

PHILIPS

&

nuvoTM

Give life
a better beginningTM

Nuvo Intro
October 2022

Philips and Nuvo Group have partnered to extend prenatal care delivery with Nuvo's remote patient monitoring system

“With this collaboration, we are extending the sight and reach of pregnancy care and bringing more remote monitoring options to the communities and expectant mothers where and when they need them most.”

- **Sandra Lesenfants,**
General Manager Hospital Patient Monitoring at Philips



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News center | United States

Mar 22, 2022

Philips and Nuvo Group collaborate to extend prenatal care delivery starting in rural Colorado

- *Collaboration aims to address maternal care disparities in rural areas and increase access to prescribed prenatal care via at-home monitoring*

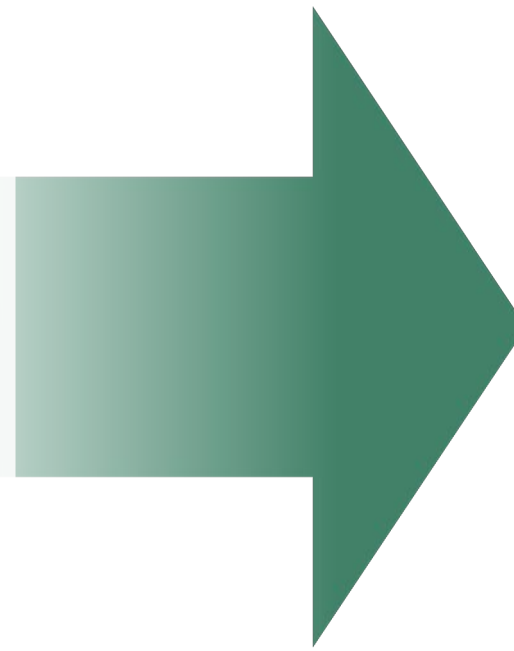
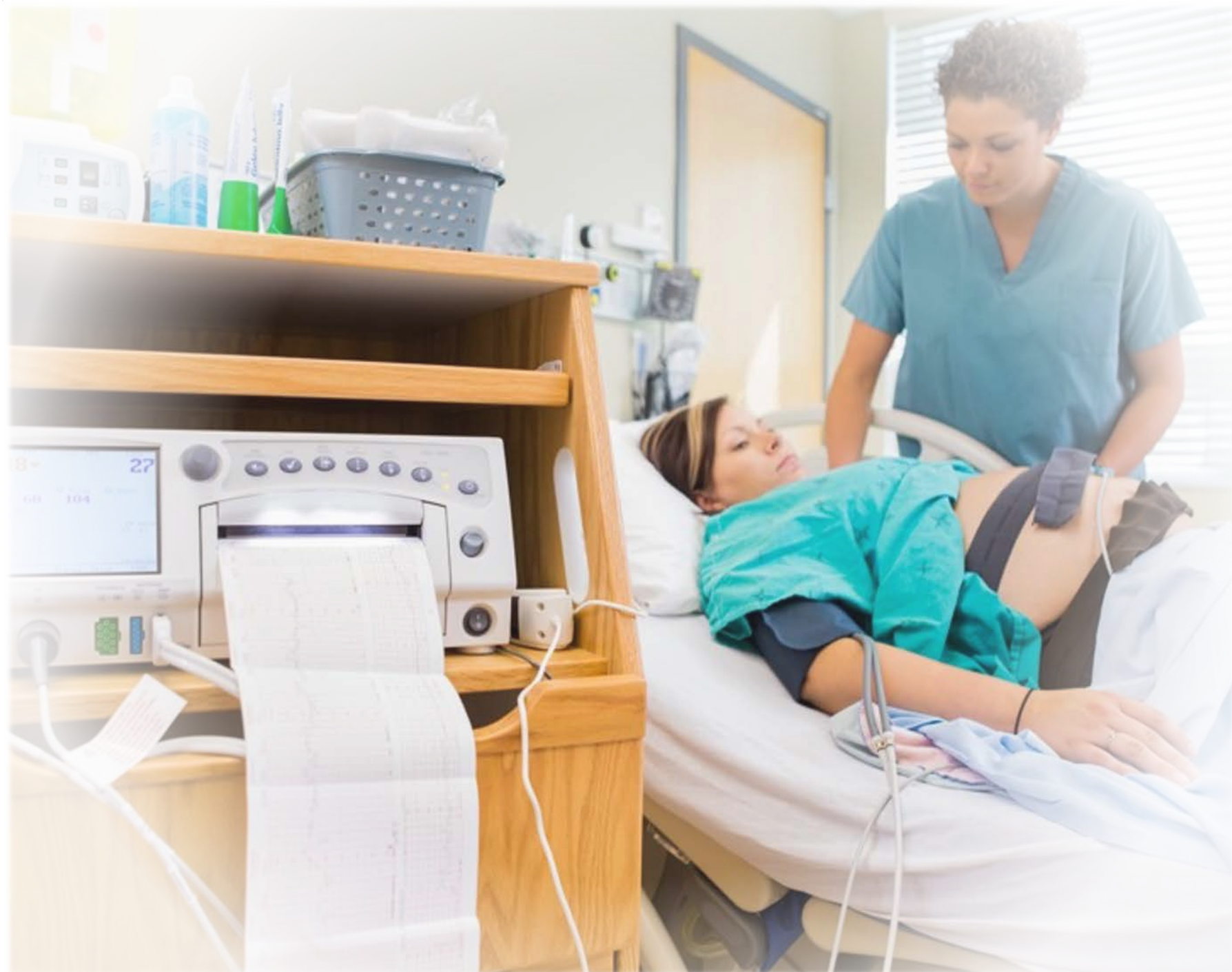
Cambridge, Mass., USA and Tel Aviv, Israel – [Royal Philips](#) (NYSE: PHG, AEX: PHIA), a global leader in health technology, and Nuvo Group, a private company commercializing INVU by Nuvo™, an FDA-cleared, prescription-initiated, remote pregnancy monitoring platform, today announced a collaboration to develop a more inclusive pregnancy care experience from the prenatal stage through labor and delivery. Through the collaboration, Philips will support Nuvo in facilitating remote fetal monitoring pilot programs that focus on increasing access and adherence to prescribed care in remote areas, beginning with a pilot program in rural Colorado.

