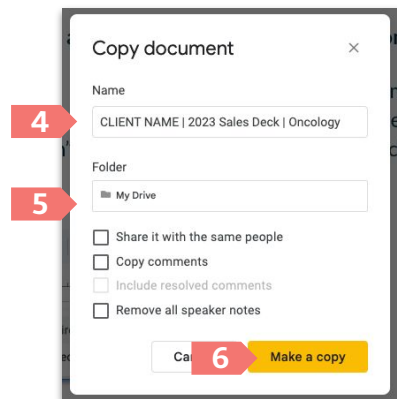
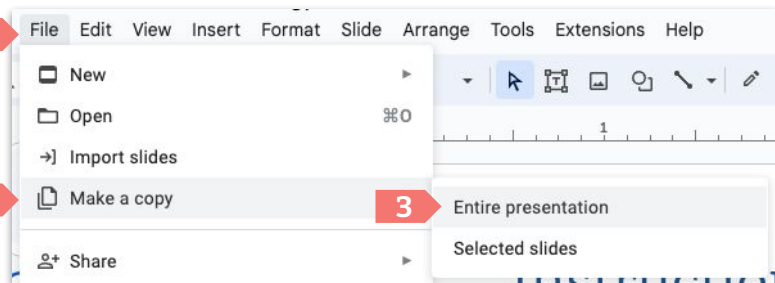


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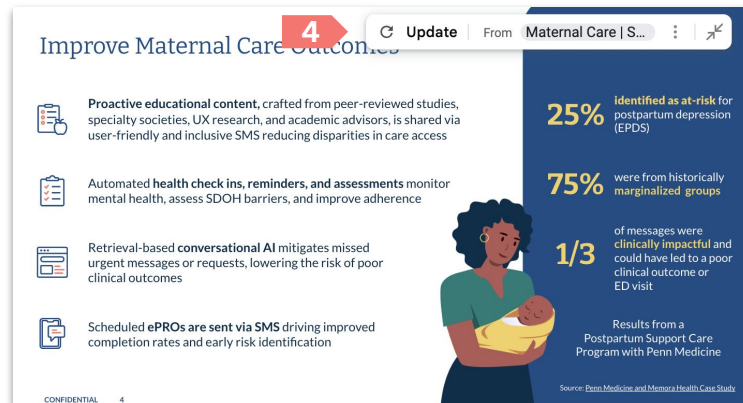
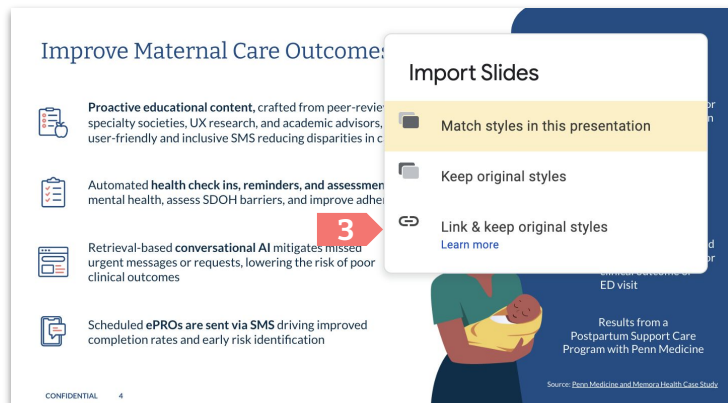
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2. Click “Make a copy”
3. Click “Entire presentation”
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6. Click “Make a copy” and a new version will open to edit
7. Please always return to this “source-of-truth” to ensure you have the latest and greatest deck



