

BlueJay Mobile Health, Inc.

Enabling continuum of care through mobile-AI technologies

Tony Zhang, Ph.D.

<https://www.bluejayhealth.com>

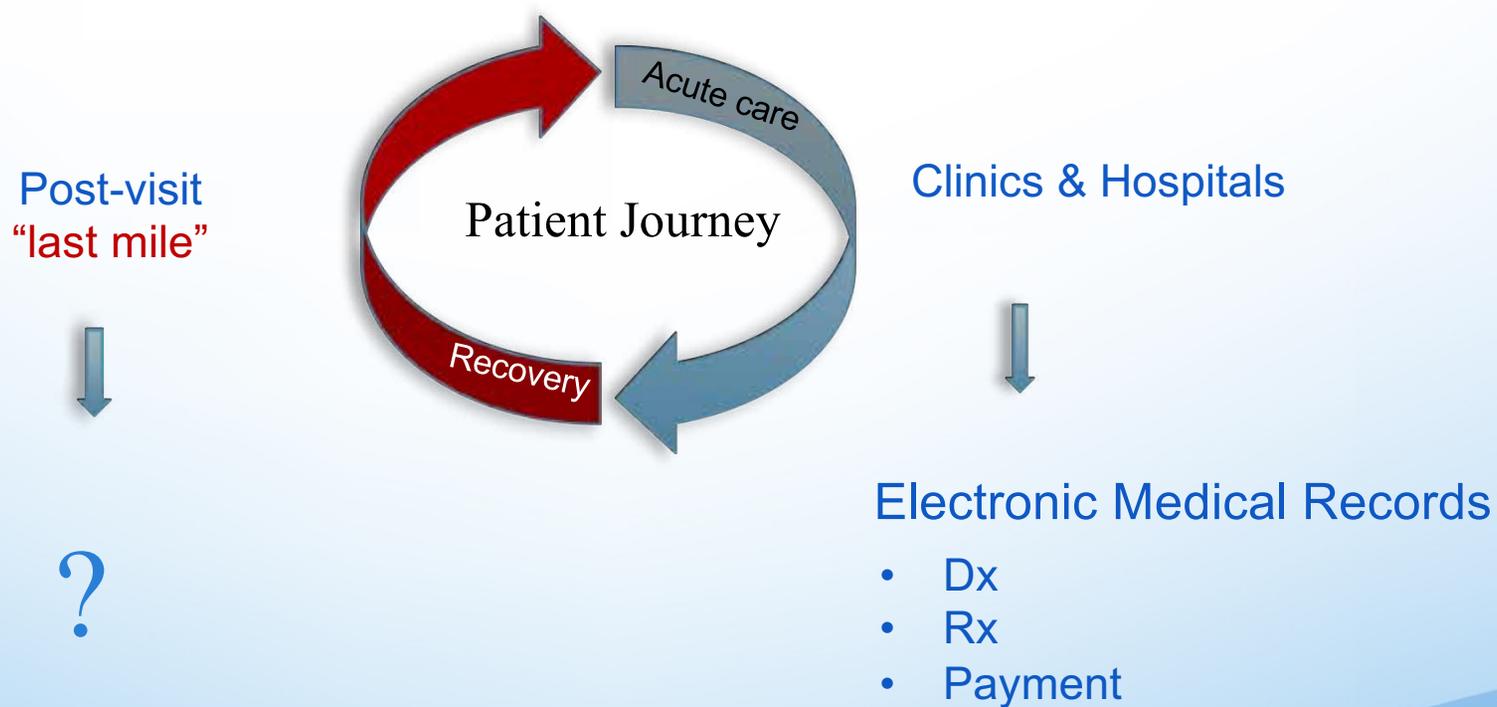
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Our Mission

We enable healthcare providers to serve patients with continuum of care through mobile and AI-based technologies.

The Gap in Patient Care



Market Needs of Continuum of Care

Provider's need- to improve patient compliance and outcomes

- Lack of patient feedbacks after leaving the clinics and hospitals
- 2/3 of physical therapy patients do not fully adhere with their plan of care*
- Nearly 1/3 of surgery readmissions are preventable by effective follow-up instructions**



Payer's need- trend of U.S. healthcare policies to save cost

- ACA is driving insurance policy towards “value based care”***
- Patient compliance and outcomes need to be monitored, recorded, and improved.

