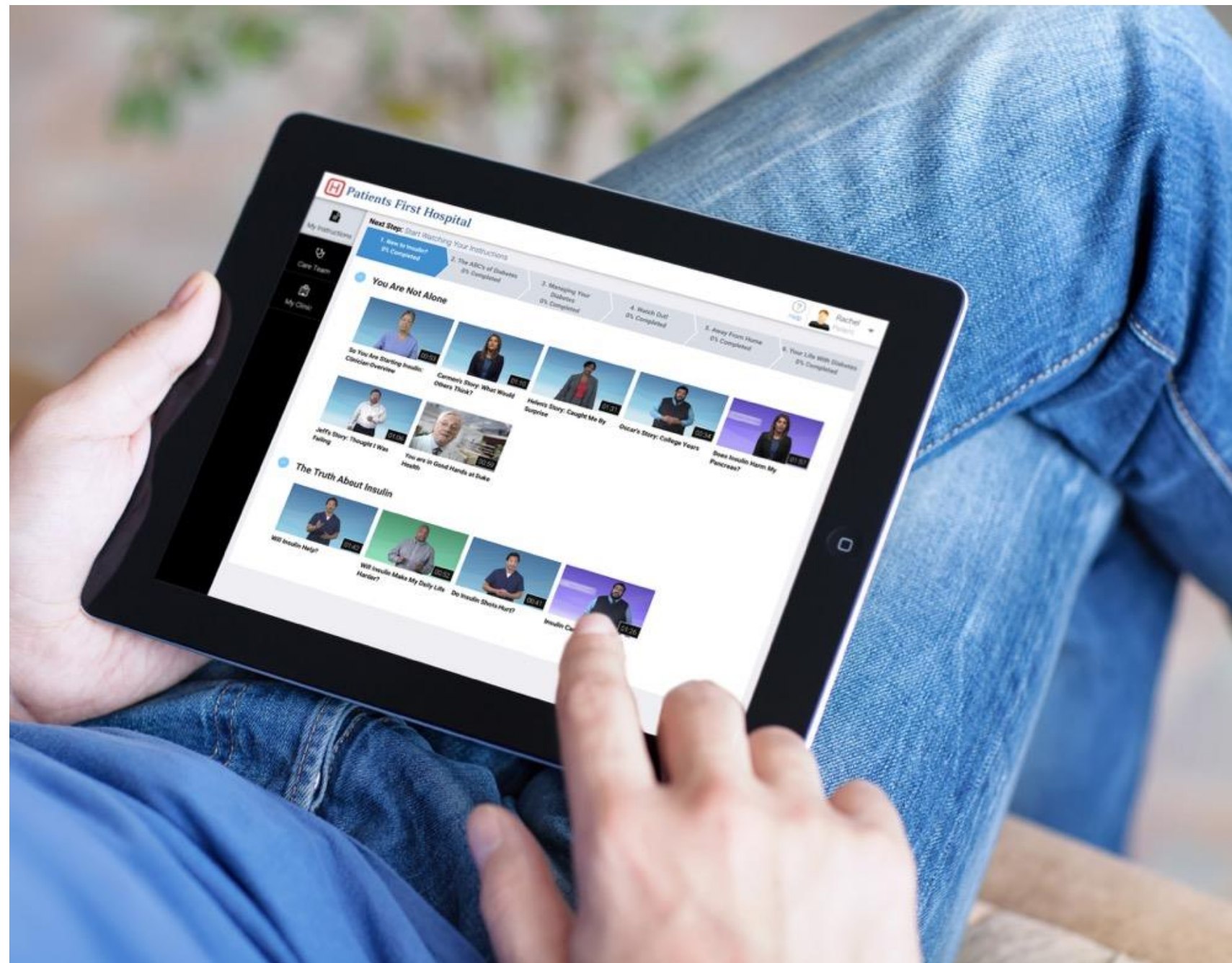# Mytonomy
Virtual Care Enabled

MESA Keynote

Securing Healthcare's Content for a Bright Future

December 8, 2020

Anjali Kataria
**CEO and Co-Founder**
Mytonomy Inc.