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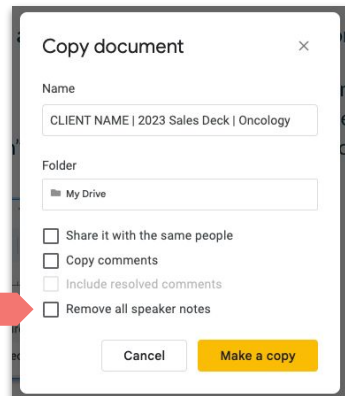
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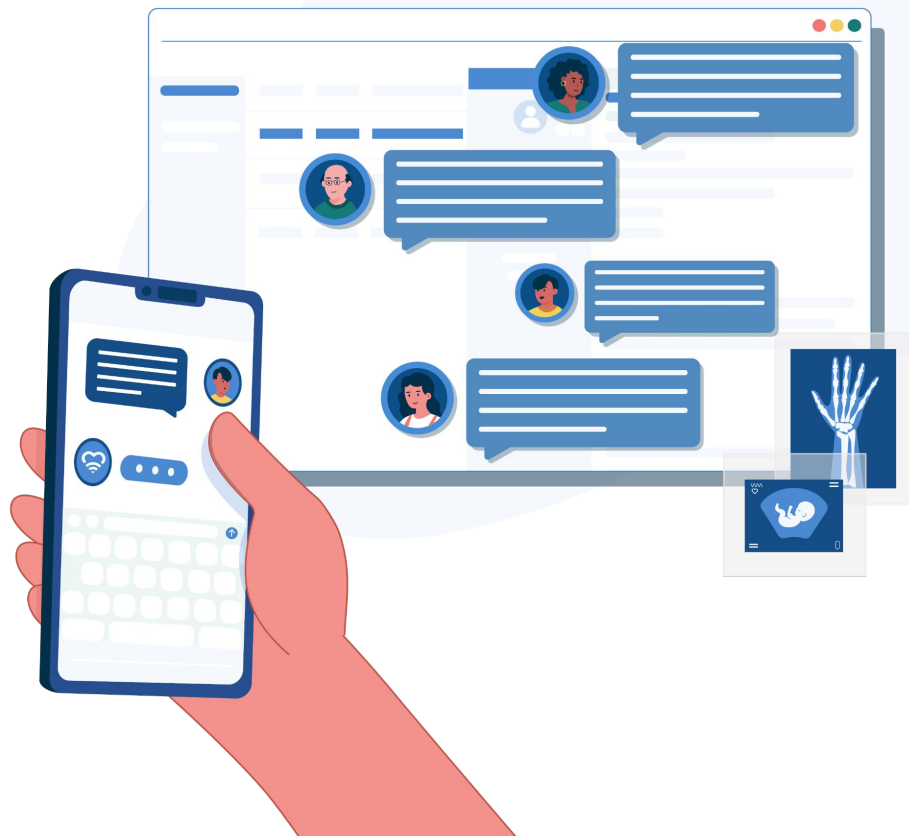


Tips

- Always return to this version of the deck to ensure you have the latest and greatest content.
- Follow any directions noted in yellow boxes, and remove yellow boxes before presenting!
- Read the slides/speaker notes to ensure any customizations are made.
- Speaker notes are not meant to be scripts, but to convey key messages on each slide and arm you with relevant research to back up key points.
- If you are sharing a copy of this deck externally...
 - Share in PDF format – there are a ton of animations that could get messy if shared externally
 - If you must share in an editable format...
 - Remove all speaker notes (see tip to right)
 - If sharing in .pptx double-check that formatting and fonts carried over



Elevating Care: A Walkthrough of Oncology Care Programs



Agenda & Introductions

- Today's Care Challenges
- Program Overview
- Deep Dive into Clinician's Journey
- Summary & Outcomes



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Systemic Challenges in Oncology Care

Clinicians are hindered from doing what they do best: delivering care

Operational Challenges



Labor Crisis

Difficult to keep and hire the clinical staff needed to deliver optimal care



Cost Pressures

Labor costs, payor reimbursements, and utilization management



Fewer In-Person Touchpoints

Shift to more oral and at-home therapies

Clinical Challenges



Evolving Patient Needs

High expectations for always-on care via convenient communication channels



Workflow Standardization

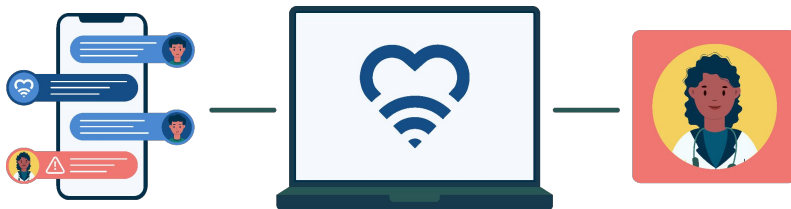
Reducing clinical variation and promoting adoption of evidence-based care pathways



