



Circadian Sleep

Revolutionizing Workplace
Health Through Better Sleep



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Sleep deficiency

is a costly, hidden epidemic that undermines workplace health and productivity.



Collaborative Virtual Specialty Care That Delivers Results

- ✓ MD/NP/RN care coordination, lifestyle education, and secure communication.
- ✓ Use examples like SMART goals or medication adjustments.

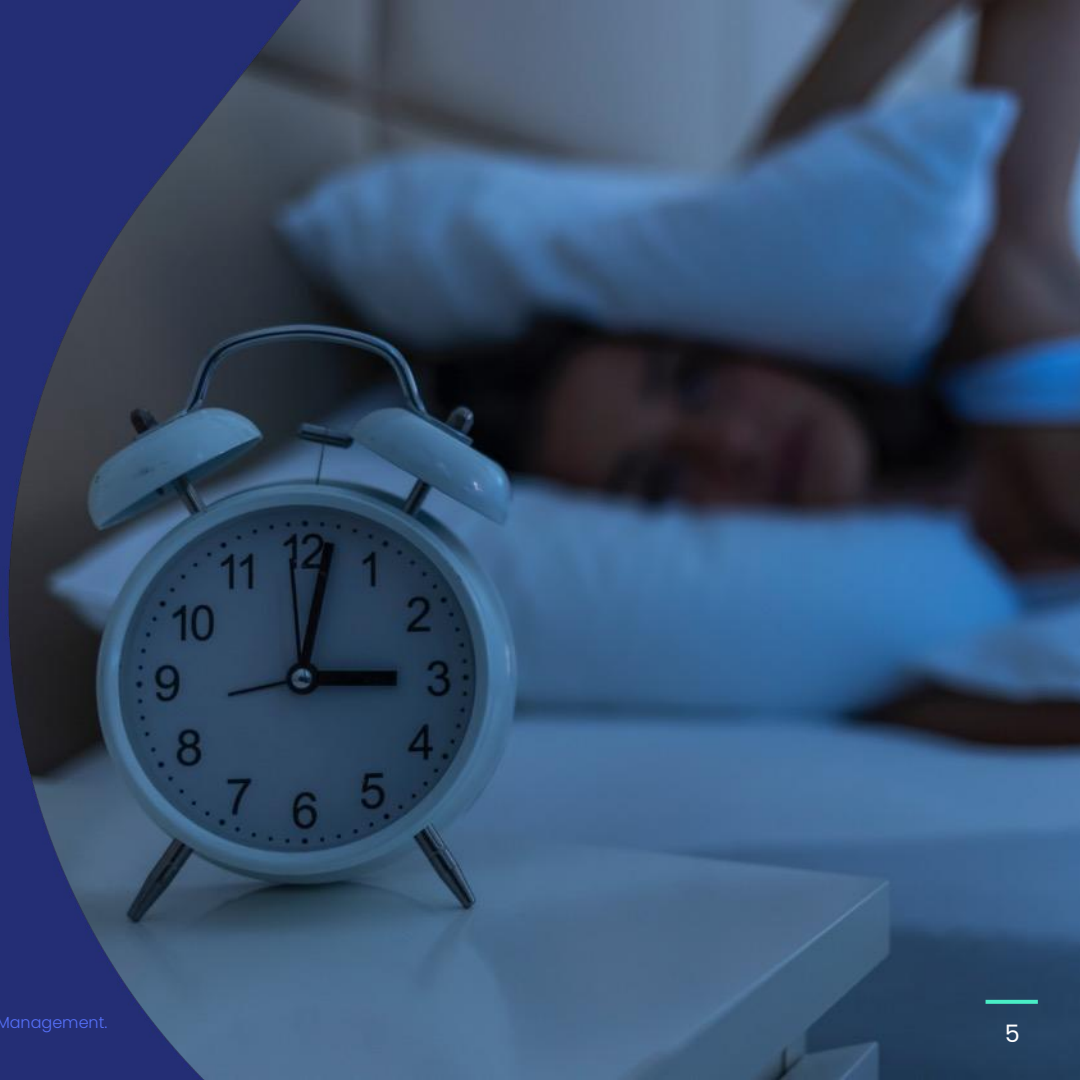
This chart shows how our team has engaged with patients over the past 6 mo. in the diabetes program





29%

of employees¹ sleep on the job because they don't sleep well at home.



[1] Poll data from the National Sleep Foundation cited by the Society for Human Resource Management.

