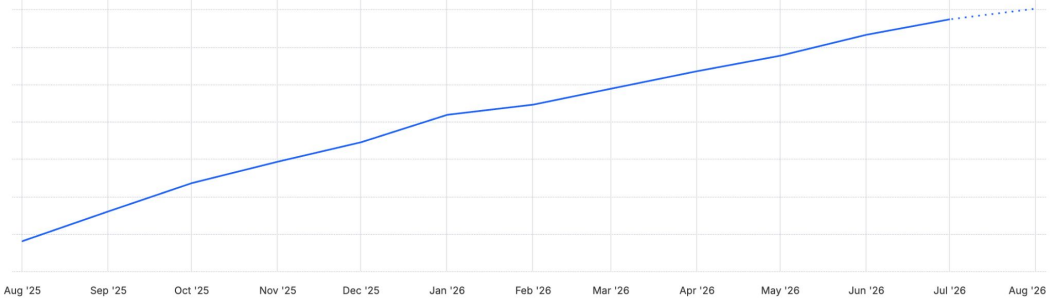
1

Creating the most epic wave of real-life comeback stories the world has ever seen

Sober Sidekick **Growth**

Surpassed 1.5 Million All-Time Downloads Worldwide



No Member Has Ever Gone Without Support.

Sober Sidekick

LOUISIANA HEALTH INNOVATION DAY · SEPTEMBER 1, 2026

Louisiana Is Already Recovering With Sober Sidekick

Sober Sidekick's Presence in Louisiana Today

4,000+
active Louisiana members today

$0
spent acquiring a single one of them

48.2%
relapse reduction, Validation Institute certified

PRESENTED BY

Jeff Goe, Chief Growth Officer · Zach Zobel, President Healthcare Solutions
Sober Sidekick by Empathy Health Solutions

PROOF OF DEMAND

We are already in Louisiana Today.

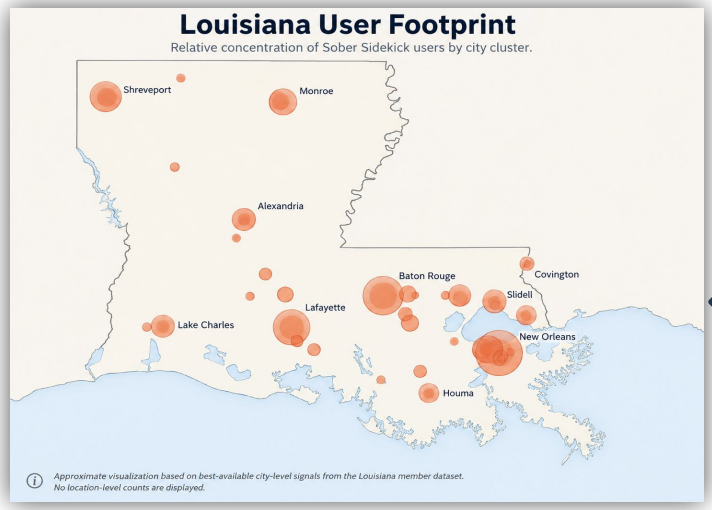
4,000+ active Louisiana members, acquired entirely organically. No marketing spend in the state. No referral contracts. No clinical infrastructure.

4,000+
active Louisiana members
663% growth, last 12 months

20,000
peer support engagements between Louisiana members

8,000
virtual AA/NA meetings attended from Louisiana

90%
of members came back after reporting a relapse



WHAT WE'VE LEARNED IN LOUISIANA THUS FAR:

The need is real, and Sober Sidekick is already trusted in the market.

We have an opportunity to more deeply engage each of these members as we evolve our Louisiana model.

WHERE OUR SOBER SIDEKICK MEMBERS ALREADY ARE

Urban centers New Orleans · Baton Rouge · Lafayette · Shreveport

Rural parishes St. Landry · Acadia · Evangeline · Iberia

Sober Sidekick

THE MODEL

Predict. Prevent. Recover.