Patient Monitoring

Limited facetime challenges early identification of symptoms and toxicities

Memora Enables Intelligent Oncology Care



Common Objectives of Memora's Oncology Care Programs

Generate Health System Revenue

- Scale the number of patients the care team can support
- Optimize billable tasks and clinic capacity
- Drive patient and clinician satisfaction and retention

Drive Care Team Efficiency

- Automate remote symptom monitoring for patients undergoing chemotherapy
- Increase time practicing at top-of-license
- Automate and standardize ePRO collection

Improve Oncology Outcomes

- Monitor symptoms and toxicities with scheduled SMS touchpoints
- Assess patient well-being and quality of life
- Drive oral therapy adherence

Overburdened Care Teams & Disengaged Patients

TODAY'S CARE MODEL



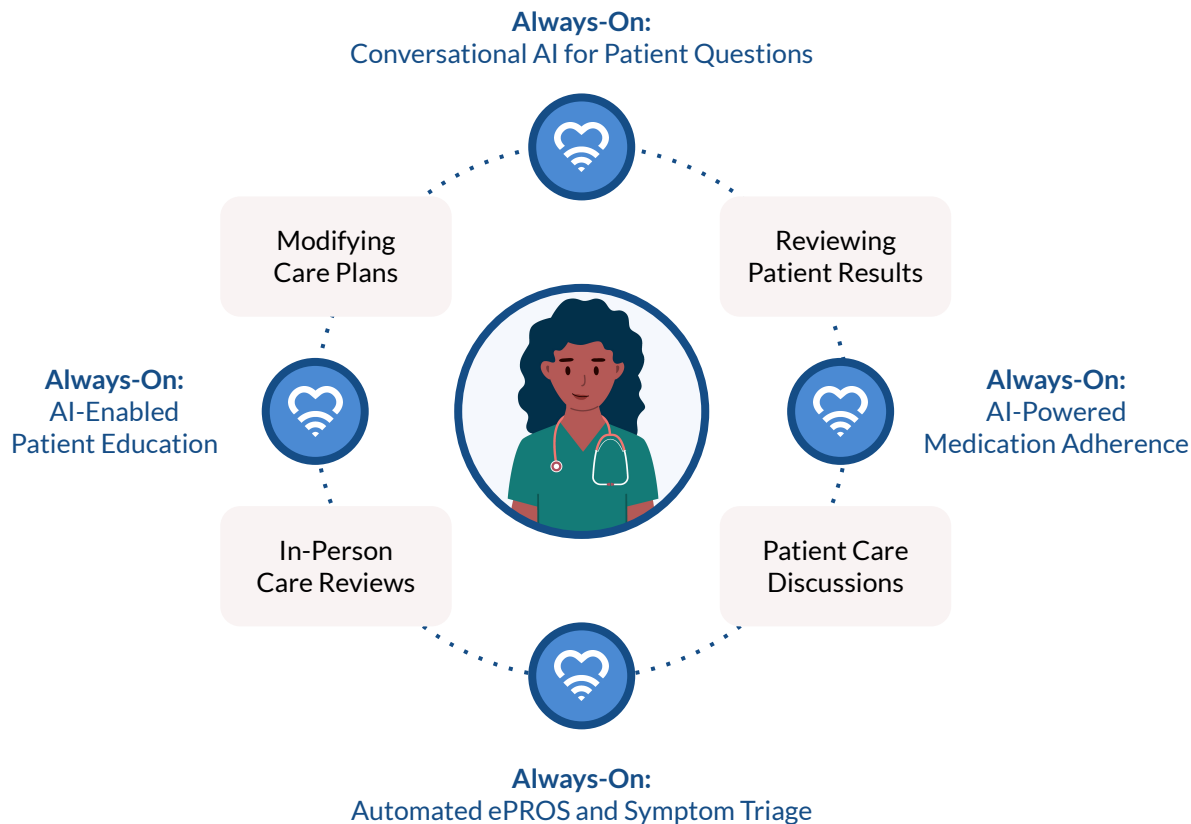
Optimal Oncology Care

POWERED WITH MEMORA



Optimal Oncology Care

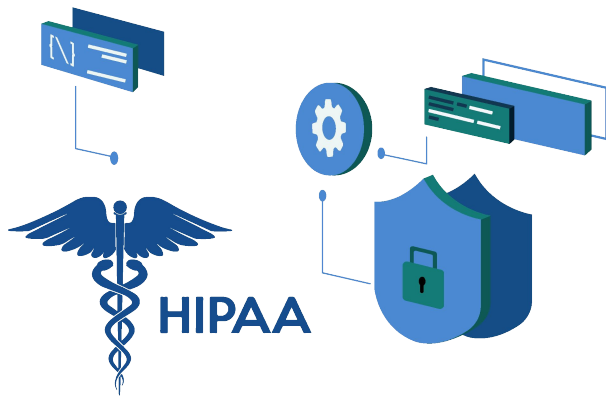
POWERED WITH MEMORA



Patient Enrollment

The Problem:

With a new diagnosis there are several tasks for care teams to cover. Given staff shortages, there is never enough time and tasks fall through the cracks or don't happen entirely.



The Solution:

Patients are enrolled from the EHR with just the click of the button. Many tasks become digitized — reducing clinicians' to-do lists and delivering information to patients more effectively.



Streamlined enrollment through your EHR



Simplified patient consent and onboarding



Designed to support HIPAA compliance

Patient Enrollment

A DETAILED LOOK

EHR

...

...

...

Doe, Jane

Doe, Jane
Female, 30
9/10/1992
MRN: 987654321

Chart Review

Synopsis

History

Allergies

Problem List

...

...

Launch Memora

Add Patient

First name *
Jane

Last name *
Doe

MRN *
09090

Date of Birth *
09/09/1990

+1 (908) 902-6887

Dr. Jon Jamie

Cancel

Save

CONFIDENTIAL

12

Education

The Problem:

In-person education is inefficient and uses a lot of resources. Paper education relies on the provider for review/explanation and patients may lose physical copies after their appointment.

The Solution:

Memora's proactive educational content (crafted from peer-reviewed literature, specialty societies, advisors, and client inputs) is dynamically shared with patients, reducing unnecessary staff involvement.



Deliver treatment details, educational materials, and links to client-provided videos via SMS



Patients can send questions directly from their phone that are answered automatically



Frequency of messages, character count, reading level, and use of SMS is backed by UX research

