Request for Information

SMART HEALTH
INNOVATION LAB

Teledermatology Solutions

April 1, 2021

ASPIRE VENTURES Capital BLUE CLIO HEALTH Penn Medicine Lancaster General Health

Background & General Information

About the Smart Health Innovation Lab

The iLab began in 2017 as a partnership between like-minded healthcare leaders who recognized that to innovate healthcare, new technologies would need a more efficient, more effective path to market adoption and insurance reimbursement. To meet the challenge, founding members Aspire Ventures, Capital BlueCross, Clio Health, and Penn Medicine Lancaster General Health designed a unique lab and programing to give startups mentorship from a network of experts, a testing environment to validate their products, and access to enterprise-level opportunities with a network of providers and payors. The Smart Health Innovation Lab is now helping startups accelerate their growth and fast-track their innovations to transform healthcare.

The iLab sits alongside the Aspire Ventures Precision Medicine Fund for investment in companies that participate in the programming of the iLab. Aspire has partnered with Penn Medicine Lancaster General Health and Capital Blue Cross to create a unique impact fund aimed at fast-tracking precision medicine technologies and practices to deliver affordable, individualized solutions at a massive scale.

Purpose of the RFI

This Request for Information (RFI) defines the general requirements for a start-up Teledermatology solution for the Smart Health Innovation Lab programing and its affiliates ("iLab"). iLab has the right to reject any and all responses received as a result of this RFI. By completing the RFI you are applying to be a resident company in the iLab. Resident companies in the iLab will work with the cross-partner team to design and develop a pilot to solve problems the partners have identified. After the completion of the pilot, metrics will be analyzed to determine the impact the solution has on solving the problem. Further pilots and commercial contracts with the partners will be negotiated post pilot and are not guaranteed.

Award of iLab Program Participation

The Company selected by the iLab for the Teledermatology program participation to will be required to do the following:

- Pitch to the Aspire Venture Precision Medicine Fund for program fee coverage through investment or discuss program fees with the iLab management team if you would prefer not to take on additional investment. (estimated to be $25K - $50K depending on the scope of the pilot)
- Have key employees available, virtually, for meetings with the iLab team to work through the pilot details for 4 weeks prior to the start of the pilot, for the duration of the pilot, and for up to 4 weeks post pilot for analysis.
- Ability to support and execute on a pilot within 2 months of selection
- Provide the pilot at favored nation pricing to the iLab Partners that will be executing the pilot.

Confidential Material

The Company's response is deemed not to be confidential, proprietary or a trade secret unless a request for confidential treatment of information is included in the transmittal letter with the Company's response. Any response submitted which contains information the Company believes is confidential and proprietary must be conspicuously marked on the outside as containing confidential and proprietary information, and each page upon which confidential and proprietary information appears must be conspicuously marked as containing confidential and proprietary information. Identification of the entire response as confidential and proprietary may be deemed non-responsive and disqualify the Company.

The iLab may disclose, communicate, duplicate or distribute Company information to individuals and third parties having a need to know and for the purposes expressed herein above, and the iLab will treat information marked as confidential and proprietary

as confidential and proprietary information to the extent such information is protected under applicable law as confidential, proprietary, or a trade secret.

Communications Regarding This RFI

While every effort has been made to provide the necessary degree of information regarding the iLab's requirements to Companies, it is recognized that clarification, interpretation, or additional detail may be required. All inquiries concerning this RFI must be submitted via email to:

Kim Ireland
CEO, iLab
RFI Coordinator - Teledermatology
email: kim@aspirevc.com
717-283-2220

Questions Received Prior to Opening of Responses:

All questions should be submitted via email and directed to the RFI Coordinator. Two types of questions generally arise. One may be answered by directing the questioner to a specific section of the RFI. Other questions may be more complex and may require a written response and/or amendment to the RFI. The RFI Coordinator will make that decision.

- Questions must be received by April 14, 2021 to ensure the iLab has adequate time to provide thorough responses to all participants. The iLab will make efforts to provide answers for any questions submitted after this due date; however, the iLab cannot guarantee a response.

