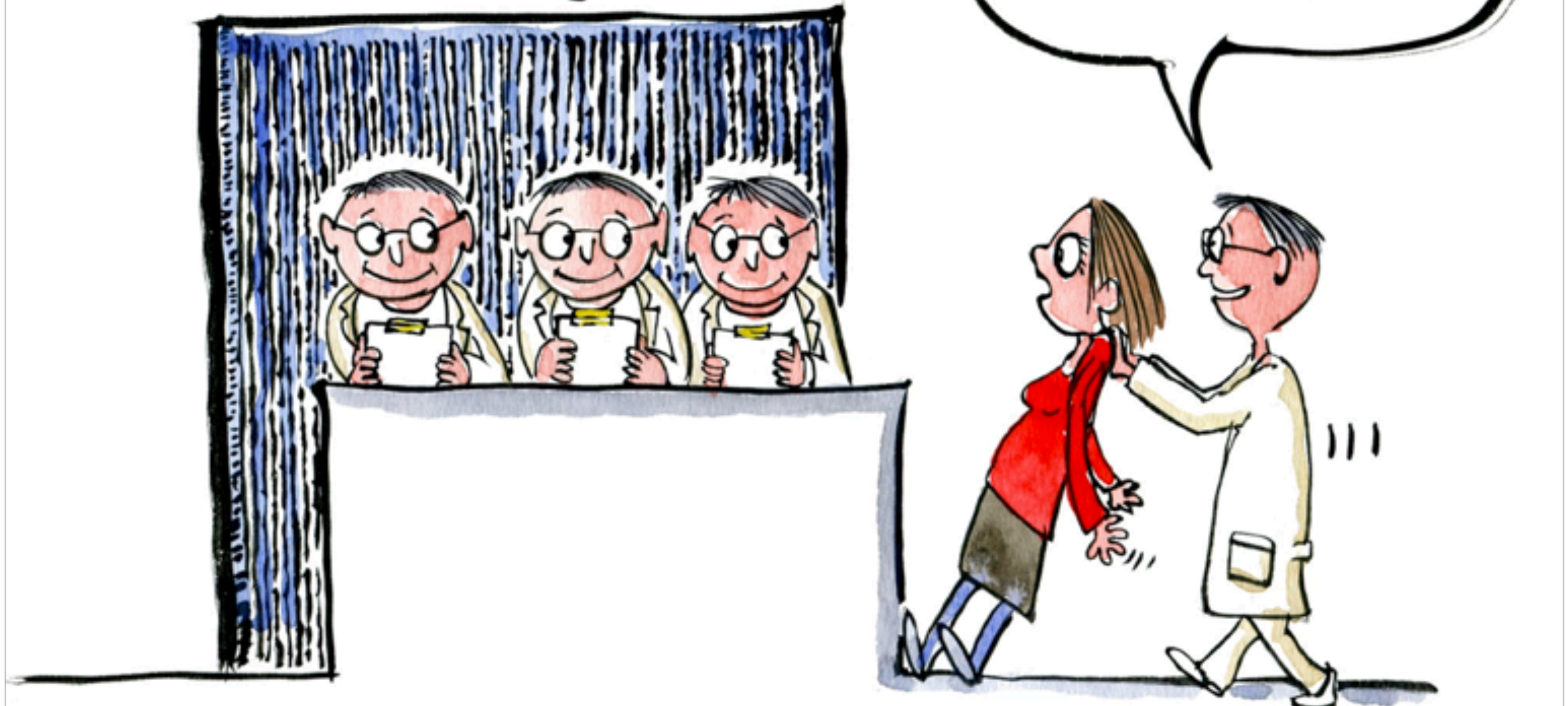




Keheala
Healing Within The Community

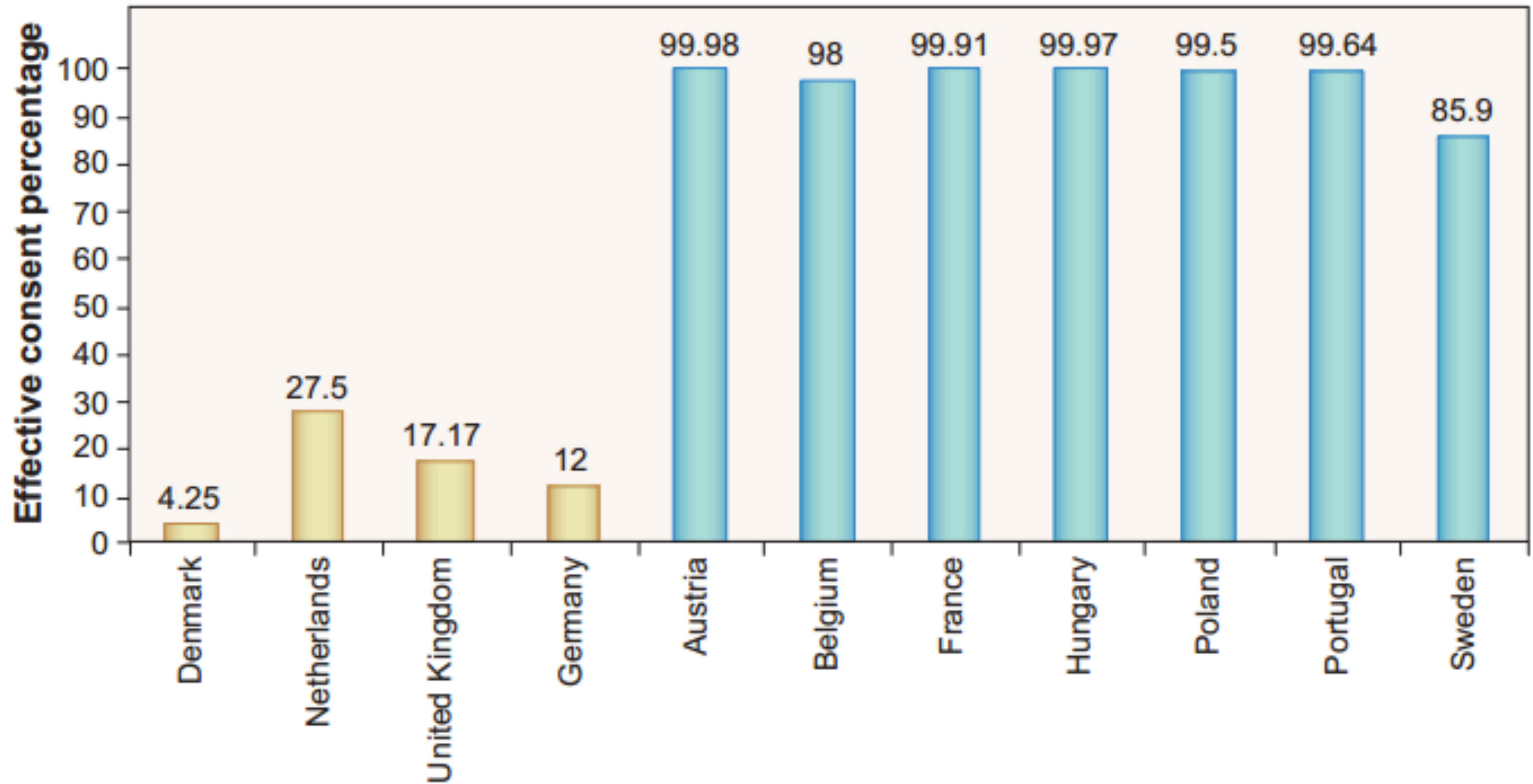
Jon Rathouser
CEO & Founder
Jonr@keheala.com
+972-58-798-2058

Behavior Engineering



What is behavior change?

