



OPTIMA CURIS

Optima Curis, LLC, Case for Mission Related Investment Support

The Case for an integrated healthcare ecosystem with easy to use development tools connecting partners, vendors, and content providers.

Optima Curis defines mission related investment as the practice of aligning investors with an organization with a socially impactful mission. Optima Curis seeks to improve lives by improving the health, wellness, and financial position of their users. Mission related investment also provides much needed transparency for investors seeking socially impactful/sustainable investments in this space.

Creating and Energizing Health Communities with Blockchain Technology.

Optima Curis, Inc., a Delaware corporation, was formed to develop its novel and proprietary family of applications to create and energize health communities, improve health outcomes and patient satisfaction with increased efficiencies while keeping participants informed and engaged. Adding Blockchain technology to provide support and longevity to their successful healthcare community.

eCuris is a health community, with a global blockchain economy at its heart that connects all health stakeholders to support the patient to affect change. The eCuris platform provides a global digital infrastructure to increase productivity and efficiency, reduce the total cost of healthcare, and improve quality of life and life expectancy. Patients, physicians, care teams, insurers, or commercial partners can interact to provide digital or physical goods and services with associated compensation or rewards for healthy actions and outcomes in the form of a common global network currency, Vitality Coin (VCN). VCN can then be used to purchase goods and services provided on the platform and be reinjected back into the community which in turn drives the economy. Through ongoing use of the eCuris platform we leverage the power of the many to teach, encourage and reward healthy actions and outcomes, while making a positive change in the healthcare of tomorrow.

Reducing Health Expenditures through our Blockchain Distributed System

Global health expenditures are expected to increase to 8.7 trillion per year or 10.6% of global GDP by 2020. This makes healthcare the largest industry in the world and ripe for consumerization, disruption and disintermediation.

What is missing is a distributed system in which all stake holders within health are able to participate meaningfully and transparently and provides the tools to incentivize and motivate those that can affect positive change. A global blockchain powered decentralized ecosystem, in which anyone can participate, best supports the eCuris vision for daily health and wellness provision and engagement. The eCuris blockchain provides:

1. Globally distributed platform of digital and physical services provided by individuals, small practices, and organizations
2. Globally distributed platform of digital health apps provide by app developers in healthcare
3. Global decentralized economy that will enable, promote and support the transition of many aspects of healthcare to a gig- economy
4. Common global mechanism that allows users to digitally exchange value on the platform
5. Common global mechanism that allows any individual to contract with any other individual for goods and services
6. Mechanism that allows value to be taken out of the platform through digital services, physical purchases, or fiat

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Impact Investing, Doing Well by Doing Good.

Optima Curis is a Dagda Certified Social Impact company. Please visit [Optima Curis' Dagda listing page](#) to review our white-paper. As the impact trend becomes the mainstream, asset managers from all sectors in the financial markets will require diligence on impact and sustainability to justify allocations and will require verifiable proof of social impact and sustainability for use in marketing outreach to increase AUM. Optima Curis is ahead of this trend, having completed the Dagda Social Impact Certification process.

The 2016 Toniic report "[Millennials and Impact Investing](#)" points to the strong linkage between the values of young adults and their investing decisions. Toniic, a global investing forum, and Bank of the West conducted in-depth interviews with a representative sample of Millennials on six continents.

Overall, 79 percent described themselves as impact investors seeking both financial and social impact returns. Another 13 percent said they were interested in opportunities that aligned with their values, regardless of financial return, while 9 percent said a financial return was the priority. For the Millennials concerned about social returns, agriculture, energy, and environment were the top interests, followed by employment, food security and water.

Other studies, like the World Economic Forum's "[From the Margins to the Mainstream](#)" report, point to a similar trend toward socially responsible impact investing. That study found that 36 percent of respondents said, "to improve society" should be the top priority for businesses and concluded that "the emerging generation of investors is likely to seek achievement of social objectives in addition to financial returns."

