The RowdMap story has an unlikely beginning — it all began with a dare. RowdMap's founders had years of experience working with member and claim-level data, predictive models, and provider profiling from the Dartmouth Atlas for Unwarranted Variation. One day we bumped into Todd Park, who was beginning his work championing data liberation as the Chief Technology Officer of the United States Department of Health and Human Services. He dared us to do something great. Todd Park went on to become the CTO of the United States. The liberated government data has become an essential input to success in pay-for-value programs. RowdMap has gone on to exceed all expectations.

Risk-Readiness℠, at its core, describes payers and providers that can successfully identify and manage the estimated 30% of spending that goes to unnecessary care. This unnecessary spend drives billing in a fee-for-service economic model, but success in pay-for-value comes from managing and mitigating these pockets of variation. RowdMap’s Risk-Readiness℠ Platform matches physicians and physician groups to the optimal payment arrangements based on their collective practice patterns and the characteristics of their populations and geography. RowdMap’s Risk-Readiness℠ Platform helps plans and providers identify and manage risk-ready physicians to place into high-performing networks and to move into new arrangements with performance, and ultimately, risk components.

RowdMap helps health plans, government payers, providers, and hospital systems develop Risk-Readiness strategies to excel as they transition from fee-for-service to pay-for-value. As CMS sunsets fee-for-service payments, RowdMap’s Risk-Readiness℠ Platform helps payers and providers identify and manage unwarranted and unexpected variation. RowdMap identifies ideal provider arrangements based on both physician practice patterns and on population characteristics within a geography. Payers and providers then use RowdMap to build strategies around new performance and value-based contracts. RowdMap helps them design products to enter new markets, segment populations, identify waste, and create high performing networks. RowdMap is a web browser for the ACA that comes preloaded with insights on every plan, hospital, and physician in the nation — no IT integration required. RowdMap’s Risk-Readiness℠ Platform works across all product segments and has significantly larger returns than traditional medical economics approaches.

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Understand Provider Practice Patterns
Payers that successfully share risk can identify and manage practice pattern variation. The way doctors practice medicine in the United States varies greatly from doctor to doctor—even within the same practice. The Dartmouth Atlas for Unwarranted Variation began identifying these patterns over thirty years ago, and members of the RowdMap team have been studying these patterns for a decade. Although the data are complex, RowdMap’s Risk-Readiness℠ Platform sorts through government benchmarks to rank individual doctors, hospitals, post-acute centers, and other delivery entities based on intensity of practice patterns.

Understand Geographies and Populations
Payers that successfully share risk know their populations, and they design products and networks to match their needs. Underlying population health characteristics and provider aptitudes for managing chronic conditions are necessary inputs to delivering high-quality—and sustainable—care. RowdMap’s Risk-Readiness℠ Platform helps payers to understand disease prevalence, chronic conditions, and socio-economic indicators within their markets in order to match providers to their appropriate risk-sharing arrangements.

Understand Deep Care Pathways
Payers that successfully share risk identify specific care pathways to place into curated networks, and they creatively design pay-for-value arrangements around them. RowdMap helps payers model cost and revenue scenarios by identifying meaningful primary care to specialist pathways across the highest spend conditions. Managing variation across care for these conditions significantly contributes to the long-term success of pay-for-value partnerships. RowdMap’s Risk-Readiness℠ Platform helps payers to understand care pathway gaps when designing adequate networks to address their most chronic-need members.

Who Uses RowdMap’s Risk-Readiness℠ Platform?

<table>
<thead>
<tr>
<th>Network</th>
<th>Market Segment Leads</th>
<th>Medical Economics</th>
<th>Product Design</th>
<th>Finance and Actuarial</th>
<th>Sales and Marketing</th>
</tr>
</thead>
</table>
| - Identify Risk-Ready providers  
- Generate and share provider report cards (PowerPoint or PDF)  
- Understand competitor networks and referral patterns | - Enter new markets  
- Understand competition by geography  
- Grow into great providers | - Identify wasteful expense  
- Understand wasteful referral patterns  
- Highlight care gaps | - Maintain competitive portfolios  
- Design competitive benefits  
- Match products to populations | - Segment populations  
- Identify future risk  
- Assess reimbursement models | - Identify potential members  
- Target potential members  
- Grow through great providers |