Organ Donation: Opt-In Vs. Opt-Out

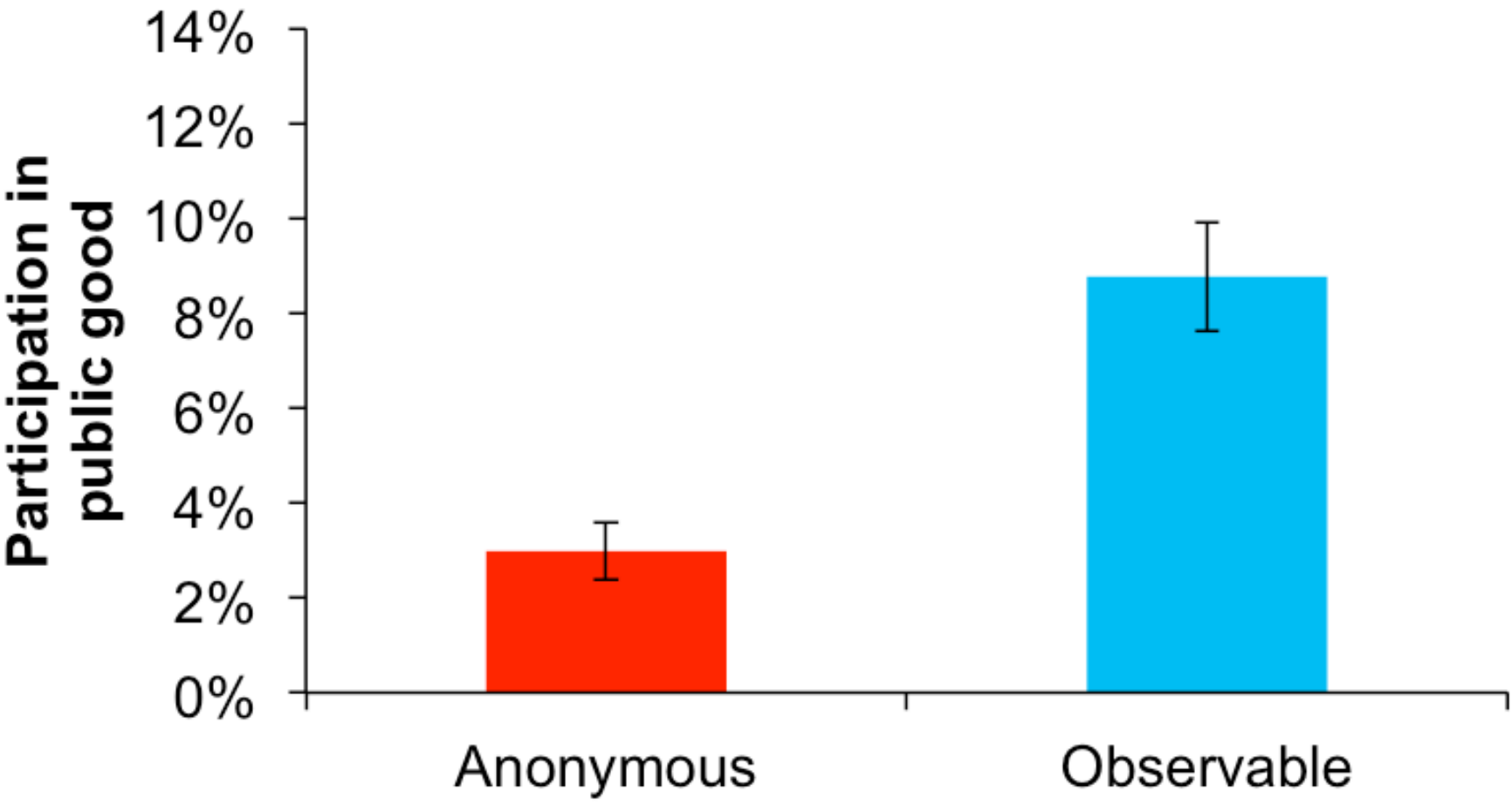


Effective consent rates, by country. Explicit consent (opt-in, gold) and presumed consent (opt-out, blue).


Energy Reduction



Energy Reduction: Observability



Energy Reduction: Public Goods Framing



Your Code: [code]

[Name]
Or Current Occupant
[Address]
[Address]
[City, State, Zip]
[Barcode]

Dear [Name],

We have teamed up with your building's management to offer Pacific Gas and Electric Company's SmartAC™ program to you and your neighbors. Please take a moment to read about the program and let us know whether you'd like to participate.

The power is in your hands.

It has been said that one small action can cause a ripple effect that results in a dynamic change, like the idea that a butterfly flapping its wings can set off the winds that change the weather on the other side of the planet.

A ripple effect happens in California when temperatures rise and thousands of individual air conditioners start operating at the same time. This can strain California's energy resources and can create peak conditions that result in summer heat power interruptions.

Just like the idea that a butterfly's wings have the power to change the weather, you too have the power to reduce the ripple effect air conditioners have on our power system. You can help ensure we have sufficient energy resources when demand is at its highest.

Sign up for the SmartAC program.

If you sign up, PG&E will install a radio-activated switch on or near your air conditioning unit. When activated, the switch slightly reduces your air conditioner's electricity consumption while still keeping you comfortable. The SmartAC switch is activated only in the event of an energy supply emergency, and never for more than six hours a day.

Get paid \$25 for signing up.

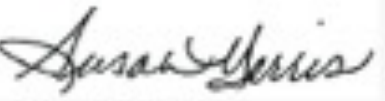
To thank you for being a part of the SmartAC program, PG&E will even send you a \$25 check for each SmartAC switch installed at your home.

Signing up is easy.


Installation is free and takes about 10 minutes. There's no appointment necessary, and you don't even have to be home if we have safe and easy access to your air conditioner. Signing up is easy, too. Just follow the directions on the enclosed instruction card.

The SmartAC switch comes with PG&E's free technical support and customer service, (as long as you remain enrolled in the program). Thank you for considering the SmartAC program.

Sincerely,



Susan Norris
SmartAC Senior Program Manager
Pacific Gas and Electric Company




You have the power to make a difference.

And make \$25 with SmartAC.

- It's free
- It's easy
- It's good for California
- You have the power

the power of you

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Your Code: [code]

[Name]
Or Current Occupant
[Address]
[Address]
[City, State, Zip]
[Barcode]

Dear [Name],

We have teamed up with your building's management to offer Pacific Gas and Electric Company's SmartAC™ program to you and your neighbors. Please take a moment to read about the program and let us know whether you'd like to participate.

Sign up for the SmartAC program.

If you sign up, PG&E will install a radio-activated switch on or near your air conditioning unit. When activated, the switch slightly reduces your air conditioner's electricity consumption while still keeping you comfortable. The SmartAC switch is activated a few times a year at most, and never for more than six hours a day.

Get paid \$25 for signing up.

