



# The Operating System for Telehealth Brands.

*Your health, always within reach.*



# Today's Agenda

01

## The Problem

Why the fragmented telehealth stack is costing you.

02

## CloudHealth Platform

One unified OS replacing your 10-tool patchwork.

03

## Feature Walkthrough

From quiz builder to analytics dashboard.

04

## Medication Formulary

Semaglutide, Tirzepatide, peptides & more.

05

## Pricing Overview

Transparent platform and Rx fee structure.

06

## Next Steps

What a launch looks like — weeks, not months.

# You don't have a telehealth problem. You have a stack problem.

Website / Funnel

Quiz Platform

EMR / EHR

Provider Sched.

Prescription Hub

Pharmacy Portal

Shipping  
Tracker

Payment  
Processor

Messaging App

CRM / Email

Analytics Tool

HIPAA  
Compliance

*12 disconnected tools. Weeks of manual coordination. Revenue falling through the cracks.*



# The Telehealth Revolution Is Here.

*The brands that launch on the right infrastructure now will dominate.*

**\$186B**

Global telehealth  
market by 2026

**7x**

Growth in telemedicine  
since 2019

**38M+**

US adults using  
telehealth monthly





## INTRODUCING CLOUDHEALTH

# One Platform. Every Workflow. From first click to recurring refill.

CloudHealth is the complete operating system purpose-built for telehealth brands. White-labeled, HIPAA-native, and ready to power your brand in weeks.



### Launch in Weeks

Not months. Your white-labeled brand live fast — with zero infrastructure build.



### HIPAA-Native

Compliance built into every module from day one — not bolted on as an afterthought.



### End-to-End

From patient acquisition quiz to automated prescription refill — all in one platform.

# The Unified Patient Journey

CloudHealth connects every step — no gaps, no manual handoffs, no dropped patients.



# The CloudHealth Platform

Six core modules. One seamless platform.