Company Responses

Each Company is required to confirm receipt of this RFI and to respond in the affirmative by April 12, 2021 its intent to respond to this RFI. Responses should be sent via email to the RFI Coordinator. The confirmation should include the name, email address, and phone numbers of the person who will be responsible for the response, as well as the Company's intent to provide a response to the RFI.

All responders must submit one electronic copy by April 23, 2021. Extensions beyond this date will not be granted.

Evaluation Schedule

The following timeline represents iLab's expectations of significant dates in the Company response, evaluation and potential selection process. iLab reserves the right to modify this schedule in any way without notification.

Schedule of Events	Date
RFI Release	Thursday April 1, 2021
Confirmation of Intent to Submit a Response (5 pm ET)	Monday April 12, 2021
Questions Due from Potential Companies by Email	Friday April 16, 2021
RFI Due to iLab (5 pm ET)	Friday April 23, 2021
Finalist Interview and Presentations	May 3 – 21, 2021

Company Presentations

Companies that are selected as finalists should be prepared to give a virtual presentation to the iLab Teledermatology Project Team on or around the weeks May 3-21, 2021 if they are selected as a finalist. At that time, finalist Companies will also be provided with a required agenda for the finalist presentation.

iLab reserves the right to request best and final offers from selected finalists.

Response Material

The material submitted in response to the RFI becomes the property of iLab upon delivery to iLab and may be appended to any contract that is subsequently executed between iLab and the Company. All of the material submitted will be considered as part of this RFI.

iLab reserves the right to request written clarification of any portion of the company's response in order to verify the intent of the Company. The Company is cautioned, however, that its response shall be subject to acceptance or rejection without further clarification.

Response Preparation Costs

All costs incurred by the Company during the preparation and presentation of a response will be the sole responsibility of such Company.

Supporting Documentation

All supporting materials and documentation submitted with the response will become the property of iLab, unless otherwise requested by the Company at the time of submission.

Response Format and Content

Response to all requirements identified in the RFI is requested. Supplemental information should be provided on standard 8½ x 11 inch paper format.

To provide uniformity and to facilitate evaluation of responses, all information submitted must clearly refer to the page number, section, and/or other identifying reference in this RFI. All information submitted should be noted in the same sequence as its appearance in this RFI. iLab reserves the right to waive minor variances or irregularities.

After declaring your intent to submit, the iLab will provide a google drive link where all submission materials can be placed when completed.

Responses must address each of the questions and information requested in this RFI. The following items must be included in/with the response:

- **Company Profile**

  The information requested in Section 3 is essential for the evaluation of responses. Provide brief answers for each question. iLab will contact you if additional information is required.

- **Core Requirements**

  Responses will be evaluated based on the degree to which Company services match the needs as indicated in Section 2.2 and the responses to questions in Section 3.

- **Pricing**

  Please provide pricing information as a separate exhibit or attachment.

- **Attachments**

  Your response should provide the following attachments including, but not limited to:

  - Standard contracts/Statements of Work
  - Reference materials
  - Ex: Pilot Outcomes, Research/Trial Materials, AI validation, etc.
  - Standard reports
  - Implementation plans
  - Organizational chart
  - CAP Table
  - Investment Summary and plans for next round of Funding
  - Details on the Security Controls and Data protections your organizations have in place
  - Other supporting documentation as deemed necessary to support your response

- **Exceptions to the RFI**

  Companies may find instances where they cannot fully address all of the conditions or questions in a manner consistent with the specifications listed in this RFI. In such cases, it is permissible to note exceptions. Exceptions should be clearly identified and explained as applicable.

Notification of Companies

All Companies that submit responses in response to this RFI will be notified in writing of the outcome of the selection process.

Compliance

If the iLab determines that the Company is a Business Associate for purposes of the Privacy and Security regulations promulgated under the Health Insurance Portability and Accountability Act ("HIPAA"), the Company will be required to enter into and agree to the terms of the standard Business Associate agreement ("BAA") then in use by the iLab Partners.

Company finalists will be required to complete an iLab Partner Security Risk Assessment prior to award of a final contract.

