



Introducing Breast Exams with Bexa™

Women's Health Benefit Solutions for Employers

Program Overview





Breast Exams with Bexa™ Program Goals

The goal in offering breast exams with Bexa is to get 100% of the women on your team into the early detection regimen that most protects them from breast cancer: an early detection exam every year starting at age 40, 35 for African American women.

For women who do not get annual mammograms starting at age 40, for any reason, Bexa is a new breast imaging device that is used during a breast exam and provides an additional pathway to early detection. In the Bexa process, masses discovered during a breast exam with Bexa are immediately evaluated with breast ultrasound which eliminates the majority of falsely positive exams and unnecessary additional procedures. Results are provided immediately.

For women who avoid mammograms, which is the majority of women in most employee populations, Bexa is a highly adopted option. For women who intend to begin mammograms at age 50, Bexa is an option during their 40's. And for African American women who are getting breast cancer earlier and should begin early detection efforts at age 35, breast exams with Bexa are a safe and accurate option.

Overview of a Bexa™ Program

We have found women appreciate the comfortable nature of the Bexa process, the peace of mind of immediate results and the convenience of exams available in the workplace. Our process now is to provide you with an ongoing Bexa program that will offer this same opportunity to all the women on your team, and the spouses of your married team members – every woman whose health is your financial responsibility.

Your Bexa program begins with a two to three-day kickoff to introduce breast exams with Bexa™ to your employees. After the kickoff, we launch into an ongoing program. Based on the number of employees and dependents who need an exam, we will plan to be on-site on regular intervals such as weekly, monthly or quarterly, conducting 14-16 exams per day with 30-minute exam appointments. We provide regular breast exam opportunities year-round to ensure your employees are examined in a timely manner that works with their schedules.

Program Key Elements

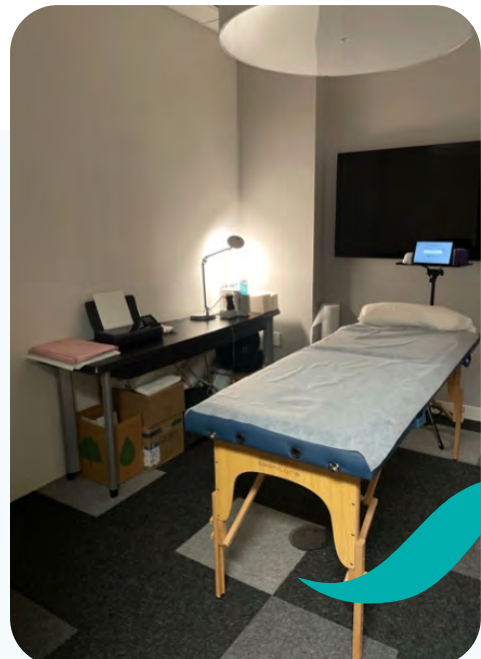
To maximize participation in this early detection program, we have found that these key elements ensure maximum adoption:

- On-site offering
- Regular schedule
- Regular, recurring communications

ONE-SITE OR NEAR-SITE SERVICE

We bring breast exams with Bexa™ directly to your employees through on-site or near-site services. The exams are conducted in a private interior space as small as 8' x 12' located in or near your workplace.

The 15-25 minute exams are scheduled in half-hour appointments which means almost no overlap of women, no waiting area, and minimized Covid risk.



Participant Experience

Your employees' and dependents' experience is of the utmost importance to us. From the easy sign-up process to the calm music and exam room ambiance, we go to great lengths to ensure the exam is as stress-free and convenient as possible.

The exam experience includes:

- 1 Sign up for a breast exam with Bexa™ using our easy online scheduling process through a co-branded website
- 2 Arrive for the appointment with a government-issued ID
- 3 Meet with one of our female ARDMS-registered Bexa™ Examiners for the breast exam (exam process takes 15 – 25 minutes and includes a post-exam survey)
- 4 Receive Bexa™ exam results immediately with specific follow-up instructions if an abnormality is found (most breast masses that are discovered are not cancer; 4% of exams result in the need for subsequent evaluation within 14 days)
- 5 Receive help with questions or finding a diagnostic appointment through our “No Woman Left Behind” program
- 6 Have peace of mind knowing all exam results are kept as secure, private medical records

Program Implementation Overview

Launching a program is easy and can be done in as little as 3-4 weeks:

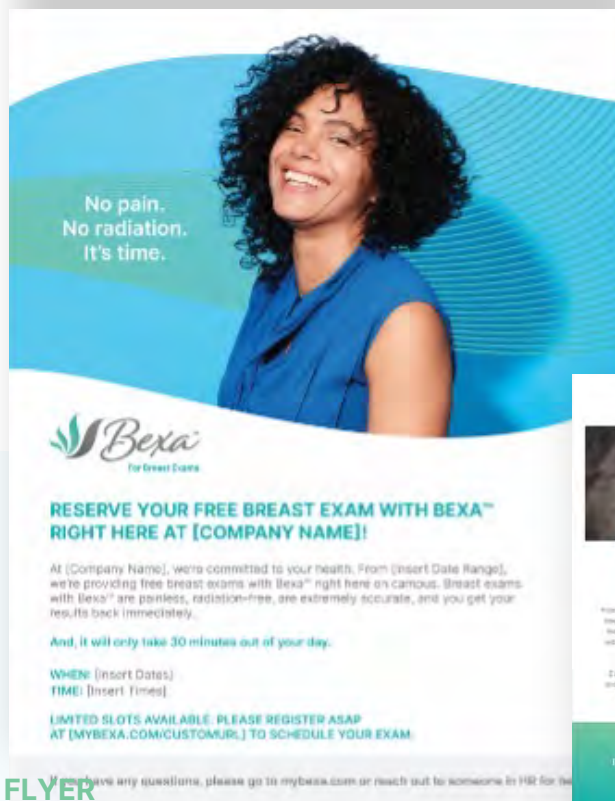
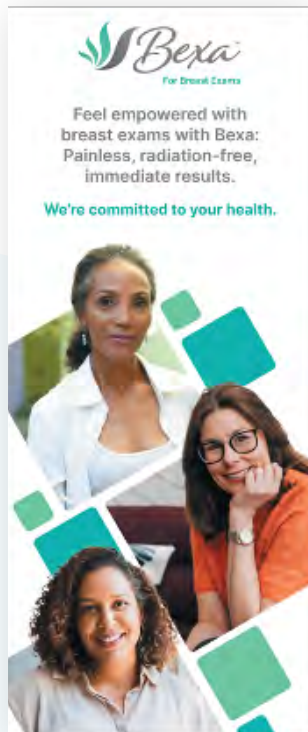
- Program overview and kickoff **implementation call**
- **Customized communication materials** and **scheduling website**
- 2-3 day **on-site program kickoff** with 14-16 exams per day
- Post-kickoff **engagement and survey results**
- **Program plan review** to finalize design and logistics of your ongoing program
- **Customized employee communications** for your ongoing program
- Regular **reporting and program analytics**
- **Quarterly meetings** with Bexa™ Client Services Team

Employee Communications

As part of your Bexa™ program roll-out, we offer a complete suite of communication materials, customized for your company. We know that monthly employee communications with customized materials that include no fear-based messaging, along with a regular presence on-site are keys to fostering adoption and annual repetition. We will provide a program of regular communications that begins with an initial email to introduce breast exams with Bexa™ and invite employees to experience an exam. Follow-up reminder emails and flyers to hand out or post in common workplace areas, are all customized to your brand and include a link to your company's unique registration site for scheduling appointments, the Bexa™ website and an FAQ about Bexa™. All communications are provided in both English and Spanish formats.

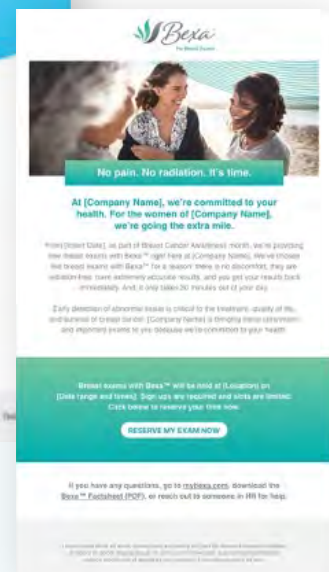
Additional materials in the communications for your program include standing Bexa branded banners, customized email templates for scheduling appointments, flyers and employee communications plan.