Patient's need- easy interactions with providers

* Jahng KH et al, Preferences for medical collaboration: patient-physician congruence and patient outcomes. Patient Educ Couns. 2005 Jun;57(3):308-14.

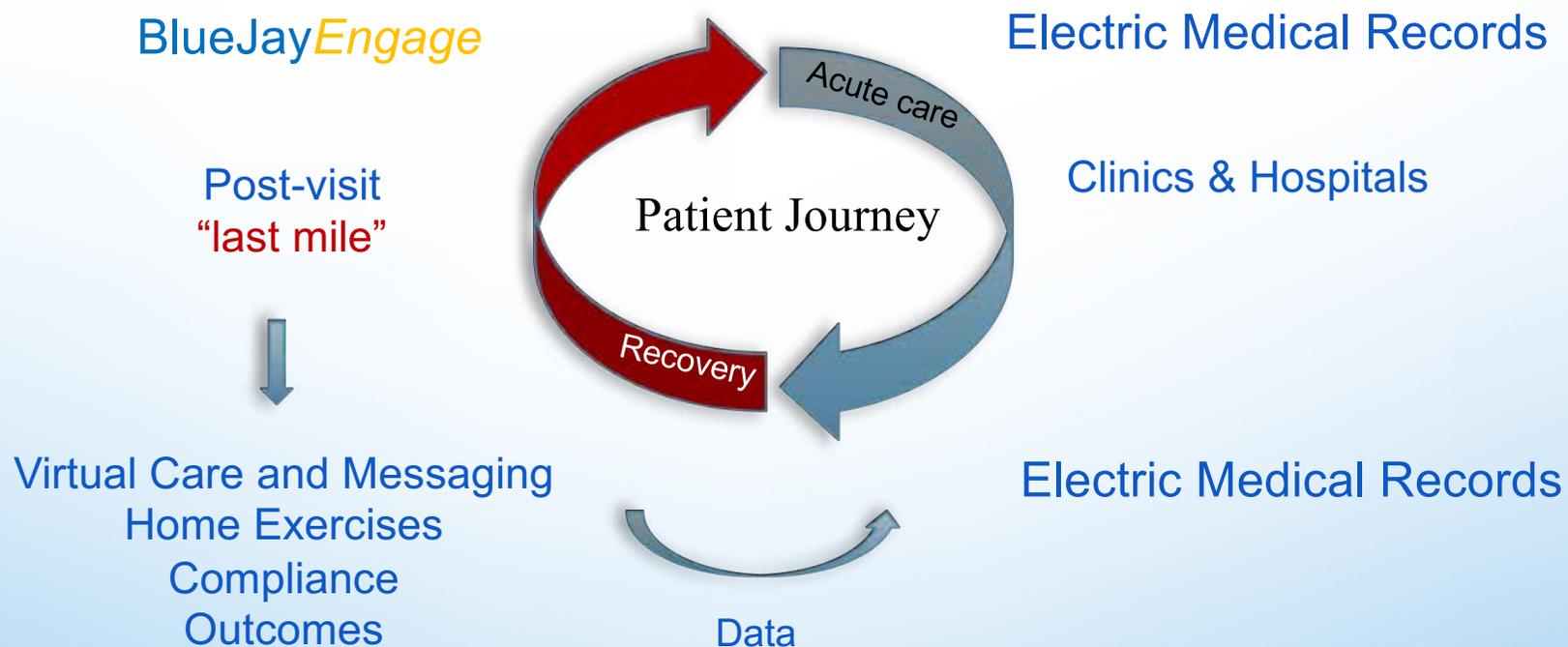
** Carl van Walraven, et al. CMAJ Proportion of hospital readmissions deemed avoidable: a systematic review. 2011

*** <https://www.cms.gov/Medicare/Quality-Initiatives-Patient-Assessment-Instruments/Value-Based-Programs/Value-Based-Programs.html>