Sleep deficiency is dangerous



56% of the population suffers from **sleep deficiency**.¹

90% of U.S. adults with **sleep apnea** are undiagnosed.³

30% of the population experiences **insomnia**.²

70% higher **accident risk** for workers with sleep deficiency.⁴

72%

of men over 40 with untreated sleep apnea have a greater chance of experiencing a **cardiac event**.⁵



[1] Gallup poll. (2024). [2] Morin, C. et al. (2022). Epidemiology of Insomnia: Prevalence, Course, Risk Factors, and Public Health Burden. [3] Wickwire, E. et al. (2023). Obstructive Sleep Apnea (OSA) Patient Journey: Retrospective Analysis of Real-world Data. [4] Rebecca M. Brossoit, R. et al. (2019). The Effects of Sleep on Workplace Cognitive Failure and Safety. [5] Bauters, F. et al. (2016). Obstructive Sleep Apnea and Cardiovascular Disease.

Sleep deficiency reduces productivity and drives up healthcare costs

\$3,000

PER EMPLOYEE

Annual treatment costs for sleep apnea-related comorbidities.

\$3,100

PER EMPLOYEE

Average annual productivity loss due to fatigue.

\$3,500

PER EMPLOYEE

Average annual cost of absenteeism due to insomnia.



\$10K+

PER EMPLOYEE PER YEAR

Total potential
cost of sleep
deficiency



The annual cost of sleep deficiency in the US¹ exceeds

**\$411
BILLION**

DUE TO

- Absenteeism
- Lower productivity
- Treatments for sleep apnea and comorbidities
- Treatments for insomnia, shift sleep disorder, restless leg
- Auto accidents
- Occupational accidents



Traditional sleep care fails to address the problem

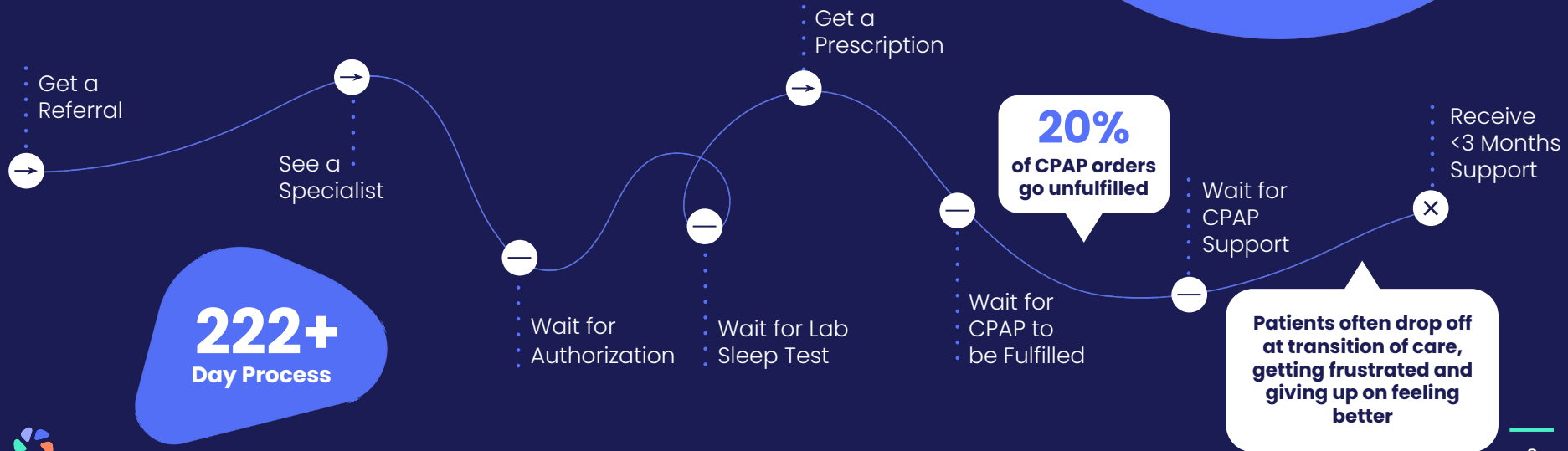
✗ It treats sleep deficiency as a symptom rather than recognizing it as the root cause of other health issues.

✗ There are very few AASM-certified providers in the U.S., making it difficult to find specialized sleep care.

\$\$\$ expensive

🕒 time-consuming

🔄 convoluted



Sleep deficiency impacts every part of the body



HEART

Sleep disorders cause higher blood pressure, hypertension, inflammation, irregular heart rhythm, heart failure, and atrial fibrillation. Sleep apnea in particular causes sudden drops in oxygen that drive up blood pressure, and severe sleep apnea can make the body resistant to antihypertensive medications.



