



Sparking *Excellence*

Our Care Model



Dr. Nirav Vakharia

Chief Health Officer



Marathon
Health™



2025  **ENGAGE**™

Sparking *Transformation*

Bankruptcies

healthcare is the **#1** cause

Declining outcomes

41% delayed or avoided care during the pandemic

Less funding

down from **6.5%** of spend 20 years ago to **3.5%** today



Eroding trust

from **71%** to **40%** over just 4 years

Long waits

average **38** day wait to see a PCP

An impossible job

27 hours a day for a PCP to do all evidence-based care for a panel of 2,500



2025 **ENGAGE**



Count the f's
Take 20 seconds

**Two of the most powerful
and effective
of all human fears
are
the fear of failure
and the fear
of success.**

Count the f's
Take 20 seconds

**Two of the most powerful
and effective
of all human fears
are
the fear of failure
and the fear
of success.**

2025  **ENGAGE**™

Sparking *Transformation*

What is a care model?



Title: Marathon Health Care

Preparation time:

Cooking Time:

Servings:

Ingredients:

Patient engagement

Data-driven insights

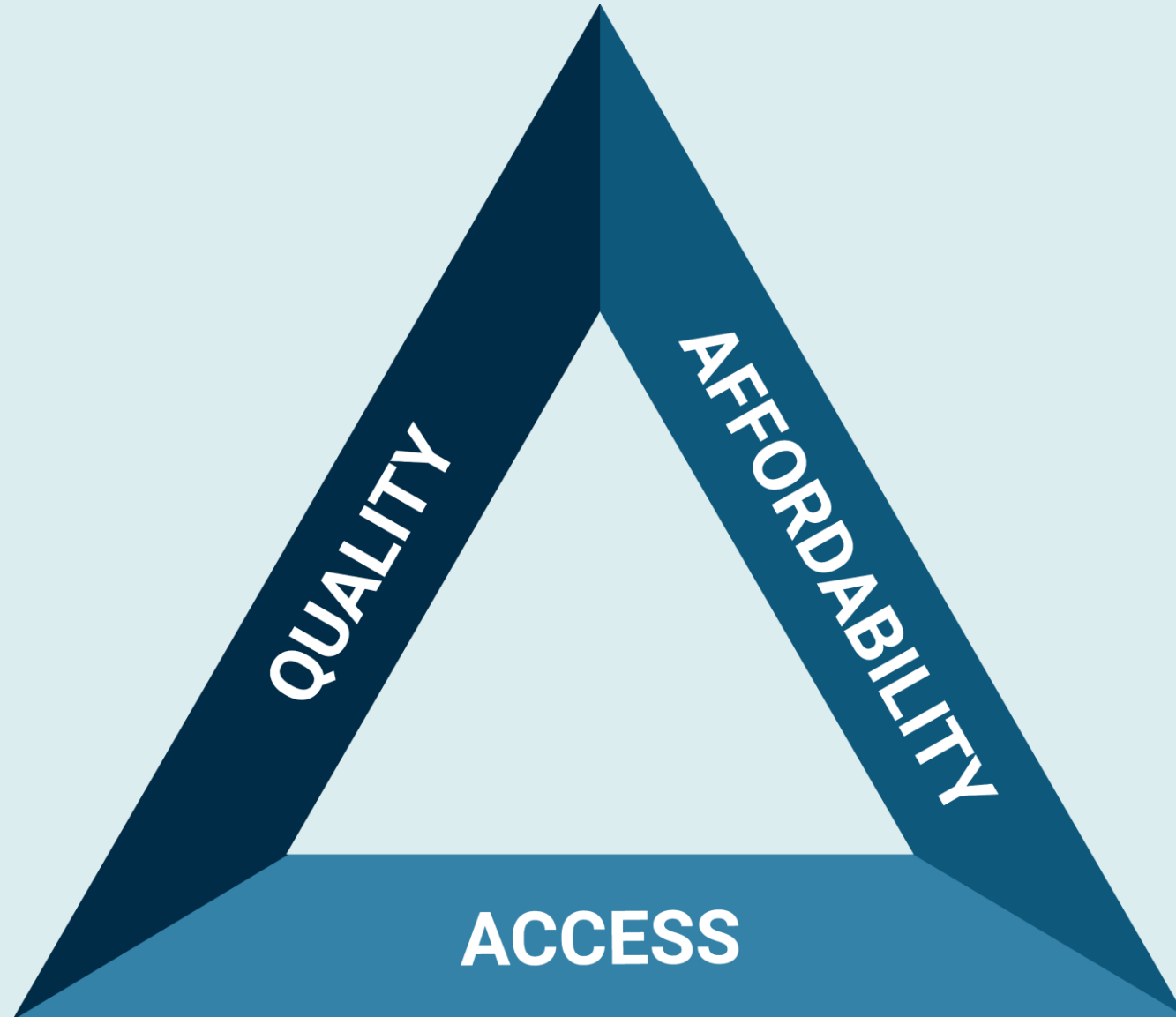
Exceptional experiences for patients & providers


