



DIRECT-TO-MEMBER AT-HOME LAB TESTING

Preventive Health, Delivered.

Retina Labs direct-to-member at-home lab test kits and diagnostic services enable health plans to close critical HEDIS gaps in care and boost Star Ratings, all while improving compliance rates and health outcomes for your members.



Close HEDIS Gaps in Care by Leveraging At-Home Diagnostic Testing



In-home preventive health screenings play a pivotal role in enhancing the effectiveness of any health plan's quality improvement goals by promoting proactive health management and early intervention.

By facilitating convenient access to these vital health screenings, Retina Labs empowers your members to take charge of their own well-being on their personal journeys towards better preventive healthcare.

Our in-home preventive care model offers a proven approach to closing critical HEDIS gaps in care measures that drive down healthcare costs through improved disease detection and care management for your health plan members.

Direct-to-Member At-Home Lab Testing: Diagnostic Tests Available

Hemoglobin A1c (HbA1c) / Colon Cancer (FIT) / Kidney Health (KED)

Retina Labs at-home lab test kits are fully customizable and co-branded specifically for your health plan before being delivered directly to your members for self-collection and completion – all within the comfort of their own homes.

Each kit includes easy-to-follow instructions, how-to explainer videos, and additional clinical support to help your members complete the testing process. Our pre-paid return shipping labels allow your members to send their completed samples to our CLIA & CAP-accredited labs for processing and resulting.



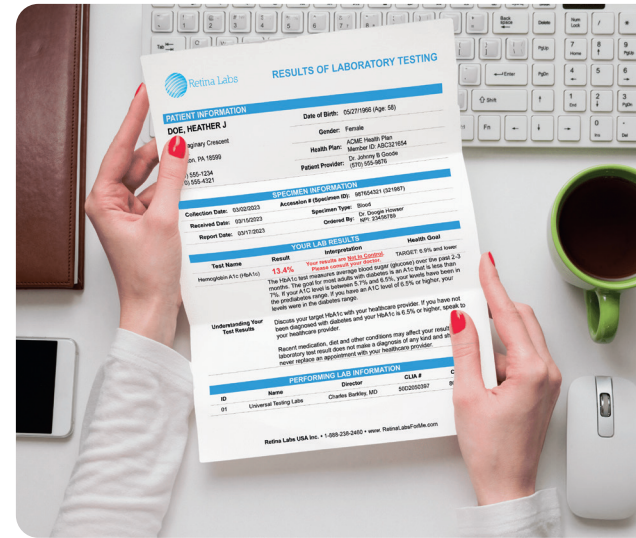
All test results are reviewed and approved by board-certified physicians, with each respective lab report result communicated directly to your members along with their primary care provider, usually within 48 hours or less.

A Seamless Member Experience with End-to-End Program Management

Retina Labs takes the guesswork out of the equation by addressing the most common member pain-points, designing each program to effectively enable higher levels of member engagement and test kit completion rates.

Key Benefits:

- ✓ Turn-key co-branded test kit programs
- ✓ Member opt-in management
- ✓ Multi-channel member engagement
- ✓ Seamless sample collection & test result
- ✓ Online member test results access & communications
- ✓ Clear & concise lab reports with critical value alert outreach
- ✓ Real-time program insights & reporting via ComplyHub portal



Our comprehensive approach ensures that every direct-to-member at-home lab test kit program aligns with your health plan's quality improvement goals by maximizing compliance rates to help close key HEDIS gaps in care measures.

Most importantly, our proprietary ComplyHub dashboard provides the technological infrastructure and workflows necessary to manage the entire process as efficiently as possible.

01 Program Design

We custom design each lab test kit program specifically for your health plan to include your brand guidelines in the kit design and packaging.

02 Member Engagement

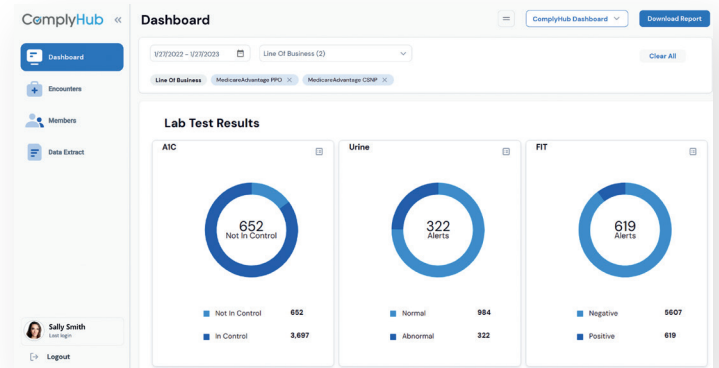
Using a multi-channel engagement strategy, we deliver actionable reminders to your members so that they ultimately follow through with completing their designated test kits.

03 Test Kit Delivery

Simply upload your member eligibility files, and we'll ship any at-home test collection kits directly to your members while providing test kit tracking from delivery to final result.

04 Sample Collection & Processing

Members can self-complete their test kits and return it to the lab using a pre-paid shipping label with the ability to track the entire process online.



05 Result Communication

Members will receive their lab test results by mail and online along with their primary care provider, who obtains the results through electronic delivery using secure DirectTrust protocols.

06 Critical Value Outreach

We contact each member who receives an abnormal test result value to ensure that they understand their test results while encouraging them to speak with their primary care provider.

07 Real-Time Program Insights & Reporting

Gain access to vital program metrics as well as aggregate and individual member test results through our proprietary ComplyHub client portal, which offers CMS-ready submission reports and analytics.



**Partner with Retina Labs to design a fully customizable
Direct-to-Member At-Home Lab Test Kit Program for your Health Plan**



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