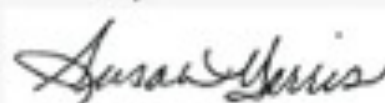
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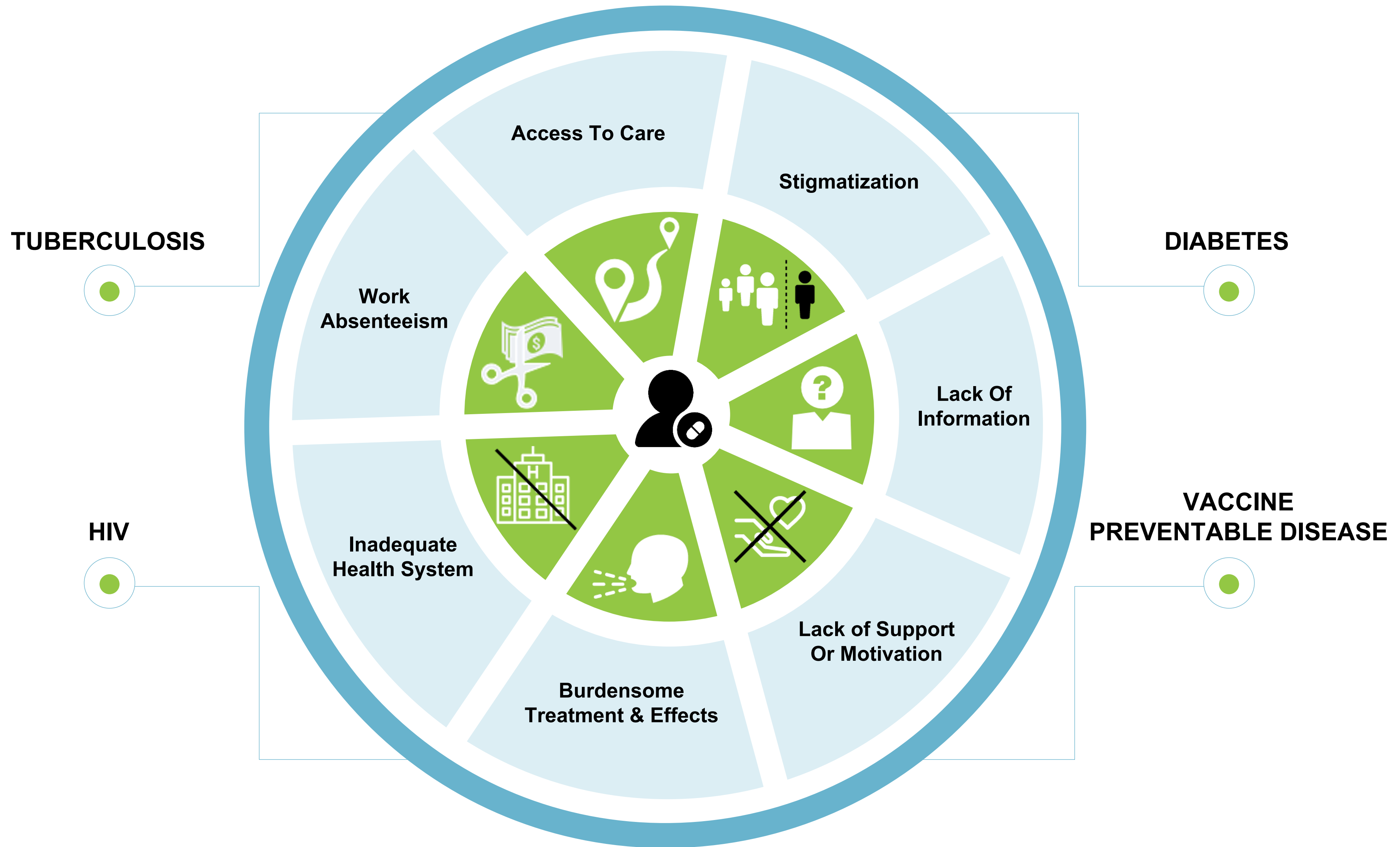
Susan Norris
SmartAC Senior Program Manager
Pacific Gas and Electric Company

Make \$25 with SmartAC.

- It's free
- It's easy

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Non-Medical Drivers of Disease



Solution



Disease Management Tools
reduce patient burden



Non-Stigmatizing Support



Data & Analytics
Focus limited resources




Accessible
by phone without data download



Behavioral Interventions
from the social sciences maximize adherence and motivation





**Every interaction
maximizes and
motivates adherence
to treatment.**

- ✓ Promote prosociality
- ✓ Leverage 'reputations'
- ✓ Norms / framing
- ✓ Observability
- ✓ Minimizing plausible deniability
- ✓ Commitment devices
- ✓ Community support