BANNER



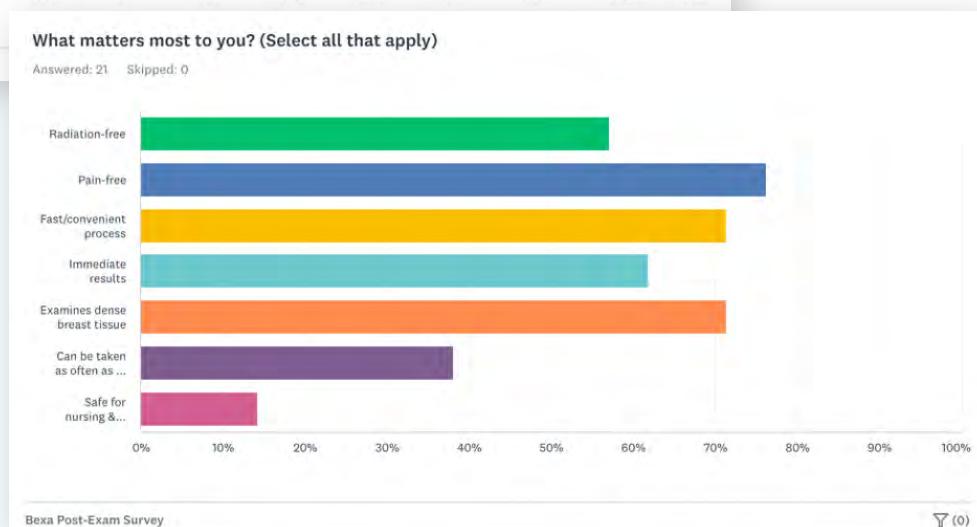
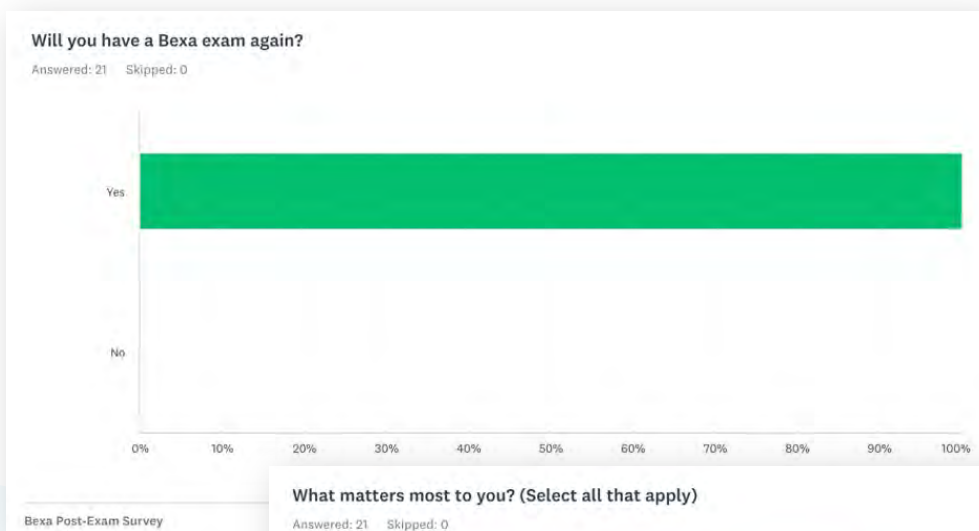
FLYER

EMAIL TEMPLATE



Satisfaction Surveys

We closely track the quality of the exam experience that we provide, and we report this feedback to you. Participants are encouraged to share their feedback about the exam through a quick 2-minute survey conducted via tablet at the end of their appointment. Anonymous results from the survey are gathered and shared with you after the program kickoff. Thereafter, survey results are shared quarterly.



Example of Bexa post-exam survey results conducted on-site at an employer program. Exam participants complete the survey immediately following their exam via tablet to ensure a high response rate.



Special Services

"No Woman Left Behind"

Your employees and dependents are our customers and we care about their health and wellbeing. We are dedicated to advancing the mission of the Bexa™ team: **No woman left behind**. Our Referral Support Team helps women, who have masses discovered and are having trouble getting timely follow-up doctor's appointments, get those appointments. Real people, live and on the phone, not a "chat" or overseas "customer support." With Bexa™, truly no woman is left behind.

Talk to a Doctor

Our Physician Team allows women who have questions about exam results, to speak with a doctor after their exam by contacting us at ineedhelp@mybexa.com. Participants who need a copy of their exam report can reach out to us at myreport@mybexa.com.