More than half (54 percent) of the counties in the USA offer very limited or no access to maternity care [1]. Within these counties, more than 2.2 million women of childbearing age live in full maternity care deserts, which have no hospital offering obstetric care, no birth

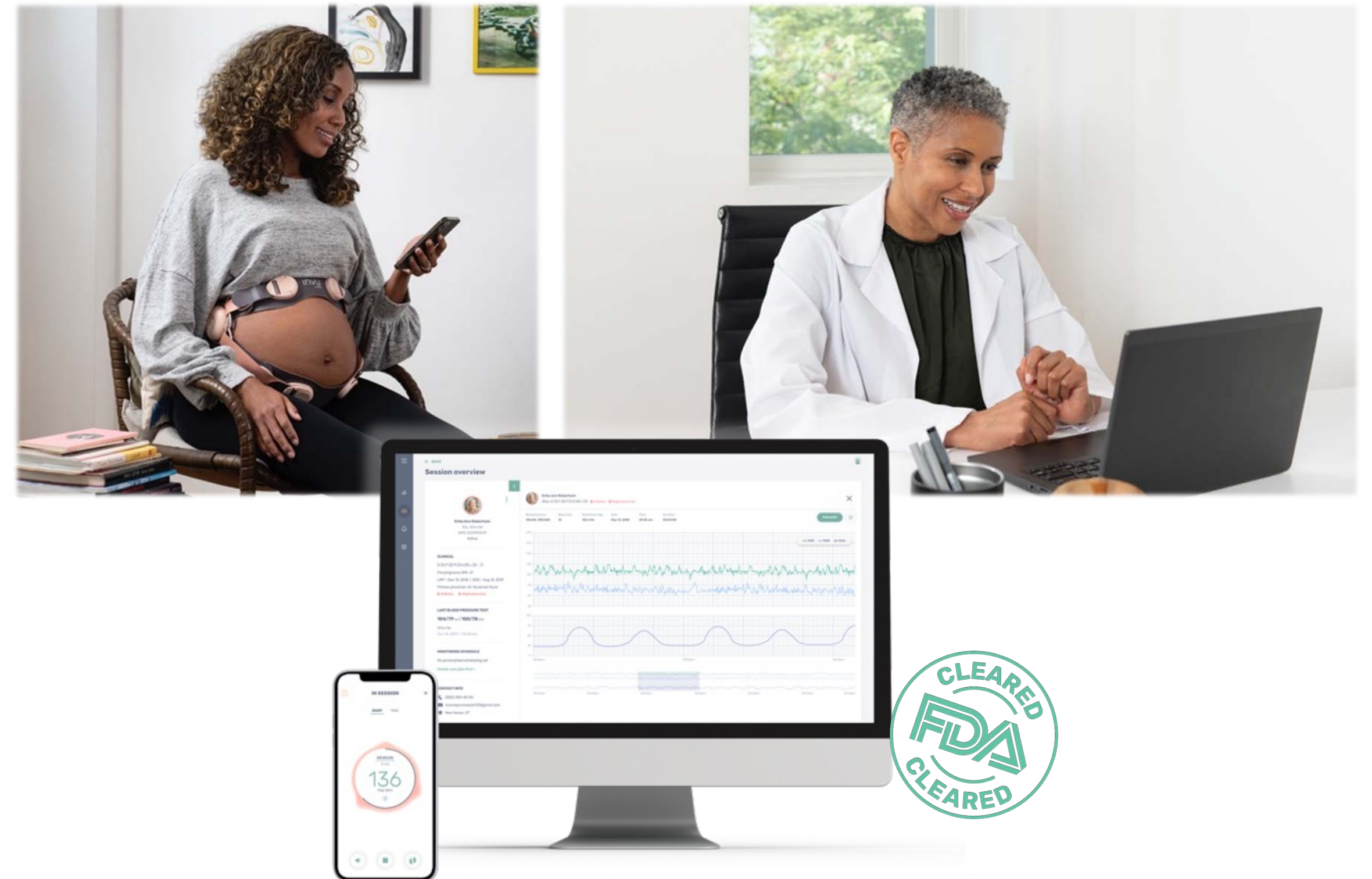
Nuvo Enables Remote Non-Stress Tests (NSTs)