Dedicated Support



Proof of Concept

96% > 68% > 1,533 > \$24M

Success rate vs. WHO
2035 goal of 95%

Reduction in the
Poor health outcomes

Lives saved at scale
in Kenya annually

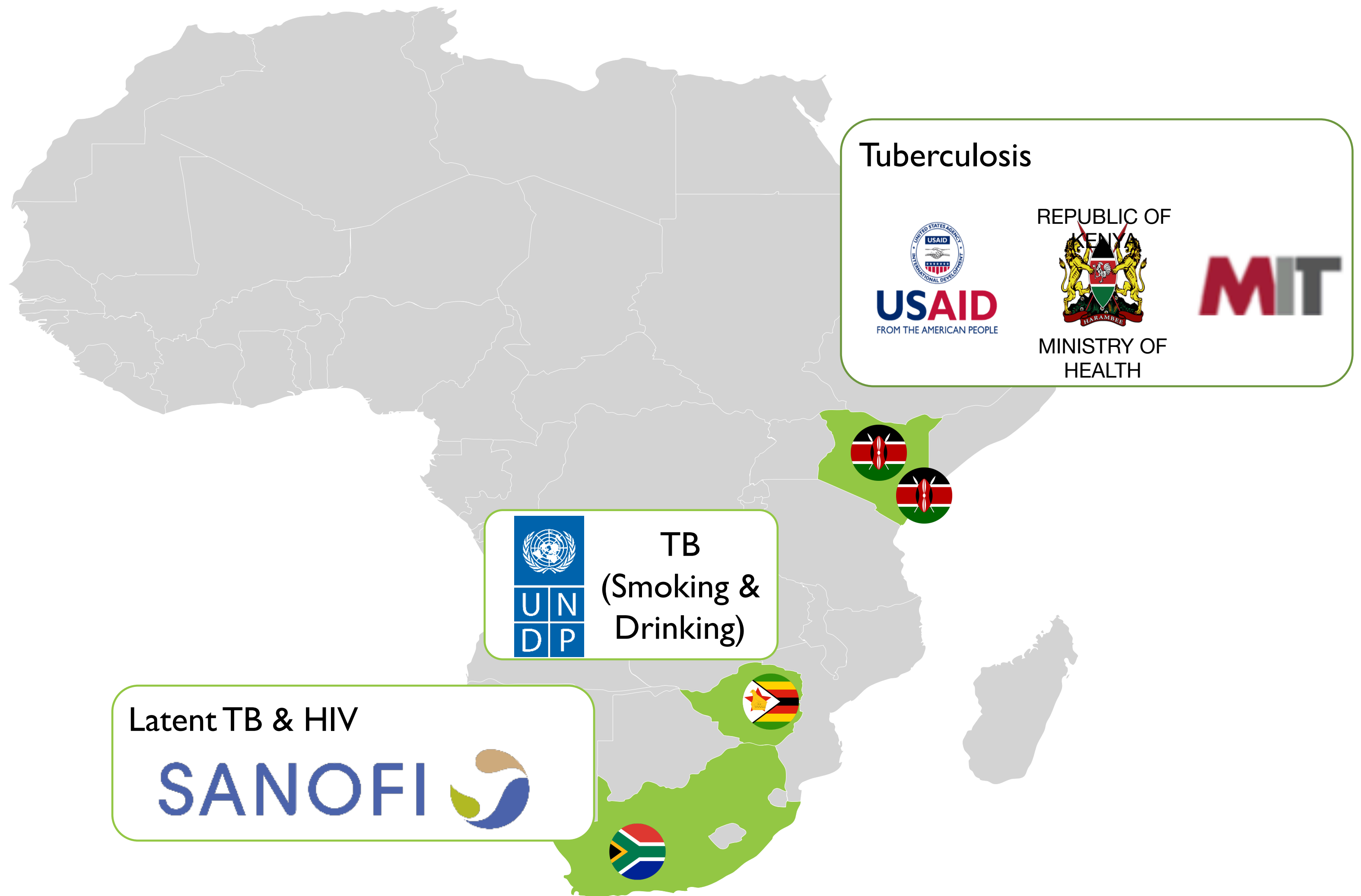
Costs saved at scale
in Kenya annually