Reporting & Program Analysis

You will know exactly what's happening with your Bexa program. Initial and ongoing reporting includes de-identified statistics on appointment sign-ups, number of exams conducted and number of findings. (A finding is classified as detection of a mass regardless if the participant is referred on for further diagnostics or not.) As part of the ongoing program, statistics also include the number of participants referred on for further diagnostics, a breakdown of findings and exams conducted by age range, and participant engagement in the post-exam survey. If your company needs specific reporting for verification of eligibility or employee wellness program initiatives, we will work with you to ensure you have what you need.

SureView™ System

Our proprietary SureView™ Enterprise Deployment System offers customized portals for the management, oversight and reporting of program operations. Patient privacy laws and regulations will limit the access to those data points not restricted by state or Federal patient privacy laws and regulations.

Client Services & Program Support

The Bexa™ Client Services Team is dedicated to ensuring a positive experience for your company and your employees/dependents. We will work closely with you throughout the initial and ongoing program implementation process and will provide you with regular reporting and data analytics.

Our team looks forward to meeting with you quarterly to review your program and see how we can best support your company and its needs.

Billing & Claims

1. Breast examinations with Bexa cost \$225 each, inclusive of any ultrasounds performed and the physician interpretation of those ultrasounds.
2. Together we will establish your eligibility criteria:
 - a. Employees only or employees and dependent spouses
 - b. All women
 - c. All women 40+ plus African American women beginning at age 35
3. Exams are billed monthly. Exams can be paid for by you as an employee benefit or can be submitted as a claim and a covered service.
 - a. For exams that are paid for directly by you, our terms are net 30
 - b. For exams that are submitted as a claim against your insurance plan:
 - i. You direct your ASO or TPA provider to accept exam claims as a covered benefit at \$225 per exam
 - ii. Will will coordinate directly with the ASO or TPA provider

PHI Management & Security

In the performance of our services on your behalf, we may have access to Protected Health Information (“PHI”). PHI shall mean information created or received by a health care provider, health plan, employer or health care clearinghouse, that: (i) relates to the past, present or future physical or mental health or condition of an individual, provision of health care to the individual, or the past, present or future payment for provision of health care to the individual; (ii) identifies the individual, or with respect to which there is a reasonable basis to believe the information can be used to identify the individual; and (iii) is transmitted or maintained in an electronic medium, or in any other form or medium. Use and Disclosure of PHI. Except as otherwise permitted or applicable law, Business Associate agrees to keep all PHI disclosed by Covered Entity to Business Associate confidential, and agrees not to use or disclose such PHI except as necessary to provide services to Covered Entity as specified in the Services Agreement between Covered Entity and Business Associate or for the purpose of managing Business Associate’s own internal business processes. Business Associate acknowledges that this Agreement does not in any manner grant Business Associate any greater rights than Covered Entity enjoys, nor shall it be deemed to permit or authorize Business Associate to use or further disclose PHI in a manner that would otherwise violate the requirements of HIPAA if done by Covered Entity.

COVID-19 Security & Peace of Mind

Bexa provides staff all equipment, including disposables and disinfectants, required for the safe operation of the program. Breast exams with Bexa rarely require all 30 minutes of the appointment timing so there's no 'waiting area' and minimal overlap and exposure of employees in close quarters. All Bexa™ staff members have provided standard evidence of receipt of at least two (2) Pfizer or Moderna Covid vaccinations and (1) booster shot not less than two weeks prior to the initiation of program operations.

Medical Records

Company will store all medical records of examinations performed in a HIPAA-compliant data storage application. Examination results will be stored by the Company as long as the Company is in operation. Examination results will be provided to Client’s employees after their examination, and may be forwarded to physicians identified by the employee when necessary and approved by the employee.



References

Want to hear about the Bexa experience first-hand from one of our clients? You are welcome to speak to any of our clients including:



Terms and Conditions

There are no express and implied warranties that accompany this product, including the implied warranties of merchantability and fitness for a particular purpose. In no event shall either Party be liable to the other Party for any damages, whether direct, indirect, incidental or consequential, including, without limitation, lost profits or revenues, or loss of a provider discount or a Client policy renewal, even if the other Party has been advised of the possibility of such damages. Any problem, dispute or claim about the Bexa device shall first be discussed in good faith by the Parties and sent to mediation, and if that fails arbitration and Delaware law shall apply. Company's relationship with Client is solely as an independent contractor. Client shall hold harmless Company, its officers, directors, employees and agents from and against any and all liabilities, expenses, damages and costs, including attorneys' fees and court or proceeding costs, arising out of any claim or action brought against Company as a result of its analysis and recommendations made to Client in performance of Services under this Agreement.