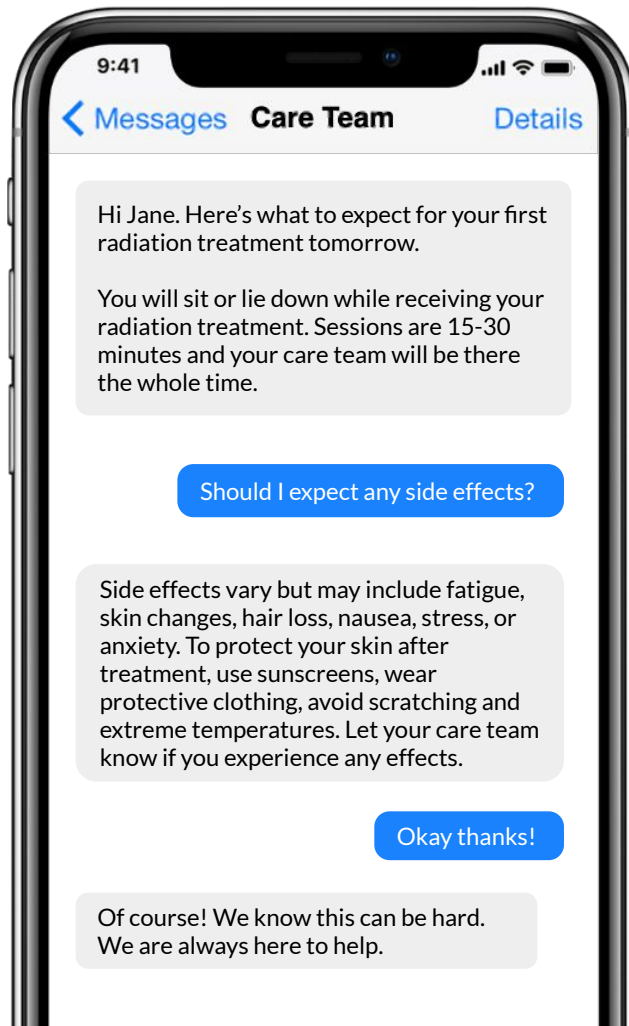
Education: Oncology

A DETAILED LOOK

Clear copy and
message frequency
drive engagement

7th grade reading
level supports
health literacy

Empathetic
messaging
builds trust



Conversational AI

The Problem:

Generative AI falls short in patient-provider communication. This model is known to hallucinate, or generate plausible sounding — *yet completely factually incorrect* — outputs that burden clinicians with manual 1-by-1 reviews.



The Solution:

Memora uses a selective, but extensive, clinician-curated database to deliver set outputs. Our model uses a LLM to understand and classify language to retrieve evidence-based and contextually appropriate responses.



Natural language processing interprets diverse patient needs and concerns



Retrieval-based model is predisposed to safety retrieving only curated content



Patient receive immediate answers and concerns are only routed to care teams as needed

Conversational AI: Oncology

A DETAILED LOOK

Chat GPT

"I'm not able to help with that. It's crucial to consult with your healthcare provider or pharmacist for medication refills. They can provide guidance on the appropriate steps to take based on your specific situation, prescription, and local regulations.

If you're running low on medication, reach out to your healthcare provider as soon as possible to discuss your needs and ensure that you have a proper plan in place.

If it's an emergency or you're unable to reach your healthcare provider, consider contacting your pharmacy for guidance."



Memora Health

"No problem! Can you tell me which medication you need refilled?"

You should receive a confirmation text once the refill is ready for you to pick up."

Automate routine tasks
like medication refills

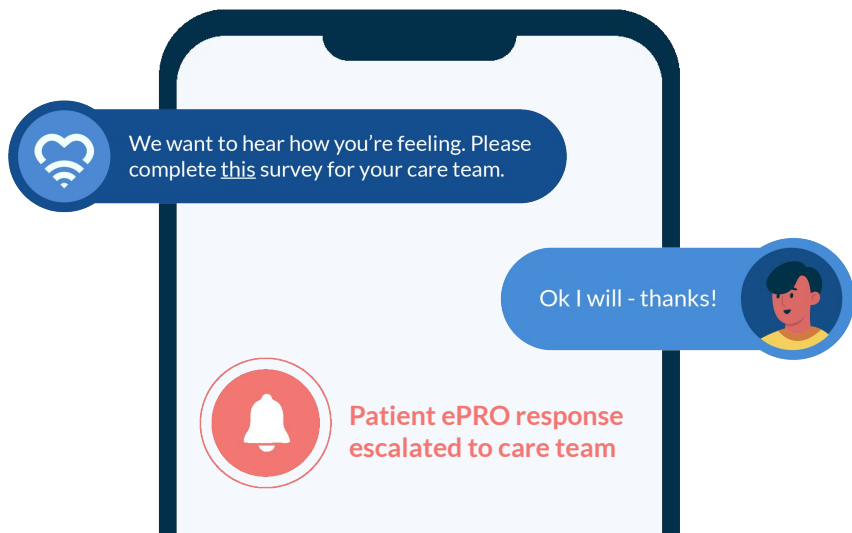
Electronic Patient-Reported Outcomes (ePROs)

The Problem:

Despite robust clinical evidence that ePROs benefit patients and impact clinical outcomes by flagging symptoms or risks early, adoption and completion rates are very low due to the resources required.

