

PROJECT PINK FLOYD

Our clinicians say that caring for patients after they leave our facilities and return home feels like trying to see the “dark side of the moon.” Project Pink Floyd, a partnership between Atrium Health and Best Buy Health, aims to co-develop new offerings that illuminate the “dark side of the moon” and enable people to live healthy and independently in their homes, reducing caregiver emotional, financial & physical burdens through a personalized, connected and contextual ecosystem of care powered by digitally-enabled connectivity and empathy-driven experiences.



Atrium Health has built the largest hospital at home program in the country, delivering excellent care with higher patient satisfaction and lower costs.



- Deployed in March 2020 to manage capacity constraints brought on by the pandemic
- **Granted CMS Acute Care at Home Waiver** in March 2021 (with full inpatient DRG), providing positive margin
- Recognized as **largest H@H program in the US** with 9 waivers enabling us to serve 9 hospitals across multiple counties to focus/expand based on our needs
- Highest daily census = 130, budgeted for a census of 32 patients with plans to scale to 100
- **Over 6,000 patients served** and **>22,000 hospital bed days saved**
- Demonstrated to be **20–24% less costly** with **10 point higher patient experience** than bricks-and-mortar hospitalizations
- **Expanded our hospital at home clinical protocols** beyond COVID-19 and now care for patients with heart failure, COPD, and various other infectious conditions
- As part of the omnibus spending bill that passed in December 2022, **CMS extended the Acute Hospital Care at Home (H@H) waiver initiative through December 31, 2024.**

Best Buy Health aims to enable care at home, for everyone.

Technology is moving into health. Health is moving into the home. Best Buy Health aims to enable care at home for everyone with integrated technology, services, and human connection. Best Buy acquired Lively (f/k/a GreatCall) for \$800M in 2018 and acquired Current Health for \$400M in 2021.



Health Presence: Best Buy Health had \$525M in revenue in 2022, and has a team of 1400+ Caring Center agents trained in empathy



Customer Base: 83% of consumers 55+ are “very or somewhat familiar” with Best Buy; including over 1.1M senior subscribers



Brand: Health care’s future is tech-enabled and in the home, where Best Buy is a trusted brand for tech support (2020: ~7M Geek Squad home visits). 80% of US households have access to BBY store within 15-minute drive.



“ I have been trying to do this my entire career. I want that 85-year-old female to age gracefully at her home. It was never the time, the company, or the partner. I am confident that the time is NOW, the company is Best Buy, and the partner is Atrium Health! ”

- Deborah DiSanzo, President, Best Buy Health



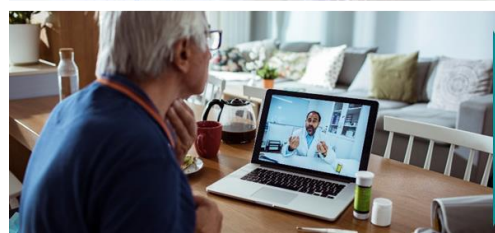
PROBLEM AND OPPORTUNITY

Competitors are rapidly developing RPMM-enabled home-care alternatives to our services. Our clinical divisions need to utilize and scale RPMM-enabled solutions.



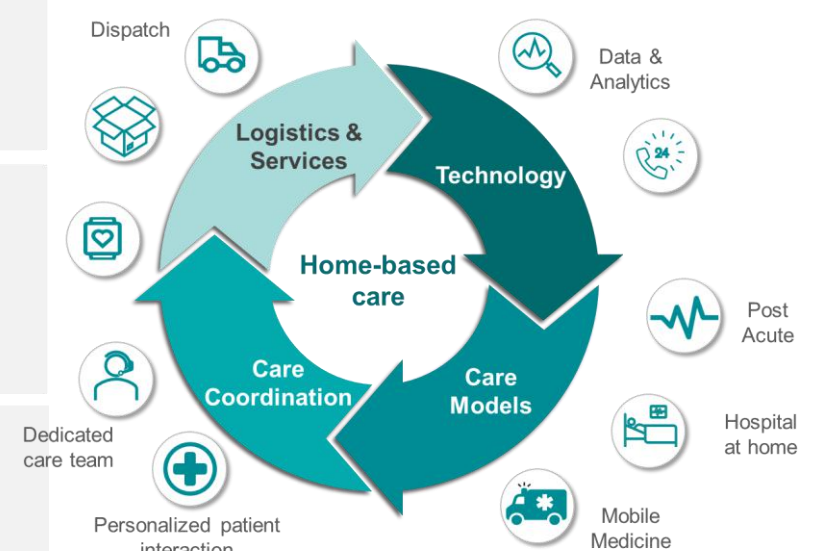
COST-PROHIBITIVE TO TACKLE ALONE

Health systems do not possess all core capabilities to deliver cost effective, consumer-acceptable, scalable RPMM-enabled solutions.