1.5M+ app users · Largest relapse data set in recovery

Predict

In-app behavioral signals that enable us to act before a member falls

Predictive Intelligence

Prevent

Data-driven engagement to action

Smart Alerts

Every signal routes into a clinical action

RECOVERY CARE

Empathy Health clinical arm

Immediate Access to Care

Relapse Reduction Counseling

1:1 licensed clinicians

Personalized Recovery Plan

Built from member data

Transitions Follow-Up

Day 1–30 post-discharge

Care Gap Closure

Quality measures closed

Reduce SUD spend. Build recovery resiliency.

Always On Support

Sober Sidekick

One Recovery Care Program, Three Entry Paths

Every entry path lands in the same clinician-led, peer-supported virtual recovery care model.

Gap closure & event follow-up

Annual wellness · Prenatal & Postpartum care
ER follow-up · Hospital discharge follow-up
The visit closes the gap and starts treatment.

E/M (9920x) + G2086 in Month 1

Sober Sidekick app members

Members already active in the recovery community convert into clinical care; rising risk predictive indicators

G2086 only no E/M

Residential rehab discharge

Step-down follow-up after a residential rehab stay.

G2086 only no E/M

MONTH 1

Initiation

Individualized treatment plan
Relapse-prevention counseling
Recovery care planning
Care coordination & SDoH
≥ 70 minutes in the month

G2086

MONTHS 2–6

Ongoing engagement

M2 | M3 | M4 | M5 | M6

- Typical engagement — 3–4 months total
- Available through Month 6

G2087 · Monthly relapse prevention counseling, recovery care planning & coordination (≥60 min)

Virtual (POS 02) · F10–F19 primary diagnosis · E/M billed on date of service · G2086 / G2087 billed last day of month · **One G2086 + up to five G2087 per member per plan year**

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PREDICT

We can already tell you who in Louisiana is at risk.

Every active Louisiana member is scored continuously against behavioral and social signals. This is the last 12 months of Louisiana members, stratified.

LOUISIANA MEMBERS BY RELAPSE RISK

Acuity is not fixed. Engagement moves members down the stack.

LAST 12 MONTHS IN LOUISIANA

790 estimated relapses avoided among engaged Louisiana members

= ~$3.5M savings in adverse relapse events avoided

RELAPSE RESILIENCY: WHEN SETBACKS HAPPEN

288
members self-reported a relapse

90%
of them came back into the community to engage with peers

Louisiana platform data, trailing 12 months. Relapses avoided derived from the Charm Economics Prevention to ROI model applied to the engaged Louisiana cohort.

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INDEPENDENTLY VALIDATED

The Economics of Relapse Prevention

HMA and Wakely built the SUD utilization value spectrum off the 2023 ACA database. Charm Economics built the relapse-prevention ROI model, certified by the Validation Institute.

HMA & WAKELY · SPECTRUM OF SUD UTILIZATION VALUE

3.6:1 low-value SUD spend outpaces high-value SUD spend

Lowest value
ED visits, ambulance, crisis response

Low value
Detox, repeat residential, partial hospitalization

High value
Psychotherapy, group, structured outpatient

Highest value
MAT, preventive primary care, peer support, case management

LOW VALUE · REACTIVE → HIGH VALUE · PEER SUPPORT + MAT

$2M in savings per 1,000 members on the glidepath from lowest/low-value care to high/highest-value care.

CHARM ECONOMICS · PREVENTION TO ROI

48.2%
reduction in relapse from a single peer interaction

$4,442
avoided cost per actively engaged Medicaid member, per year

$4.4M
avoided relapse cost per 1,000 engaged users, annualized

SUD members average 1.7 relapses a year at $6,244 per episode. More peer interactions drive higher savings; this model uses one as the baseline.

Wakely An HMA Company

Validation Institute

CHARM ECONOMICS, LLC THEORY • VISION • PRACTICE

2024 Louisiana MCO Ratio was **4.8:1** representing a $633M savings opportunity

Sources: HMA & Wakely 2023 ACA database; Charm Economics Prevention to ROI model, certified by the Validation Institute.

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LOUISIANA MEDICAID MCO · SUD-RELATED SPEND & UTILIZATION · WAKELY ANALYSIS

Louisiana spends $4.80 on low-value SUD care for every $1 on high-value care.

