



Established in 2015

BY DAVE HALL, COFOUNDER OF HEALTHEQUITY
(NASDAQ: HQY)

MotivHealth was founded on a simple premise:

Help members save money...

Which can lower claim costs...

Resulting in affordable, sustainable health benefits

JAN 2016 Onboarded first members	FEB 2018 10k members	JAN 2021 First PBM-only client	JAN 2024 Launched AZ & CO	JUN 2025 Launched TX	JAN 2026 60k members
DEC 2016 Profitability	JAN 2020 Integrated HSA launched	JAN 2023 50k members	MAY 2025 Tenth anniversary!	NOV 2025 Launched GA, MT, & WI	

The MotivAdvantage

Proven to save **17%** off total medical costs

SmartPay

Addressing **cost variance** at the site of care level

- Provide concierge support to steer members within the network to cost-efficient facilities and high-quality providers
- **\$100 to \$3,000** paid to members when care received at SmartPay provider

MotivRx

Addressing **run-away inflation** of prescription costs

- Provide concierge support for prescriptions \$200+ to match members with optimal alternate sourcing via therapeutic equivalents, patient assistance programs, international sourcing and copay card adjustments
- **\$0 out-of-pocket expense** achieved for 70% of members in program

Payment Integrity

Addressing egregious industry **billing practices and errors**

- **1,000+** Medicare and industry-based edits to identify and prevent coding errors and other questionable billing practices
- **\$10,000+** large claim threshold for auditing

MotivHealth Results Delivered

\$3k

Average savings cases run through SmartPay

58%

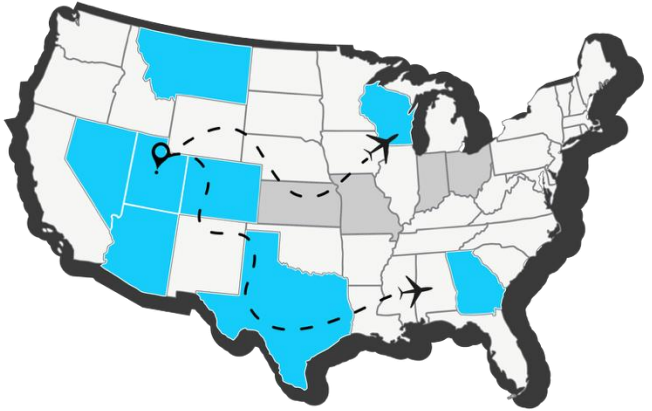
Lower Rx PMPM BOB costs than market

8%

Average renewal increase over last 3 years



motivhealth®



● Future expansion into IN, MO, KS, OH

Funding Options

- Level Funding
- ASO with or without Stop Loss
- Reference-Based Pricing via Fairros/OccuNet

Integrated Point Solutions



Networks

Arizona			
Colorado			
Georgia			
Montana			
Nevada			
Texas			
Utah			
Wisconsin			

Integrated HSA

MotivHealth's platform offers a seamless HSA experience combining medical benefits and investments in one convenient location.