UNIQUELY MATCHED PARTNER

Best Buy Health offers strategic & cultural alignment, plus complementary capabilities & assets.



We are targeting five areas of opportunity for co-developed offerings, with an intent to expand across the home-based care continuum in the future.

Co-Development Topic	Opportunity for Co-Development
Hospital at Home Clinical Protocols, Playbooks & Credibility	Development of playbooks, protocols, pathways and configurations to operationalize H@H at scale in new bundled offering. Also includes Atrium Health advisory services.
Consumer Enrollment Support for Hospital at Home	Development of algorithms for identification/enrollment of H@H patients and patient/clinician facing shared-decision making tools to facilitate enrollment and onboarding of patients into Hospital at Home programs.
"Geek Squad" for Hospital at Home	Development of playbooks, training curricula, protocols and pathways to tailor Geek Squad in Health services, using existing Geek Squad talent and Current Health RPM products.
"Care Traffic Control" Logistics Platform & Fleet Management	Development of functionality and product for new "Care Traffic Control" product to curate, orchestrate and coordinate any physical touch point in the home (both health system owned and third-party contracted services). Includes efficient route planning to route assets to homes based on geography and real-time clinical acuity of patient.
New Health Tech Support Services	Development of playbooks, training curricula, protocols and pathways to develop new health tech support service for set-up of broader portfolio of products in the home.

Our partnership construct includes tethered ASP and co-development agreements.

Master Collaboration Agreement

- Outlines tethering of vendor agreement and co-development initiatives.

ASP Agreement

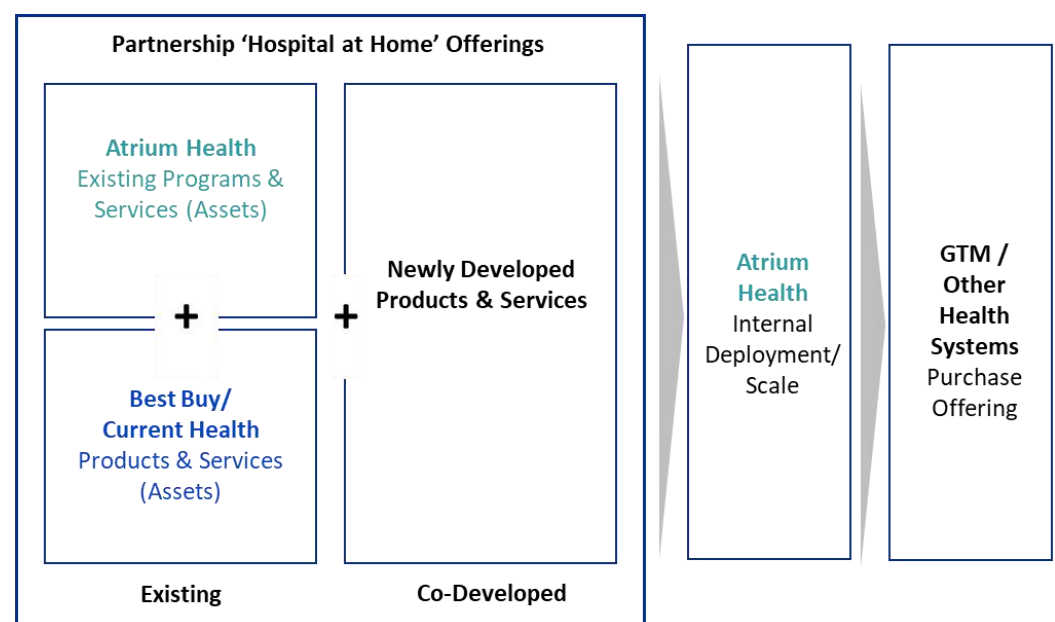
- Deeply discounted Current Health Remote Patient Monitoring (RPM) solution required to scale our hospital at home program (as well as other programs).
- Preferred (better) pricing compared to customers at corresponding volume/tier.

