



# **babylon**

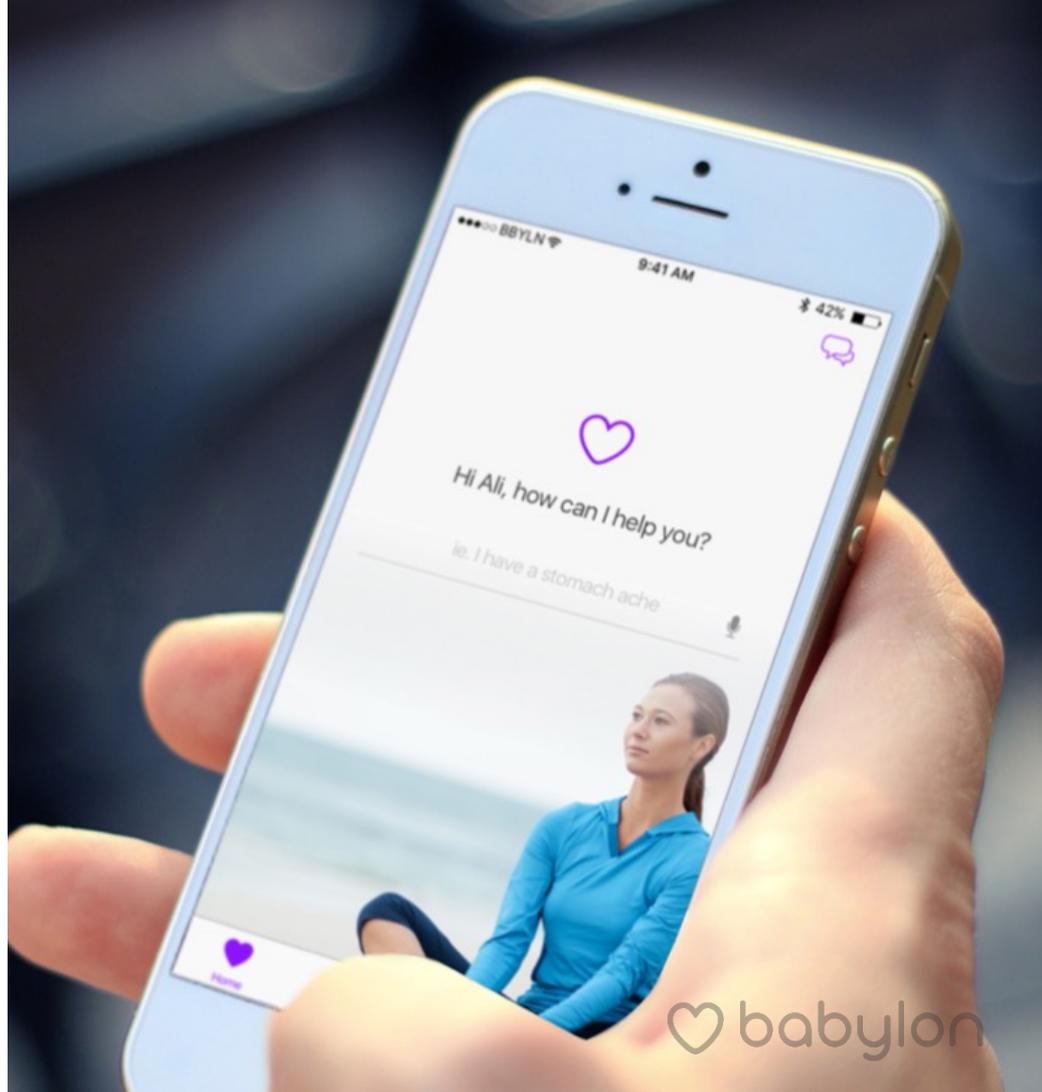
Company overview

January 2018

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babylon was founded to put an **affordable** and **accessible** health service into the hands of every person on earth.



