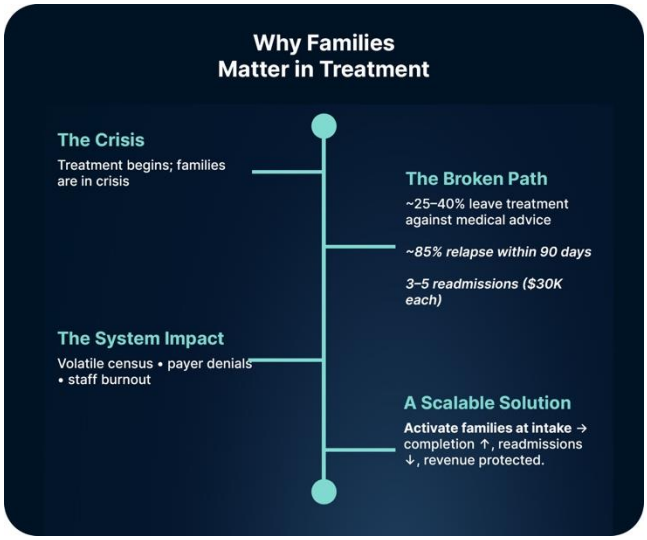
Executive Summary

pathroot™ health

Enable addiction treatment programs to extend care to families with a fully managed virtual support service that lifts completion, smooths step-downs, reduces readmissions, and returns payer-ready engagement evidence.

Strategic Overview
Pathroot makes family engagement standard from day one. Families enroll at intake; Pathroot then operates a branded service with live groups, guided learning, a private community, check-ins and surveys so outcomes improve without adding staff. Engagement is documented and exported for UR/denial prevention and outcomes work.

The Gap We Close
Families are often sidelined after treatment begins, fueling AMA/early exits, fragile transitions home, high relapse/readmission rates, and denial pressure. Programs need a scalable, operated way to equip and include families while producing clear evidence of participation.



Why Now?
- **Staffing constraints** make in-house family services unrealistic.
- **Payers expect documented engagement** aligned to value-based care.
- **Families expect virtual inclusion** and structured support.

The Business Model
- **Sell to private programs** via direct enterprise sales and channel partners.
- **Enroll at intake:** default family invitation on day one.
- **Family-pay subscription: $300 per family-year** (program sets retail; Pathroot can process and share revenue).
- **Per-site unit model:** ~40 families/month → ~480/year → ≈$144k ARR per site.

Built at Convey; white-labeled by Verizon; security-audited by Deloitte.

Benefits to Programs
Without family engagement programs face higher discharges against medical advice, relapse rates and poor outcomes. Family support through Pathroot delivers:
- **Higher completion:** fewer AMA/early exits.
- **Smoother step-downs:** to IOP/OP/aftercare with prepared families.
- **Fewer readmissions and crisis escalations:** improved recovery through family involvement.
- **Claim-ready engagement evidence:** aligned to UR/denial prevention and payer conversations.
- **No added staff:** operated, provider-branded delivery with standard workflows.
- **Incremental revenue stream:** family-pay annual subscription; program sets retail and keeps margin.

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Our Solution

Pathroot Health delivers support from intake to aftercare with a scalable platform that activates families, tracks outcomes, and supports recovery enabling value-based care without burdening staff.

What Pathroot Delivers (operated, provider-branded)

- **Live family groups** with attendance capture
- **Guided learning** (short, clinically aligned modules)
- **Private community** with moderation and safety policies
- **Check-ins, surveys, and messaging** (reminders, satisfaction)
- **Dashboards & exports** of documented engagement for UR/denial prevention and outcomes work
- **Mobile-friendly,** no app required; white-label portals

How the Partnership Works

- **Enroll at intake.** Default invitation on day one (list upload, QR/SMS/email).
- **Operated delivery.** Pathroot runs groups, moderates the community, provides education, and delivers engagement tracking.
- **Data back to program.** Dashboards and exports mapped to payer expectations and treatment planning.
- **Billing.** Family-pay annual subscription; program sets retail. Pathroot can process payments and share revenue.

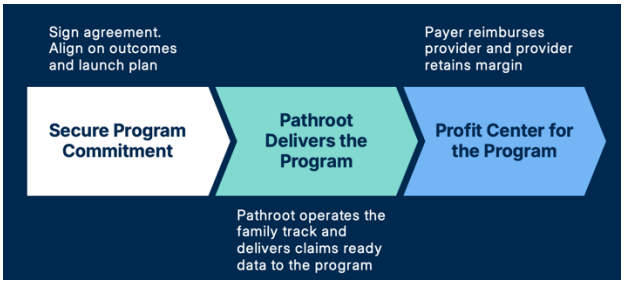
Outcomes We Target

- **Higher completion** and stronger adherence; fewer AMA/early exits
- **Smoother step-downs** to IOP/OP/aftercare with prepared families
- **Fewer readmissions** and crisis escalations
- **Payer-ready engagement evidence** for UR/denial prevention

Traction

Pathroot has secured treatment program commitments leading to $1.8M ARR in year 1

- **Launched May 2025:** Committed partners representing an estimated ~$1.8M ARR within 12 months of rollout.
- **Partnerships:** multi-site operators in the U.S. & Canada (e.g., EHN Canada, Recovery Unplugged, Camelback, Alpine, Jasmer, Turning Point Centers).
- **Pipeline:** ~6,000 families identified for near-term onboarding; enterprise discussions in progress.
- **Enterprise platform**: 99.95% uptime; multi-tenant, program-branded portals



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