PH Warriors
I’m Aware That I’m Rare

John Hess
Caregiver – Iain

Marie Mascia-Rand
Caregiver – Chloe

Steve Van Wormer
Caregiver – Lucas

Harry Rozakis
Patient - CTEPH
PTE #495
Corporate philanthropy and medical/patient education require new tools to reach a global audience. phaware fulfills a long existent gap in terms of improving the existing PH community, and reaching the global community who are unfamiliar with pulmonary hypertension.

phaware is unique in its ability to leverage today’s advanced technology to create greater patient to patient, patient to doctor, and doctor to patient connectivity and to drive awareness at a global level. We believe the lack of connectivity and the difficulty in early diagnosis have resulted in a patient and medical population which is under served. phaware will use state-of-the-art tools to drive global awareness, enhance disease state education, and cultivate greater data collection inside and outside the PH community.

phaware understands that the dynamic of corporate philanthropy and impact investing have taken on a new meaning, and must show measurable results. There is a need within the PH community to use the tools we are creating now not only to connect those affiliated with the disease, but to find a path to a cure.
<table>
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<tr>
<th>Investment Highlights</th>
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<tr>
<td><strong>Value Proposition</strong></td>
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<td>As a virtual 501C3 phaware will lower operating costs, mitigate financial risk, and increase investment in the servicing of the pulmonary hypertension community’s stakeholders i.e. patients, medical professionals, and caregivers</td>
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<td><strong>Impact Investment Opportunity</strong></td>
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<td>The impact of a &gt;$1.1M investment in 2017 by phaware’s investors and benefactors will be highly accretive in terms of the social and medical impact to the PH affinity group &amp; newly diagnosed patients. phaware will implement the necessary actions for long term sustainability.</td>
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<td><strong>Innovative Technology</strong></td>
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<td>phaware will use technology in effective and creative ways resulting in early diagnosis, patient recorded outcomes, quality of life, increased awareness and greater global patient connectivity</td>
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<td><strong>Organizational Growth Opportunity</strong></td>
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<td>Since phaware’s objective is to drive global outreach to the worldwide PH community by leveraging technology, as a virtual organization our growth will be exponential while simultaneously delivering quantifiable results</td>
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Global Objectives:

• Recommend the use of mobile technology via apps and other devices to enhance critical data collection outside the clinical setting and return information to researchers and physicians to advance research and patient care
• Recommend simple systems to acquire daily quality of life information and patient recorded outcomes and return information to researchers and physicians the advance research and patient care
• Differentiate between speaking to the patient population and reaching outside of our affinity group to raise global awareness and enable patients to be diagnosed more quickly and how phaware is achieving this

Session Specific Objectives:

• Intergrate novel technology into studies to develop new systems for data collection
• Incorporate concepts for global outreach into the mobile technology data collection initiatives to enhance study participation.
key initiatives – 2017

- Global Outreach - Media
  - “I’m Aware that I’m Rare” the phaware podcasts
  - phaware365 selfie app & phaware 365.org microsite
  - Awareness Videos
  - Digital Contact Campaign
  - On the Air with phaware - Livestream

- Technology
  - Completion of pediatric WTT app
  - Initiative adult WTT app
  - CTEPH app
  - Clinical Trial Patient Outreach app
global outreach milestones – 2017

- Media – Global Outreach
  - “I’m Aware that I’m Rare” phaware podcasts
  - phaware365 app & phaware 365.org microsite
  - Awareness Videos
  - Digital Contact Campaign
  - On the Air with phaware – Livestream
Why IoT & Technology Matter

“4 million patients globally will remotely monitor their health conditions by 2020.”

- MobilHealthNews
  (IBM Center for Applied Insights)
technology milestones – 2017

- Technology Apps
  - Pediatric WTT app completion
  - Adult WTT app
  - CTEPH app
  - Clinical Trial Patient Outreach app
  - Incorporation of Watson Analytics
Mobile App Overview

1. Launch app
2. View introduction screen
3. Check eligibility
4. Register using email address
5. Start Assent/consent based on age
6. Capture additional information
7. Grant permissions for notifications/reminders
8. Take the survey
why IoT & technology matters

"4 million patients globally will remotely monitor their health conditions by 2020."

- MobilHealthNews (IBM Center for Applied Insights)
app development & profile

Value Proposition

- Using software options & social media tools to create a vehicle for connectivity
- Patient/Medical professional health status tracking
- Data collection – learn specifics that may aide in addressing long term patient outcomes
- Medical & social impact on patient quality of life

Key High Level Requirements

- Ease of use – for patients, researchers, medical professionals
- Low risk – importance of security & regulatory compliance (HIPPA)
- Flexibility – usable on most mobile devices & home computers
- Cost effective – hardware, transmission, data collection
- Execution & Results – Ease of execution associated with metrics & KPIs
uniting voices. raising awareness.

breathless on BROADWAY

Uniting Voices. Raising Awareness.
Join Broadway's Zach Rand and TV & Radio Host Jeffrey Hayzlett for an unforgettable evening at world famous Sardi's Restaurant to support pulmonary hypertension global awareness and research.

Monday, June 5, 2017
breathlessonbroadway.com
thanks for being #phaware

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