



unum health



connecting people - bridging resources - supporting caregivers

Company Overview



UNUM Health Inc. is a New Brunswick based Health Technology startup providing web-based solutions to the home care sector to increase communications, productivity, and safety.



The company has developed proprietary algorithms and artificial intelligence to address a market size of 42 Million people in North America that require home care. This number is expected to grow to 88 Million+ by 2050.



Created from within the industry, sister company to a home care agency



The team consists of seasoned entrepreneurs and software specialists with extensive mainframe database expertise.



Mission

To engage care providers and patients/ clients with an easy-to-use tool that is a daily part of life for tracking, getting support, sharing best practices, and link access to information for all members of the extended health care team.

The real-time window into the home will provide support and increased transparency for everyone involved that will impact wellness and safety for patients and caregivers with information, resources, and support in “Unum” (One) spot.



Meet The Team



Lisa Williams
Founder, CEO, CFO
Unicare Home Care Inc. 2008
Unum Health 2018



Carl Goodwin
CTO Senior Programmer



Vanessa Cinel
Strategic Partnership Manager



Sister Company: Unicare Home Health Care

CEO, Lisa Williams

- Wallace McCain ELP Graduate
- 2018 Startup Canada
- Atlantic Entrepreneur of the Year
- National Entrepreneur of the Year

Unicare Home Health Care

- Opened operations in 2008
- Grown to over 160 employees
- Operates in 5 cities
- 2019 Employer of Choice Award



Problem



“The industry has failed to innovate. Right now there is no way to be sure our clients are receiving good quality care.”

~ Lisa Williams
CEO Unicare Home Health Care
CEO Unum Health



Pain Points

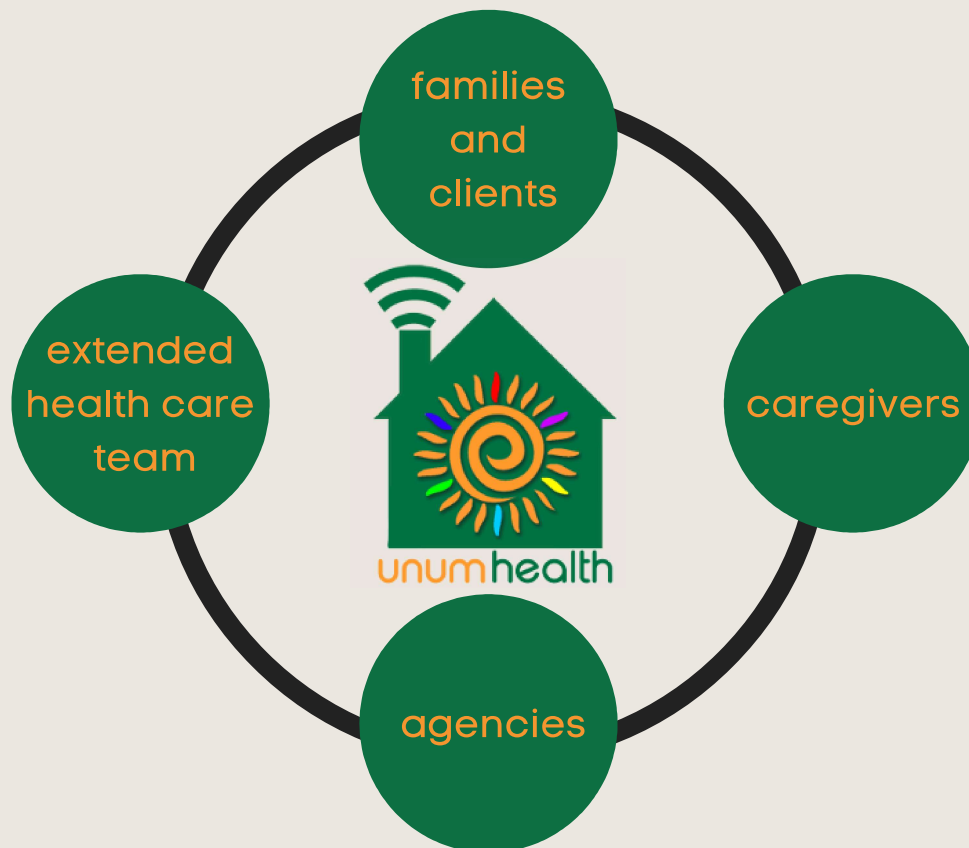


- There are too many systems
- No conformity in provinces or nationally
- Paper-based, Email, Fax
- Limited communication or follow up
- Difficult to engage extended health care team in one discussion, time, and place
- Lack of auditing tools



Unum's Solution

An easy-to-use
"one-stop"
enterprise
solution to
digitize and
streamline
productivity
and
communication.