## Quiz Builder

Branded patient intake forms with branching logic and eligibility screening



## Provider Network

Fully managed network of licensed telehealth providers across specialties



## Order Management

End-to-end order tracking from Rx approval to patient's front door



## Pharmacy Integration

Direct API connections to compounding pharmacy partners — no middleman



## Secure Messaging

HIPAA-compliant patient-provider communication built into the platform

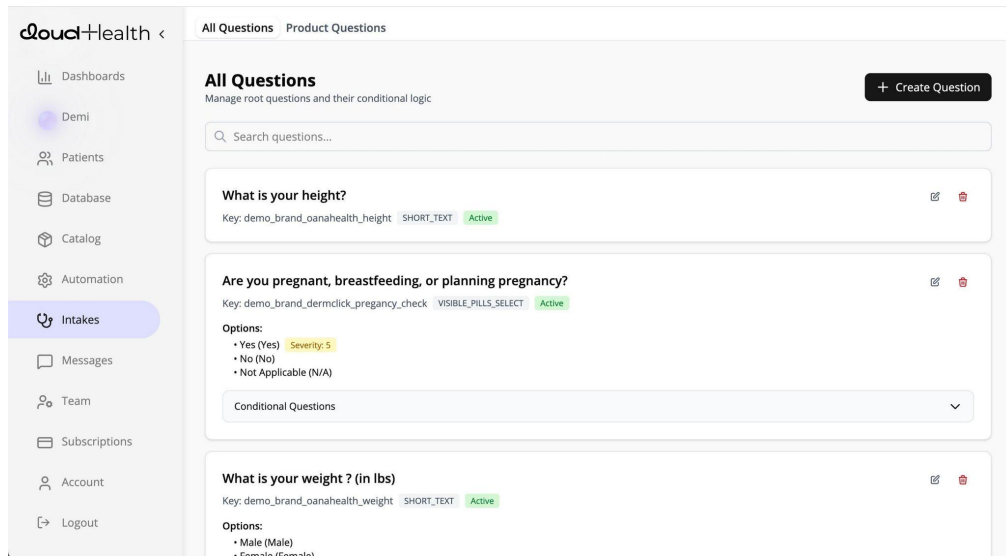


## Analytics Dashboard

Real-time insights: revenue, retention, prescribing patterns & patient funnel

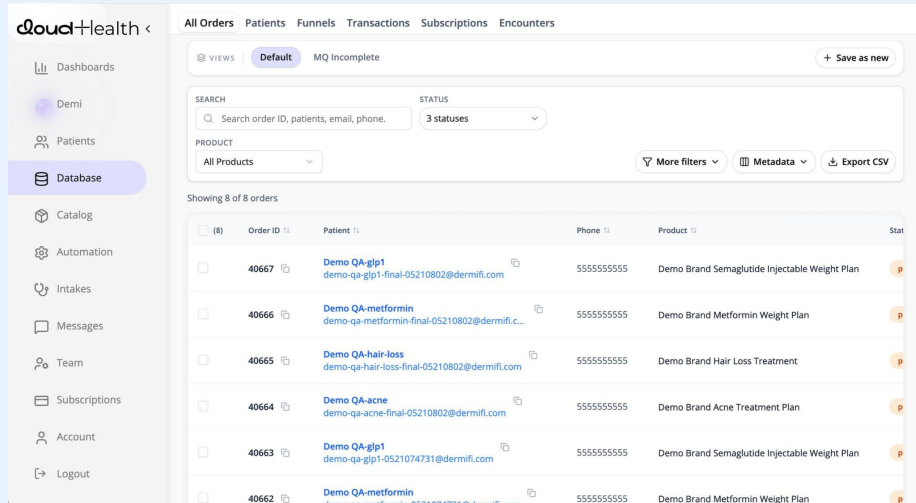
# Quiz Builder & Patient Intake

- Fully branded quiz flows — patients never see CloudHealth
- Branching logic routes patients to the right treatment automatically
- Medical eligibility screening built directly into the intake flow
- Consent and intake forms captured automatically — no extra tool needed
- Quiz completion triggers provider review workflow instantly



# Provider Network & Clinical Layer

- Licensed provider network available on-demand across specialties
- Async and synchronous visit types — video, async review, or hybrid
- Specialty coverage: weight loss, men's/women's health, peptides & more
- Smart routing assigns patients to available, state-licensed providers
- Provider capacity scales automatically with your patient volume



Cloud+Health <

All Orders Patients Funnels Transactions Subscriptions Encounters

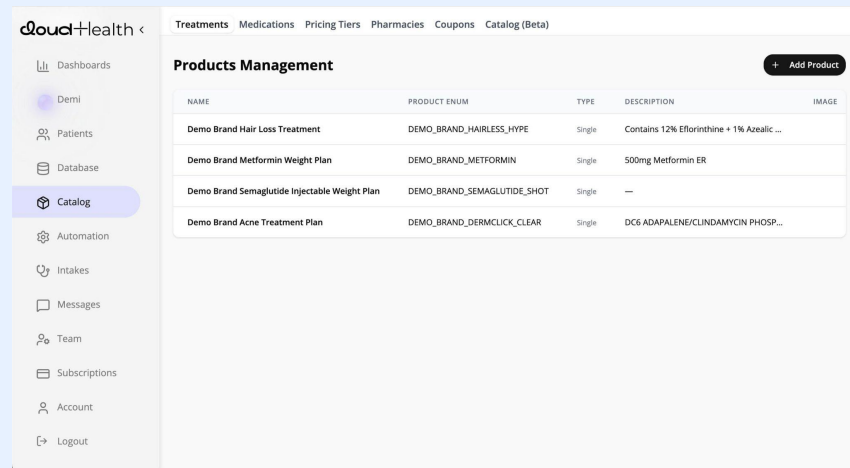
VIEWS Default MQ Incomplete + Save as new

SEARCH Search order ID, patients, email, phone. STATUS 3 statuses

PRODUCT All Products More filters Metadata Export CSV

Showing 8 of 8 orders

| (B) | Order ID | Patient                                                            | Phone      | Product                                       | Status |
|-----|----------|--------------------------------------------------------------------|------------|-----------------------------------------------|--------|
|     | 40667    | Demo QA-glp1<br>demo-qa-glp1-final-05210802@dermifi.com            | 5555555555 | Demo Brand Semaglutide Injectable Weight Plan | P      |
|     | 40666    | Demo QA-metformin<br>demo-qa-metformin-final-05210802@dermifi.c... | 5555555555 | Demo Brand Metformin Weight Plan              | P      |
|     | 40665    | Demo QA-hair-loss<br>demo-qa-hair-loss-final-05210802@dermifi.com  | 5555555555 | Demo Brand Hair Loss Treatment                | P      |
|     | 40664    | Demo QA-acne<br>demo-qa-acne-final-05210802@dermifi.com            | 5555555555 | Demo Brand Acne Treatment Plan                | P      |
|     | 40663    | Demo QA-glp1<br>demo-qa-glp1-0521074731@dermifi.com                | 5555555555 | Demo Brand Semaglutide Injectable Weight Plan | P      |
|     | 40662    | Demo QA-metformin<br>demo-qa-metformin-0521074731@dermifi.com      | 5555555555 | Demo Brand Metformin Weight Plan              | P      |