RESULTS FROM 2016 STUDY

RESULTS-BASED PROJECTIONS

Deployments & Use-Cases

Implemented in three countries for over 30,000 patients with multiple disease use-cases



Enrollment Process

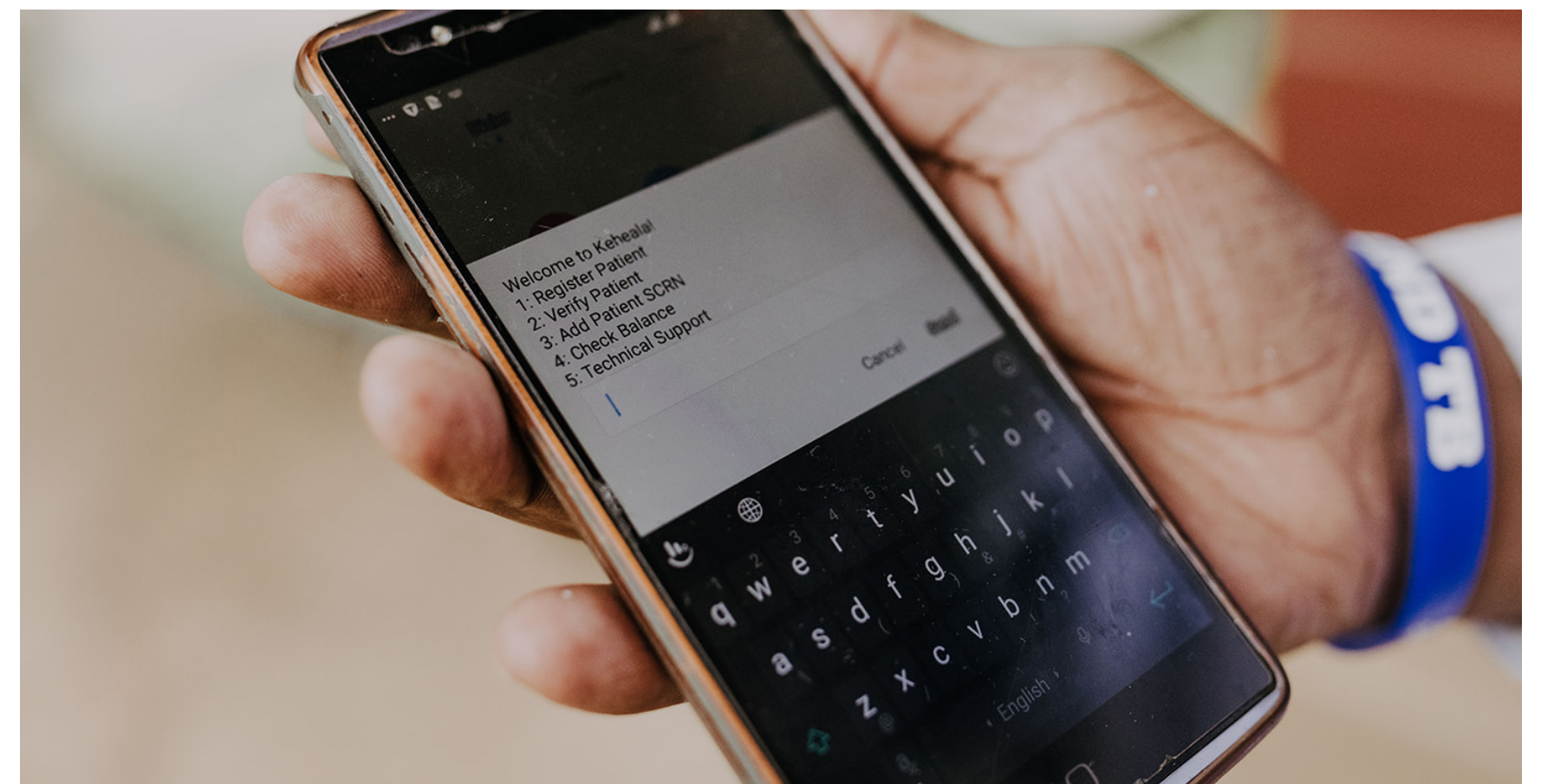
Symptomatic individuals seek care at local facilities...