Partners with links to
our platform include:



UNUM HEALTH | MAY 2021

Unum's Solution



**OFFLINE
MODE**



**WELLNESS
CHECKS**



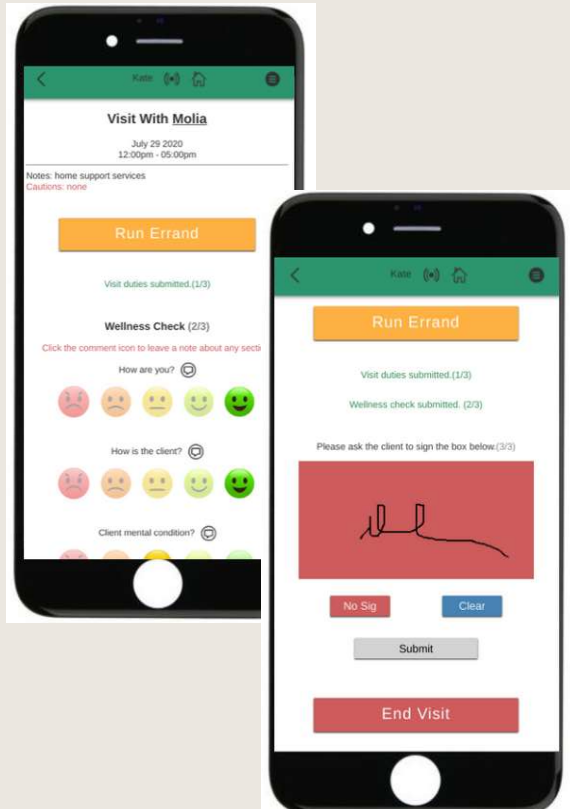
**CENTRALIZED
SOLUTION**



GEOTAGGING



The Product



Flexible

Bilingual

Secure Web-Based Platform

Transferable Records

Education/Training

Resources



Benefits



Real-Time Communication Better Decision Making

- More reliable information going to and coming from the caregiver
- Access and links to the most up to date information from source authorities



Safety and Liability ONE Inclusive System

- Requisition of work
- Auditing of Client Files
- File Alerts for case intervention
- Scheduling files for Review and Follow up
- Compliance
- Accountability and transparency with clear roles and responsibilities



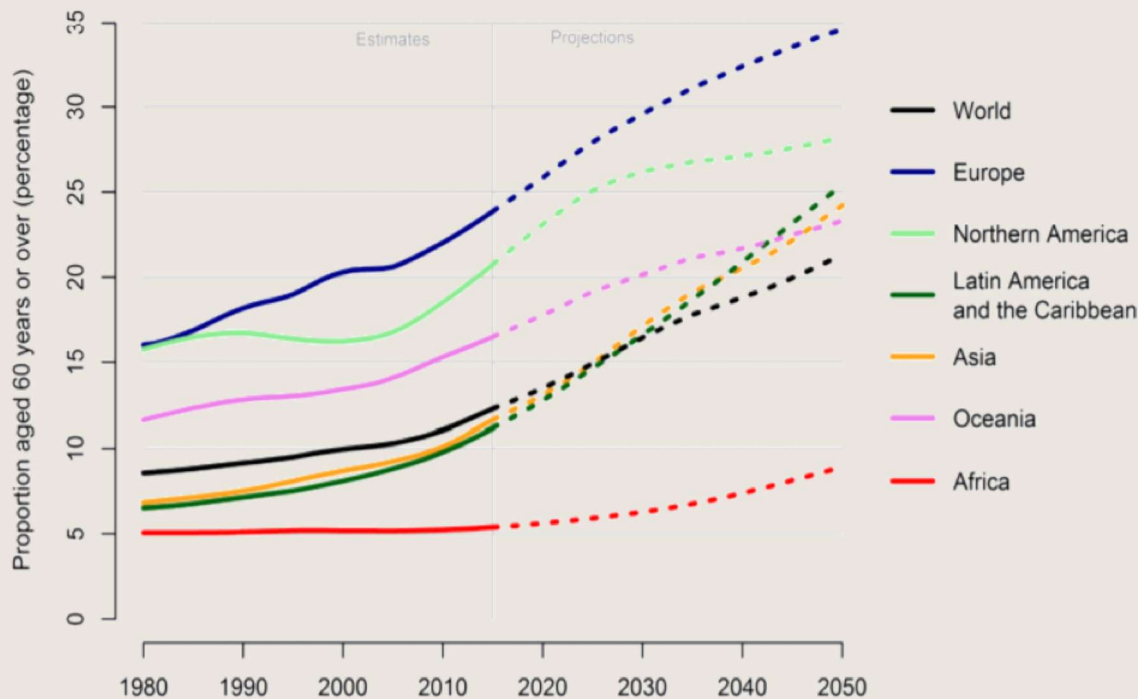
Productivity Stronger and Healthier Workforce