LUNGS

Sleep apnea exacerbates asthma symptoms and raises the risk of pulmonary hypertension for people with COPD.



BRAIN

Sleep deficiency decreases cognitive function, concentration, and the ability to form new memories. It also negatively impacts one's ability to emotionally self-regulate. About 65% of stroke victims have sleep apnea.



IMMUNE SYSTEM

Sleep apnea induces chronic kidney disease through increased blood pressure, oxidative stress, and renal hypoxia.



METABOLISM

Poor sleep is devastating for the metabolism. It lowers the body's ability to burn fat, impairs muscle recovery, and increases blood sugar and cortisol—all of which lead to weight gain and increased risk of obesity and type 2 diabetes.



MENTAL & BEHAVIORAL HEALTH

Sleep deficiency is a significant contributing factor for depression, anxiety, bipolar disorder, and schizophrenia. It is also directly linked to diminished coping skills and can lead to substance abuse.



LONG TERM EFFECTS

Sleep disorders, especially sleep apnea, are precursors to serious long-term consequences including chronic sleep deprivation, insomnia, respiratory disorders, and structural heart disease.



Left untreated, sleep deficiency is a silent killer

JUST ASK DAVE PLOTKIN

He maintained a healthy weight. He worked out every day. He felt great.

And still, this healthy **49-year-old** had a “widowmaker” heart attack during a beachfront bike ride.

Luckily it happened in front of two lifeguards who resuscitated him for 12 minutes before he was life flighted to Cornell.

He was dead for 20 minutes, but doctors brought him back.

Months later, doctors told him that his snoring, which had been going on for years, was a symptom of a more serious problem—sleep apnea.

The sleep apnea is what led to the atrial fibrillation that caused the heart attack.

“If I had gotten a sleep test, I wouldn’t have had a heart attack.”

— Dave Plotkin

And like millions of Americans, he knew he was snoring, but didn’t take it seriously until it was almost too late.





Circadian Sleep
is an effective home sleep
care solution that is
accessible for employees
and affordable
for employers.



We improve lives with accessible, affordable, effective sleep care



Circadian is an end-to-end, at-home sleep care company headquartered in West Palm Beach, Florida, providing comprehensive sleep solutions including screening, diagnosis, a full range of treatment options, and ongoing support.



Serving employers, health plans, Accountable Care Organizations (ACOs), and other risk-bearing entities, we offer access to a 50-state medical network of 800 board-certified sleep doctors and 250 board-certified pulmonologists. Our independent diagnostic testing services use FDA-approved home sleep tests for maximum convenience and accuracy.



Our seasoned leadership team has built impactful health tech companies such as Adapt Health, MDLIVE, Rally Health, Honor Care, Papa, Sword Health, Health Map, and ComPsych, and our investors include HC9, React Health, and Memorial Hermann.



We are SOC 2 and NCQA compliant.



We deliver comprehensive home sleep services

Circadian Sleep treats the 4 most common sleep disorders.

Our clinically validated, adaptive sleep questionnaire, FDA-approved home sleep tests, and telemedicine consultations make the diagnosis process simple.

Employees with any of the 4 sleep disorders receive ongoing remote monitoring and can access packages of 6 or 12 coaching sessions from dedicated, certified sleep coaches to ensure continued progress.



Sleep Disorder Diagnosis

Therapeutic Path



**OBSTRUCTIVE
SLEEP APNEA**

home testing and diagnostics
shipped directly from Circadian



INSOMNIA

cognitive behavioral therapy



**CIRCADIAN
RHYTHM DISORDER**

sleep coaching

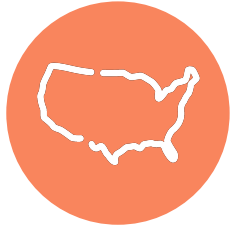


**RESTLESS LEG
SYNDROME**

pharmacotherapy options



A robust, national network of certified sleep physicians and experts



We offer virtual access to sleep physicians licensed in all 50 states, with sub-specialties in managing sleep disorders alongside multiple comorbidities.

Circadian's doctors and coaches collaborate seamlessly with employees' existing care teams, fostering a holistic approach to improving sleep health and overall well-being.

Coaches are equipped with certifications ranging from respiratory care to behavioral therapy and supported by an expert-controlled AI database to ensure they deliver accurate, evidence-based guidance.

