



Stanford University
phaware™ global association
April 24, 2017



PH Warriors

I'm Aware That I'm Rare



John Hess

Caregiver – Iain

Marie Mascia-Rand

Caregiver – Chloe



Harry Rozakis

Patient - CTEPH
PTE #495

Steve Van Wormer

Caregiver – Lucas

corporate statement



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.

investment highlights



Value Proposition

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

Impact Investment Opportunity

The impact of a >\$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 & newly diagnosed patients. **phaware** will implement the necessary actions for long term sustainability.

Innovative Technology

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

Organizational Growth Opportunity

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

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

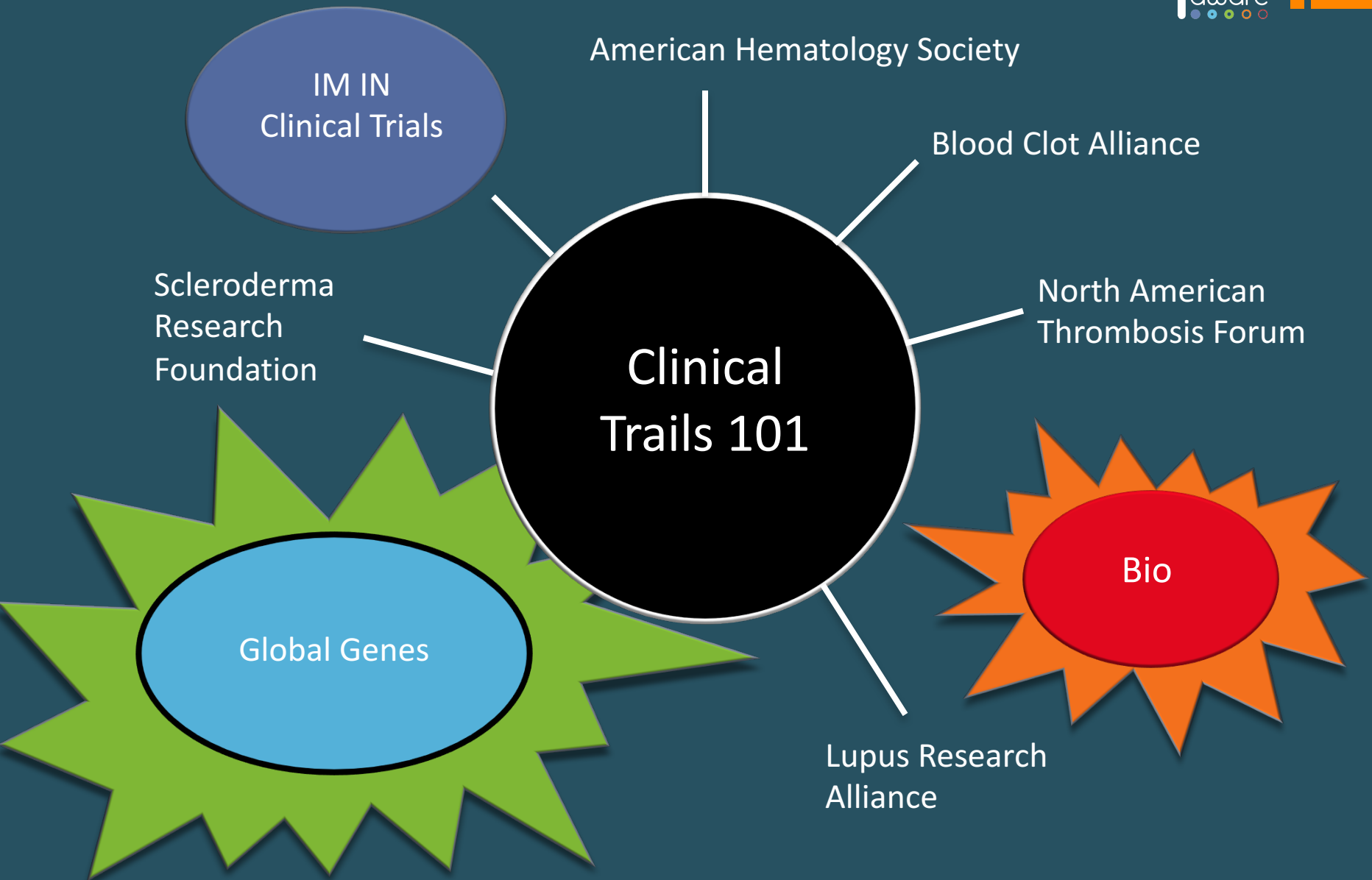
global outreach milestones – 2017



❖ 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

global outreach podcasts & video



Why IoT & Technology Matter

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



- MobilHealthNews
(IBM Center for Applied Insights)