Speaker Background

- CEO and Co-founder Mytonomy, Inc. (Executive Producer of Mytonomy Studios)

- Oracle: Former VP of Product Strategy, Pharma, Oracle

- Mytonomy is 3rd venture backed company;

  - Inc 5000 list of fastest growing companies in the US; Fierce 1of 8 top women in Health IT; 100 Top Visionaries for Lfe Sciences

- Obama / Biden – EIR & Sr. Technology Advisor @FDA, HHS, EOP

  - Cloud First, FISMA, Fedramp

Mytonomy

Our Mission:

Empower all people to achieve better health

www.Mytonomy.com for intro
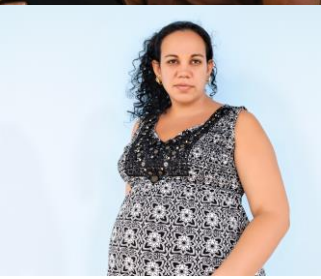
Mytonomy…New OTT Solution to Unlock a Digital Front Door to Healthcare

Mytonomy leverages the best lessons from entertainment/media, consumer internet, retail, enterprise and a content-driven architecture, to create a modern learning system for patients and staff, right info at the right time, during their care journey.

Patient Experience Cloud

Content Cloud

Communication Cloud

Analytics Cloud

Microlearning

CRM Innovation: Centralized Content Management as Front Door Strategy to
Drive Branded Experience for More Effective Health Engagement

Rapid Market Adoption – Since Entering Healthcare in 2016

Based in Bethesda, MD; Wholly-Owned Film and Animation Studio + Cloud-Based Software Company

Key partners and customers: Enterprise Healthcare

Inc. 5000 – Named to the elite list of Fastest Growing Private Companies in the US for 2020; Budget 60-70% growth, closing 2020 at 200% growth; Pipeline to support 100% growth 2021.

Winner in the Collaborative "Home Health Innovation"

100 hours of runtime content; 30+ Digital Health and Telly Awards for originally produced broadcast quality medical education content

Forbes Article covering Mytonomy as Innovator in Employer during COVID

RUSH
Hackensack Meridian *Health*
CARILION CLINIC
COLUMBIA UNIVERSITY MEDICAL CENTER
verily
PHILIPS
PIPELINE HEALTH
BaylorScott&White HEALTH
onduo
Onward together
DukeHealth
Affinity Health Plan
Mass General Brigham
MedStar Health
SANOFI
Epic
xealth

Mytonomy

Mytonomy's Solutions are the Building Blocks of a Digital Front Door to Healthcare