Reducing burdens on providers & patients while lowering costs

The current maternal-fetal monitoring technology requires the mother to travel to a healthcare facility up to 16 times in the last 8 weeks of a pregnancy



Nuvo enables the same level of care in a prescription-initiated, FDA-cleared remote monitoring platform so mother and doctor can conduct NST's anytime, anywhere



Troubling Trends in U.S. Pregnancy Care Around **Cost**, **Outcomes**, and **Equitable Access**

Cost



\$110B+ in U.S. overall prenatal and neonatal care spending³, and **growing 3% YoY**³

20% of employer healthcare is for perinatal care annually⁵

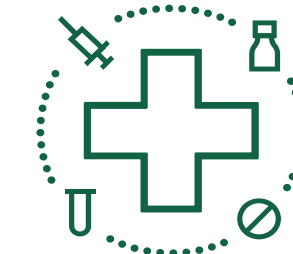
Outcomes



52nd U.S. ranking in global infant mortality rates¹

32% increase in the number of women experiencing both pregnancy and childbirth complications⁴

Equitable Access



50% of U.S. counties do not have a practicing OB²

60% of (maternal) deaths could have been prevented if mothers had been able to more easily access quality prenatal and postpartum care.⁶

Primary Cost Drivers Behind the \$110B/Year Spending and How Nuvo May Affect Change

Cost Drivers

**Spontaneous
OB-ED costs**



**Hospital
utilization**



**Unnecessary
c-sections**



**NICU
admissions**



Nuvo Impact

Enabling home
triaging with remote
physicians &
monitoring

Decentralizing pre-
natal care from
hospitals &
healthcare facilities

More frequent &
convenient fetal
monitoring likely
reduces labor fatigue

Future AI-driven
predictive analytics
& alerting

Notes: 1) JAMA 2020 , 2) AJP 2020, 3) American Journal of Perinatology (AJP) 2020, 4) Georgetown University Health Policy Institute; **Numbers in pink** indicate annual cost

INVU by Nuvo™: the Remote Pregnancy Monitoring and Management Platform, Powered by AI