Use of Third Parties and Non-domestic Resources

If Partner intends to utilize a third-party organization to perform any of the tasks associated with any aspect of the response, this intent must be disclosed as part of the response. Responsibility for any items or activities provided by any subcontractor or third-party entity must be assumed by Company. iLab intends to contract exclusively with selected Company for the proposed services. Company will be the sole contact concerning contractual matters, invoicing and associated payments.

Company must disclose the use of any resources outside of the 50 United States (48 contiguous states plus Alaska and Hawaii) that are part of its proposed solution. Company must disclose not only human capital but also any processes that are completed in part or in whole or the use of any technology that is physically or virtually located outside of the 50 United States.

iLab Background & Project Objectives

Company Background

The iLab began in 2017 as a partnership between like-minded healthcare leaders who recognized that to innovate healthcare, new technologies would need a more efficient, more effective path to market adoption and insurance reimbursement. To meet the challenge, founding members Aspire Ventures, Capital BlueCross, Clio Health, and Penn Medicine Lancaster General Health designed a unique lab and program to give startups mentorship from a network of experts, a testing environment to validate their products, and access to enterprise-level opportunities with a network of providers and payors. The Smart Health Innovation Lab is now helping startups accelerate their growth and fast-track their innovations to transform healthcare.

Our 2021 programming will include fast-tracking solutions to problems our partners have. This will involve selecting key Companies to participate with our partners in micro-pilots to quickly assess their ability to solve the problems at hand and then determine next phases of scalability across the partner networks and organizations.

Teledermatology Project Background & Objectives

iLab Partner Problems to be Solved:

- Dermatology Access - Limited access to dermatology care for many patients due to lengthy wait times to be seen by a dermatologist.
- Tools to Empower PCPs - Limited tools available to a primary care provider to improve first pass diagnostic accuracy and optimal management of skin conditions. Limited tools available to triage and expedite higher acuity referrals to dermatologists.
- Direct to Consumer Offering - COVID-19 had created a situation where many patients have put off preventative care and are looking for virtual solutions to have areas of concern evaluated. No available telemedicine offering for this service have been implemented by the iLab partners.
- Seamless Transition of Care – Limited tools to easily pass on first level triage to a referral network of dermatologists.

High-level desired workflow:

Engage a subset of members/patients across the partners through existing outreach channels to offer dermatology screening for areas of concern from within an existing employer group relationship.

Members/patients should be able to access this software from their smartphone.

Members/patients should be able to take a picture of areas of concern that are uploaded to the software platform for review. Ability to ensure that the picture is taken correctly and has the right quality prior to submission. Set the turnaround time with the patient (48-72 hours)

The system should run an algorithm (AI embedded) to determine a series of differential diagnoses on the area of concern. Exposure of the differential diagnosis should not be exposed to the patient.

This information should be reported back to a provider facing dashboard and flag based on severity of the case. Providers should be able to bill for a telehealth visit.

Provider can close the loop (within 48-72 hours) with the patients. If referral is required the PCP would send the information to the dermatologist for follow-up care.

Other requirements:

Ability to scale nationwide post micro-pilot

Functional Requirements:

1. UI/UX for patients must be intuitive and not require training
2. KPI measurement and reporting must be included
3. Data- Detailed pilot reporting – employer reports, AI reporting on diagnoses, etc.
4. English and Spanish available
5. Ability to handle all varieties of skin tones
6. Ability to integrate with an EHR or other IT systems utilizing standard protocols

Non-functional requirements:

1. Platform must be HIPAA compliant
2. Platform must be ADA compliant
3. FDA approval or FDA exempt status

User personas

User	Description	Needs	Pain points	Motivation
Member/ Patient	Person seeking to get a scan of a dermatologic area of concern	- Diagnosis - Follow-up care - Referral if required	- Access to dermatology care - COVID/need telederm offering - Taking picture/higher quality	- Save time - Get a diagnosis
Care Giver	Person taking picture for patient or a care giver role from assistance to fully manage the tele-encounter	- Diagnosis - Follow-up care - Referral if required	- Access to dermatology care - COVID/need telederm offering - Taking picture/higher quality	- Save time - Get a diagnosis
Provider (PCP)	Person providing oversight of the incoming screenings	- Streamlined dashboard for management - Validated CDS - Pre-defined arrangement to referral network for follow-up care - Ability to handle high volume - Defined payment model to cover the management time	- Need tools to assist with diagnosis - Reliability of the AI/CDS - Payment model - Integration with existing systems	- Higher quality of care - Confidence in diagnosis - Confidence in referrals
Dermatologist	Person receiving higher priority cases after first pass by PCP and the triage	- Access to initial data and images reviewed by the PCP	- Referrals for benign conditions/ able to be treated by PCP	- Seeing the right patients that have higher severity - Procedural volume

	process.	- Pre-defined arrangement for appointment access and follow-up	- Reliable CDS/AI	increase -
Employer	Employer offering this service to its employees as a value add to their insurance offering	- Employees to get screened and not delay care - Aggregate data rolled up on the engagement and possibly by location	- Employees have to take off to go to in person visits	- Improve quality - Lower cost - Improve satisfaction
Health Plan	Health Plan offering this service to its customers and members	- Provide access to quality, timely, and affordable dermatology care	- Shortage of network dermatologists - Access to timely dermatology care	- Improve access - Improve quality - Lower cost - Improve satisfaction for customers and members - Differentiation in the payor market offerings

Tech stack requirements

Available on iOS and Android (member/patient/caregiver)
Available on desktop (for provider)
Existing system integration
Epic integration (a plus, but not required)
Deidentification of the patient pictures for future AI learning
Ability to store pictures for comparison for follow-up care (access for provider)

KPIs to be tracked
Time to access expertise (Dermatologist or AI)
Time to diagnosis/treatment plan
Member/patient satisfaction
Improved quality of care
Reduced benign-to-malignant ratio (for PCPs)

Questionnaire

Please respond to the below questions in APPENDIX A (Excel document). Supplemental documents may be added as needed, please reference those documents as appropriate in your response to the below questions.

3.1 Company Profile

3.1.1 Company Name (Full Legal name). Include any dbas.

3.1.2 Company Headquarters Address

3.1.3 What year was the company founded?

3.1.4 How many staff members are employed or contracted by your organization? Please supply a staffing organization chart that includes all independent contractors providing support services to your organization.

3.1.5 Please describe your market differentiators compared to other Teledermatology solutions.

3.1.6 How many clients do you currently have?

3.1.7 How many providers actively use your program?

3.1.8 How many patients have used your program?

3.1.9 Do you provide services to any of Penn Medicine's entities currently? If so, please describe the nature of those services.

3.1.10 Do you provide service to any Health Plans or Blue Cross Blue Shield (BCBS) organizations? If so, please provide the names of these organizations and the nature of the services.

3.1.11 What is the primary working Time Zone for your company?

3.2 Capabilities

3.2.1 Please describe how your solution solves our problems: Dermatology Access, Tools to Empower the PCP, Direct to Consumer Offering, and Seamless Transition of Care

3.2.2 Are you able to meet our high-level workflow as described in the Project Background and Objectives section? Please provide a workflow diagram and highlight any areas that are not able to be met with your current production product.

3.2.3 Does your UI/UX require any training for patients? If so, what do you provide.

3.2.4 Does your UI/UX require any training for providers? If so, what do you provide.

3.2.5 Is your product ADA compliant?

3.2.6 Is your product HIPPA compliant?

3.2.7 Is your product FDA approved or FDA exempt? Please provide documentation or a statement on exemption.

3.2.8 Is your product available in English and Spanish for the patients?

3.2.9 Describe your reporting capabilities and provide sample reports.

3.2.10 Do you perform research on the deidentified data? If so, please explain.

3.2.11 Does your product work on a variety of skin tones?

3.2.12 What are the minimum mobile requirements for using your product? (i.e. iPhone 6x and newer)

3.2.13 What are the minimum provider facing technical requirements? (i.e. Chrome only, IE10, Windows 10)

3.2.14 Do you store past patient photos for comparison in future encounters that are easily accessible?

3.2.15 What mechanisms do you have in place to track patient/member or provider experience with the product?

3.2.16 Do you have the ability to track data by employer group?

3.2.17 Does your product currently fulfil any HEDIS, NCQA, Meaningful Use or other government program measures? If so, please explain.