Outcomes-driven clinical programs

Collaboration & teamwork

Financial efficiency

Continuous improvement





Two men are standing side-by-side, smiling, and holding a large, rectangular sign that reads "MYTHBUSTERS". The man on the left has a beard and is wearing a dark blue button-down shirt. The man on the right is wearing a dark blue suit jacket over a light blue checkered shirt and a dark brown beret. The sign they are holding has a white background with the word "MYTHBUSTERS" in large, bold, white capital letters. The letters are surrounded by a thick, orange and yellow border that looks like a fire or a molten metal effect. The background of the entire image is a dark blue, textured surface with white, chalk-like markings. There are faint mathematical formulas and diagrams visible in the background, including $2(S_4 - S_3)$ and a graph with a curve and a tangent line. The overall aesthetic is that of a chalkboard or a technical drawing background.

MYTHBUSTERS

Myth

Lowering healthcare costs means cutting services, reducing quality or limiting choice.

Myth

Lowering healthcare costs means cutting services, reducing quality or limiting choice.

BUSTED

Marathon fact

- **50%+** preventive appointments
- **42%** less in ER and inpatient
- **~\$1,800** in annual savings
- **40%+** referral avoidance

Myth

Healthcare can be high quality or convenient, but it can't be both.

Myth

Healthcare can be high quality or convenient, but it can't be both.



Marathon fact

- **89%** appointment availability within 2 days
- **~35 minutes** with a provider
- **95%** rate providers as excellent or good
- **67%** biometric improvement

Myth

A truly personalized healthcare experience is just not possible.

Myth

A truly personalized healthcare experience is just not possible.



Marathon fact

- 73% engagement
- 50%+ high risk engagement
- 3.4 average visits per year
- 90+ Net Promoter Score
- ~\$600 annual out of pocket savings