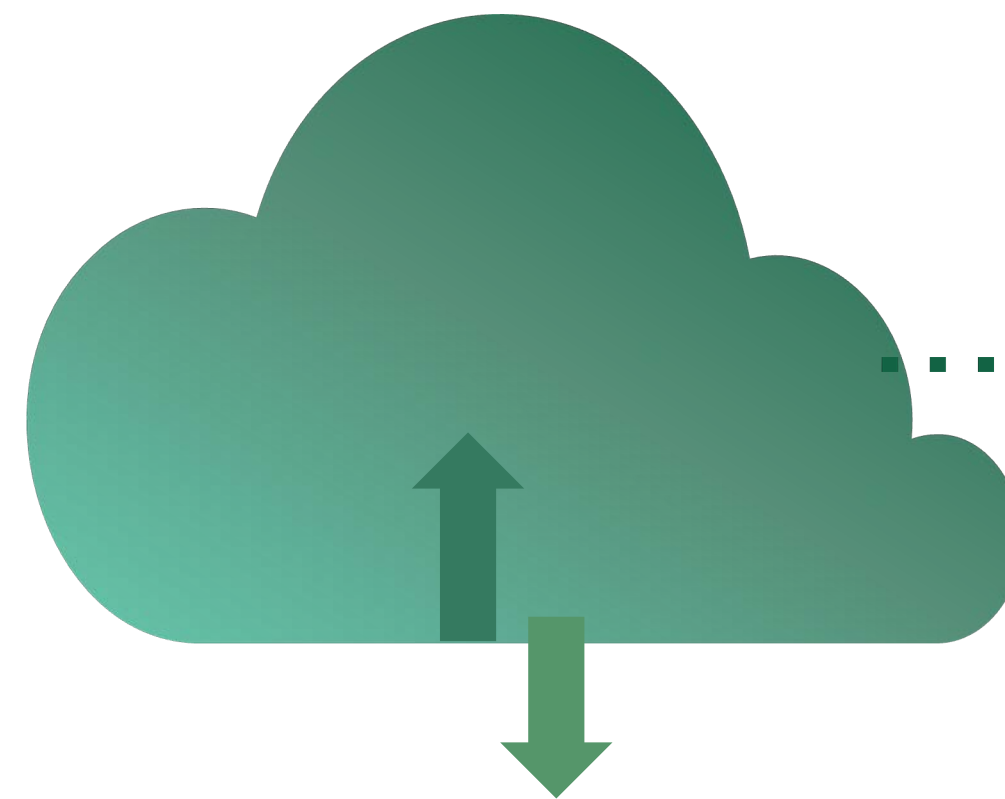


Collect



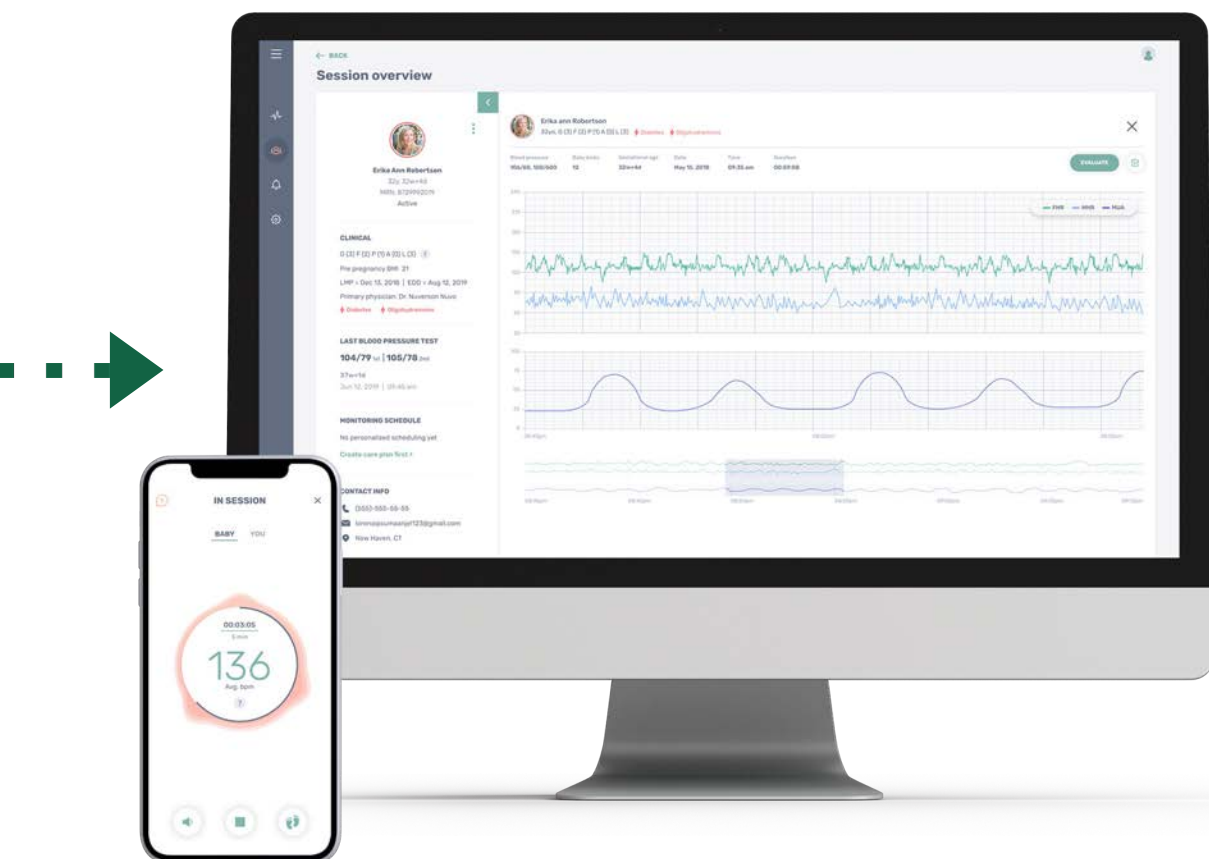
Unique data capture from a proprietary, wearable belt without the need for a clinician