300+

CERTIFIED COACHES

provide engagement and lifestyle coaching for

SNORING



INSOMNIA



SCREEN ADDICTION



The economic benefit of treating obstructive sleep apnea



Annual individual economic cost of comorbid conditions associated with OSA

	Untreated OSA	Treated OSA	Savings
Stroke	\$1,436	\$1,178	\$258
Hypertension	\$968	\$561	\$407
Motor Vehicle Accidents	\$619	\$186	\$433
Heart Failure	\$581	\$360	\$221
Occupational Accidents	\$1,210	\$121	\$1,089
Type II Diabetes	\$6,077	\$4,922	\$1,155
Depression	\$525	\$21	\$504
Total Comorbid Condition Cost	\$11,416	\$7,349	\$4,067



We are faster and more efficient than traditional sleep programs

From diagnosis to treatment in

IN LESS THAN

4 WEEKS



	Traditional Approach	 Circadian
Wait for clinical sleep study	200+ days for in-lab study*	1-3 days at home
Average time to get device setup	51 days	1-7 days
Overall time from testing to therapy	3-10 months	<14 days
Number of providers encountered	10+	2
Full cost to plan or member*	\$4500	\$650
Average months of adherence	3 months	12+ months



This comparison specifically evaluates the home testing and physician consultation components of Circadian's Diagnostic and Treatment Planning bundle

We deliver higher quality care at a much lower cost



Total Program Cost

\$1,660

per participating member
+ a nominal PEPM base fee

DIAGNOSTIC TESTING COSTS

Traditional
In-Lab Sleep
Test

\$5,500
per employee

Circadian
At-Home
Sleep Test
+ 2 provider visits

\$650
per employee

CPAP TREATMENT COSTS

Without
Circadian

\$850
annually

With
Circadian

\$500
annually

CERTIFIED SLEEP COACHING COSTS

Without
Circadian

\$1,050
for 6 sessions

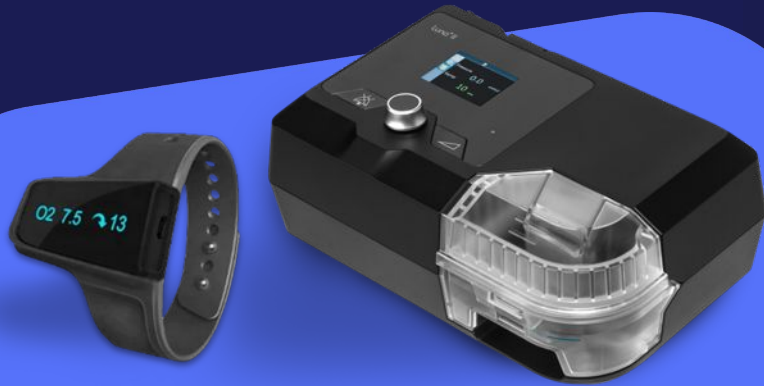
With
Circadian

\$510
for 6 sessions



User-friendly technology for employees and employers

Compact, intuitive, FDA-approved
diagnostic and treatment hardware
with wireless connectivity.