Mytonomy is a SaaS CRM platform that enables deeper engagement and learning
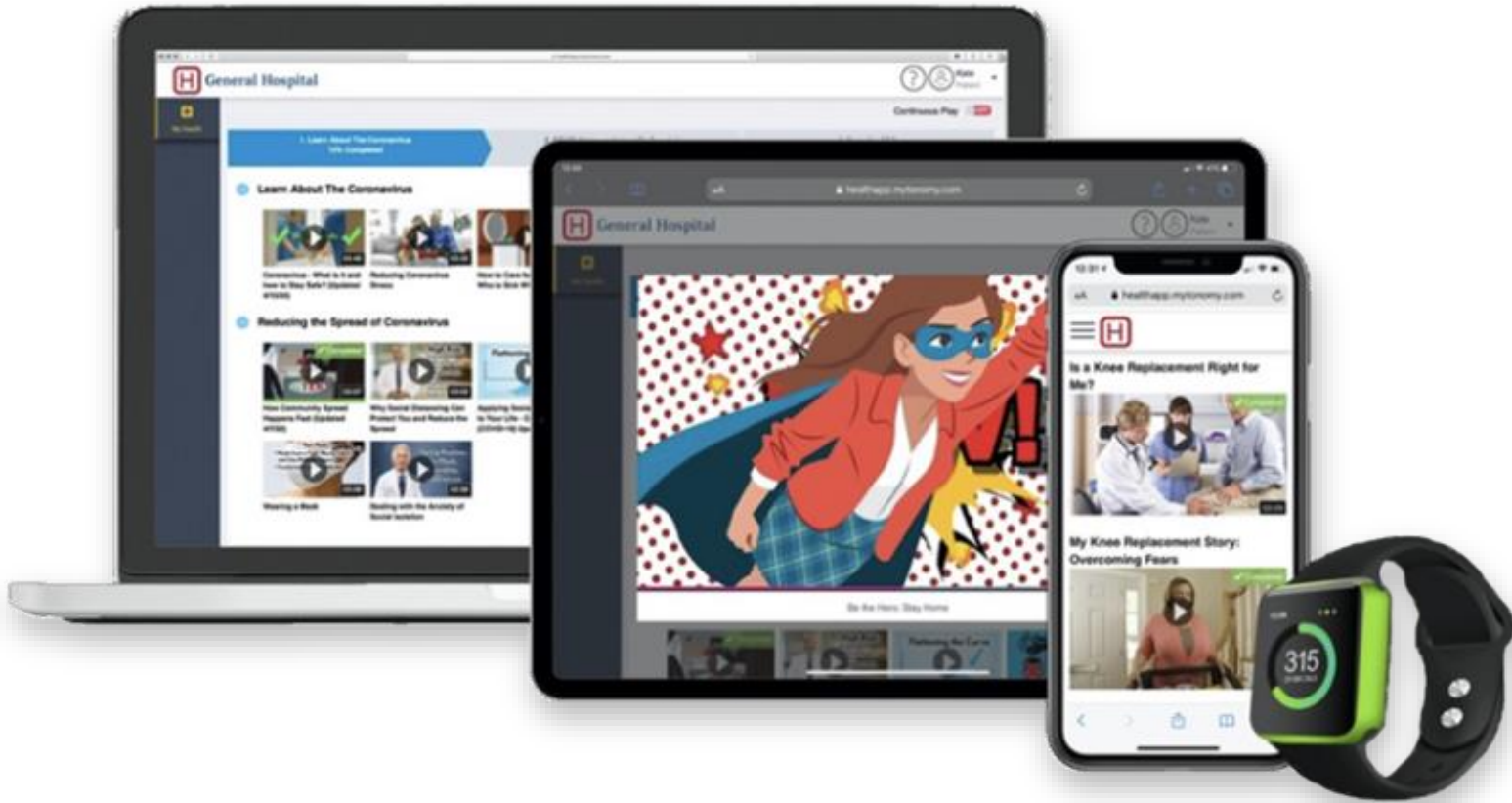
Master Content Management and Delivery of engaging video content, articles, checklists, surveys & consent form

Personalized, Tailored Entertaining Learning Experiences in Clinical Workflow

Messaging, Email, FAQ,, Knowledge Base, Myth Busting, Reliable Information

Powerful Analytics: detailed viewership data and patient profiles

Integration with EMR, CRM, Portal, Devices, Chat, Coaching Platforms

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Industry Driver: Consumers Hungry for Streaming