Compute



Signal Processing & analysis in the cloud

Visualize



Digital tools & services that provide equivalent level of care to the current standard

INVU by Nuvo™

Subscription service per pregnancy episode of care

What's Included

Device Bundles



+ peripheral devices at additional consideration



Patient & Physician Apps

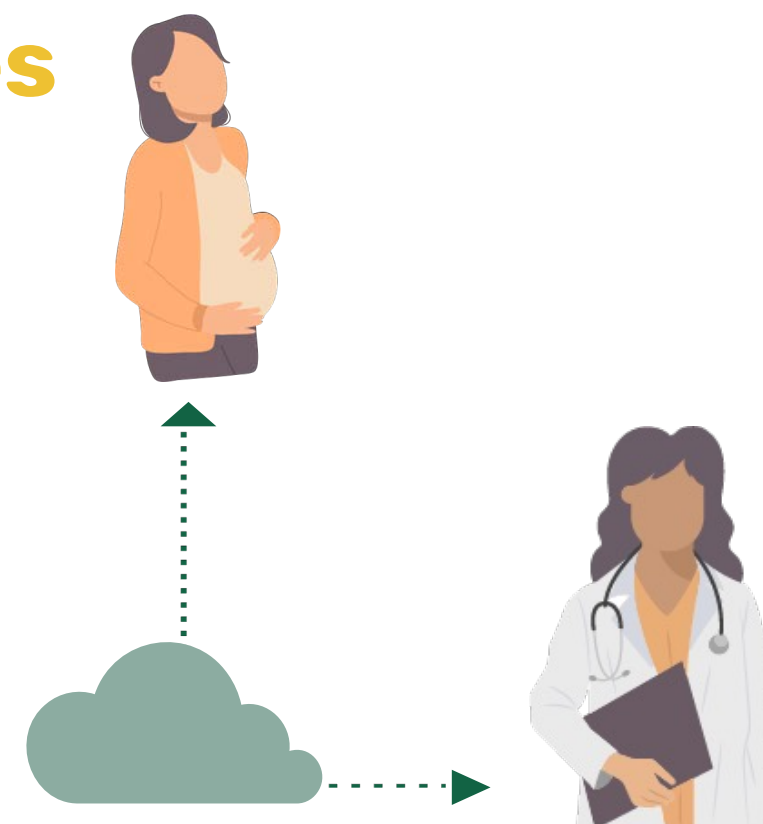


Suite of digital services for Virtual Care Management



Procedures/Use Cases

- ✓ **Remote Fetal Surveillance:**
Shift routine outpatient Non-stress Tests (NSTs) to be conducted remotely
- ✓ Emergency Department (OB-ED) remote triage



Reimbursement

- ✓ **Fee-for-Service (FFS)** under a “buy & bill” model; reimbursed under existing CPT codes (primary NST code 59025).
- ✓ **Evolve to include Value Based Care (VBC)** payment models



* INVU™ is cleared by FDA for fetal heart rate, maternal heart rate, and uterine activity (contractions)

Great feedback from patients & providers



Dr. Blake McLaughlin
Regional Medical Director for
Women's Health for Banner Health

"The ability to conduct NST's remotely is a **game-changer for our patients, staff and OB/GYN's**. High-risk pregnancies put an enormous burden on our patients who travel long-distances for monitoring. INVU **empowers patients** in their pregnancy journey and **gives them part of their life back**. I'm excited to be able to offer INVU to our patients to reduce some of that burden, help address geographic and socioeconomic inequities, and enable us to maintain high quality care."