Software that seamlessly integrates with your tech stack

BACK OFFICE

FINANCIAL



LICENSING



PRIVACY & SECURITY



CLINICAL OPERATIONS

EHR & ORDERING



CARE PATHWAYS & RPM



ANALYTICS, RISK PREDICTION, & ADJUSTMENT



INTEROPERABILITY

PROVIDER



PAYER



FRONT OFFICE

MARKETING & CRM



PATIENT EXPERIENCE



PATIENT RECORDS



DATA INFRASTRUCTURE

FHIR Compliant & Interoperable



CUSTOM TECHNOLOGY



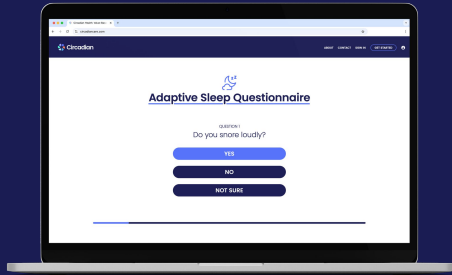
CIRCADIAN SLEEP



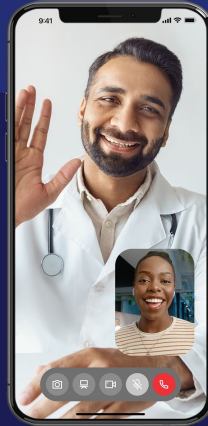
How it Works



Our process is easy for employees to access



1 Identification
and enrollment



2 Sleep doctor
consultation



3 Diagnostics and
treatment

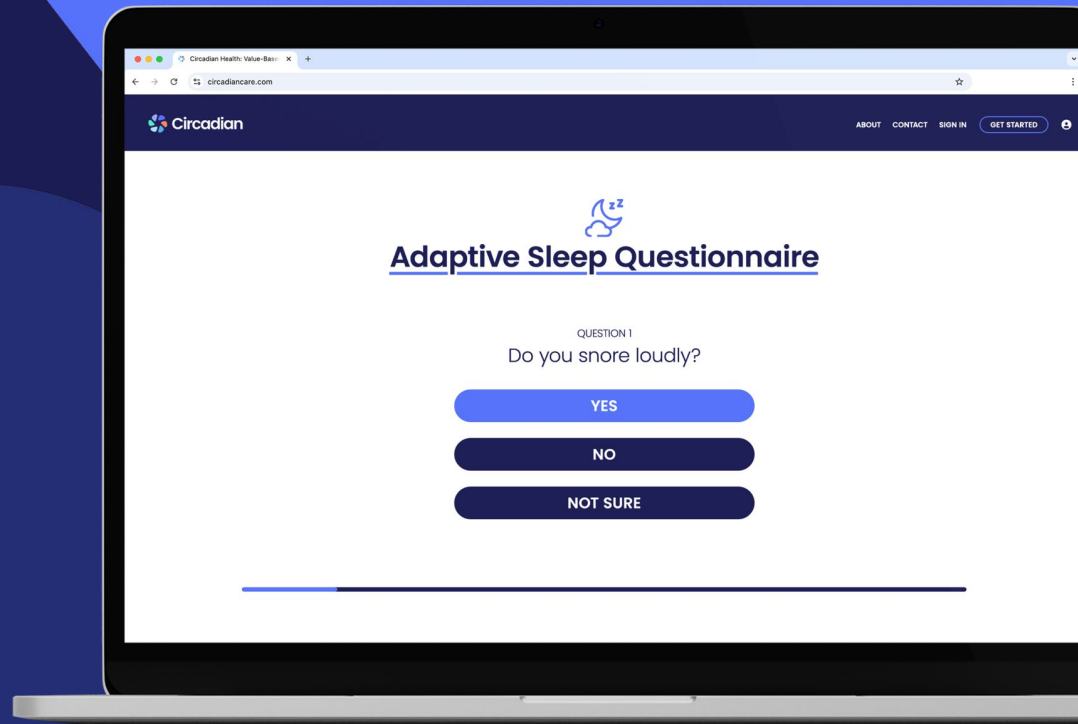


4 Coaching and
engagement



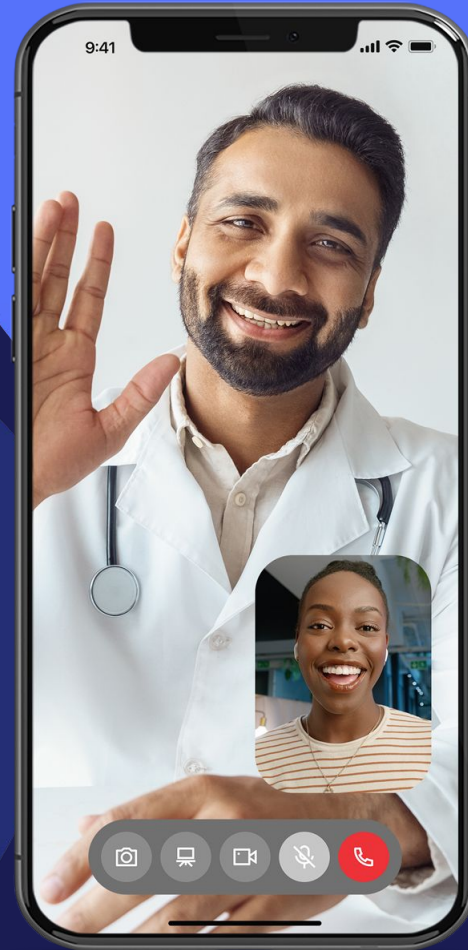
1 Identification and enrollment

- Employees complete their adaptive sleep questionnaires, which are then reviewed by our sleep specialists.
- If necessary, Circadian ships FDA-approved sleep tests directly to the homes of employees who need them.



2 Sleep doctor consultation

- After completing a 2-day home sleep test, employees receive same-day virtual consultations with board-certified sleep specialists who develop personalized treatment plans.



3 Diagnostics and treatment

- Employees diagnosed with obstructive sleep apnea receive CPAP machines, shipped directly from Circadian.
- Employees with Insomnia begin cognitive behavioral therapy.
- Employees with circadian rhythm disorder are offered sleep coaching.
- Pharmacotherapy options are presented to employees with restless leg syndrome.