3.2.18 Please describe the billing capabilities from eligibility checking to charge capture to claims submission and payment.

3.2.19 Compare the quality of the pictures taken by your product to those of a dermatasope.

3.2.20 Please describe how your product could scale to a nationwide offering for those members of Capital Blue Cross who are spread across the country.

3.2.21 Do you have the capability to track all the KPIs required?

3.2.22 Please describe any artificial intelligence embedded in your product.

3.3 Customer Support

3.3.1 Provide us with your standard Service Level Agreement (SLA).

3.3.2 What is your company's philosophy for incorporating client suggestions in new releases?

3.3.3 Does your model provide for an annual allotment of enhancements included in the platform price, or are these paid for separately?

3.4 Delivery Model

3.4.1 How is your solution delivered (on-premises, managed, hosted, SaaS)?

3.4.2 What data retention policies do you have in place?

3.4.3 Are you deployed in private data center or public cloud? If so, who are your providers?

3.4.4 Describe the locations where data is housed and accessed, including storage of any off-site backups. Is any data stored offshore (i.e. not in the United States)? Do any offshore personnel have access to data? If certain processes and data are restricted from offshore storage and access, what mechanisms do you have in place to monitor and enforce compliance?

3.5 Deployment

3.5.1 How do you support collaboration on testing activities between you and your clients?

3.5.2 Describe your approach to project planning and managing scope, risks, changes, and issues that arise during implementation.

3.5.3 Describe the typical implementation timeline. From contract signature to go live, what is the typical duration?

3.5.4 Describe how you monitor your applications and infrastructure. What monitoring tools are in place? What components are monitored? What is your organization and process for monitoring and trouble detection?

3.6 Financial Profile

3.6.1 Describe your funding to date including any plans for future investment rounds.

3.6.2 Please provide a copy of your cap table as an attachment.

3.6.3 What is your current Annual Recurring Revenue (ARR)? If pre-revenue please provide an anticipated date to be revenue generating.

3.6.4 Please describe your typical business model and go to market strategy.

3.6.5 Has your organization had any significant organizational changes within the last 2 years? If so, please describe.

3.6.6 Has your organization been involved in material Merger/Acquisition/Divestiture activity in the last three years? If so, please describe.

3.6.7 What is your pricing structure for a payor?

3.6.8 What is your pricing structure for a health system?

3.6.9 What is your pricing structure for direct to consumer?

3.6.10 Will you want to pitch to Aspire Ventures Precision Medicine fund to cover the program fees in exchange for equity or will you be looking to cover them with your own cash? (anticipated fees will range from $25K - $50K depending on pilot design)

3.7 Integration

3.7.1 Are data integrations included in the implementation cost or a separate price?

3.7.2 Is your product currently integrated with any instance of EPIC or other EHR? Please describe the integration.

3.7.3 Is the product currently integrated with any payor/care management platforms? Please describe the integration.

3.7.4 Is the product currently integrated with American Well or other telehealth platforms?

3.7.5 Does your product support both API and HL7 integrations?

3.8 Litigation

3.8.1 Identify any material claim or litigation your organization has been named a party to in the past three (3) years, including any governmental inquiry / investigation, or litigation. With respect to each, disclose the nature of the claim or litigation, the parties involved and the present status or resolution. Also include the jurisdiction in which the litigation was/is pending and the case number to which it was assigned by the court.

3.8.2 Please provide disclosure of any pending or threatened material claims or litigation.

3.9 Research

3.9.1 Have you completed any clinical trials or IRBs on your product? If so, please provide any clinical findings/write-ups from the research.

3.9.2 Is there any on going research being conducted to strengthen your AI? If so, please describe.

3.10 Security

3.10.1 Describe your security policies, procedures, and mechanisms that govern your systems.

3.10.2 Do you currently have a third-party security audit that may be provided to demonstrate the effectiveness of your security program (e.g., SOC 2, HITRUST)?

APPENDIX A – RFI Questions (Excel)