Alexa
Nuvo Patient

"As a busy mom working full time as a nurse practitioner, this platform was great because I could literally have a telemedicine visit with my own provider in the middle of my workday without having to leave the office. It was very quick and easy to use. I enjoyed the **flexibility and improved access to care** it gave me!"



The future of pregnancy care is in our hands.
Join the movement at nuvocares.com

Guided by Advisors that are Health Tech and Health Care Leaders



Dr. Joia Crear-Perry, MD

Founder and President of the National Birth Equity Collaborative (NBEC)



Michael Butchko

Former SVP & General Manager of Ultrasound at GE Healthcare



Karen Prange

Former President of Women's Health at Boston Scientific, Senior Executive at Henry Schein and J&J



Dr. David Shulkin

Former Secretary of Veterans Affairs (VA), Former President and CEO of Beth Israel Medical Center in New York City



Prof. Larry Platt, MD

Clinical Professor at Dept. of Obstetrics & Gynecology at UCLA



Prof. Joshua Copel, MD

Vice Chair of Obstetrics and Gynecology at Yale University



Prof. Jack Rychik, MD

Director of the Fetal Heart Program at CHOP



Dr. Elizabeth Cherot, MD

Chief Medical Office of Axia Women's Health



Dr. Nadav Schwartz, MD

Clinical Director of Outpatient MFM Services at University of Pennsylvania

** The complete list of advisors is available upon request*

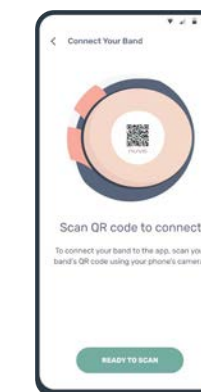
INVU™ is Prescription Initiated and Protocol Driven



OB prescribes INVU™
Sensory Band, and
blood pressure (“BP”)
cuff if necessary



Nuvo ships
device(s) to mom



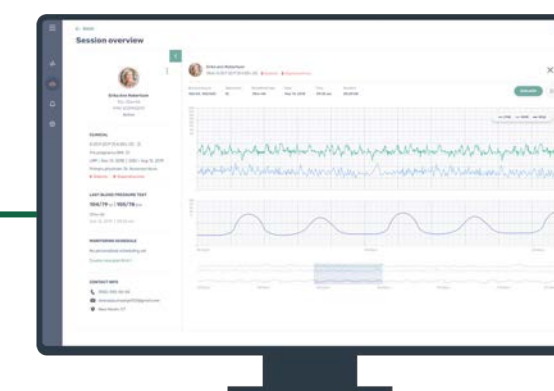
Mom downloads app
and registers device(s)