4 Coaching and engagement

- Employees receive ongoing remote monitoring and can access packages of 6 or 12 coaching sessions from dedicated, certified sleep coaches to ensure continued progress.



Easy for employers to implement and scale

Our employee engagement strategy includes:

 proactive outreach

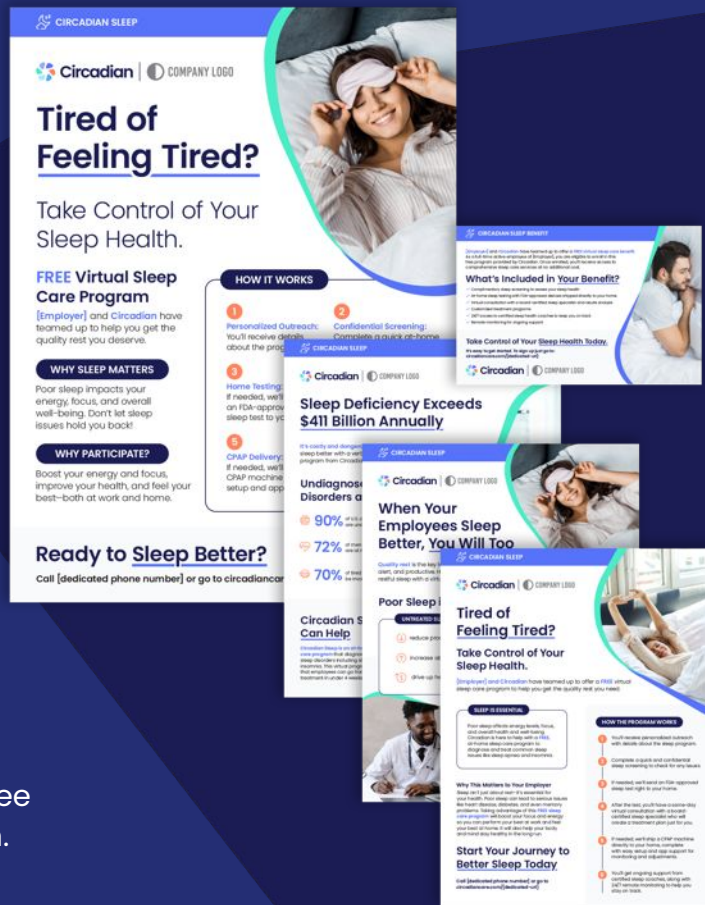
 turnkey internal marketing materials

 educational resources

 co-branded materials

Our platform coordinates seamlessly with existing benefits providers and integrates effortlessly into your existing tech stack, ensuring a smooth implementation process that takes no more than 60 days.

With flexible and scalable pricing, Circadian Sleep enhances employee sleep health while adapting to the unique needs of your organization.



Circadian Sleep | COMPANY LOGO

Tired of Feeling Tired?

Take Control of Your Sleep Health.

FREE Virtual Sleep Care Program
[Employer] and Circadian have teamed up to help you get the quality rest you deserve.

WHY SLEEP MATTERS
Poor sleep impacts your energy, focus, and overall well-being. Don't let sleep issues hold you back!

WHY PARTICIPATE?
Boost your energy and focus, improve your health, and feel your best—both at work and home.

HOW IT WORKS

- 1 Personalized Outreach: You'll receive details about the program.
- 2 Confidential Screening: Complete a quick at-home survey.
- 3 Home Testing: If needed, we'll send you a CPAP machine for testing.
- 4 CPAP Delivery: If needed, we'll deliver a CPAP machine to your home.
- 5 Follow-up: We'll check in with you to ensure you're getting the most out of the program.

Sleep Deficiency Exceeds \$411 Billion Annually

When Your Employees Sleep Better, You Will Too

Ready to Sleep Better?
Call [dedicated phone number] or go to [circadiansleep.com](#)

What's Included in Your Benefit?

Take Control of Your Sleep Health Today.

90% of employees who used the program reported improved sleep quality.

72% of employees who used the program reported improved focus and productivity.

70% of employees who used the program reported improved overall health.

Start Your Journey to Better Sleep Today

WHY THIS MATTERS TO YOUR EMPLOYER

Your sleep affects energy levels, focus, and overall health and well-being. By offering a virtual sleep care program to your employees, you can help them get the quality rest they need to perform at their best.