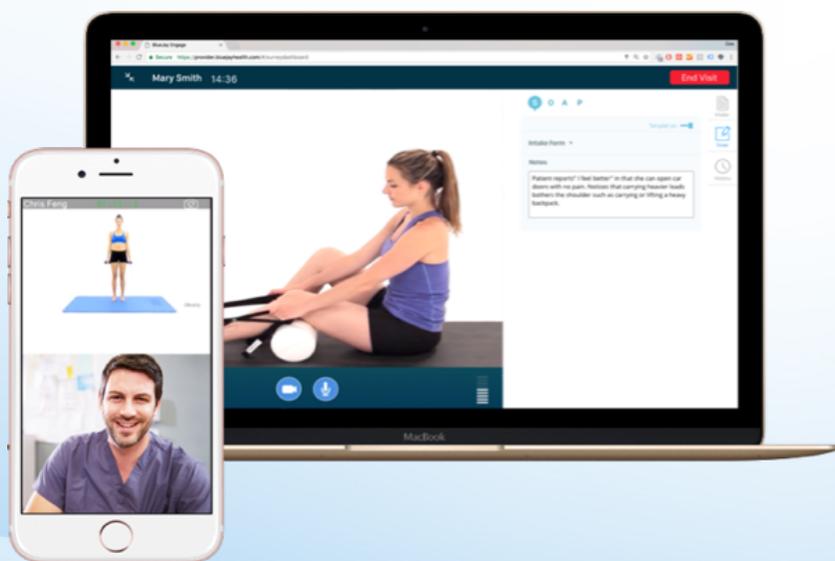


BlueJayEngage

the “last mile” solutions for patient continuum of care



Virtual Visit and Secure Messaging



Virtual Visit



Secure Messaging

Home Exercise Video Prescription

The 1st fully personalized **Home Exercise Video Prescription**

The unique content delivery technology



Patient Rehabilitation Content

- Current practice- paper handouts
- We produced 4000+ rehab videos in multiple specialties
- We deliver personalized home exercise programs sent to patients' mobile devices



Ortho, Sports

Orthopedics
 Perioperative
 Sports Medicine



Neurological

Stroke
 Spinal Cord Injury
 Cerebral Palsy
 Speech

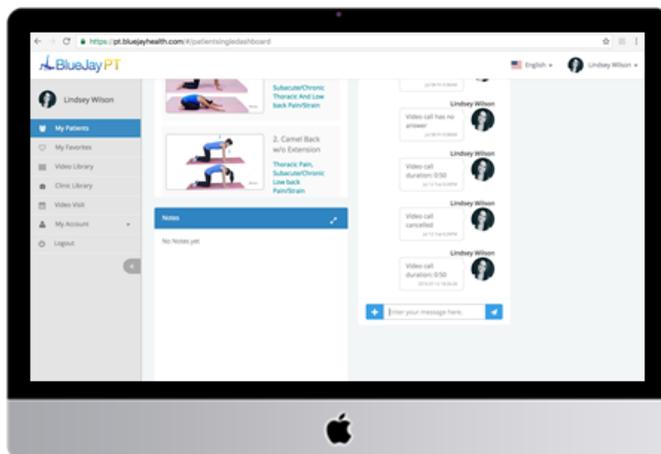


Chronic Diseases

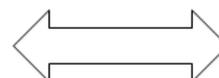
Cancer
 Cardiopulmonary
 Pediatrics
 Geriatrics
 OBGYN