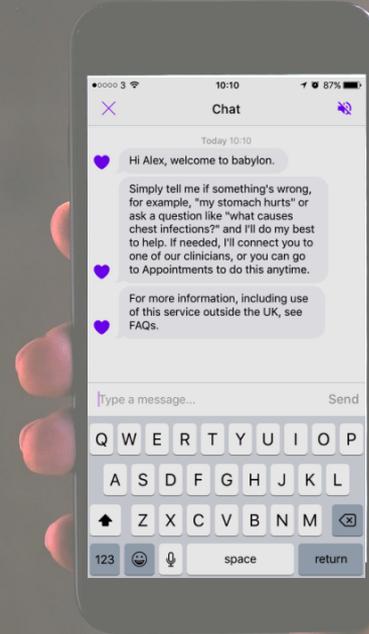
# The problem: Affordability and accessibility of healthcare provision

## Accessibility:

In a world with over 5bn mobile phones, as long as we put most of the healthcare most people need on the devices most of them already have, we can make day-to-day healthcare highly accessible.

## Affordability:

Most costs in healthcare sit in two buckets: people and timing. Two thirds of costs in healthcare is in salaries, whilst need for expensive treatments can often be avoided through monitoring and early intervention.

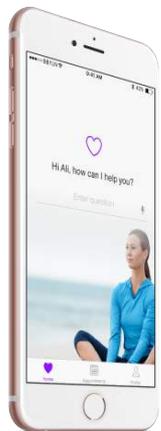


The solution: babylon is uniquely positioned through it's AI and virtual consultation services to meet the challenges of accessibility and affordability

AI-powered services

Virtual Consultations

AI-powered services



Simple

Intuitive clinical NLP interface

Accurate AI triage and diagnosis

Medical consultations 24/7

Secure digital clinical records

Individualized monitoring and predictive analytics

Chronic disease management and assistance

Complex

Health

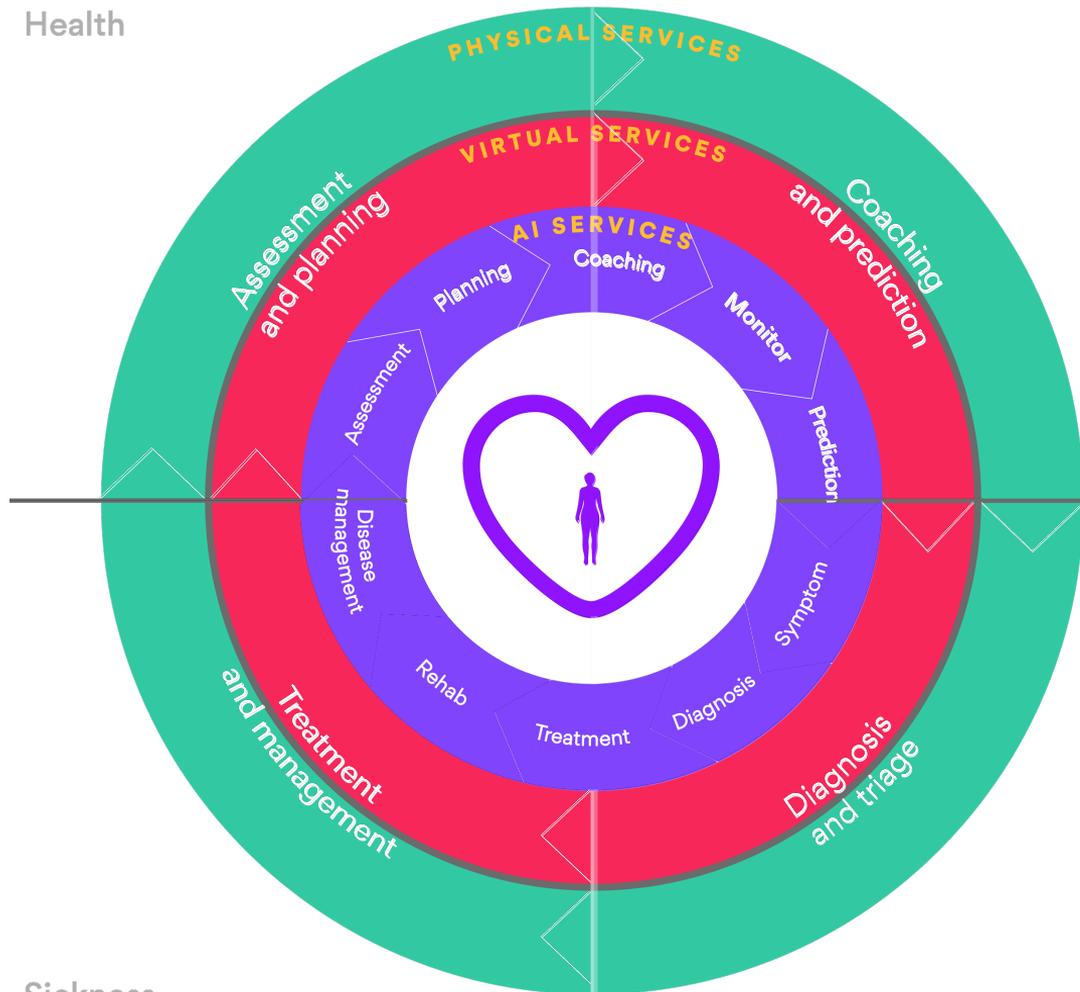
# Our platform will empower users to manage and predict their own health outcomes