WHY THIS MATTERS TO YOU

Get the quality rest you need to perform at your best. Improve your energy, focus, and overall health and well-being. Don't let sleep issues hold you back.

HOW THE PROGRAM WORKS

- 1 Complete a quick at-home survey.
- 2 If needed, we'll send you a CPAP machine for testing.
- 3 After the sleep study, we'll provide you with a personalized treatment plan just for you.
- 4 If needed, we'll deliver a CPAP machine to your home.
- 5 We'll check in with you to ensure you're getting the most out of the program.

Start Your Journey to Better Sleep Today

Call [dedicated phone number] or go to [circadiansleep.com](#)



Comprehensive reporting

Making it easy to track engagement, outcomes, and ROI.



PATIENT ENGAGEMENT METRICS

Therapy Qualification & Conversion

Therapy qualification rate, treatment acceptance rate, conversion rate, decline rate, reasons for decline, reasons for discharge.

Contact & Reach Metrics

Contact rate, reach rate, reasons for decline.

Coaching Engagement

Number of coaching sessions, average length of sessions, average interactions per patient per month.

Demographics

Age and gender distribution.

CLINICAL FEEDBACK METRICS

Aggregate Hospitalization and Interventions

Number of ED/hospitalizations, case interventions, lifestyle interventions.

Aggregate Specialist Referrals and Escalations

Specialist referrals (internal/external), internal escalations, external escalations.

Device Adherence

Device adherence (by therapy or aggregate).



Our approach to sleep care is unique and effective



	Others	 Circadian
Primary Program Objective	CPAP Therapy	Conservative treatment discussed between doctor and patient
Coaching Layer	Generalist, no specialization	Certified Sleep Coach, Nurse Practitioner, CBTI Therapist
Coaching Emphasis	Obstructive Sleep Apnea	Focus on the Four Pillars of Health: improving sleep, nutrition, exercise, and relaxation.
Board Certified Sleep Doctors	Undisclosed	320+ board-certified sleep medicine physicians
Diagnostics Supply	ResMed	All manufacturer options delivered via plan benefit
Average months of adherence	3 months	12+ months, including disease reversal and graduation

CIRCADIAN SLEEP



Pricing & ROI



Our pricing is transparent and scalable

Pay for Participating Employee Per Month (PPEPM) pricing maximizes efficiency.

ASSESSMENT AND INTAKE

Sleep Health Initiation Tier-Based PEPM

100 PATIENT MINIMUM

- ✓ 12-month engagement
- ✓ Omni-channel marketing support
- ✓ Adaptive sleep assessment questionnaire
- ✓ Account activation and enrollment
- ✓ Co-branded member portal
- ✓ Educational resources
- ✓ Initial consultation with board-certified sleep physician and recommendations



Diagnostics and Treatment Planning

\$650 / PPM

- ✓ Home sleep test (HST) watch and pulse oximeter
- ✓ Follow-up consultation with board-certified sleep physician
- ✓ Diagnosis and treatment plan
- ✓ Quarterly utilization and engagement performance reporting
- ✓ Coordination with 3rd party admins, DMEs
- ✓ Annual compliance re-test support

THERAPEUTIC OPTIONS

Nighttime Assisted Breathing (CPAP)

Luna II \$500 each

ORDERED THROUGH ADAPT HEALTH (DME)

- ✓ 3-day shipment
- ✓ Live phone support for setup
- ✓ Adherence coaches
- ✓ Mask resupply fulfillment
- ✓ 30-day follow up

Sleep Coaching Concierge

\$510 / PPM (6 coaching sessions)

\$1,020 / PPM (12 coaching sessions)

100 PATIENT MINIMUM

- ✓ Live, virtual, peer-led coaching sessions with AI enhancement
- ✓ Behavioral modification plan (diet, nutrition, exercise, sleep hygiene)
- ✓ Educational resources
- ✓ Non-medical interventions



We deliver
a strong and
reliable 2:1
hard dollar ROI

havarti
risk



Cost of Care Reduction

Most savings stem from decreased healthcare utilization, lowering overall care expenses.

Reduced Absenteeism

Resolving sleep disorders reduces sick days and fatigue-related incidents.

Increased Sleep Testing Efficiency

Despite a rise in testing volume, per unit costs decrease by 21%, leading to overall net savings.

Strong ROI

The combination of reduced testing costs and care expenses results in a 2:1 hard dollar return on investment*.

Enhanced Productivity

Better sleep leads to higher employee performance. Productivity gains from improved sleep increases ROI to 2.5:1*.

* Based on an analysis conducted by Havarti Risk, an actuarial firm specializing in cost of care.