189 HCPCS codes, 27.9M claims, $1.68B in estimated MCO paid amount. Louisiana runs about a third worse than the national benchmark.

4.8:1

low and lowest value spend for every $1 of high and highest value

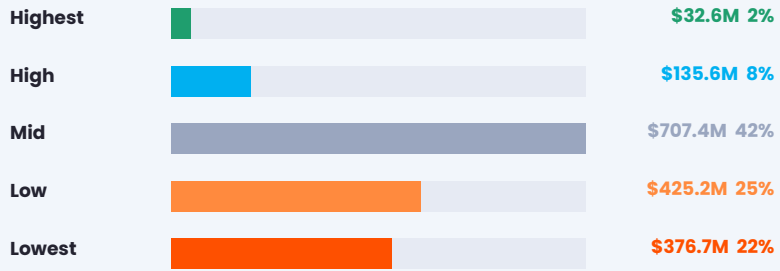
National benchmark 3.64 : 1

$633.7M

annual opportunity if that spend shifts to high-value care

Against known diagnosed SUD members

WHERE THE $1.68B SITS, BY RECOVERY-VALUE TIER

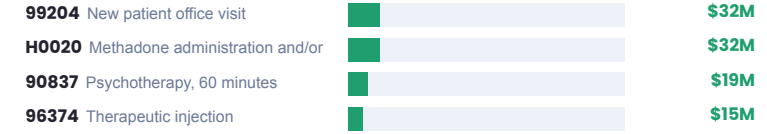


19 of 189 codes carry 48% of the spend. The 37 high-value codes carry 10%.

THE BIGGEST LINES ON EACH SIDE OF THE LEDGER

LOW AND LOWEST VALUE · CRISIS AND SHORT-CYCLE CARE

HIGH AND HIGHEST VALUE · SUSTAINED RECOVERY · SAME DOLLAR SCALE



Source: Wakely Consulting Group, an HMA Company. 2024 LA SUD-related HCPCS utilization and estimated spend, 189 codes. Utilization is actual; paid amounts are Wakely estimates built from the Medicare fee schedule adjusted to Medicaid using the Urban Institute state Medicaid-to-Medicare fee index, with national FFS pricing where no Medicare rate exists. National 3.64:1 benchmark is the HMA and Wakely 2023 ACA database analysis.

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OUR THREE SUCCESS DRIVERS

What it actually takes to recover.

Three things a person with a substance use disorder needs. Today they live in three different places, and we ask the person in crisis to go find each one.

01 IN THE MOMENT

Someone to turn to

The moments that matter are at 10:30 at night, not 10:30 in the morning.

- A 24/7 peer community, no appointment
- Every post gets a reply
- No member has ever gone without support

SOBER SIDEKICK

02 WHEN THEY ARE READY

An expert care team

Activation does not wait for a waitlist to clear.

- Licensed clinicians, in the app they already have
- Relapse-prevention counseling and a real plan
- Head-to-toe medical review, with follow-up

RECOVERY CARE

03 FOR AS LONG AS IT TAKES

Ongoing support

Recovery is longitudinal. The system treats it as an episode.

- Pulse self-checks between visits
- Give support to get support
- 90% come back after a setback

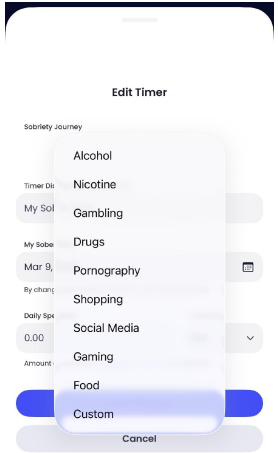
CONTINUOUS

Three disconnected systems today.

We built all three into one platform

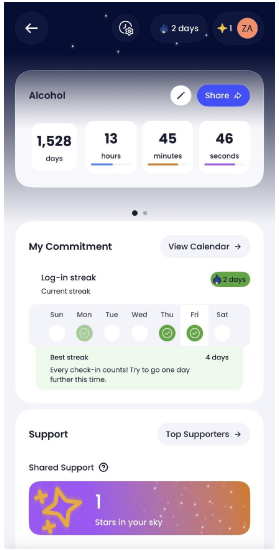
Always on, in the phone they already have.