...where they are diagnosed...

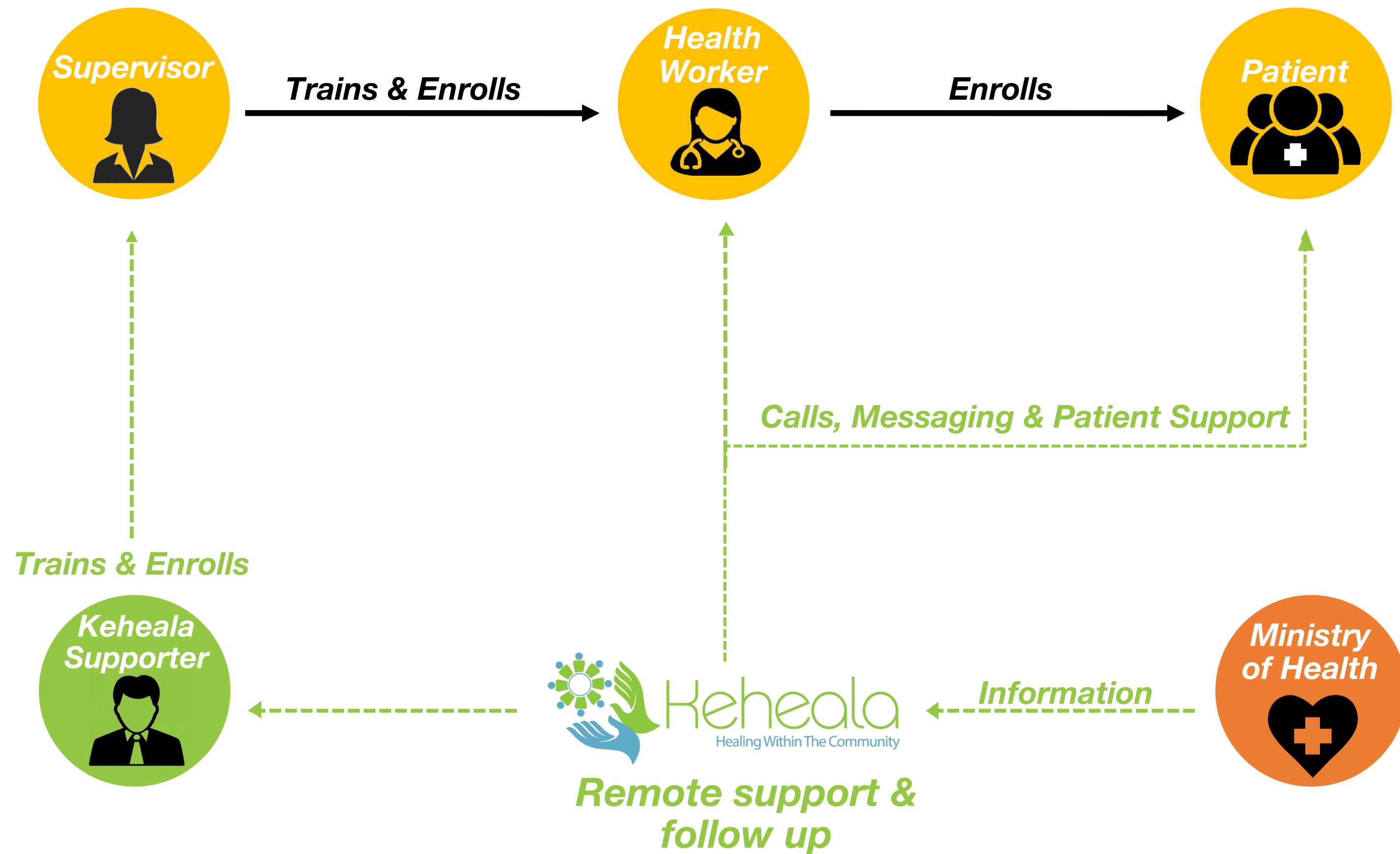


...provided medication...