Patient View
Mom views meaningful
data in INVU app



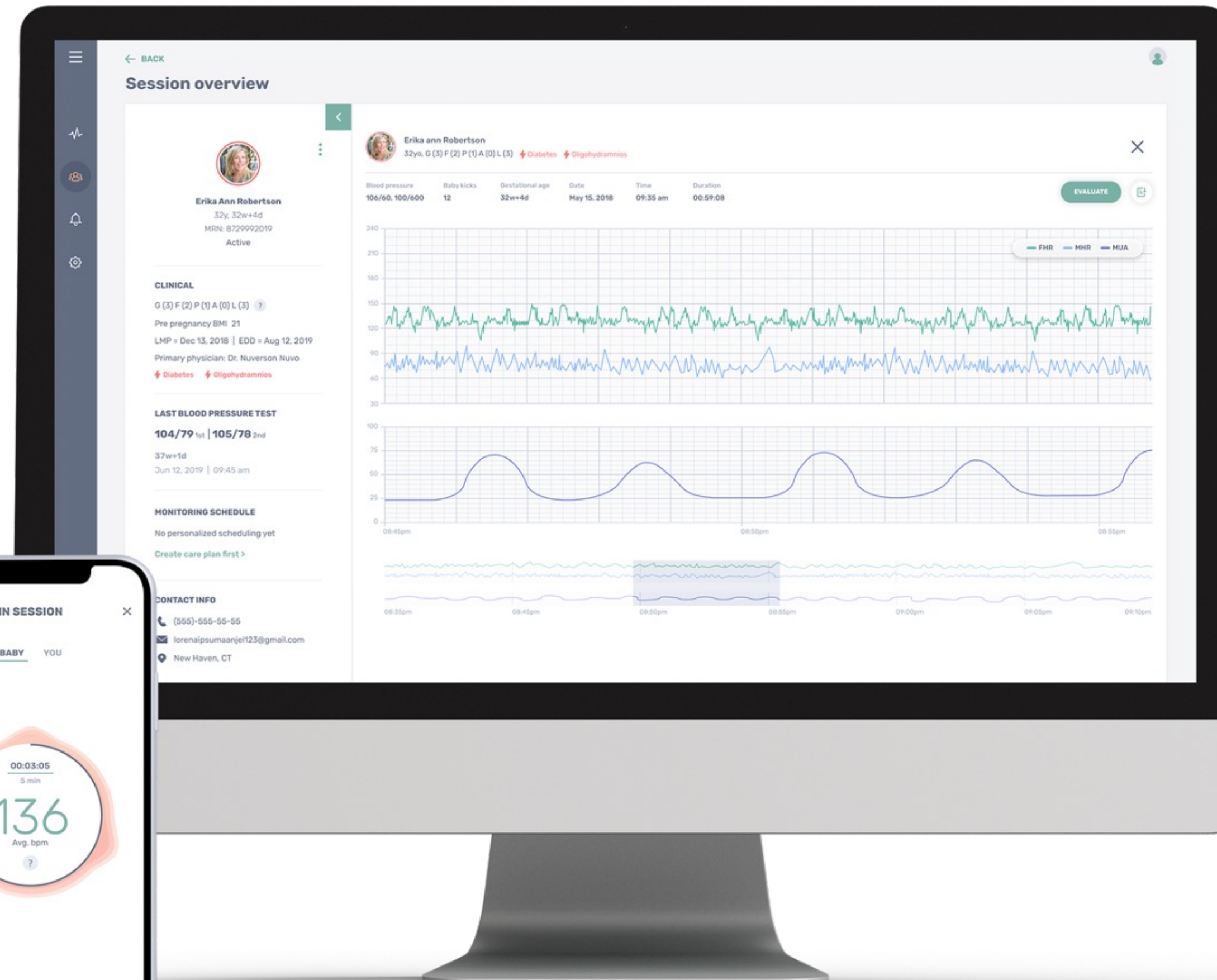
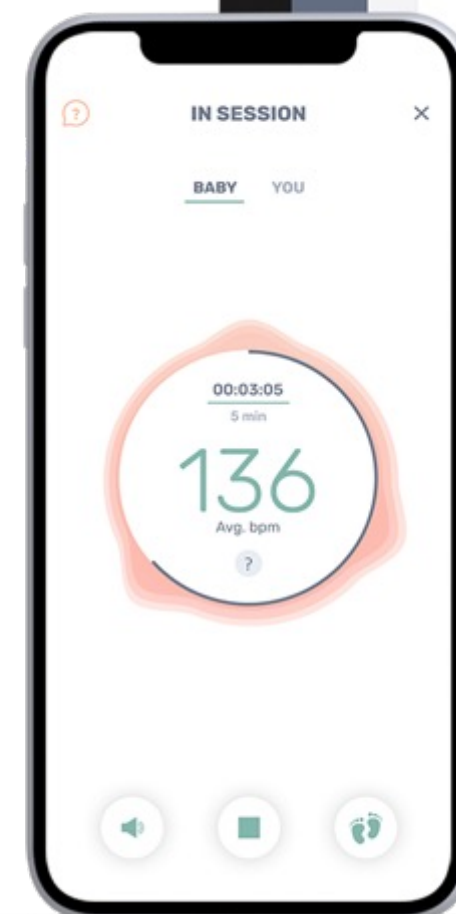
Mom returns
device(s) to Nuvo



Clinician View
Provider sees
comprehensive data through
Provider Dashboard

Remote monitoring
sessions according to
**predefined Virtual
Clinic Hours ONLY**

INVU mobile
application for
patients



INVU Pro web
application for
care team