Live in the Sober Sidekick app today. No appointment, no referral, no waiting room.



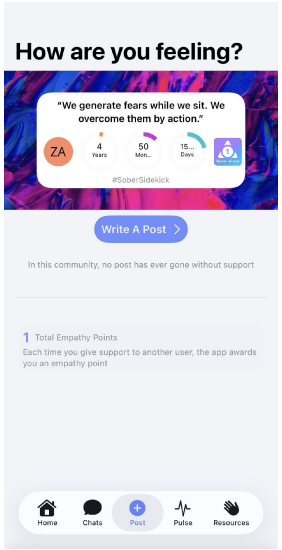
Multi-substance sober timer

Alcohol, nicotine, gambling, drugs, food, gaming, or anything they name themselves.



Check-in streaks and stars

Daily check-ins build the habit. Stars are earned by supporting someone else.



One tap to ask for help

A guided composer with prompts, so reaching out does not require the right words.

Every post gets a reply

Peers respond in minutes, around the clock.

No member has ever gone without support.

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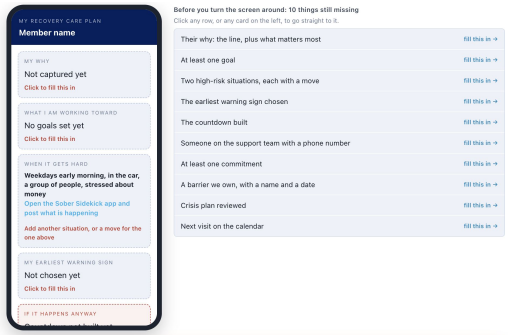
What a Recovery Care visit actually delivers.

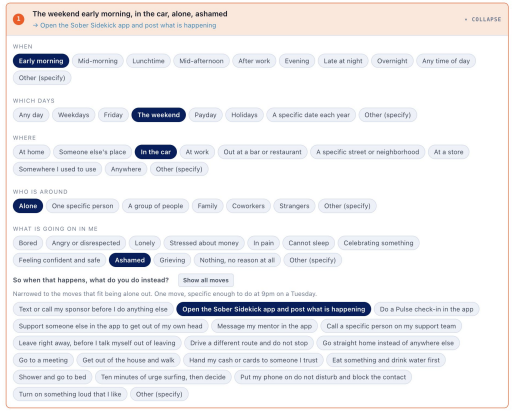
Licensed clinicians, virtual, wrapped around the member. 60+ clinical minutes a month, billed to Medicaid codes that already exist.



The plan lives in the member's hand

Their why, their goals, and their highest-risk situations.

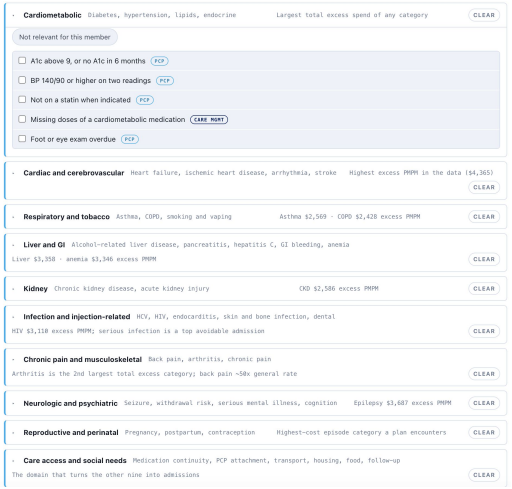
Support team, crisis plan, and what our team owns next.



Relapse-reduction counseling

Real scenarios out of the member's own history, each paired

with the move to make. Rehearsed before the moment, not after.