How often Americans watch streaming services

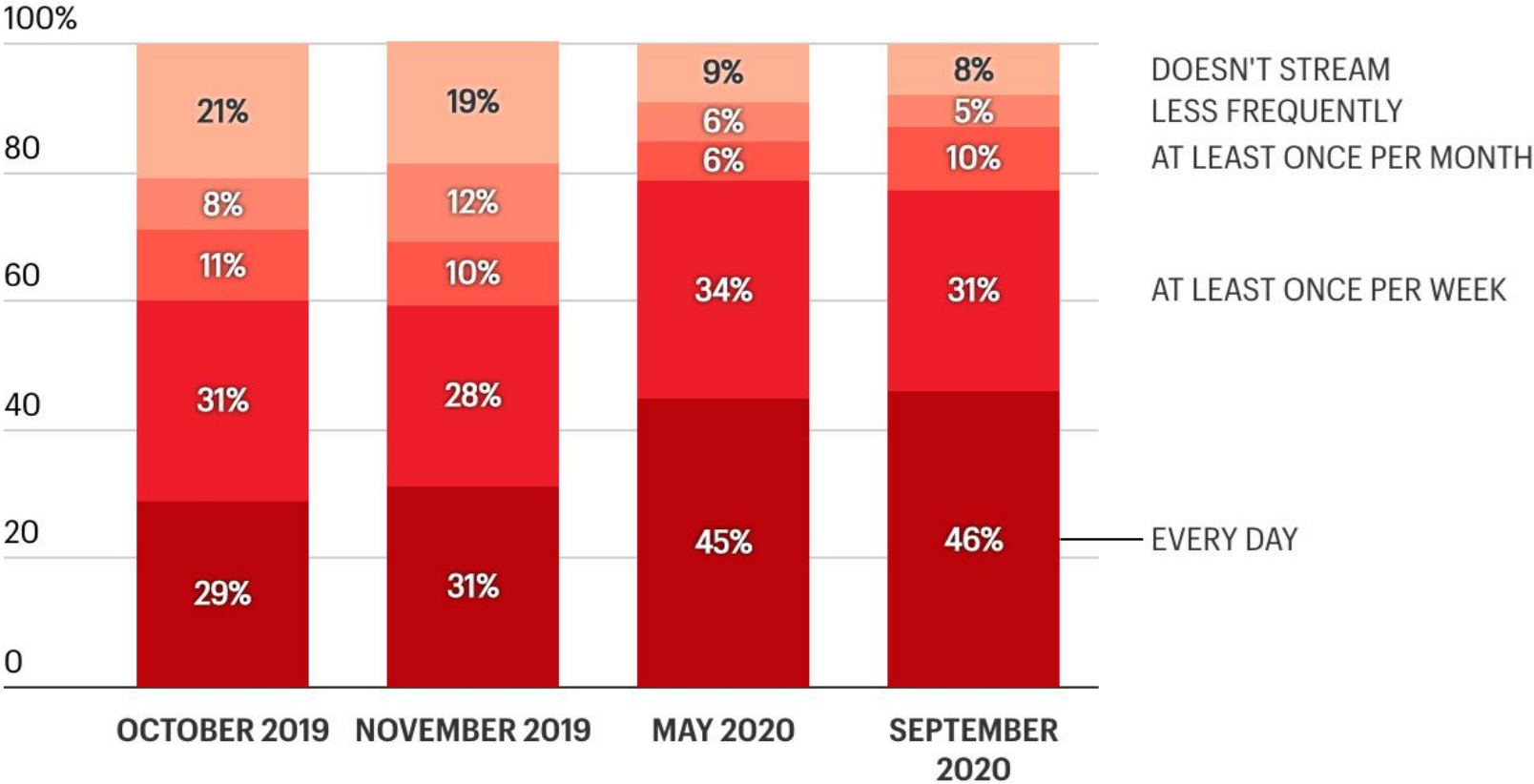|	OCTOBER 2019	NOVEMBER 2019	MAY 2020	SEPTEMBER 2020	
DOESN'T STREAM	21%	19%	9%	8%	
LESS FREQUENTLY	8%	12%	6%	5%	
AT LEAST ONCE PER MONTH	11%	10%	6%	10%	
AT LEAST ONCE PER WEEK	31%	28%	34%	31%	
EVERY DAY	29%	31%	45%	46%	