CIRCADIAN SLEEP



Next Steps



Add **Circadian Sleep** to your employee benefits package for happier, healthier employees and a more productive workforce.



VIP DEMO

We want you to sleep better.

Use this QR code to request a complimentary sleep assessment.

For more details about how Circadian Sleep can benefit your organization, contact

JANE DOE

Title Here | Circadian Health
Jane.Doe@circadiancare.com

www.circadiancare.com





Appendix





**Greg
Kimmer**

CHIEF EXECUTIVE
OFFICER

Gregg has been transforming healthcare systems through corporate strategy and technology-driven care delivery for more than 25 years.

His record as a highly adaptable, Fortune 5 healthcare executive includes driving record-breaking consecutive year membership growth at Atrio Health and overseeing \$1.4 billion in revenue as the Chief Financial Officer at Humana. At Aetna / CVS Health, he led transformative efforts as the Chief Medicare Officer for the Great Lakes region, increasing market share from 20,000 to 133,000 members in four year—a remarkable 565% growth.

His journey to Circadian is both intentional and personal. His philosophy that “serving patients is a privilege, not work” mirrors Circadian’s own ethos of treating patients like family.



**Chuck
Hector**

PRESIDENT &
CO-FOUNDER

Chuck’s passion is advancing value-based care through virtual cardiometabolic solutions for risk-bearing entities. He brings more than 25 years of experience building and scaling health tech startups from pre-revenue to 9-figure exits.

A proven leader with a strong track record, he has successfully led sales at 7 companies including MDLIVE, Papa, and Sword Health.

Chuck lives in Fort Lauderdale and holds a BA from the University of Illinois and an MBA from the Lake Forest Graduate School of Management.



**John
Barrile**

CHIEF TECHNOLOGY
OFFICER

John brings over 20 years of technological leadership across diverse industries, including roles at Walmart, HP, Rally Health, and Heartbeat Health.

A three-time CTO, he is passionate about leveraging innovative technology to enhance clinical care, and he excels at scaling high-performing tech teams.

Based in Miami, John holds a BS in Management Information Systems and Computer Science from the University of Alabama and an MBA from the University of Chicago. He stays at the forefront of emerging trends through ongoing professional development and a commitment to innovation.





**Brendan
Kearney**

SVP, SALES

Brendan is passionate about improving profit margins and patient outcomes through higher quality care, and has been driving revenue growth and strategic initiatives in digital health for more than 15 years.

He has held pivotal roles at Emmi Solutions, MDLIVE, Honor, and Papa, successfully leading sales teams and advancing innovative healthcare solutions.

Brendan lives in Saint Louis and holds degrees in Biology and Psychology from Saint Louis University.



**Austin
Burch**

SVP, OPERATIONS

A proven leader with experience scaling companies like Papa, a unicorn-valued startup, Austin has been driving growth and innovation at Circadian since its founding.

He is also a 501(c)3 founder and is also deeply involved with Best Buddies, Special Olympics, and the local Champions Program.

Based in Jupiter, Florida, Austin is a graduate of Florida State University with executive leadership and product management training from Stanford and Wharton.



**Brandon
Hamilton**

VP, SALES

Brandon has been driving revenue growth and strategic initiatives at the intersection of business and healthcare for more than 12 years. He previously led sales at Oracle Health (formerly Cerner) and Papa.

Based in Kansas City, Brandon is passionate about transforming healthcare delivery and population health through outcome-driven strategies.

He holds a business degree in Marketing and Finance from the University of Missouri, equipping him with the business acumen and entrepreneurial spirit to drive meaningful change in the healthcare industry.



BOARD OF DIRECTORS



**Sean
Heyniger**

With more than 30 years of experience in healthcare, Mr. Heyniger founded Watermark Medical, a pioneer in home sleep diagnostics, in 2008. He has an extensive background in digital health and is also a co-founder of PDSHeart, Watermark Medical, MDLIVE, React Health, Misfit, and Rally Health.



**Joan
Harvey**

Joan is the President of Care Solutions at Evernorth Health Services and has more than 20 years of experience in healthcare leadership. Previously, she led consumer health engagement and behavioral programs for Cigna and served as a Senior Vice President at Medco. Joan also serves on the board of PAVmed Inc.



**Alan
Quasha**

A Harvard-educated entrepreneur with a legacy spanning over four generations, Mr. Quasha is the CEO of Quadrant Management, Inc., a principal investment management firm he founded in 1978. He has started, acquired, and built dozens of businesses across the U.S. and international markets.