babylon has built a comprehensive AI platform and virtual services offering; these span both the health and sick care cycle.

**For the sick,** we are able to remotely and cost effectively triage and diagnose diseases.

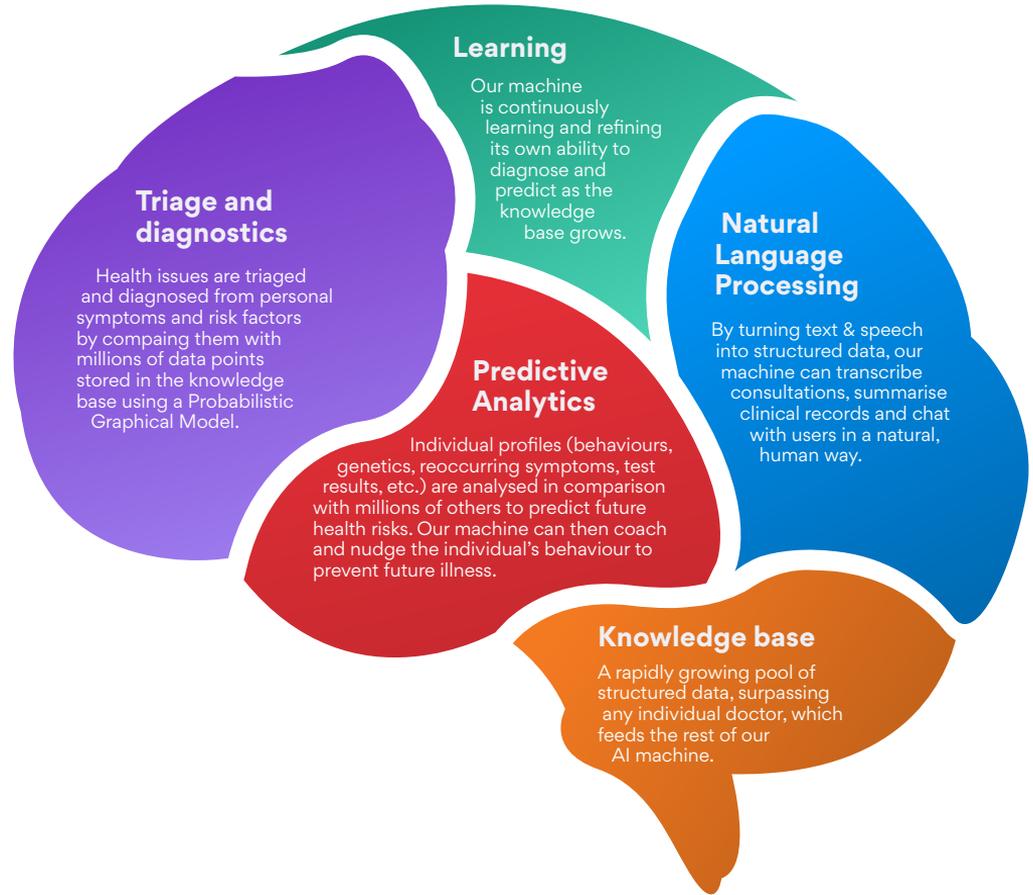
**For the healthy,** we are able to assess and predict to keep them in the peak of health, primarily through AI and, where necessary, through virtual clinical services.