Tracy Ziebell

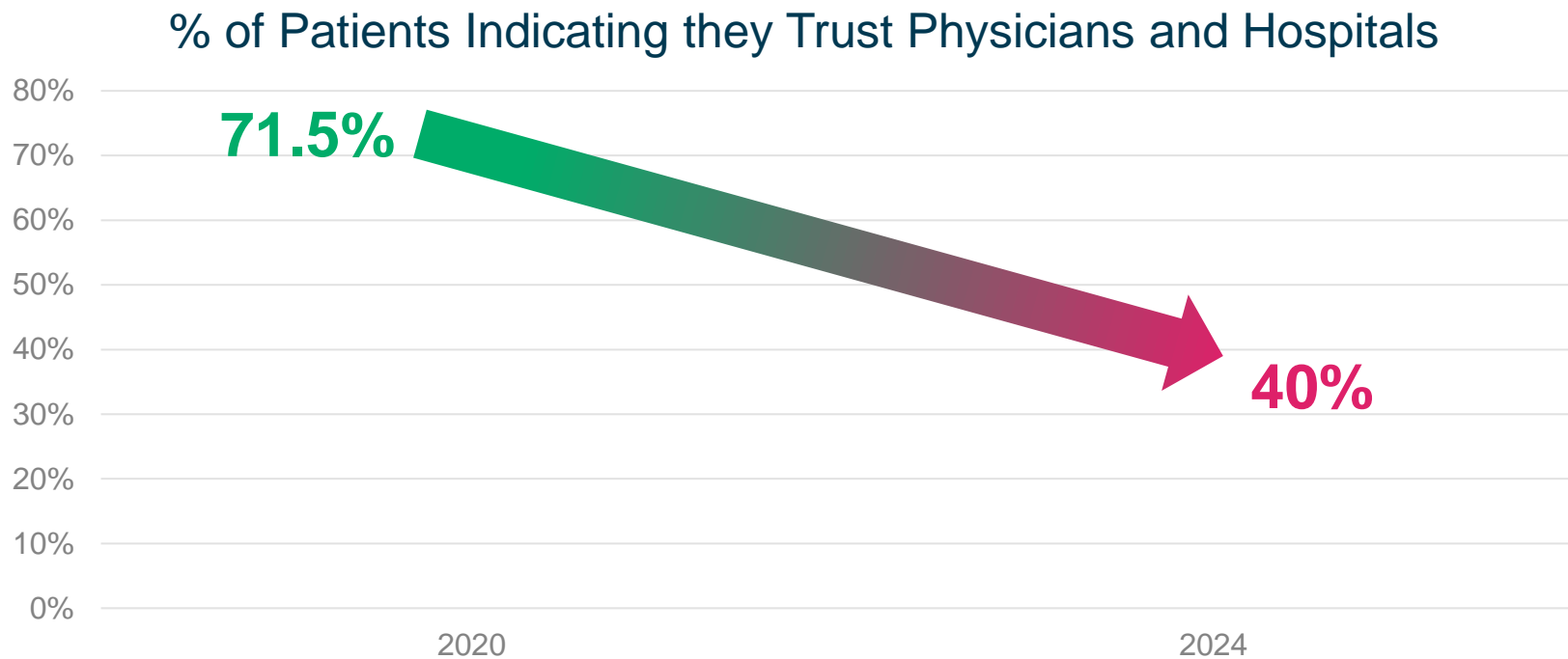
Client Success Manager



Marathon
Health™



Patient trust has dropped from 71.5% to 40.1%



Understand your
reason for visit

Ask questions about your
symptoms and reason
for visit

Review your
health history

Review your
medications

Possibly **prescribe** and
explain new medications

Explain why you need
those labs

Possibly **order** labs

Perform any necessary
examinations

Answer questions
about diagnosis

Explain diagnosis

Remind you about
preventive health needs

Understand your
reason for visit

Review your
medications

Ask questions about your
symptoms and reason
for visit

Review your
health history

Possibly **prescribe** and
explain new medications

It would take a PCP **26.7 hours per day** to perform
guideline-recommended primary care to a
standard patient panel.

Possibly **order** labs

Explain why you need
those labs

Perform any necessary
examinations

Explain diagnosis

Answer questions
about diagnosis

Remind you about
preventive health needs

Imagine going through this when

**Imagine going through this when
you don't speak English,**

**Imagine going through this when
you don't speak English,
have literacy barriers,**

**Imagine going through this when
you don't speak English,
have literacy barriers,
have anxiety about your condition,**

**Imagine going through this when
you don't speak English,
have literacy barriers,
have anxiety about your condition,
or have had previous bad
experiences at a doctor's office.**



1. **Take** a small piece of paper from your table.
2. **Grab** something to write with (your choice).
3. **Write** one reason you've hesitated to engage with a medical provider in the past?



4. **Crumple** up your paper.
5. **Throw** it as far as you can (but not at anyone!).
6. **Pick up** a nearby one once the paper settles.

**Providers with the time,
tools, and encouragement
to gain trust**

=

**THE DIFFERENCE
in health outcomes**

The voice of our patients

“Dr. Wallisa & Frankie are top tier, compassionate, kindhearted, WONDERFUL humans & providers. I could not be successful in my health without them. **They do not judge,** I do not feel unsafe, and **I feel completely safe being vulnerable** with my emotions, goals & health with these two.”

“Travis was very professional without being condescending, was very knowledgeable, listened and made me feel heard, was compassionate and provided resources with care. I was extremely apprehensive going in at first because I have had bad experiences with other Healthcare providers. **I now feel less scared and more likely to seek help with my health,** rather than just suffering in silence.”