Medical cost-driver sweep

Cardiometabolic, liver, respiratory, kidney, infection, neuro

and psychiatric. Findings route appropriately

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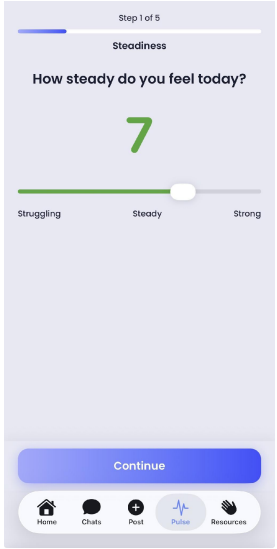
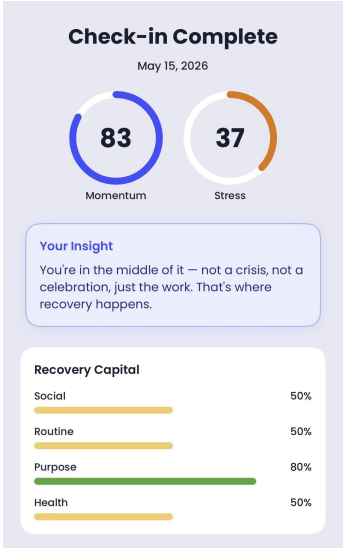
Recovery is longitudinal. So is the platform.

Between visits, after setbacks, and in the parishes where the nearest meeting is 40 minutes away. 90% of Louisiana members came back after reporting a relapse.



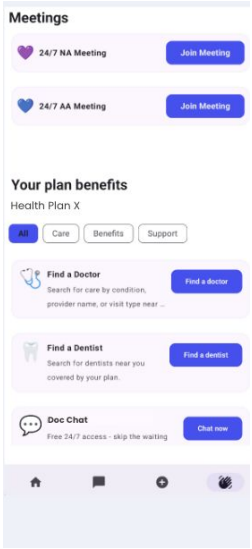
Pulse self-check

Five minutes, anonymous. Mood, cravings, sleep, stress, and connection.



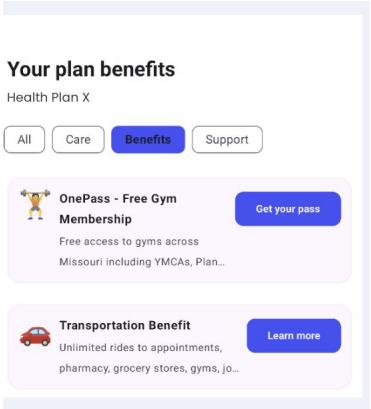
Momentum and recovery capital

Every check-in returns an action plan and scores the care team can act on.



24/7 meetings from the phone

AA and NA meetings a member can join without driving anywhere.



Plan benefits, in the app

Care navigation, transportation and gym access, surfaced inside the app.

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USERS JOURNEYS

Three User Moments and How We Designed for Them

We are building a recovery system that meets people wherever they are in the journey.

MOMENT 01

Needs help right now

It is 10:30 p.m. **John** is 11 months sober and tonight is hard. Every clinic is closed.

HOW WE DESIGNED FOR IT

Peers answer within minutes. Every post gets a reply, 24/7.

Sober Sidekick · Peer support

MOMENT 02

Ready for treatment

Sarah has been struggling for months. Today she decides she wants real help.

HOW WE DESIGNED FOR IT

We route her to licensed clinicians now, not onto a waitlist.

Recovery Care · Empathy Health

MOMENT 03

Treated, then drifting

Mike finished his program. Six weeks later, his engagement drops off.