- Wellness tracking to flag concerns for clients and caregivers
- Less workplace injuries
- Decrease in overall costs



Market Size and Considerations

Percentage of population aged 60 years or over by region, from 1980 to 2050



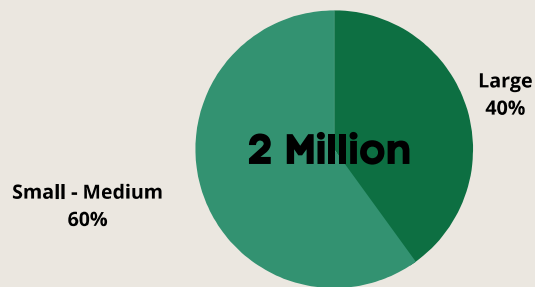
Data source: United Nations (2017). World Population Prospects: the 2017 Revision.

- With nursing homes currently bursting at the seams, our current system is not designed to support seniors to age at home. How will we handle the increases in population?
- What do we need to do to create an ecosystem that works?
- How can we support seniors, their families, and caregivers to be more engaged in their own care?

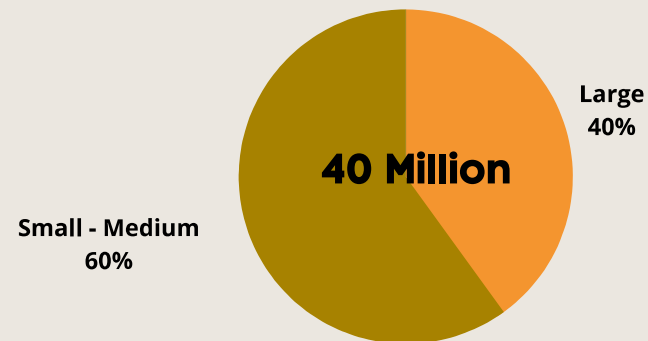
Market Size and Considerations



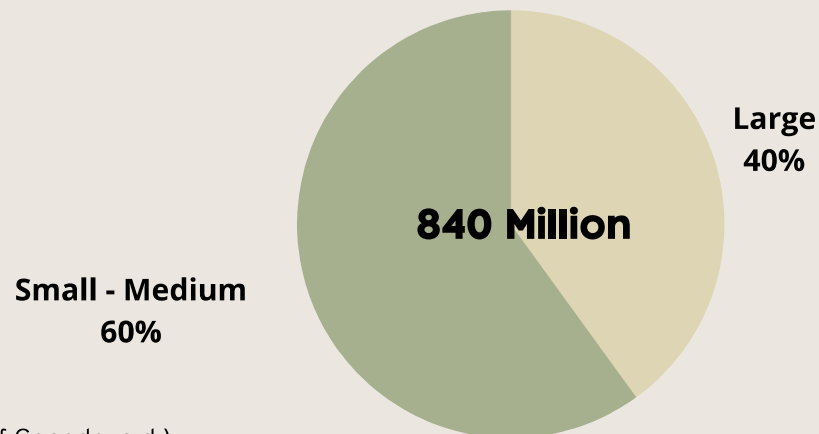
Canada



USA

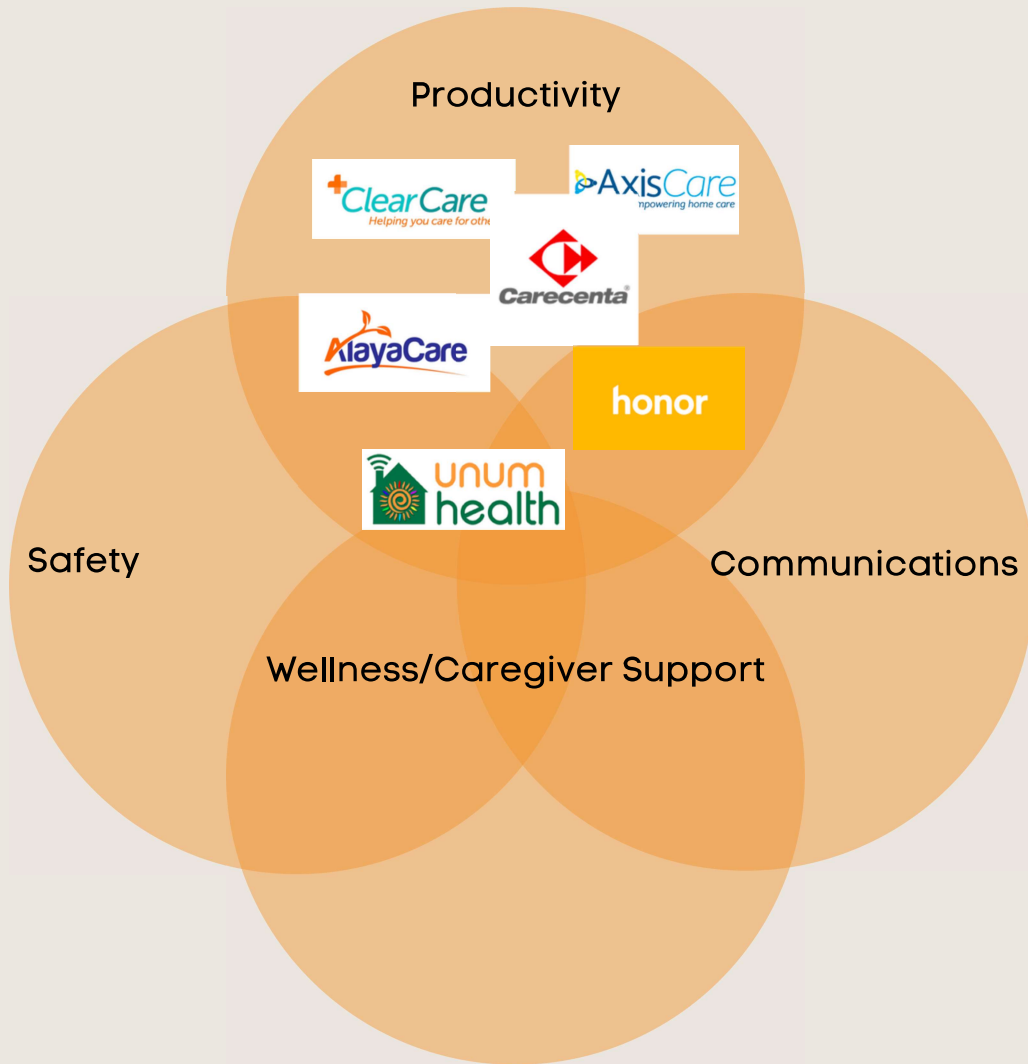


Global



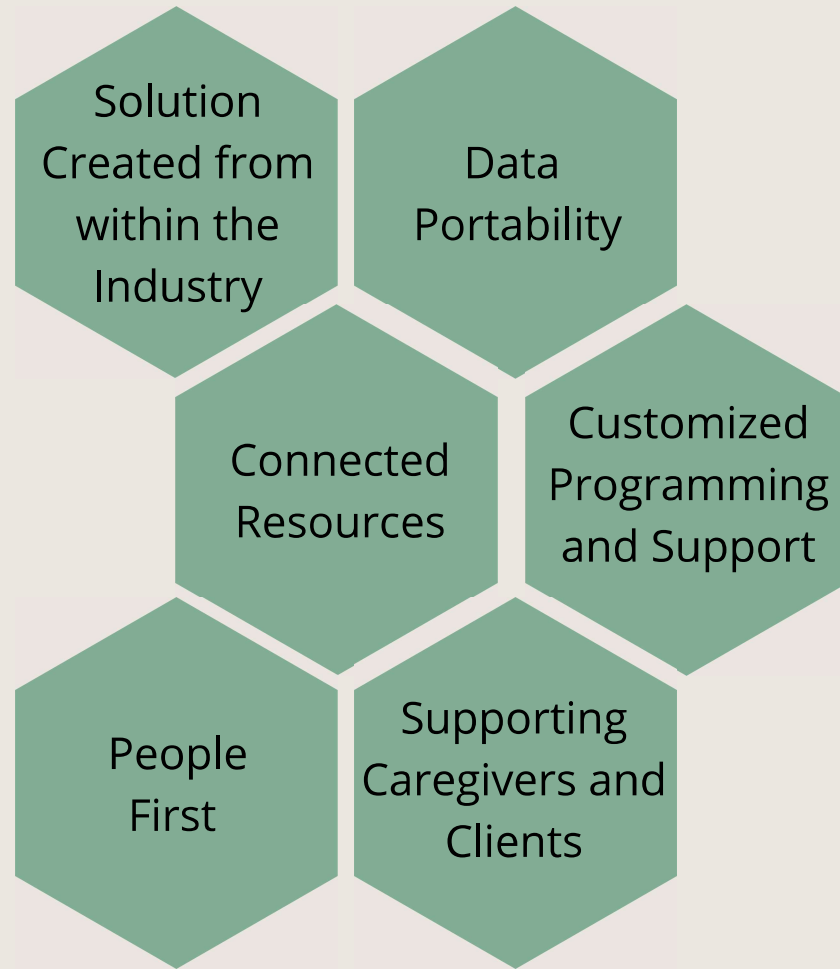
- Aging population in-home care
- Focus on small and medium home care agency's
- Private and public
- Increase investment
- Growing market

(Government of Canada, n.d.)
(Statista, n.d.)

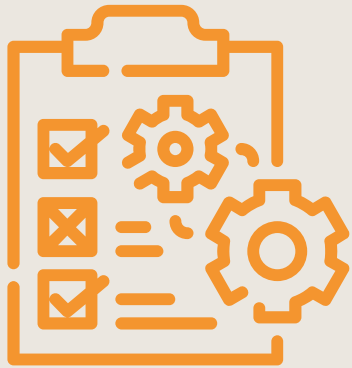


**Standing
out
from
our
competition.**

What makes us different?