“Let's talk about Tamara. She is VERY patient/kind when explaining medical procedures and terms. **Never has she made me feel foolish for a question.** Also, I appreciate her chipper but relaxed disposition. I do not like paps and that was honestly the breeziest experience! I won't fear them anymore knowing I'm in her care.”

Amanda Gebert

Senior Benefits Manager

SARGENTO

4 health centers

9

years with
Marathon

81%

employee
engagement

89.7

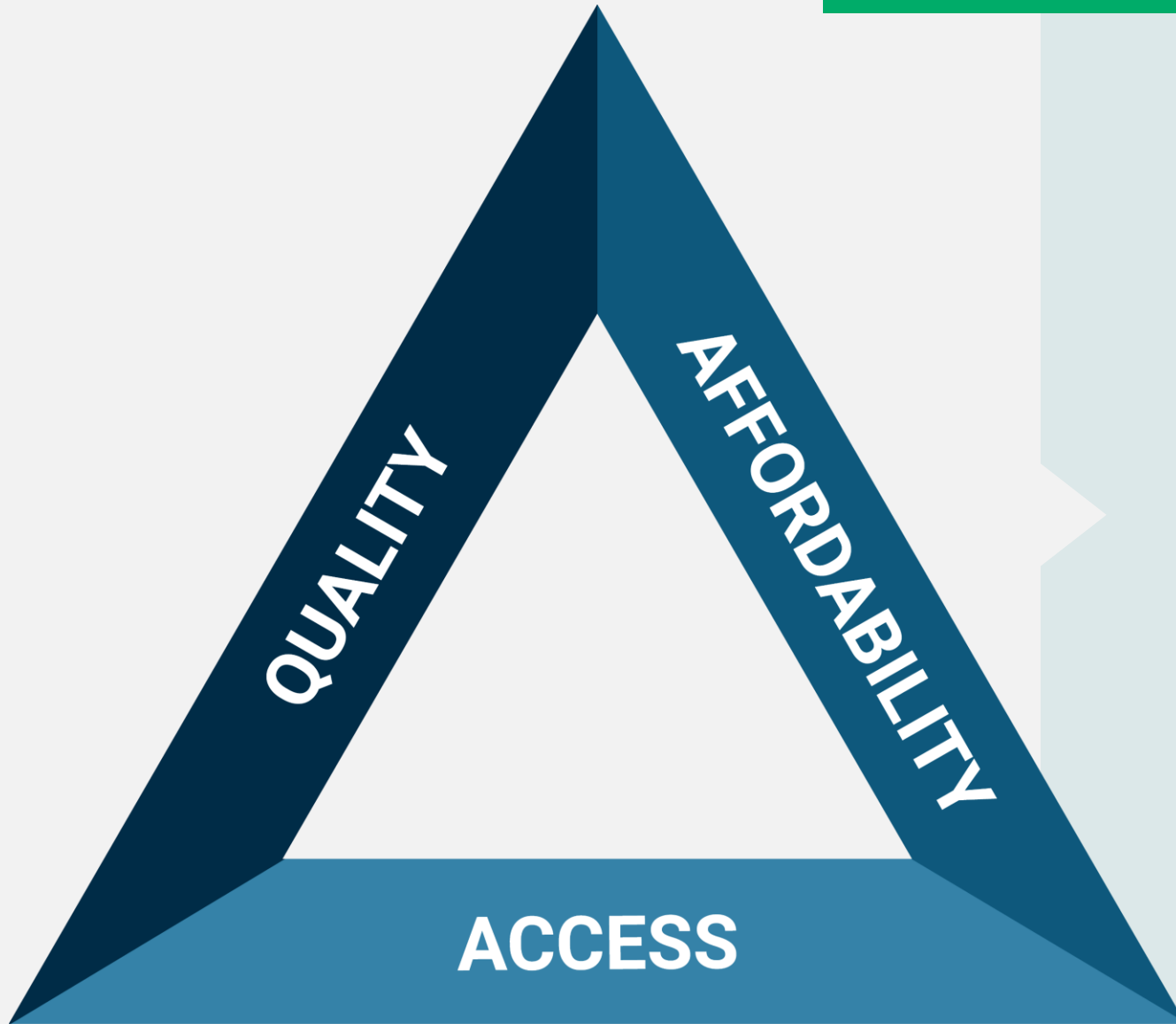
Net Promoter
Score

4.0

average visits per
year per engaged
member

83.5%

of members
improved
biometrics



Empower care teams



**Engage patients with a
best-in-class experience**



Better health outcomes



Reduce healthcare costs

One of our shared successes

72%

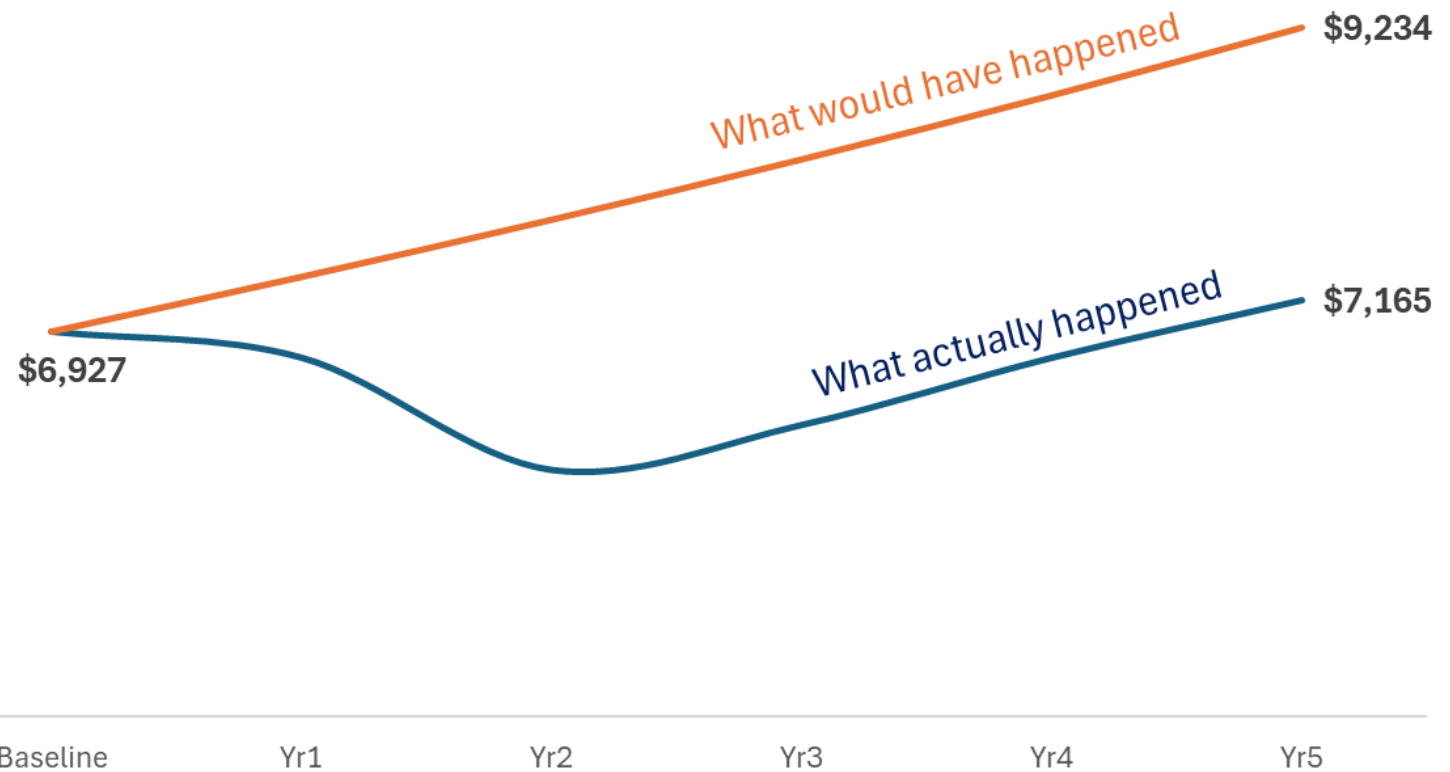
engagement
by year 5

90

average NPS
years 1-5

79%

better biometrics
by year 5



2025  **ENGAGE**™

Sparking *Transformation*