CHART: LANCE LAMBERT • SOURCE: FORTUNE—SURVEYMONKEY POLL BETWEEN SEPTEMBER 3 AND 4
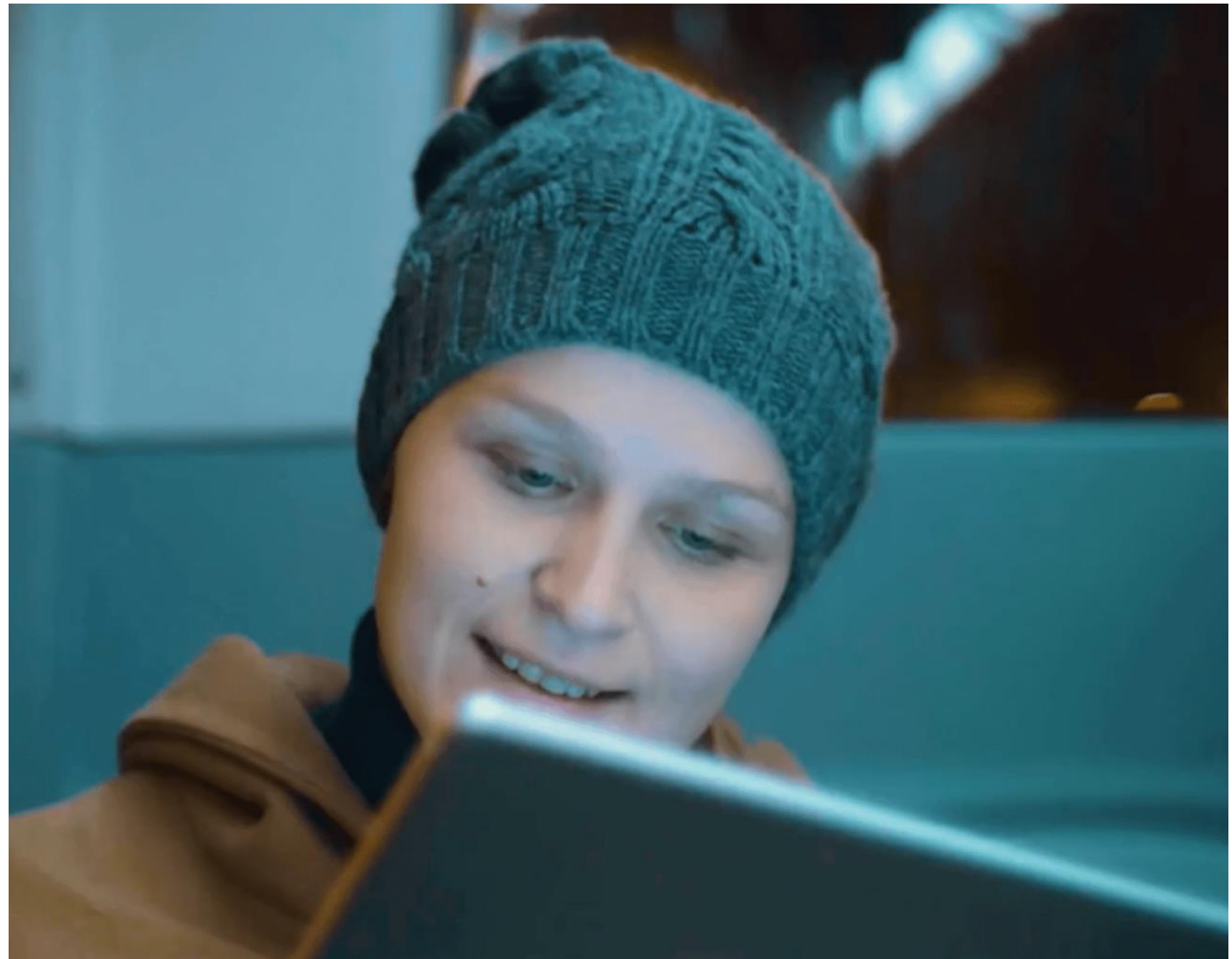
FORTUNE

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Industry Driver: Convenience and Efficiency from OTT Solutions

Intro to Mytonomy's Studio

[Click here for intro to Mytonomy Studio](#)

Mytonomy Solves Real Problems

"I don't know what to do to get well"

Paving the way for a new model of Virtual Care that enables
an **asynchronous** consumer friendly, digital health experience

Modern Enterprise SaaS
Machine Learning
Short Stories and Film
Educate Patients <u>Remotely</u> on Self Care
Deliver Measurable Value