Outcomes Tracking

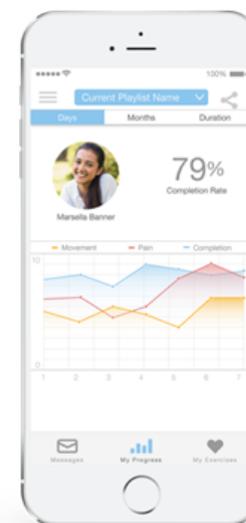
Provider



Interactive
Surveys



Patient

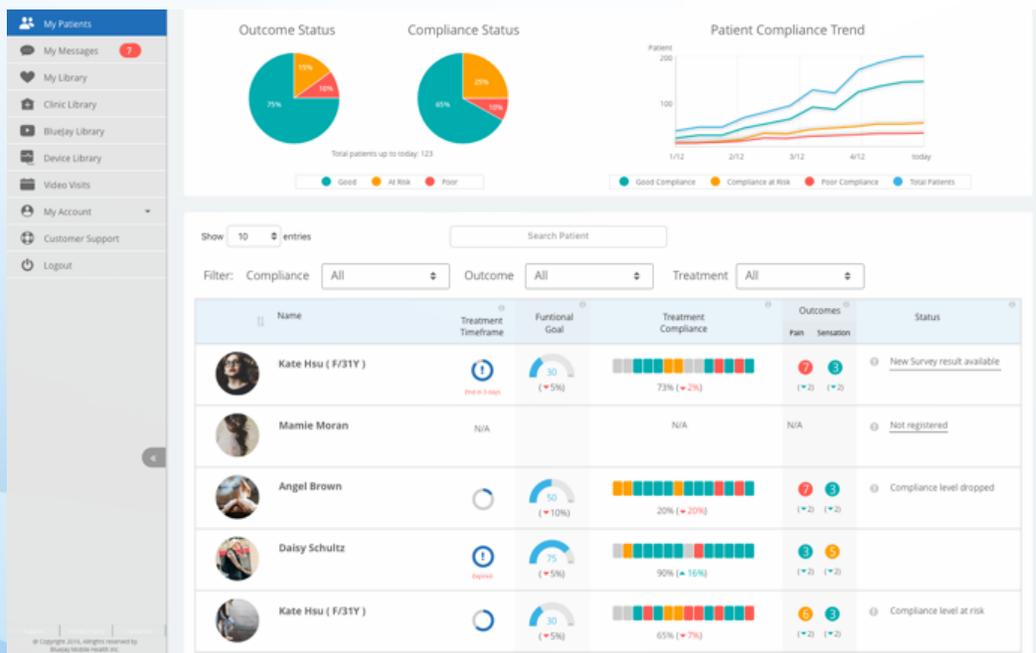


Compliance Tracking



For Providers:

1. Digitize surveys and reminders and build into BlueJay interactive mobile app
2. Automated alerts about patients at compliance risks
3. Data analysis to improve compliance management

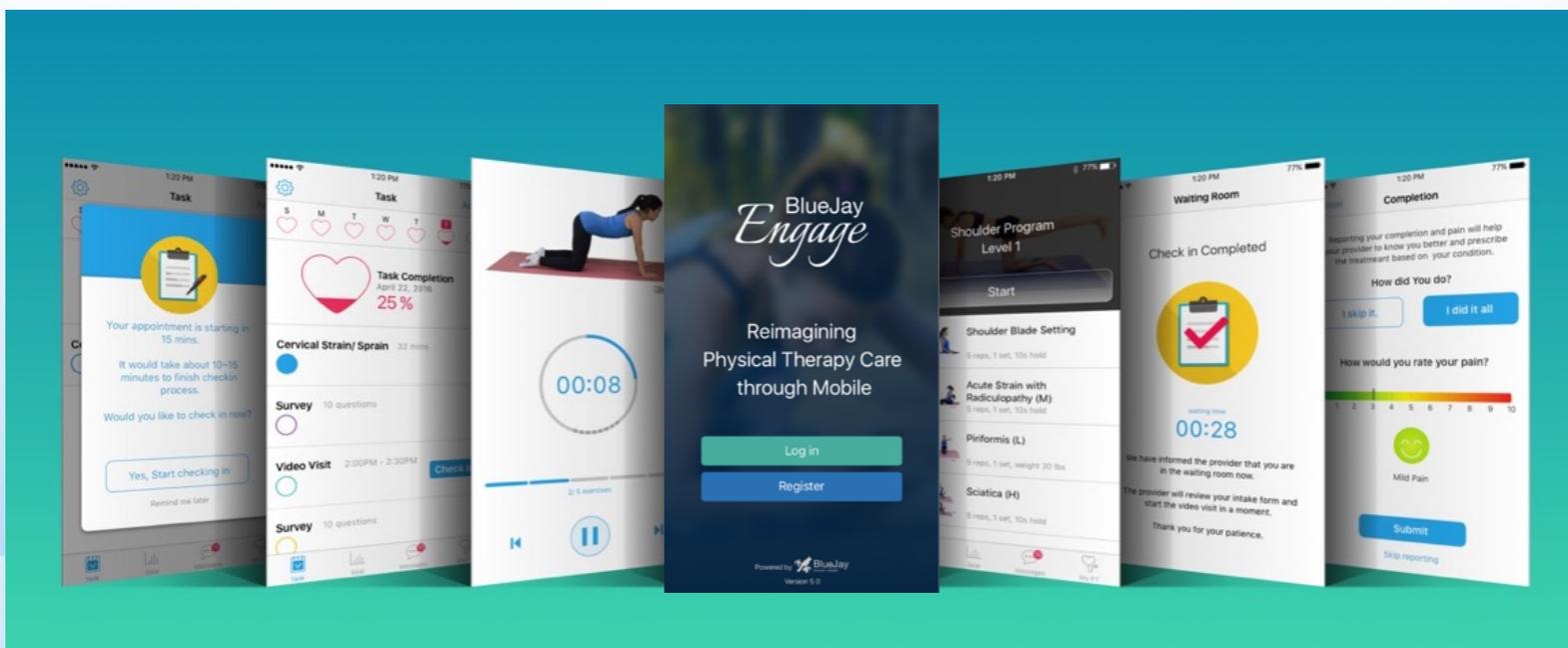


For Patients:

1. Automated reminders
2. Data analysis

Patient App

Integration of BlueJay *Engage* with Apple CareKit



Value Propositions to Providers

Lower cost

- Tele-rehabilitation
- Increased compliance
- Lower readmission rate

Improve outcomes

- Compliance tracking
- Automated reminders
- Outcomes tracking

Improve patient satisfactions

- Virtual visits
- Messaging to providers

Proof of Market of BlueJay*Engage*

Paying Customers

Since the launch of BlueJay *Engage* in Feb 2017

- **HealthStrong/MediBank (leading rehab company and insurance company in Australia)**
 - Competitive win at the largest Australian payer
- **Saebo Inc. (a DME provider for stroke patients)**
- **Colorado Integrated Care (40 clinics in Colorado)**
- **Other outpatient PTs/students: 69**



Current Pilot Users

- **Veterans Administration**
- **Stanford Medical Center**
- **Memorial Sloan Kettering Cancer Center**
- **Aegis Therapies**
- **Burger Rehabilitation**
- **People's Hospital of Jiangsu Province (China)**



The next generation of product

BlueJay *Engage AI*

The first artificial intelligence technology to measure patient's range of motion through cell phone cameras

Market Needs of Remote and In-home Motion Tracking

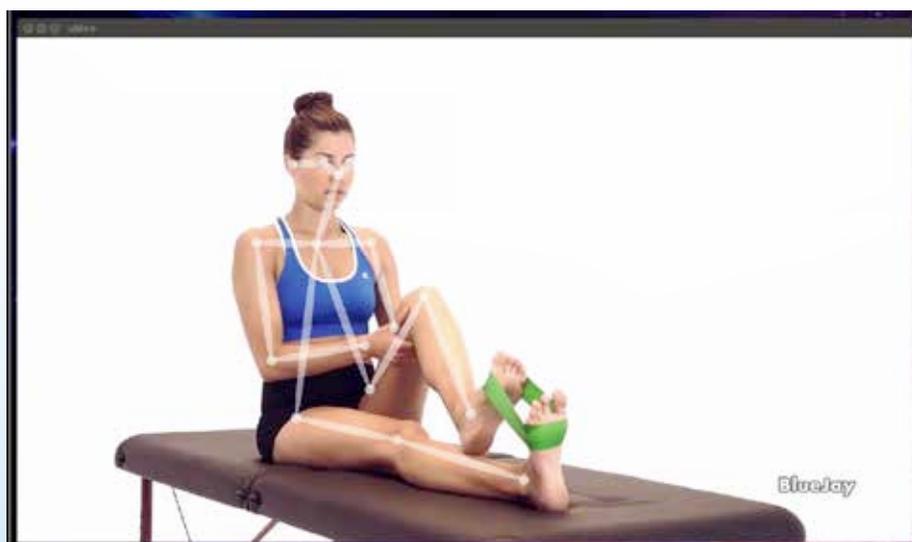
1. Telehealth virtual visit need quantification of range of motion (ROM).
2. Patient home exercises need feedback and guidance.
3. Patients need to assess their ROM and mobility at home.

Current sensor technologies and game consoles are expensive and hard to implement. For example, it is difficult for stroke patients to put on multiple sensors and exercise everyday.

Cell phone camera is the most economically feasible tool to achieve motion tracking.