Cloud+Health <

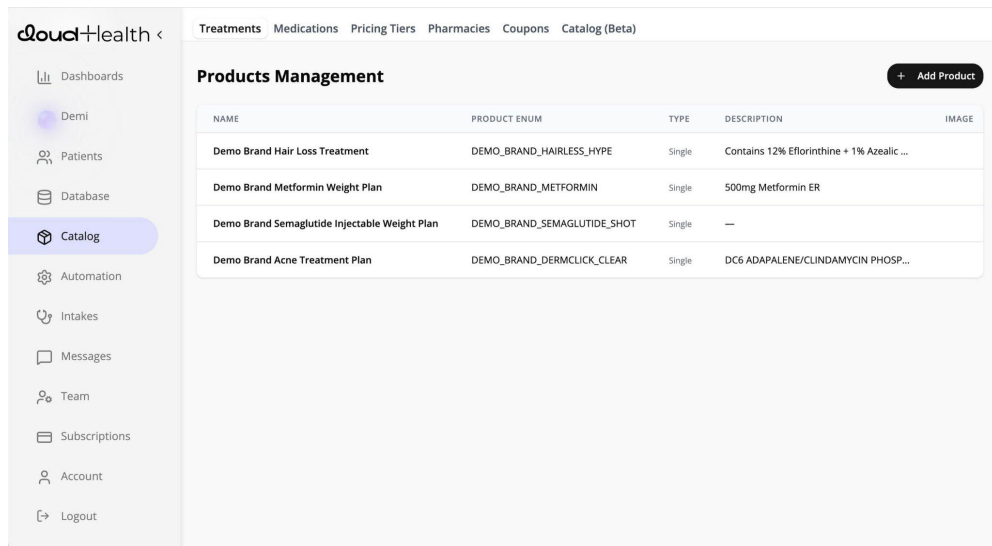
Treatments Medications Pricing Tiers Pharmacies Coupons Catalog (Beta)

Products Management + Add Product

| NAME                                          | PRODUCT ENUM                | TYPE   | DESCRIPTION                                | IMAGE |
|-----------------------------------------------|-----------------------------|--------|--------------------------------------------|-------|
| Demo Brand Hair Loss Treatment                | DEMO_BRAND_HAIRLESS_HYPE    | Single | Contains 12% Eflorinshine + 1% Azealic ... |       |
| Demo Brand Metformin Weight Plan              | DEMO_BRAND_METFORMIN        | Single | 500mg Metformin ER                         |       |
| Demo Brand Semaglutide Injectable Weight Plan | DEMO_BRAND_SEMAGLUTIDE_SHOT | Single | —                                          |       |
| Demo Brand Acne Treatment Plan                | DEMO_BRAND_DERMCLICK_CLEAR  | Single | DC6 ADAPALENE/CLINDAMYCIN PHOSP...         |       |

# Order Management & Pharmacy Integration

- Real-time Rx transmission to compounding pharmacy partners
- Order status tracking from Rx approval to the patient's doorstep
- Automated refill scheduling and subscription management
- Supports Semaglutide, Tirzepatide, BPC-157, NAD+, peptides and more
- Exception handling for returns and failed deliveries built in