Pre-Op
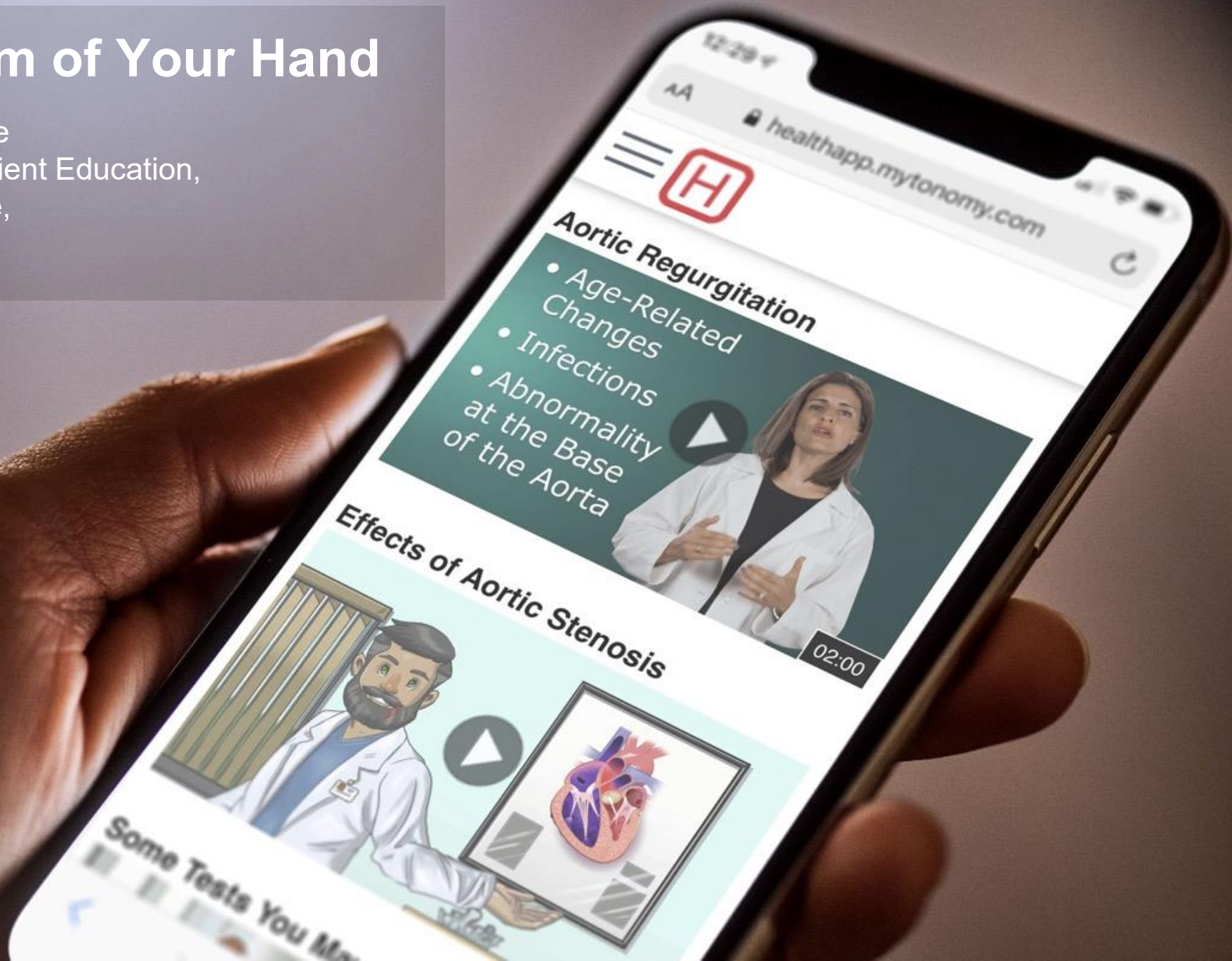
Post-Op

**Inpatient/
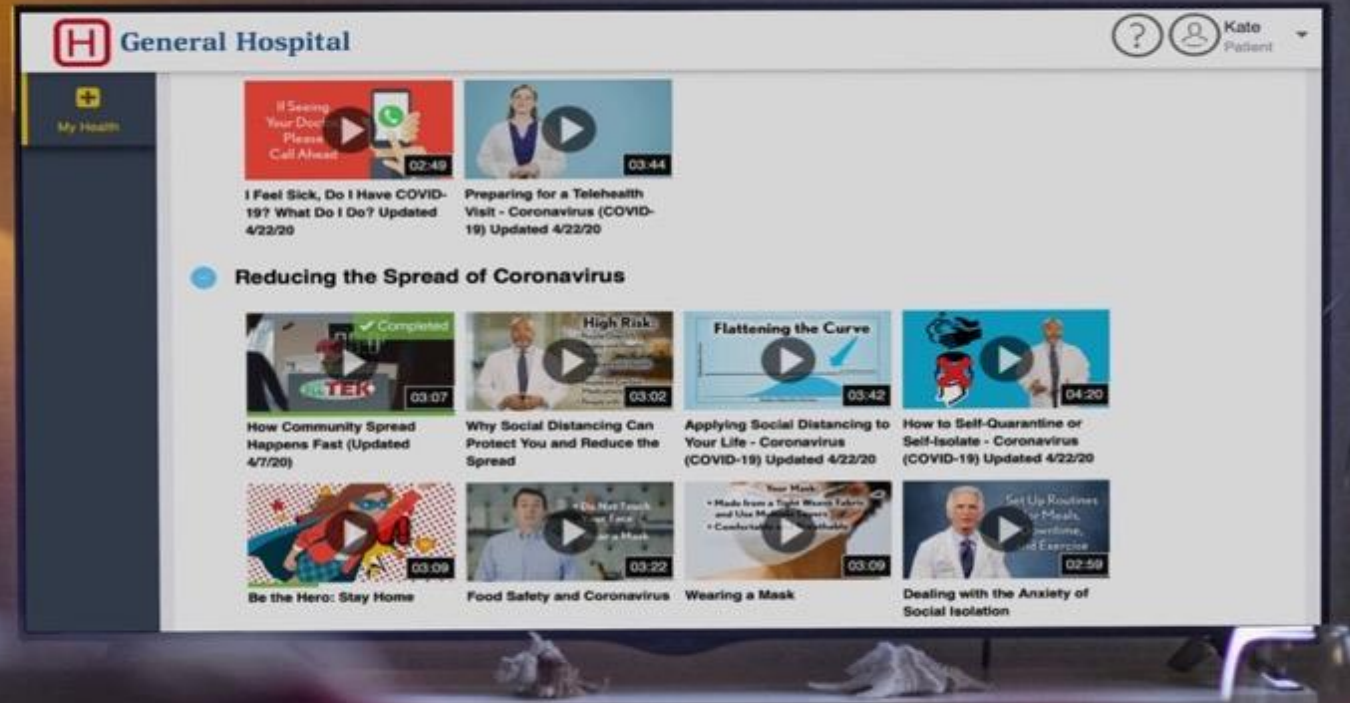Discharge**

In Clinic

At Home

In the Palm of Your Hand

Clinically Accurate
Microlearning Patient Education,
Available Anytime,
Anywhere

Mytonomy's Healthcare Content Streaming In Living Rooms…

Mytonomy Industry Metrics- Average Across Systems

Enabling Virtual Care with an OTT Solution

Patient/Provider Relationship

Cost Effective Asynchronous Engagement

25min

Avg time patients spend viewing content in Mytonomy

60% -70%

Opt-in Rates

80% -90%

Engagement rates
Pre/Post Procedure and Chronic

Mytonomy

Confidential & Proprietary

Hackensack University Medical Center (HUMC) CABG Surgery Results

89%

Opt in – rate (4.5X higher than industry standard)

78%

Patient Viewership (of opt ins)

41 min

of content watched

2-30%

increase in HCAHPS scores

95%

Patient Satisfaction

Average Age: 65
881= male, 267 = female

Drivers

| Reduce Staff Burden | Better Patient Experience and Engagement of Patients | Shared Decision Making | Improved Outcomes |

