

From: "jeffrey E." <jeevacation@gmail.com>

To: [REDACTED]

Subject: Fwd: Jiyo

Date: Fri, 07 Jul 2017 15:01:48 +0000

[REDACTED]

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From: Aaron Moskowitz [REDACTED]

Date: Fri, Jul 7, 2017 at 3:07 PM

Subject: Jiyo

To: Jeffrey Epstein <jeevacation@gmail.com>

Cc: Bruce Moskowitz M.D. [REDACTED]

Hello Jeffrey,

My father sent some info over about Jiyo and their interest in working with insurers or academic medical centers. If they have a presentation or strategy document I'd be happy to review it. I see Jiyo is a wellness brand and platform set up by Deepak Chopra and Poonacha Machaiah.

I've spent some time this week on the Jiyo app and website which has everything from a webstore, videos, social component and more. Poonacha has some interesting ideas on medical informatics but I don't quite see the connection with their current offerings.

In regards to opportunities with Academic Medical Centers:

AMCs have been building out wellness, integrative and alternative medicine offerings. This has been a trend with real money behind it. The financial model is to have a patient pay out of pocket for a subscription and additional for services. Different medical departments refer patients over to these services. I think cancer recovery takes advantage of these centers the most.

There was a good article from Statnews about this trend (<https://www.statnews.com/2017/03/07/alternative-medicine-hospitals-promote/>).

Insurance companies have a long history of trying to change enrollee health behavior. This used to mean working with employers to prohibit smoking at the office and bringing fitness centers into the office. Insurance companies do innovate and experiment quite a bit. There are plenty of articles about lowering insurance/healthcare costs by using health trackers and other tools. I do not know how committed payers are to any of these interactive solutions but they are willing to try them on.

Let me know how I could help, I'd be interested in hearing more.

Sincerely,
Aaron

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