“We’re here to save the mamas and babies”
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Our Leadership

**Ariana McGee**  
CEO and Founder  
Mother of 4,  
11 years in healthcare  
commercialization, sales, and reimbursement leadership for med device and biotech

**Thea James, MHA**  
COO  
11 years of experience in healthcare operations, managed care, data analytics and digital health

**Dr. Elicia Harris MD, MBA**  
CMO – OB/GYN  
13 years practicing as a board-certified OB/GYN with an executive MBA in healthcare

[Logos of various organizations]
Mothers are Dying to have a Baby

1. Maternal Mortality Ratio
   - The US has the highest maternal mortality rate of any high resource country.

2. Black women die from childbirth complications 3–4x the national average.

3. Indiana is ranked #3 in the nation for maternal mortality.

4. Per the CDC, maternal deaths have doubled since 1986, and more than 80% are preventable.
   - Hemorrhage and Hypertensive Disorders: 27.0%
   - Other Cardiovascular Events: 24.2%
   - Noncardiovascular Events: 19.5%
   - Sepsis: 19.8%
   - Stroke: 9.4%
Gaps in Key Clinical Data Lead to Inadequate Maternal Care

- No or limited clinical data between prenatal appointments
- Reactive vs. Proactive patient care
- Limited Social Determinants of Health (SDoH) Data
- HCP’s implicit bias resulting in a lack of patient trust
Stakeholder Problem

Hospital Systems

Payers

Providers

Patients

$25B
Prenatal and Postpartum Morbidity

Navigate Maternity

A healthcare provider management dashboard and interactive patient app that bridges communication with the care team, collects trends on biometric data, and key alerts to and from their clinician.

Key Features

- FDA-cleared Bluetooth, blood pressure cuff indicated for use in pregnant, preeclamptic and postpartum women (Class II Device)
- Weight
- Depression Score
- Social Determinants of Health (SDoH) Data
- Critical alert system
- EMR/EHR Integration
- SMS Text Alerts
- Telehealth
How does Navigate Maternity Work?

- **EMR Integration & Interoperability**
- **Real-time Patient Data and alerts for HCP**
- **FDA-cleared BP cuff for use in pregnant, pre-eclamptic & postpartum women**

*HCP: Healthcare provider*
Competitive Advantage

- **FDA cleared Bluetooth, blood pressure cuff indicated for use in pregnant, preeclamptic and postpartum women**
  - 1 of 2 validated BP cuffs on market in pregnant, preeclamptic, postpartum women (AHA, 2018, Systematic Review)
  - Exclusive contract in the U.S. with contract manufacturer for perinatal market
  - Once cleared, NM would be the 1st FDA cleared remote patient monitoring system for prenatal and postpartum women. (Ref: ISO Standards)

- **Remote patient monitoring codes** could be billed for medically necessary and appropriate patients on covered state Medicaid, Managed Medicaid, and commercial plans.

- **EMR integration and Interoperability**
  - Backend software partner is a certified EHR company that manages 100M+ patient charts in over 50 countries
  - HL7 and Direct Trust

- **IP Filed**
  - Title: PREPARTUM AND POSTPARTUM MONITORING RELATED RECOMMENDED MEDICAL TREATEMENTS filed on November 30, 2022
  - Focuses on methodology, data collection cadence, and electronic communication to provider and patient.
Total Addressable Market

- Roe v. Wade being overturned is expected to exacerbate maternal morbidity and mortality in the U.S.
- Live births are expected to grow in the U.S.
- Near term we are focused on state Medicaid and managed Medicaid patients.
- Long term we are focused on commercial payers and international regulatory bodies such as NICE (UK).

**Global – $9.1B+**
Includes EU, Canada and Australia

**U.S. Market – $3.7B+**
Growing market due to latest legislation

**Target Market – $2.3B+**
BIPOC and/or mothers on Medicaid
Payers will pay a per member per month (PMP) fee for patient/provider access to Navigate’s system.