As our suite becomes more comprehensive, the AI services will increasingly reduce the burden on virtual and physical clinical services.



Sickness

To make our service universally scalable and affordable, we built a comprehensive medical AI agent that mimics a doctor's brain



# Through our AI and virtual consultation services, users have a doctor in the palm of their hands at all times

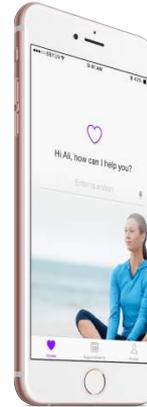
## AI services

Our **AI platform**, utilising advances in data science, natural language processing, probabilistic reasoning and deep learning, allows everyone, everywhere to have a doctor in the palm of their hands:

- **AI Triage and Diagnosis**  
Our diagnostic engine triages patients to appropriate services or providing a full diagnosis and advice.
- **Full Health Assessment**  
Our AI platform assesses users' health, predicts future health risk and advises on how to improve health.
- **Digital Twin and Personal Clinical Record**  
Our platform creates a Digital Twin of the user; a 3D anatomical model that simulates future health.

## Virtual Consultation services

In collaboration with partners, we deliver **Virtual Services** that enable users to speak to a GP, access their medical records and order prescriptions to your preferred pharmacy.



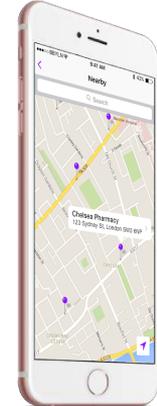
Easy and intuitive interface



Medical consultations 24/7



Secure, accessible clinical records



Prescriptions delivered to your pharmacy

We are delivering thousands of AI consultations a day, and one virtual or physical consultation with a doctor every minute

## More patient interactions than anyone else globally

Number of interactions a year per 1000 population covered



Teladoc  
(US largest)



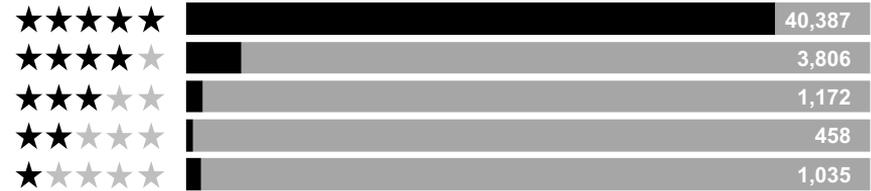
babylon  
UK



babylon  
Rwanda

## People who use babylon love it

94% of users give babylon a 4 or 5 star rating



## Recognised in the industry and by the press



Best AI Product in  
Health 2017



The AI 100



#MobileGameChangers  
Award 2018



Top 10 European  
Startups 2017, 1<sup>st</sup> Place



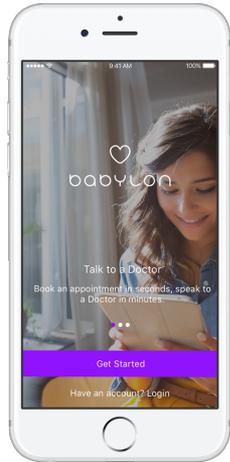
The 100 coolest people in  
UK tech 2017, Ali Parsa



The Europas 2017, Hottest  
Health Startup

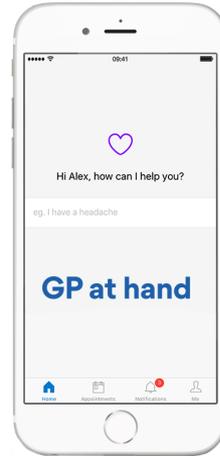
We launched in the UK, experimenting with a wide set of distribution channels alongside B2C, with our B2G, Employers and Partnerships value propositions

## B2C



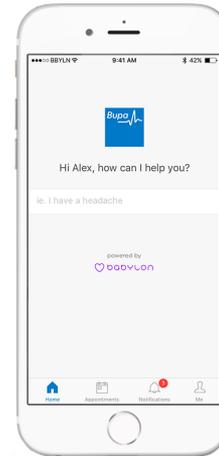
Users download babylon's app and self pay for one-off consultations or a monthly subscription.