AI Technology

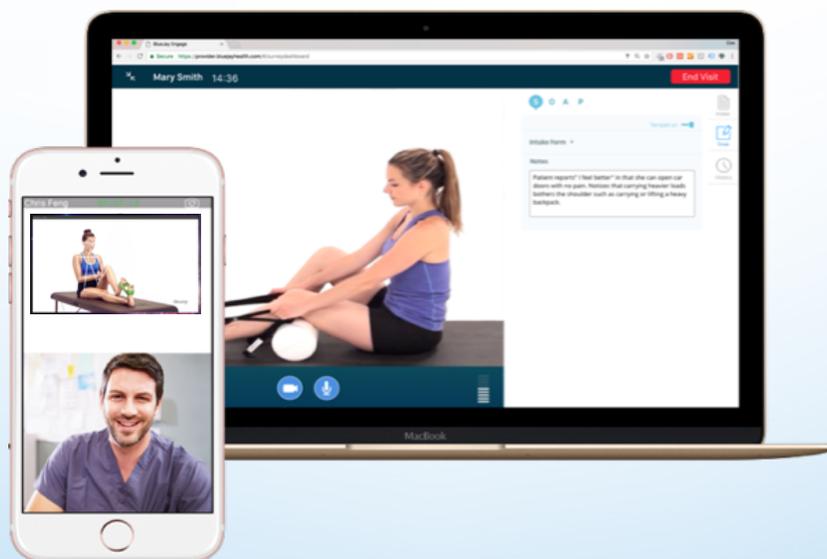
World's first artificial intelligence (AI) powered, real-time outcomes tracking technology for patient movement using cell phone cameras



- ✓ Artificial intelligence
- ✓ Cognitive technology
- ✓ Machine learning
- ✓ Data analytics

BlueJay *Engage AI* (in progress)

Measure patients' range of motion during video visit



BlueJay *Engage AI* (in progress)

Guide patients during home exercises



BlueJay *Engage AI* (in progress)

- AI-powered, mobile camera based software devices
- Home outcomes recording and assessment
- Aiming at FDA approval and insurance coverage (with CPT code)



High Values of BlueJay Data

Big data opportunity on human range of motions during rehabilitations

Patients



BlueJay
mobile health
Accumulated data



Recommendations
to providers and payers

Business Model: B2B2C



BlueJay *Engage AI*

Monthly subscription



Health Providers
Insurance Companies & Self-insured Companies



Patients

The Team

Management Team – U.S.



D. Tony Zhang,
Ph.D., MBA

President and CEO

20 years of industry experience

CEO and Co-founder, Formurex

VP and Co-founder, Epitomics

Chairman, CureGen Pharmaceuticals

Genentech

Bayer Corporation



Zishan Haroon,
M.D., Ph.D.

Chairman

Chairman of Julz Inc.

Asso Dean, Director, Prof, UNC Chapel Hill

GM, Global VP, VWR

VP, Synergenics Fund

Senior Director, SRI

Assistant Prof, Duke Univ.



Chris Feng, DPT

Director of PT

Duke University

Orthopedic Clinical Specialist

American Physical Therapy Association

Advanced Orthopedic Manual Therapy Residency, Kaiser Permanente.



Di Shan, M.S.

VP, R&D

Sr. Engineer, Glowlink Communication.

System engineer, Cadence

Sr. Engineer, eForce

Sr. Engineer, Toshiba



Chen Peng,
M.S.

VP, Technology

Sr. Engineer, Glowlink Communication.

Sr. Engineer, Sunup Digital System



Ben Yee

VP, Sales

VP of Sales, Acerity

VP of Sales, Aceena

District Sales manager, Dura

Pharmaceuticals AstraZeneca AstraMerck

Management Team – China



Chen Xue-Jun

BlueJay China CEO

17 years of industry experience
General Manager of CureGen
Pharmaceuticals
Chairman of Hong Sheng
Medicals
Co-founder of Dong Ying
Pharmaceuticals



Yan Liang, Ph.D.

BlueJay China COO
Nanjing Shenghe
Pharmaceuticals
Jiansu Kang Yuan Medicals
Hutchison Whampoa Inc.



Congyi Shi, M.S.

Head of Development
Samsung
ZTE
Huami Technologies



Jianan Li, M.D. Chief Advisor

**President of International Society of Physical and Rehabilitation Medicine (ISPRM)
Institute of Medicine, National Academies, USA**

Advisory Board



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FOUNDER, PACTERA



Michael Lee, M.D.
*FACULTY, STANFORD
UNIVERSITY*



Yan Chow, M.D., MBA
*DIRECTOR OF INNOVATION,
KAISER PERMANENTE*

Company Structure

BlueJay Holdings Inc., a Cayman Island Co.

**BlueJay Mobile Health
Delaware, USA**

**BlueJay Health Management
China**

Summary

- **BlueJay has developed turnkey solutions to enable providers to serve patients with continuum of care, improving compliance and outcomes**
- **We strive to be the first AI technology company to measure patient's motions through cell phone cameras.**
- **The company is at market penetration stage, aiming to serve healthcare providers and patients in the U.S. and worldwide.**

Thank you!

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<https://www.bluejayhealth.com>