Patients utilize the platform with no or little direct cost.

Health systems pay a per patient per kit fee onboarding fee. Monthly fee to use system:
- **$250 Onboarding Fee Per Kit**
- **$60 per patient per month**

Pilot Pricing*

Payers (Buyer)

Providers (User)

Health Systems (Buyer)

Providers (User)

Pilot Pricing*

Health Systems (Buyer)

Providers (User)

Health Systems (Buyer)

Providers (User)
# B2B Model and Market

**US Economic Value**

<table>
<thead>
<tr>
<th>Phase</th>
<th>Group</th>
<th>PATIENTS (per year)</th>
<th>REVENUE POTENTIAL* (average $ per kit)</th>
<th>NM Opp (10–25% of market)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phase 1: 2023–2025</td>
<td>Hypertensive</td>
<td>740k – 1.5M</td>
<td>$740M – $1.5B</td>
<td>$74M – $185M</td>
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<tr>
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<td></td>
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<td>$150M – $375M</td>
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<tr>
<td>Phase 2: 2025–2027</td>
<td>1st Time Mothers</td>
<td>1.2M – 1.3M</td>
<td>$1.2B – $1.3B</td>
<td>$120M – $300M</td>
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<td></td>
<td>$130M – $325M</td>
</tr>
<tr>
<td>Phase 3: 2027</td>
<td>Total Market</td>
<td>2.3M – 3.7M</td>
<td>$2.3B – 3.7B</td>
<td>$230M – $575M</td>
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<td></td>
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<td>$370M – $925M</td>
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$250 per kit and $60 per month per patient.
**B2B: Health systems, FQHCs, Private Practices, and Payers**

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# Traction to Date

## Competitions

<table>
<thead>
<tr>
<th>Competition</th>
<th>Prize</th>
<th>Details</th>
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<tbody>
<tr>
<td>AHA’s Empowered to Serve Business Accelerator Finalist</td>
<td>$50k</td>
<td></td>
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<tr>
<td>Texas Medical Center's Health Tech Cohort 2nd Place</td>
<td>$15k</td>
<td>Pilot with state of Kentucky, U of Louisville, &amp; Humana</td>
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<tr>
<td>Impact! Maternal Health Competition 2nd Place</td>
<td>$15k</td>
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<tr>
<td>Inaugural Pioneer of the Year</td>
<td>$100k</td>
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<tr>
<td>2022 Pitch Competition Winner</td>
<td>$25k</td>
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## Accelerators

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<td>Finalist</td>
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<tr>
<td>Texas Medical Center's Health Tech Cohort</td>
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<tr>
<td>Inaugural Women's Health Cohort</td>
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<td>MedTechColor</td>
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<tr>
<td>verizon</td>
<td>Forward for Good Health Equity Accelerator $50k</td>
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## Features

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<tr>
<th>Feature</th>
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<tr>
<td>DIGITAL HEALTH CEO SUMMIT</td>
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<td>DEVICE TALKS</td>
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<td>The Journal Gazette</td>
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<td>REFINERY29</td>
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<td>abc21 ALIVE</td>
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<td>CANVAS REBEL</td>
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<td>IBJ</td>
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<td>AFRO TECH</td>
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<td>VENTURES</td>
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Join Navigate Maternity in the fight to end the maternal health crisis

For partnerships and investment: amcgee@navigatematernity.com

Follow us
Instagram: @navigatematernity
Facebook: Navigate Maternity
ARIANA MCGEE

Founder & CEO

Ariana Mcgee is the Founder and CEO of Navigate Maternity (NM). NM has created a remote patient monitoring system for prenatal and postpartum patients. Mothers are dying and specifically, Black women are dying 3-4x the national average during childbirth and postpartum due to reactive care, data gaps, and bias. Ariana experienced the inequity in perinatla care after almost dying during childbirth with her fourth child. As a healthcare leader in the medical device and biopharmaceutical industries (BD, Biogen, Genzyme, etc.) for the last 11 years, Ariana brings a wealth of knowledge and is uniquely positioned as a mother and healthcare leader to commercialize NM. In her free time, she enjoys spending time with her husband, AJ, and their four little ones – Jade (5), Trey (4), Naomi (2), and Aliya (1). “We’re here to save the mamas and the babies.”