## 1. B2G



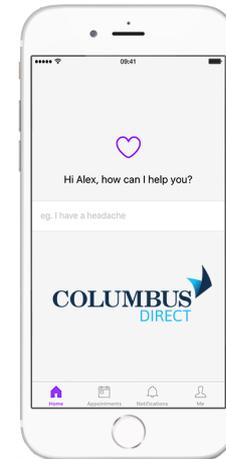
babylon is currently working with Governments in the UK and Africa to roll-out public virtual health services.

## 2. Employers



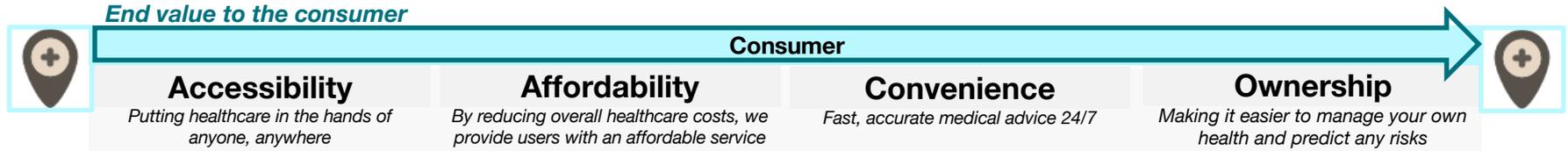
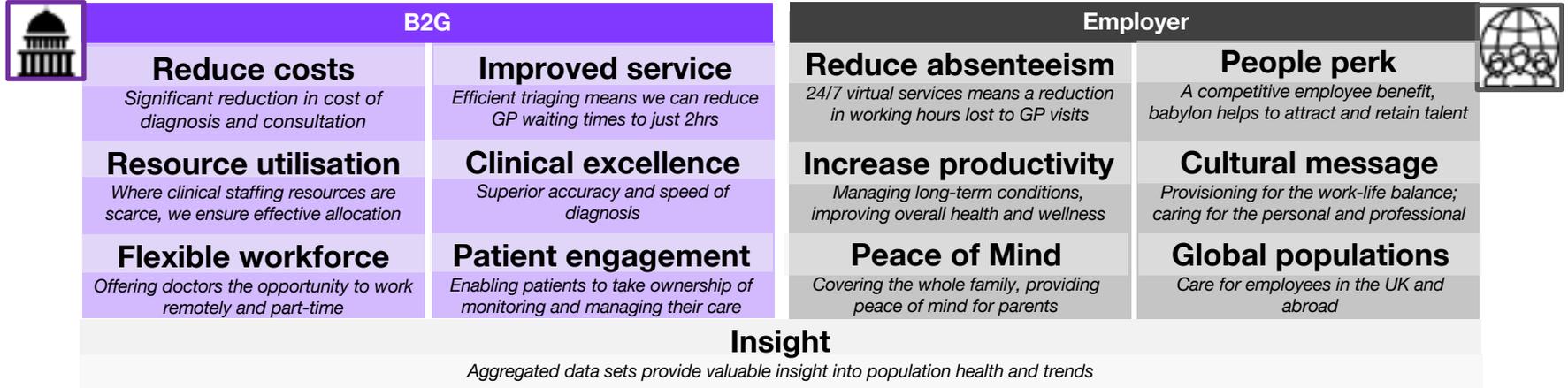
Enterprises can purchase our services and offer it to their staff as an employee benefit.