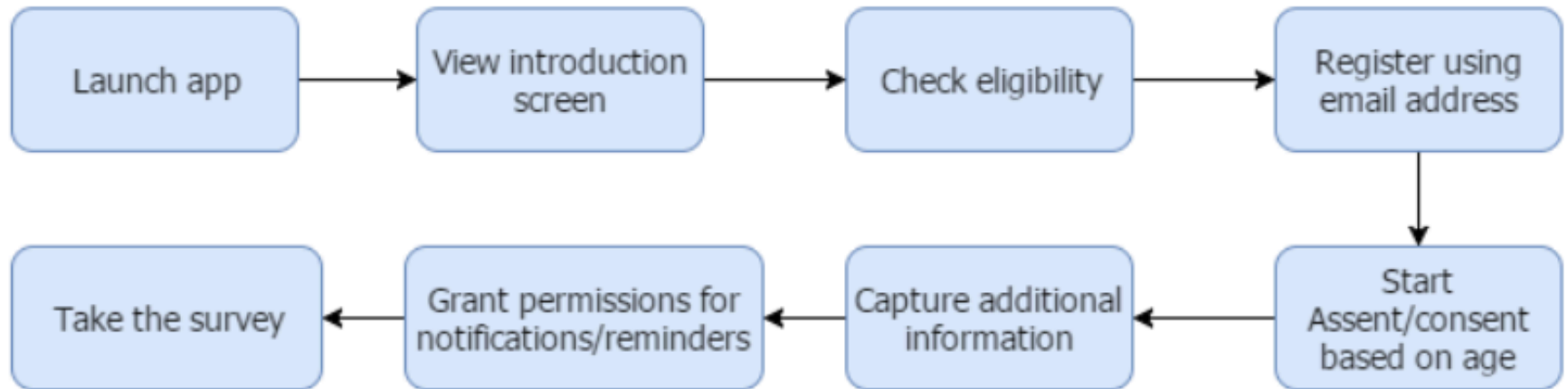
technology milestones – 2017

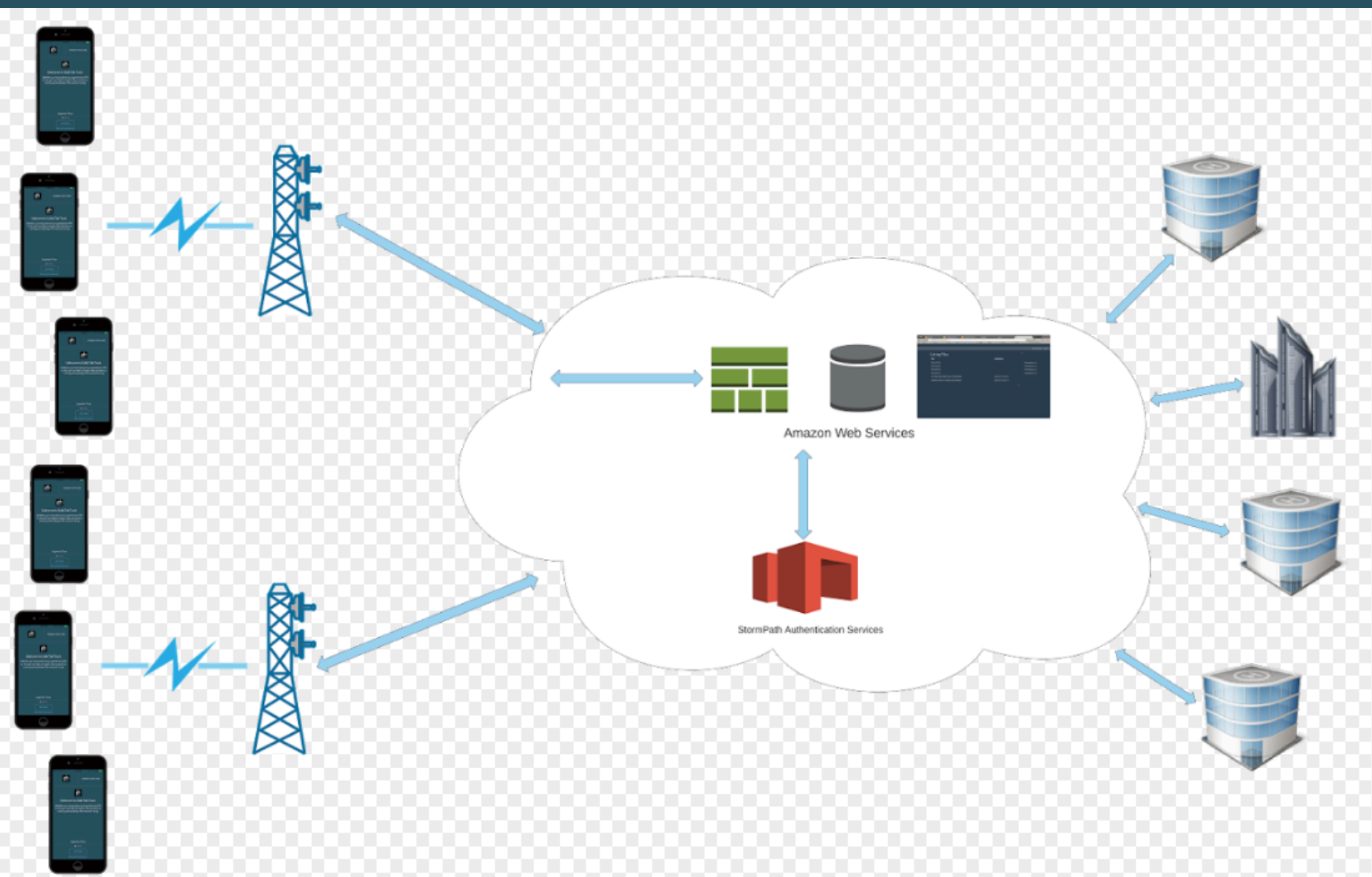


❖ Technology Apps

- ❖ Pediatric WTT app completion
- ❖ Adult WTT app
- ❖ CTEPH app
- ❖ Clinical Trial Patient Outreach app
- ❖ Incorporation of Watson Analytics

Mobile App Overview





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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