Traction



3 Early Adopters
currently testing in
production



Sales Activity began
August 2020



Pilot Project, Social
Development 2021:
500+ users

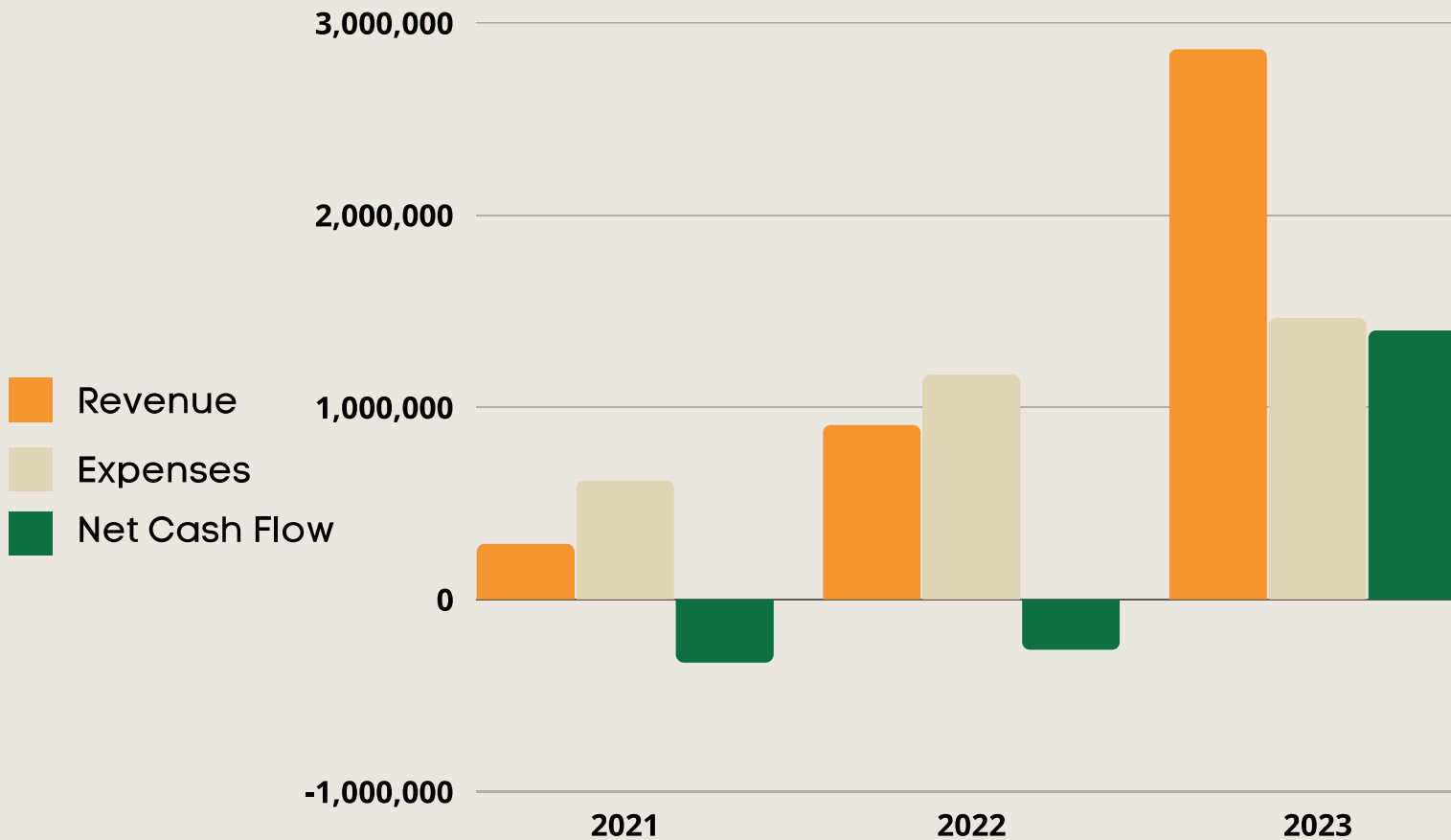


- Private and Public Supported Service Home Care Providers' information are publicly available
- Membership/ Partnerships with Regulating Associations for promotion
- Outbound Sales focused, aligning with industry norms and competitors' sales processes

Marketing



Financials



Monthly
Reoccurring
Subscription
\$15/Client

Long term Value of
Customer

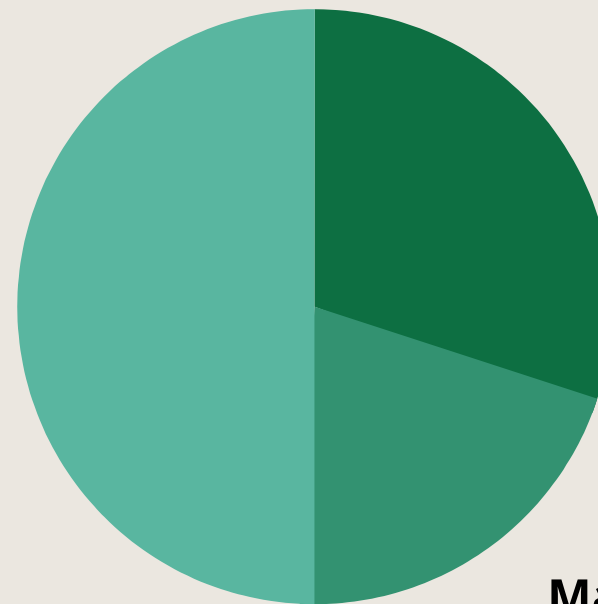
- 10 years
- \$225,000*

*Based on average
agency size of 125
clients.

Investment

Investment	\$245,000 USD
Sales	\$122,500
Marketing	\$49,000
Development	\$73,500

Sales
50%



Development
30%

Marketing
20%

Ask



**We are looking to raise
\$245,000USD**

- Funds will be used to ramp sales and develop the sales team.

Interested in Hearing More?



- Let's start a conversation
- Set up a Demo to show you how we work
- Explore what it might look like to work with you



connecting people - bridging resources - supporting caregivers

Lisa Williams
540 King George Hwy
Miramichi, NB E1V 1N3
Tel: 506-625-2522
lisa.williams@unumhealth.com