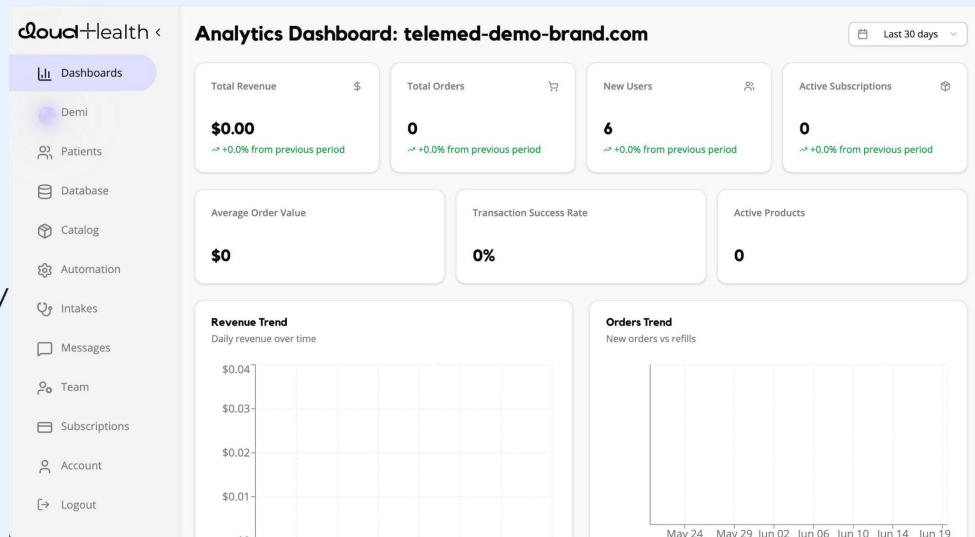


The screenshot displays the Cloud+Health web application interface. On the left is a vertical sidebar with navigation links: Dashboards, Deml, Patients, Database, **Catalog** (highlighted), Automation, Intakes, Messages, Team, Subscriptions, Account, and Logout. The main content area is titled 'Products Management' and includes a '+ Add Product' button. Below the title is a table with the following data:

| NAME                                          | PRODUCT ENUM                | TYPE   | DESCRIPTION                                | IMAGE |
|-----------------------------------------------|-----------------------------|--------|--------------------------------------------|-------|
| Demo Brand Hair Loss Treatment                | DEMO_BRAND_HAIRLESS_HYPE    | Single | Contains 12% Eflorinthine + 1% Azealic ... |       |
| Demo Brand Metformin Weight Plan              | DEMO_BRAND_METFORMIN        | Single | 500mg Metformin ER                         |       |
| Demo Brand Semaglutide Injectable Weight Plan | DEMO_BRAND_SEMAGLUTIDE_SHOT | Single | ---                                        |       |
| Demo Brand Acne Treatment Plan                | DEMO_BRAND_DERMCCLICK_CLEAR | Single | DC6 ADAPALENE/CLINDAMYCIN PHOSP...         |       |

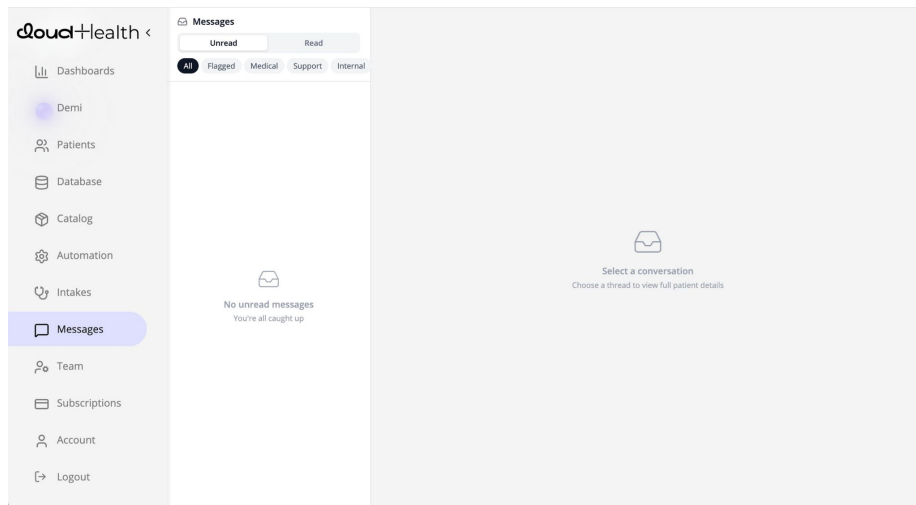
# Analytics & Insights Dashboard

- Revenue analytics — MRR, ARR, and LTV by treatment cohort
- Patient funnel conversion rates at each stage of the journey
- Prescribing pattern reports by provider, specialty and volume
- Retention and churn metrics with win-back opportunity flags
- Clinical outcome tracking tied to patient-reported data