The Mission Related Investment Opportunity

Optima Curis is seeking USD\$1.6 Million to further develop, promote and enhance their product/platform website, and accelerate user adoption.

The Optima Curis platform, called eCuris, provides a virtual extension of the physical care environment breaking down geographic boundaries and removing transportation and communication hurdles.

The eCuris platform provides:

- Collaboration between physicians, care team, community partners, patients, and their families to improve the management of both illness and ongoing wellness.
- Collaboration and engagement with community partners which focus on non-medical factors that affect health including transportation, food insecurity, housing instability and interpersonal violence.
- Social communities that provide condition related education and support from professionals and peers.
- An incentive/rewards platform to encourage users activities that lead to healthy outcomes.
- A marketplace/exchange allowing users to purchase health related goods and services and clinical professionals to offer both digital and physical services

All on an integrated ecosystem with easy to use development tools to connect partners, vendors, and content providers.

eCuris the world's leading social, collaboration & rewards platform for health.

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Advisors

John D. Halamka, MD, MS

International Healthcare Innovation Professor at Harvard Medical School, Chief Information Officer of the Beth Israel Deaconess System, and a practicing emergency physician.

At the forefront of disruptive technology in health, John strives to improve healthcare for patients, providers, and payers throughout the world using information technology. As a Harvard professor, he has served the Bush administration, the Obama administration, and national governments throughout the world planning their healthcare IT strategy. John sits on many company boards including: Big Bad Inc, Edaris Health Inc, Transcend Inc., and Orion Health Inc.

John is at the center of applied blockchain technology in the health space. He is the editor in chief of Blockchain in Healthcare Today and is engaged in several new blockchain initiatives in healthcare. He is the author of 12 books and several hundred articles, including the popular Geek-doctor blog.

John was named:

- Most Influential Healthcare Executive (HIMSS) 2018 • Most Influential Healthcare IT Leader (HIMSS) 2018 • Most Influential Physician Executive (HIMSS) 2018
- Top 50 Healthcare Influencer of the past 50 years

Nikao Yang

An investment banker with a MBA in marketing and strategy, Nikao has 15+ years as a senior sales and marketing leader. In 2009 he co-founded the mobile advertising platform AdColony and exited in 2014 for \$350 million.

Leadership

Chief Executive Officer/Founder - Paul Viskovich

Paul is the founder and CEO of Optima Curis Inc. Paul has over 20 years experience in the healthcare software industry. Prior to Optima Curis, Paul was President of Orion Health in North America where he led the company from start up to one of leading Health IT companies in North America.

Chief Operating Officer/Co-founder - Mark Boudreau

Mark is the COO of Optima Curis Inc. and brings more than 30 years of success across the technology, product & service, and healthcare industries. Mark was previously a partner at Accenture and VP Strategy at Orion Health.



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Chief Product Officer - Simon Jones

Simon is the CPO of Optima Curis Inc. and brings over 20 years of experience driving value and improving clinical outcomes. Simon was previously CEO of a health technology startup and VP of HIT for Blue Shield of CA.

Chief Medical Officer - Dr. Richard Castaldo

Dr. Castaldo has broad healthcare experience being a primary care physician for 25 years and very involved in addiction & sports medicine as well as research.

Dr Castaldo is still very active in medicine as a primary care physician, a Medical Director of a health plan and physician for Men's Division I Hockey at Niagara University.

Chief Compliance and Privacy Officer - Jennifer Scalise, J.D., CHC

Jennifer brings over 10 years of experience developing, building and strengthening compliance and privacy programs for all facets of the healthcare industry. Jennifer was previously the Chief Compliance and Privacy Officer of Orion Health and Head of Compliance and Privacy at Visiant Health.

Chief Legal Officer - Stacey Cannon

Stacey has 20 years' experience in corporate law related to international healthcare and associated technologies.

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