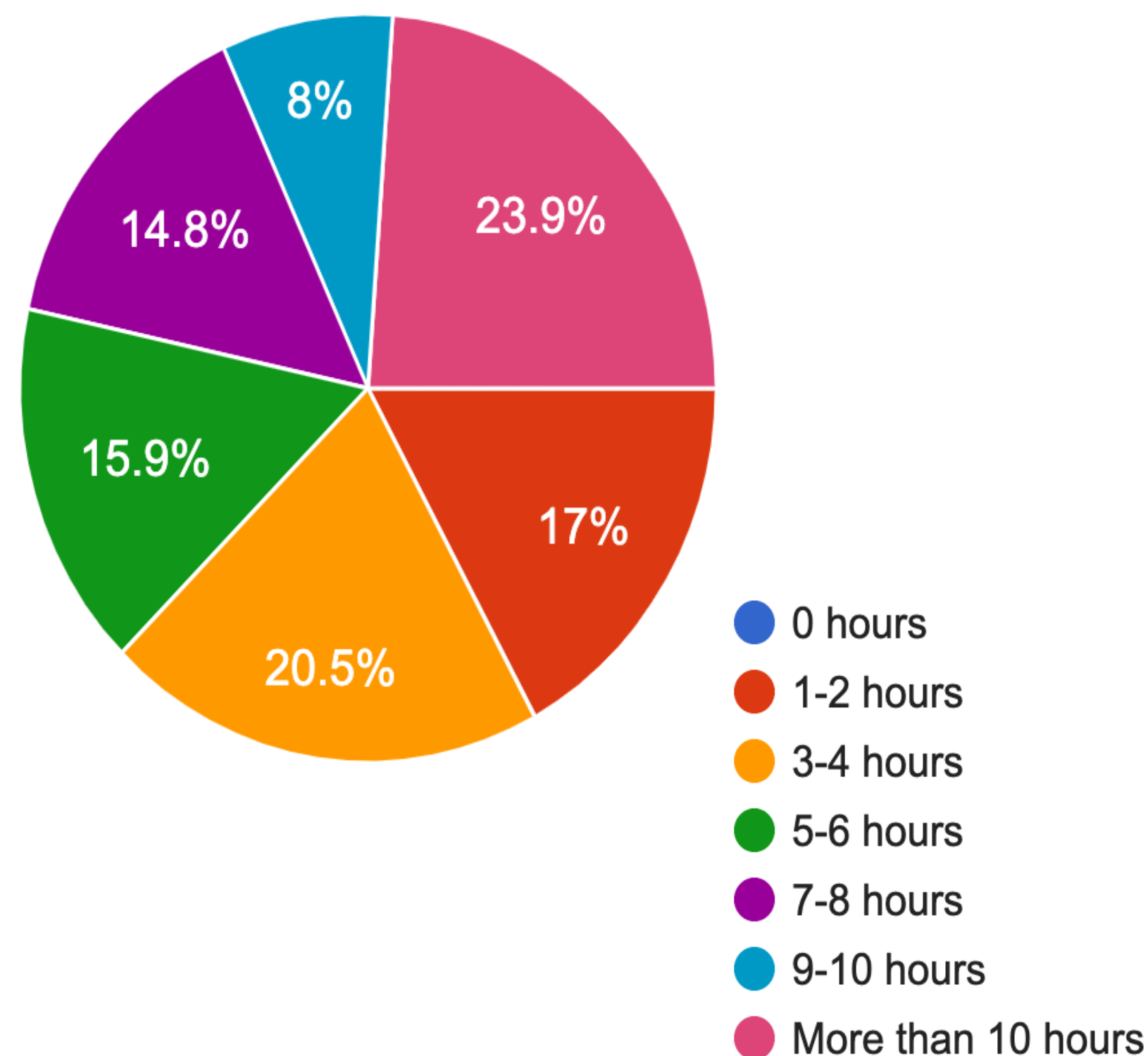
...and enrolled into Keheala.

