

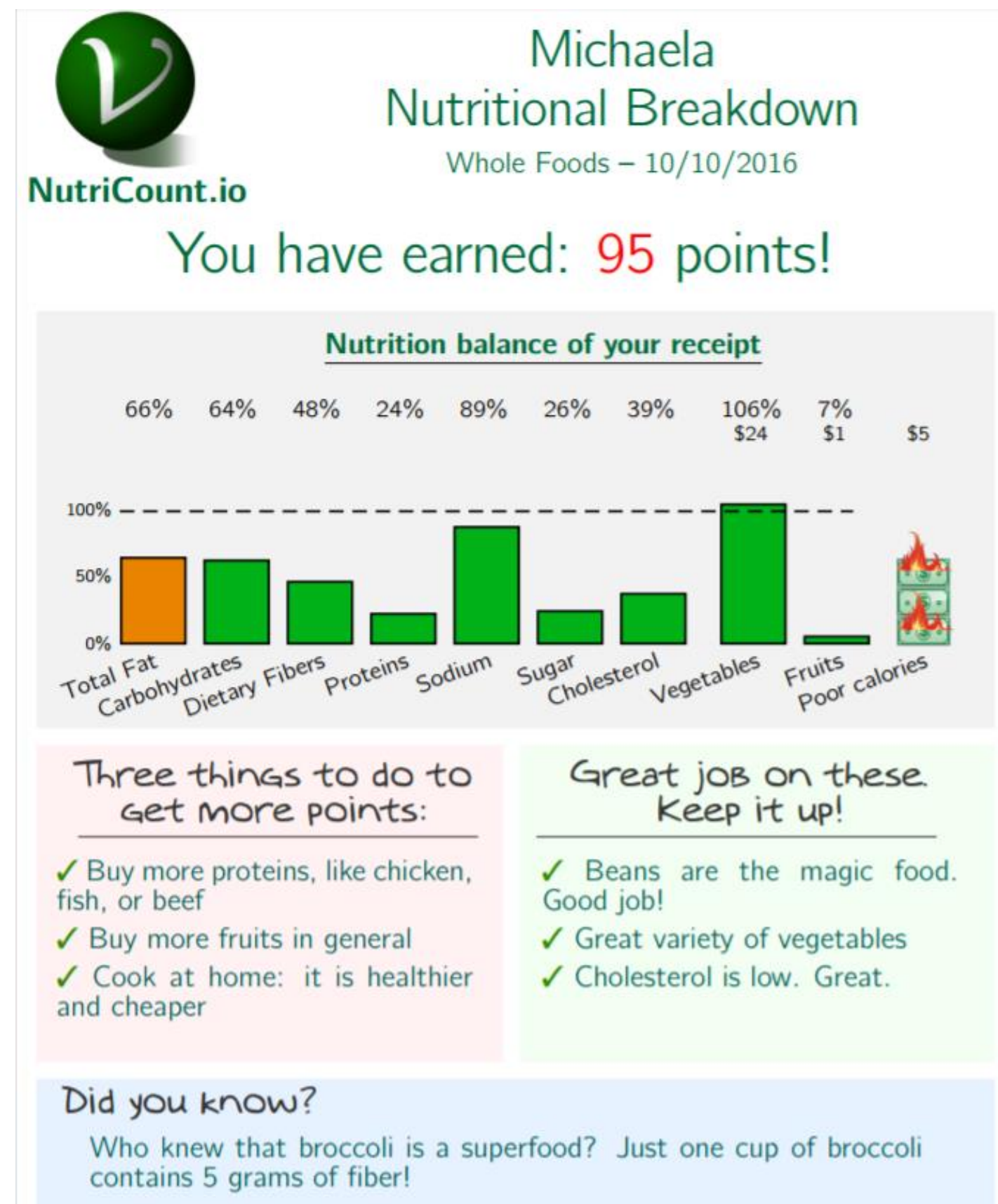
BACKGROUND

Company:

- NutriCount is a digital health solution that allows users with type 2 diabetes to monitor their nutritional intake and receive tailored advice to improve their health outcomes
- Mobile app tracks user nutrition by analyzing pictures of grocery store receipts and offers tailored recommendations for ways to improve user nutrition

Objective:

- Analyze motivations and challenges of key healthcare stakeholders to prioritize partnership opportunities



Motivations and Challenges of Key Stakeholders

	Payers	Employers	Providers	Users	Grocery Stores	Biotech/Pharma/ Med Device Companies
Motivation	Reduce cost of chronic patients with high utilization	Reduce costs and improve productivity	High quality care and outcomes	Improve wellbeing	Differentiate business	Patient adherence
Challenges	Current care management systems	Cost and ROI	Chronic disease management and care coordination	Stickiness and willingness to pay	Cost and ROI	Liability and FDA regulation

RECOMMENDATIONS

- NutriCount should first pursue revenue-generating partnerships with **private payer organizations** given that they have the most *financial flexibility* and strongest *financial incentives* to adopt the NutriCount solution
- Private payers will require **clinical studies** demonstrating statistically significant improvements in *patient biometric data* (HbA1c, blood glucose, and BMI) before adopting the NutriCount system; NutriCount should engage in collaborative non-monetizing partnerships with provider organizations to generate the required biometric clinical study data
- Once NutriCount has established partnerships with private payers, they can look to expand to other customer segments in the healthcare space

Strategic Partnership Roadmap