Co-Development Agreement

- Outlines process for how we handle intellectual property, assess (and re-evaluate) royalties, and go-to-market for co-developed products for first program (hospital at home) and five initial areas of co-development.

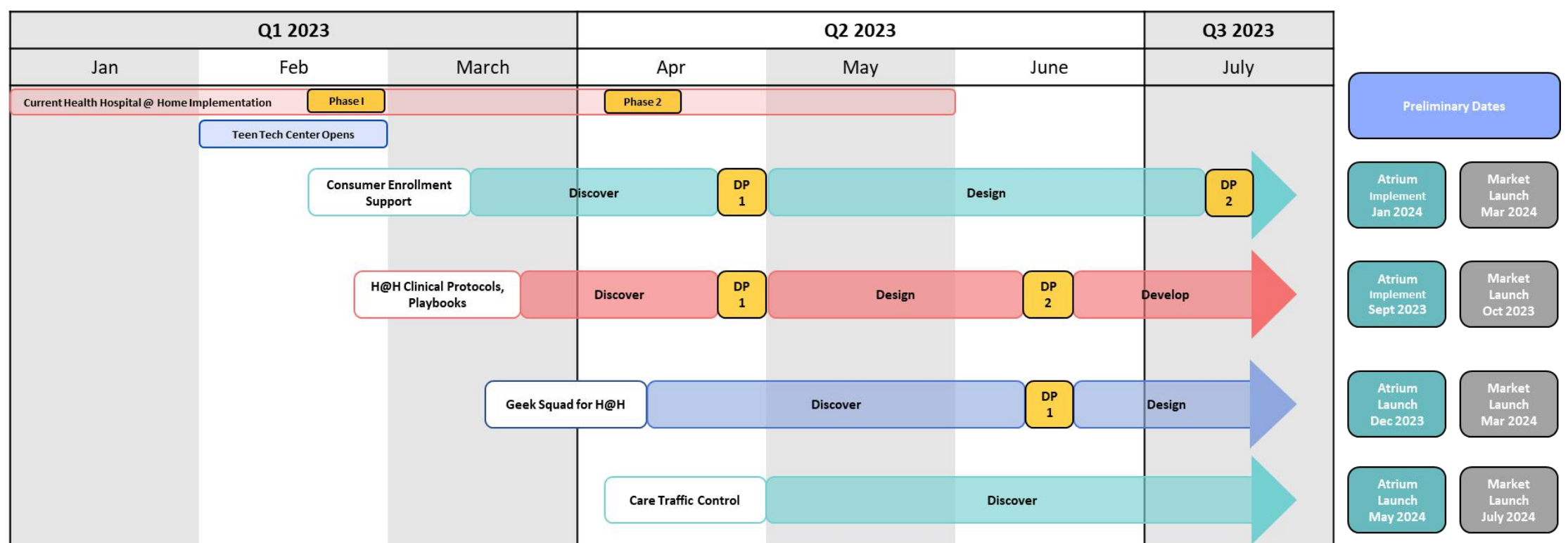
We are taking an offering-based approach, with governance throughout.

The Joint Steering Committee will be engaged in key decisions throughout the offering development process, and updates will be made to our agreement, as offering details are jointly defined.



Draft Timeline

In February, we opened the Best Buy Teen Tech Center and successfully went live with Best Buy Health remote patient monitoring technology to power our Atrium Health Hospital at Home program. We enrolled 55 patients in the first two weeks from initial facilities (Atrium Health Cabarrus, Cleveland, and Kings Mountain) and are expanding to additional facilities in March to help decompress our hospitals. In the first 6 months of 2023, we will launch our co-development workstreams and expect to be in-market with the first commercial offering "Hospital at Home Clinical Protocols, Playbooks and Pre-Configured Technology" by early Q4 2023.



DP1: Concept Approval: JSC approval of offering opportunity; Negotiate and execute Development Plan (e.g., scope, goals) in agreement

DP2: Plan Approval: JSC approval of plan, including prototype(s); Negotiate and execute Development Plan Annex (e.g., resources, IP, branding, royalties) in agreement