# Secure Messaging & Patient Support

- HIPAA-compliant messaging between patients and providers
- Branded patient portal — your logo, colors, and custom domain
- Support ticket routing and escalation for your CS team
- Automated check-ins and progress prompts drive patient retention
- Full message history retained and audit-ready for compliance





# Medication Formulary

Powered by our compounding pharmacy partner network

## Weight Management

Semaglutide + B12 (1mg - 10mg)  
Tirzepatide + B12 (5mg - 30mg)

## Peptide Therapies

BPC-157 | CJC-1295 / Ipamorelin  
Sermorelin | Tesamorelin | MOTS-C

## NAD+ & Cellular

NAD+ IV / SQ | GHK-Cu (copper peptide)  
Glutathione | LIPO-B

## Sexual Health

PT-141 (Bremelanotide)  
For men's and women's sexual wellness

## Metabolic & Hormonal

Sermorelin | Custom hormonal compounds  
Blood panel-guided protocols

## Specialty Compounds

Custom formulations available on request  
Brand-specific formulary options

# Your Brand. Our Infrastructure.

CloudHealth is 100% white-labeled — your patients never see our name.

## Origin: Dermifi

White-label model  
first proven in  
dermatology  
telehealth



## Now: All Telehealth

Weight loss  
Men's health  
Women's health  
Peptide therapy  
+ more

## What your brand gets:

- Branded patient portal with your custom domain
- Your logo, colors, and brand voice throughout
- Custom email & SMS templates from your sender name
- No 'Powered by CloudHealth' watermarks anywhere
- Full API access for deep integrations
- Dedicated account manager for your launch

# Built for Compliance. Not an Afterthought.

HIPAA compliance, data security, and regulatory infrastructure are core to CloudHealth's architecture — not features bolted on later.

- **HIPAA-Native Architecture:**  
PHI encrypted at rest and in transit. BAA executed on day one.
- **SOC 2 Ready Infrastructure:**  
Enterprise-grade data security — built for investor scrutiny.
- **State-by-State Licensing:**  
Provider licensing tracked and verified by state, automatically.
- **Audit-Ready Activity Logs:**  
Full trail of patient interactions and Rx decisions on demand.



**HIPAA  
Compliant**

*Built in.  
Not bolted on.*

# Pricing Overview

Transparent, usage-based pricing built for scaling telehealth brands.

## Platform & SaaS

- White-labeled patient portal
- Quiz Builder & intake flows
- Provider network access
- Order management system
- Secure messaging module
- Analytics dashboard
- HIPAA infrastructure

*Flat platform fee + per-active-patient pricing*

## Medication & Rx Fees

- Semaglutide + B12 (dosage-based)
- Tirzepatide + B12 (dosage-based)
- BPC-157 & peptide compounds
- NAD+ & wellness injections
- Specialty custom compounds
- Provider consultation fee
- Pharmacy processing & shipping

*Per-prescription — passed to patient or absorbed by brand*

## Custom Proposals

- Dedicated account manager
- Custom formulary curation
- Branded launch support
- Volume-based discounts
- Priority provider access
- Co-marketing opportunities
- White-glove onboarding

*Built around your brand's volume and vertical*

Full pricing details: [cloudhealth-pricing.lovable.app](https://cloudhealth-pricing.lovable.app)

# Why CloudHealth?

|                          | DIY Stack          | CloudHealth              |
|--------------------------|--------------------|--------------------------|
| <b>Time to Launch</b>    | 6 – 18 months      | 2 – 6 weeks              |
| <b>Tools Required</b>    | 10 – 15 vendors    | 1 platform               |
| <b>HIPAA Setup</b>       | Lawyers + dev work | Built in — day one       |
| <b>Provider Access</b>   | Self-sourced       | On-demand network        |
| <b>Pharmacy Partners</b> | Self-negotiated    | Pre-integrated           |
| <b>Analytics</b>         | Manual / Looker    | Real-time dashboard      |
| <b>Patient Messaging</b> | Third-party app    | Native, HIPAA-safe       |
| <b>Account Manager</b>   | None               | Dedicated CloudHealth AM |



# Ready to Launch?

*Your white-labeled telehealth brand — live in weeks, not months.*

1

## Platform Demo

30-min live walkthrough in a branded demo environment

2

## Custom Proposal

Tailored pricing based on your formulary and volume

3

## Technical Scoping

Map your workflow with our solutions team (30 min)

4

## Launch!

Go-live in as little as 2-6 weeks from signed agreement



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