N=1148

Mytonomy

HUMC: Positive response to Mytonomy

"I recommend this content to other people about to have procedure"

97%

"These videos were easy to understand and answered my questions about my procedure"

98%

"The videos helped be better prepare for my procedure"

98%

COVID-19 Disruption and Acceleration

COVID-19 Disruptions

Increased anxiety, worry
Staff burnout
Elective procedures cancelled
Reduced volumes
Layoffs
Rapid shift to tele-work

Healthcare System
Response

Rise in telehealth / virtual care
Massive acceleration in digital
transformation and innovation

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Healthcare Content Security Challenges and Future Forward @ Mytonomy

Healthcare Breach Trends for 2020

- Ransomware
  - [Blackbaud](#) breach impacted multiple healthcare organizations
    - [Trinity Health](#) portion of Blackbaud's breach alone 3.3 million individuals
    - Breach result of 2 major things 1) Vendor due diligence issue and 2) successful phishing attack
    - Target breach 2014 (70 million records) also rooted in vendor due diligence issues

- 3rd Party Vendor Due Diligence is Critical
  - HHS shows 170 breaches affecting nearly 12.9 million individuals were reported as involving a business associate as of October 2020
  - Employee training, especially as we've moved to home / remote so quickly
  - Even innocent uses off work computer by home dwellers can compromise security

- Phishing and E-Mail Scams
  - [Legacy Community Health Services](#), employee response to phishing attack exposed >228,000 individuals
  - Employee training needed in most companies to help recognize phishing attack and appropriate response

- Mobile Device Theft
  - [Health Share of Oregon](#), stolen unencrypted laptop, > 654,000 individuals exposed

Data Breach Today: **[Health Data Breaches in 2020: Ransomware Incidents Dominate](#)**

Standards Based Approach from Beginning

Mytonomy uses a Governance, Risk and Compliance (GRC) platform to manage multiple standards, identify and document controls, and manage evidence collection for audit and self assessments.

- AICPA SOC 2 Type 2:
  - Trusted, tested processes from company founding
  - Critical vendors required to also have their own SOC 2 Type 2
- NIST CyberSecurity Framework (CSF)
  - Flexible risk-based guidelines tied to sensitivity of data
  - Draws on strong leadership experience with NIST 800-53, FedRAMP, FISMA
- Cloud Security Alliance Cloud Controls Matrix
  - Mapping multiple requirements to high level controls for cloud services

Identify & Implement Relevant Controls

- HIPAA as amended
  - Risk Based Controls drawn from NIST 800-66R1, NIST 800-53R4
  - Addressable vs. Required (example: laptop encryption as "addressable")
- Center for Internet Security Benchmarks
  - Consensus configuration controls driven by real world security risk
- Open Web Application Security Project (OWASP) Top 10 Web Application Security Risks
  - Specific best practice configurations for application security risks

Mytonomy's Security Future

- Moving Toward [Zero Trust](#) in Secure Access Service Edge (SASE) Environment

- Formal NIST CSF Implementation

- Upgrading Data Loss Prevention Controls

- Updating Staff Security Awareness and Training with Testing, Internal Phishing Exercises

- Extending Reach of Multifactor Authentication

- Automating Vendor Due Diligence in GRC Platform

Healthcare's Future Brighter Than Ever

- Massive innovation coming in healthcare, and with that success security and appropriate controls are needed more than ever before

- Tons of innovation coming that uses content, user data and integrates in novel ways:
  - Home Lab Testing (My FDA EIR work with Tricorder)
    - Patient PHI, content, data
  - Life Extension
  - Disease Extension – cell / gene therapies
  - Protecting R/D and Supply of innovative devices and therapies
    - COVID Vaccine coming – first dose today to Sister (Woman of Northern Irish descent in the UK)
  - Hospital to Home, Telehealth, Asynchronous Virtual Care – engaging patients in novel ways, OTT streaming is just one.
  - Virtual / Augmented Reality, XR platforms to enable new ways of learning and meeting in the clinical workflow

Thanks!

Mytonomy

Digitizing Healthcare