THEA JAMES, MHA

COO

Thea James is the Chief Operating Officer (COO) of Navigate Maternity. As a leader in project management and processes improvement for over 11 years at managed care organizations and large hospital systems (The VA Hospital System, Novant, and Centene) Thea brings a deep expertise in healthcare operations. Thea’s passion for healthcare stems from her experience growing up in her hometown, Gary Indiana. She witnessed many health disparities and inequities in midwestern, BIPOC communities. This inequity drove Thea to dedicate her life to help solve this injustice. Thea graduated from Indiana University with a B.S. in Healthcare Administration and a business foundations certificate from Kelley School of Business. She earned her Masters of Health Administration from Franklin University and a Data Analytics Certificate from Georgia Institute of Technology.

DR. ELICIA HARRIS MD, MBA, FACOG

CMO

Elicia Harris MD, MBA is the Chief Medical Officer (CMO) of Navigate Maternity. Dr. Harris is a board-certified OB/GYN who currently practices as an OB/GYN Hospitalist in Indianapolis, IN. During her 13 years of practice, she spent over 10 years in private practice in Fort Wayne, IN. Dr. Elicia Harris has always been a passionate advocate for her patients and a warrior of healthcare disparities. In addition to providing excellent care to her patients, she also works as an advocate for healthcare policy and reform as the Treasurer of the American College of Obstetrics and Gynecology (ACOG) District V. She completed her undergraduate studies at Purdue University and her medical school training and OB/GYN residency at Indiana University School of Medicine. She recently completed a Physician Executive Masters of Business Administration (EMBA) at IU Kelley School of Business.
<table>
<thead>
<tr>
<th>OVERVIEW</th>
<th>Standard Blood Pressure Cuffs</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td><em><em>FDA cleared Class II</em> Device indicated for use</em>* in pregnant, preeclamptic, and postpartum women in home care setting</td>
<td>✓</td>
<td>Not a clinical device</td>
</tr>
<tr>
<td>*Class II: devices for which special controls, combined with general controls, are necessary to provide reasonable assurance of safety and effectiveness</td>
<td>×</td>
<td>Many BP cuffs on Amazon or big box stores are NOT FDA cleared or indicated for use in pregnant, preeclamptic, and postpartum patients.</td>
</tr>
<tr>
<td><strong>Validated BP cuff</strong> in pregnant, pre-eclamptic, and postpartum mothers for home care setting</td>
<td>✓</td>
<td>Delayed or incorrect diagnosis</td>
</tr>
<tr>
<td>(2018) Systematic Review published by American Heart Association - Our cuff is 1 of 2 home cuffs validated and cleared for use in pregnant, preeclamptic, and postpartum women in home setting. <a href="https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5764819">https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5764819/</a></td>
<td>×</td>
<td>Most FDA cleared cuffs are NOT studied and/or validated for use in pregnant, pre-eclamptic or postpartum patients in the home care setting.</td>
</tr>
<tr>
<td>Full Kit: Scale, Patient Reported Outcomes, Mental Health Screening, Social Determinant of Health Screening, and Patient Satisfaction</td>
<td>✓</td>
<td>Key data points needed to improve outcomes</td>
</tr>
<tr>
<td>Reimbursement</td>
<td>✓</td>
<td>Scalable</td>
</tr>
<tr>
<td>EHR Integration</td>
<td>✓</td>
<td>Ease of use</td>
</tr>
<tr>
<td>Automatic capture of blood pressure into software</td>
<td>✓</td>
<td>Compliance</td>
</tr>
</tbody>
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