



HEALTHCARE DATA / REAL CONVERSATIONS / IN-HOME EDUCATION

Summit Audience Segments.

The patient journey.
From first inquiry to what happens next.

Data licensing. AI training & evaluation opportunities. In-box programs.

THREE PATHWAYS

One source of insight. Three ways to partner.

Data is the core asset. In-box programs are an independent supporting channel.

01 / DATA LICENSING

Audiences & patient insight

Condition-interest, intake and fulfillment-linked cohorts for platforms, brands and research teams.

02 / AI DATA

Training & evaluation

Real call-center conversations, attempt history and longitudinal outcomes for model and agent development.

03 / IN-BOX PROGRAMS

Education in the home

Brand-approved materials delivered with eligible diabetic and CPAP supply shipments.



REPORTED SOURCE-SYSTEM SCALE

Breadth, conversations and outcomes.

~15M

Condition-specific inquiries
with call-attempt history

~2.15M

Inbound transferred calls

~1M

Fulfillment events
on the medical benefit

218,071

Qualified-intake records

140,216

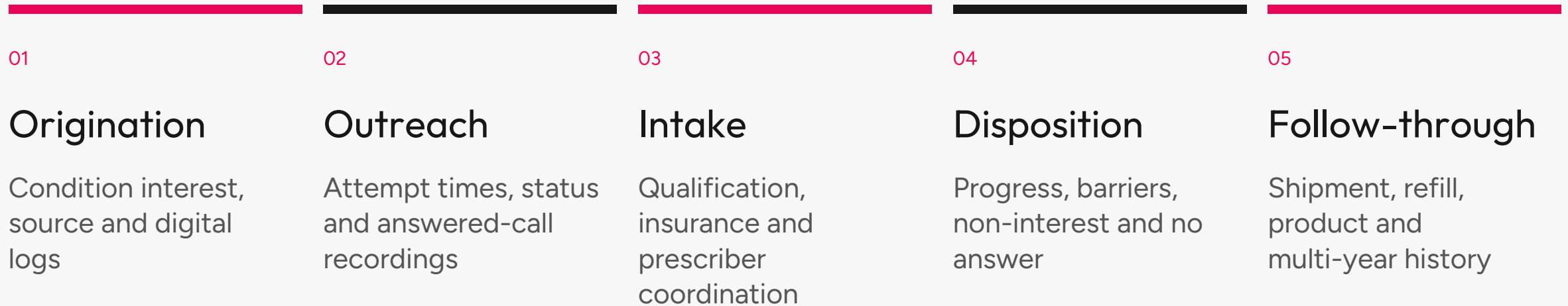
Fulfillment-linked patients

Reported counts and estimates; not additive unique people. Inbound transfers connect by definition.
Recency, overlap, usable recording volume and linkage coverage are validated during diligence.

OPERATIONAL PROVENANCE

The context around the conversation.

Generated through direct-to-patient supply marketing and fulfillment operations across multiple conditions.



Available examples: no answer • not interested • verifying insurance • waiting for Rx • refill too soon.
The fields and events available vary by cohort; not every inquiry has a complete fulfilled journey.

SOLUTION 01

A different input for your existing engine.

Audience development and research grounded in observed operational activity.

PLATFORMS

Audience development

Evaluate recency-qualified segments for programmatic audiences, acquisition modeling and approved distribution.

BRANDS & AGENCIES

Focused patient insight

Scope cohorts across multiple conditions around a specific audience or research question.

RESEARCH TEAMS

Journey & access analysis

Explore intake progression, observed prescriber links, fulfillment patterns and documented barriers.

Inquiry interest is self-reported, not a verified diagnosis. Matchability, permitted use and analytical fitness are assessed before activation.



SOLUTION 02

Script-guided. Reality-tested.

Staff use scripts. Actual calls capture the questions, interruptions and barriers that change the flow.

TRAINING OPPORTUNITIES

Build for real interactions

Healthcare intake and voice agents; speech recognition; multi-step tasks and recovery when calls depart from the expected flow.

Answered calls are reported as recorded. Usable hours and linkage are not yet audited.
Scripts inform the workflow; script retention, per-call alignment and deviation annotations require confirmation.

EVALUATION OPPORTUNITIES

Test what happens next

Disposition prediction, barrier detection, attempt and outcome analysis, and task progression against observed records.

DISTINCTIVE CONTEXT

Beyond standalone audio

Connect conversations with digital logs, intake status, prescriber coordination and fulfillment or refill history where available.

DATA PARTNERSHIP SCOPE

An archive to learn from. A feed to build on.

Historical records from 2016 and an exclusive source feed through 2046, with scope agreed by contract.

01	Structured data	Cohort files and journey events: inquiry, attempt, intake, disposition and fulfillment.
02	Conversation data	Proposed scrubbed transcripts, outcome links and appropriately de-identified audio.
03	Continuing refresh	New records and outcomes on an agreed cadence, with documented field definitions. Today, close to 100% of inbound calls are answered.

Formats are scoped, not prepackaged deliverables. Source exclusivity does not mean every buyer license is exclusive.

SOLUTION 03 / INDEPENDENT CHANNEL

A physical touchpoint inside the home.

Ten years of direct-to-patient
diabetic and CPAP supply
shipments across all 50 states.

Audience & program fit

Eligible shipment cohorts, timing and material scoped together.

Brand-approved education

Unbranded or compliant branded materials, subject to review.

Fixed fee per eligible shipment; never tied to response, conversion or prescription.
No patient-data access or data-license purchase is implied by a placement.



ILLUSTRATIVE SHIPMENT

PARTNER ON A DEFINED PURPOSE

Flexible scope. Clear rights.

DATA & AI BUYERS

Archive + recurring feed

Non-exclusive access by default.
Define purpose, cohort, format,
term, refresh and any
model-training or evaluation rights.

PLATFORM PARTNERS

Scoped distribution

Negotiate approved segment
distribution and downstream
permissions. Narrow exclusivity is a
separate commercial choice.

IN-BOX BUYERS

Placement agreement

Define eligible shipments, approved
content, delivery reporting and a
fixed placement fee. Independent of
data licensing.

Before data access: confirm source rights and permitted uses, complete appropriate de-identification,
and agree security and transfer controls. No claim of completed de-identification or established partner deployment.



START WITH THE QUESTION YOU WANT TO ANSWER

Let's scope the right Summit partnership.

01

Choose the solution

Data licensing, AI training/evaluation or an in-box program.

02

Define the scope

Audience, objective, format and the evidence needed to assess fit.

03

Agree the next step

Data inventory and controlled sample review, or a placement plan.

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