The Solution:

Memora enables ePROs without hiring additional staff or burdening the existing team. Results are efficiently triaged and visualized reducing the difficulty of monitoring and analyzing data.



Automated ePROs remove burdensome data collection and review saving clinicians hours



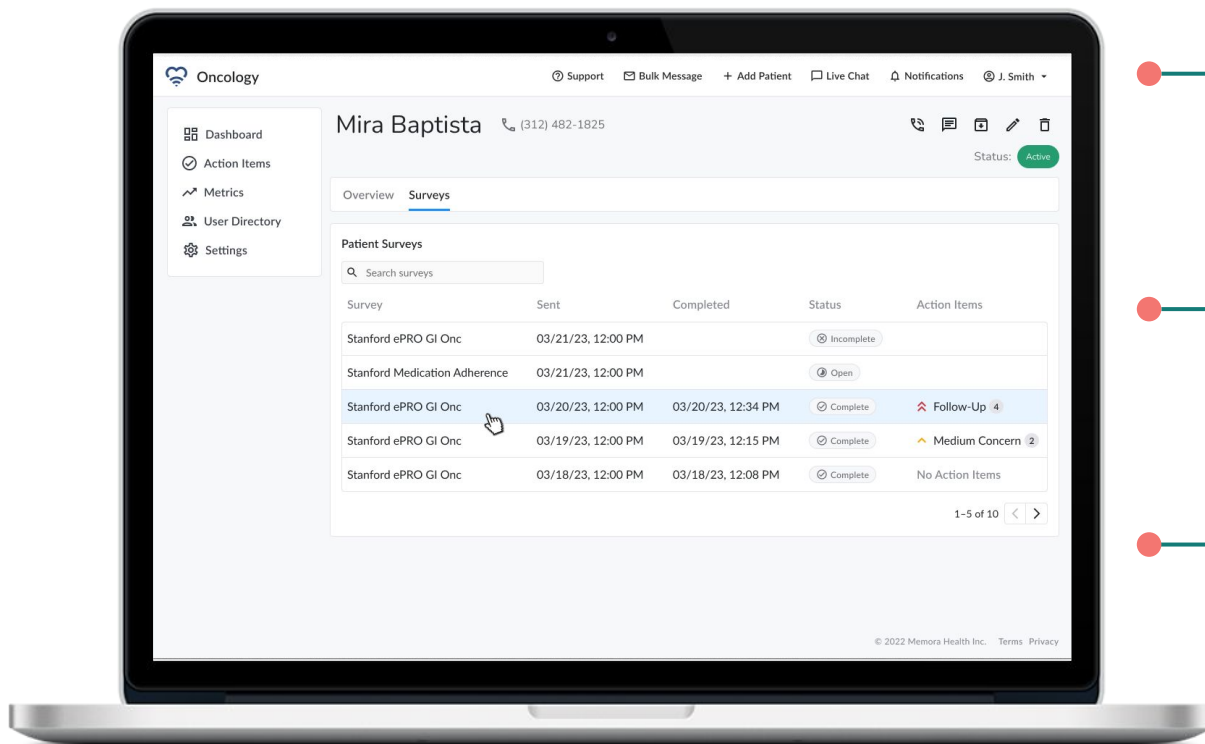
Improved completion rates due to ePROs being sent via SMS text vs. in-office



Lowered friction for outreach and triage when ePRO identifies a concern

ePROs: Oncology

A DETAILED LOOK



Track survey completion rates at population level

View patient level trends

Automated notifications for patient concerns

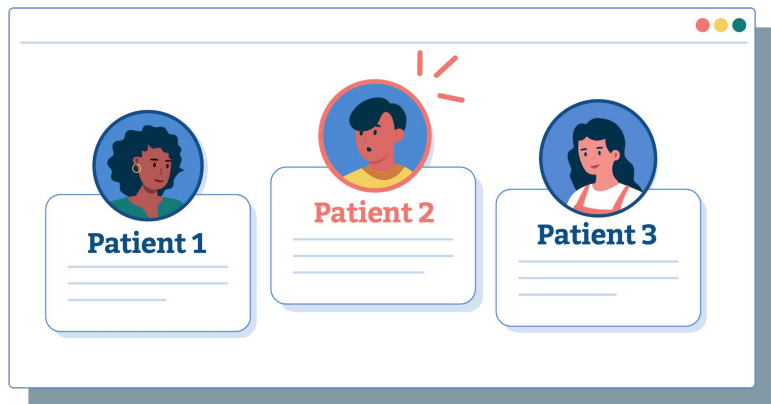
Medication Adherence

The Problem:

It's crucial for patients to take medication consistently for treatment effectiveness and to reduce health risks. Many care teams lack reliable medication adherence tracking, which consumes valuable in-office time.

The Solution:

Medication adherence surveys encourage timely and honest responses, removing the pressure of pleasing the care team when asked in appointments. Clinicians can see responses in an integrated dashboard.



Easily access and review the dashboard to evaluate a patient's adherence



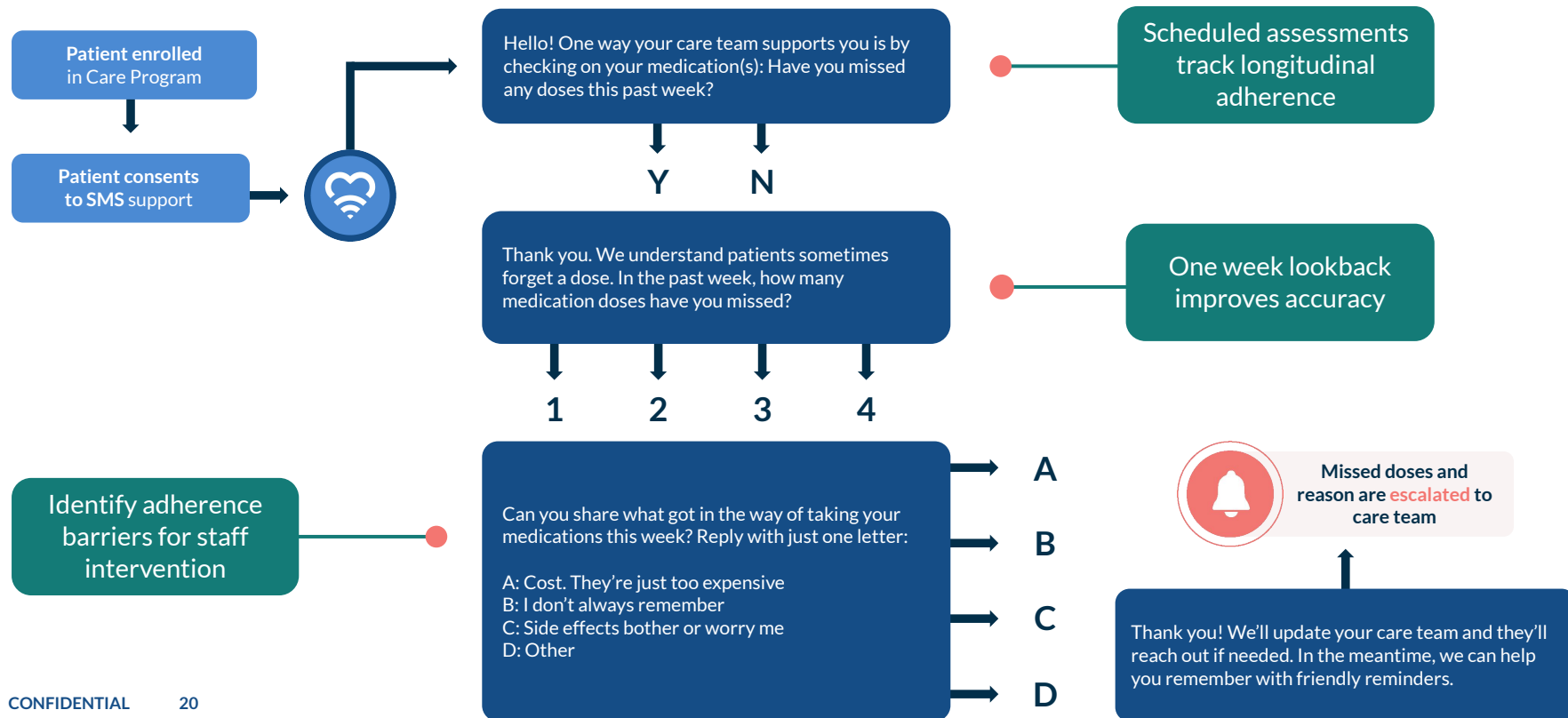
Evidence-based surveys expose barriers to allow for interventions that drive adherence



