

Diabetes program adherence.

**99%**

Humira biosimilar acceptance.