HOW WE DESIGNED FOR IT

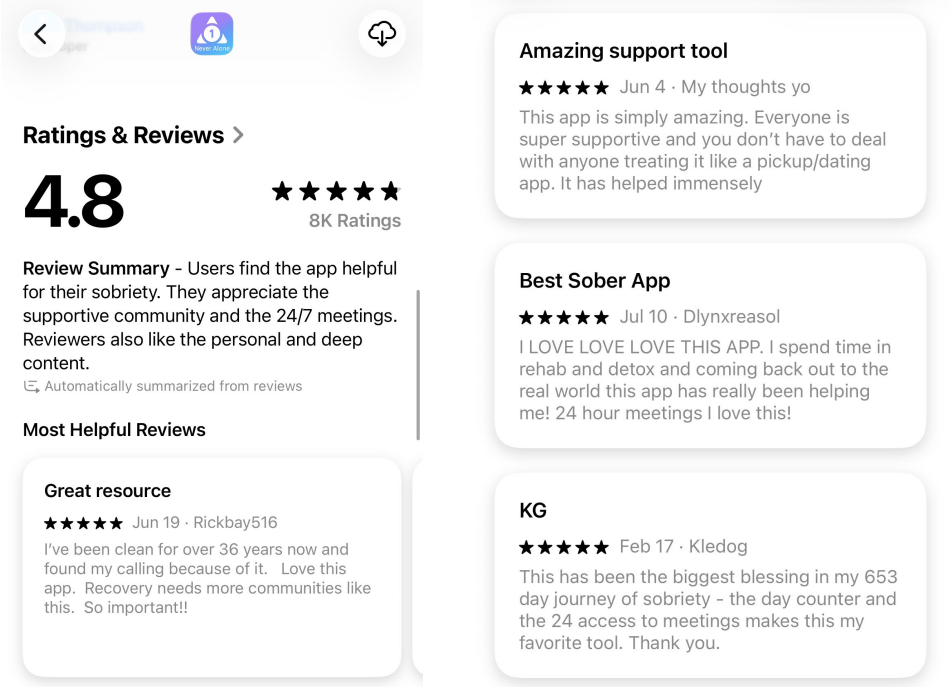
Our signals flag the risk and our team reaches out first.

Smart Alerts · Proactive outreach

Three people. Three moments. One platform that treats recovery as continuous.

MEMBER TESTIMONIALS

Positive Impact being Heard from Thousands



4.8
App Store rating

8,000+
member reviews

SEE FOR YOURSELF

Scan to read thousands of member reviews.

No download required, just read what real members wrote.

"My recovery has been an amazing journey. Sober Sidekick has helped me manage through my sobriety and find other people just like me, especially during my hard times. My dark days are nowhere compared to my bright sober days. Of course Louisiana being considered a party state, the recovery side of Louisiana is still huge and thriving everyday!"

Sober Sidekick

THE ASK

How We Partner in Louisiana Together

Together, we can expand recovery access statewide, connect more Louisianans to timely care, and build a more coordinated support system for long-term success.

01

Scale Membership

Leverage Sober Sidekick's 1.5 million global downloads and 4,000 existing Louisiana members to grow the state's recovery community by several thousand more over the next 12 months.

02

Recovery Care

Give every Louisianan already on the platform immediate access to our Recovery Care clinician team for counseling, education, and additional recovery resources.

03

Continuous Support

Ensure the member experience is not fragmented by pairing always-on support with strong coordination across Louisiana's existing care ecosystem.

Building the largest wave of real-life comeback stories the world has ever seen.

Jeff Goe, Chief Growth Officer · jeff@sobersidekick.com · 602-628-0535
Zach Zobel, President Healthcare Solutions

Appendix

WHAT WE UNIQUELY SEE

We know when a recovery trajectory changes, in real time.

Our predictive model reads behavior on the platform every day, so a member moving toward risk becomes visible while there is still time to intervene.

HOW THE SYSTEM SEES IT TODAY

The relapse happens. No data exists anywhere.

The member shows up in the ED, an admission, or a readmission.

The claim is filed, adjudicated and paid.

It surfaces in the data months later.

MONTHS LATER

After the money is spent.

THE WINDOW TO INTERVENE Where an episode can still be prevented, and where Recovery Care goes to work.

WHAT WE SEE

Engagement drops, or daily check-ins are missed.

The member's risk score updates in real time.

A smart alert routes to our care team.

Outreach, counseling and a plan, before the event.

SAME DAY

Before the adverse event.

AND IT SCALES WITH THE POPULATION

TODAY

4,000

engaged Louisiana members

790 relapse episodes avoided

$3.5M in avoided cost

10x

AT SCALE

40,000

engaged Louisiana members

~7,900 relapse episodes avoided

~$35M in avoided cost

Right now we can see the 49 Louisiana members at highest risk.

Every one of them still reachable

Sober Sidekick