Review an individual's data or identify a group of patients who require additional support

Medication Adherence

A DETAILED LOOK



Appointment Assistance and Reminders

The Problem:

Missed appointments can lead to poor patient outcomes and loss of revenue. Current approaches and solutions are time consuming or insufficiently connected to the clinical workflow.

The Solution:

Memora saves clinicians time by sending automated appointment reminders and prompts — reminding patients to schedule, helping identify potential barriers to attendance, and reducing no-shows.



Automated appointment reminders ensure patients attend or cancel in advance optimizing clinic capacity



Identifies patients with barriers such as lack of transportation and helps them obtain a ride



Eliminates the need to call each individual patient to confirm upcoming appointment

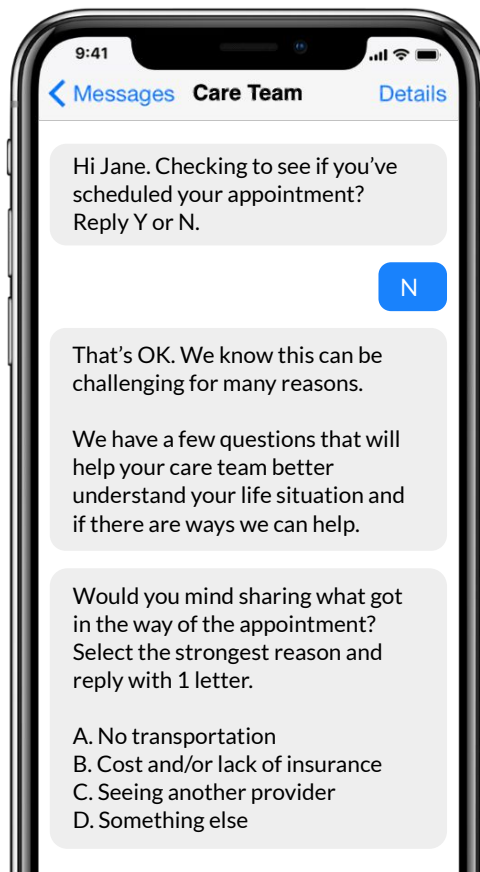
Appointment Assistance and Reminders

A DETAILED LOOK

Scheduling reminders
reduce no-shows

Culturally-competent
prompts support
and build trust

Identification of patient
barriers to address
the root cause



Oncology Care Program Outcomes

PENN MEDICINE CASE STUDY

The Problem

In 2019, Penn Medicine aimed to improve oral therapy adherence through technology. When care shifted to home during COVID-19, they recognized the need to provide even more patient support to drive adherence outside of the hospital walls.

The Solution

Memora Health's Oral Therapy-Focused Lung Cancer Support Care Program was deployed to increase medication adherence, improve symptom self-management, and triage acute symptoms to oncology care teams.

Key Care Program Elements



Proactive guidance
and education



AI-supported triaging
and concern escalation



Automated
medication reminders

Memora's Results

Support Financial Sustainability

40

minute **improvement in**
average resolution
time for escalated
concerns

Drive Operational Efficiency

60%

of symptoms managed
by Memora's AI

Enhanced Clinician & Patient

4.1

Experience
increase in patient
health-related quality
of life score (EQ-5D-3L)

Source: [Memora Health Oral Therapy-focused Lung Cancer Support Care Program with Penn Medicine and ASCO](#)

Questions?