Keheala Operations Facilitate Care

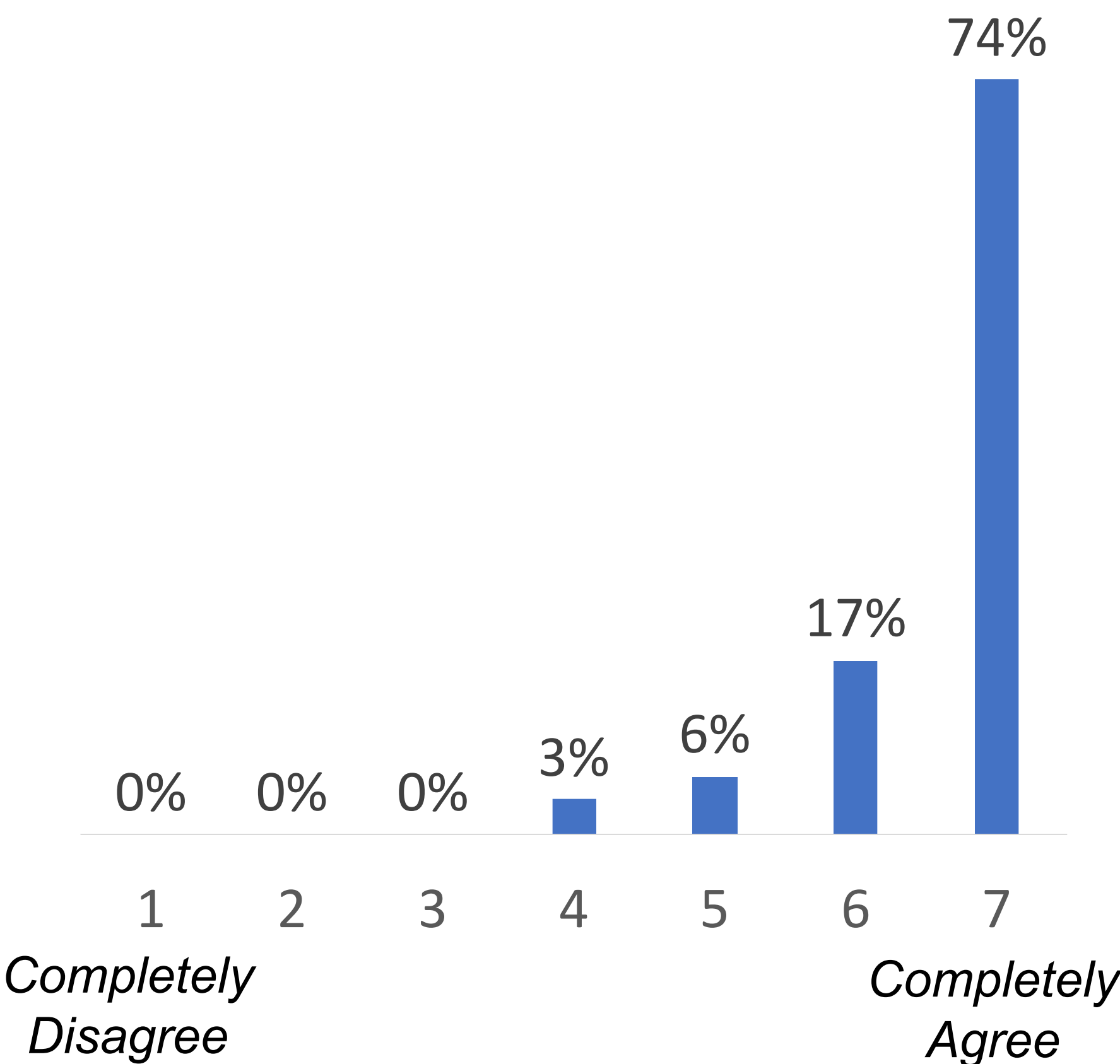


Healthcare Workers Love Keheala

63% of healthcare workers indicate that Keheala saved them 5+ hours per week



Healthcare workers agree that Keheala should be the standard of care





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CORRESPONDENCE FREE PREVIEW

Digital Health Support in Treatment for Tuberculosis

The New York Times

GLOBAL HEALTH

How to Get TB Patients to Take Their Pills? Persistent Texting and a 'Winners Circle'

The drug regimens can be grueling, and patients c taking their medications. But turning it into a cell competition helps.



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This app for tuberculosis increases odds of patients completing treatment



MIT News

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A tech intervention to tame tuberculosis

An interactive program using mobile phones helps more patients conclude treatment successfully.

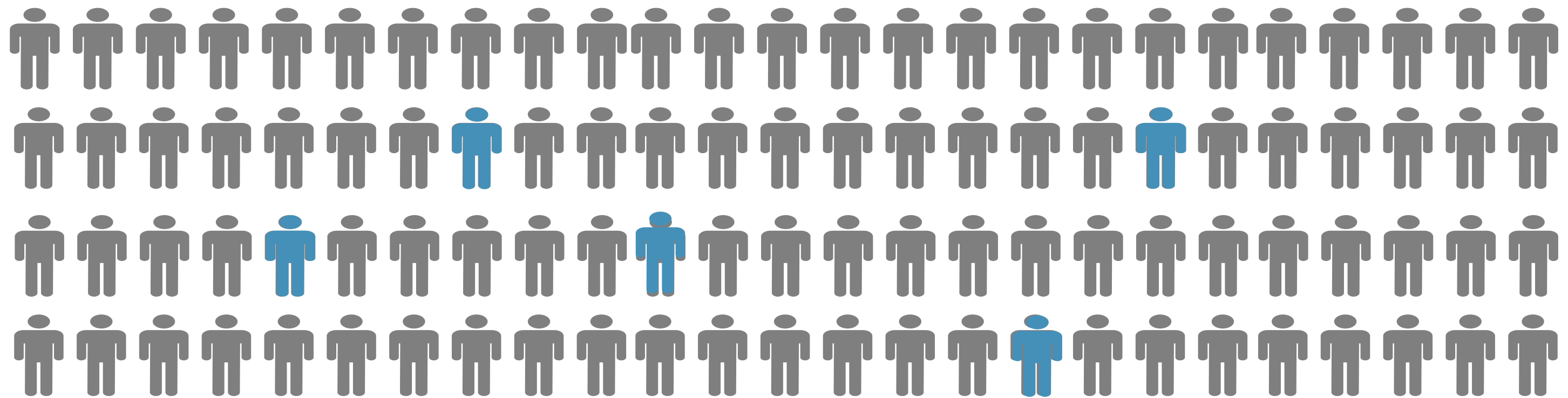
Peter Dizikes | MIT News Office
September 4, 2019

Press Inquiries

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Leveraging Data to Personalize Care



**Treatment
Protocol A**

**Treatment
Protocol B**



*Adherence
Monitoring
& Support*



*Differentiated
Care*

drop out



Diagnostics

drop out



*Population
Screening*

drop out

COVID-19 has highlighted the need for Keheala

- An additional **6.3 million people** are expected to contract TB due to COVID-19
- **Keheala provided uninterrupted service to 18,000 patients during COVID-19**
- Increased demand for Keheala as a result of COVID-19



COVID-19: Opportunities



- Destigmatized mask wearing
- Lung health spotlight
- Young people's interest in public health
- Need for evidence-based solutions for care away from facilities
- Private sector participation



For more information, please contact:

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www.Keheala.com