## 3. Partnerships

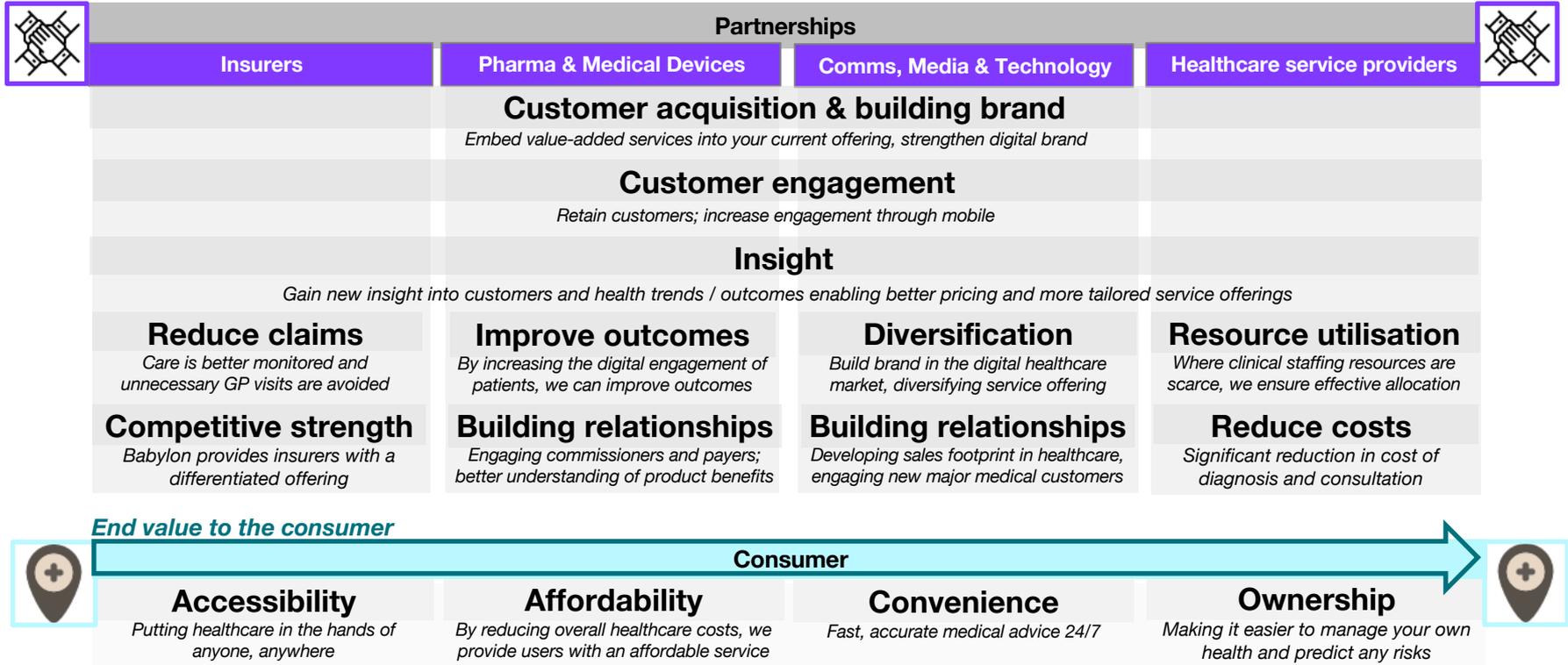


babylon partners with telco, pharma, insurance and many others organisations looking to improve healthcare outcomes.

We are uniquely positioned to add significant value to our clients and partners



Our partnerships span across industries, from insurance to pharma and tech



## 1. B2G (UK)

babylon started in the UK and as such it is where our model of delivery is most developed

babylon currently serves patients in the UK's National Health Service (NHS) through **four different methods:**

### Chatbot triage

The NHS has commissioned us to provide our AI chatbot to a population of almost 2 million patients as a substitute for their telephone triage service, NHS 111.

**~2 million patients**

### Chatbot triage + babylon platform

Building on the success of our NHS 111 triage, we will shortly allow NHS GPs to use our platform to deliver video consultations to their own patients.

**Rolling out soon**

### Chatbot triage + babylon doctors

Patients are able to use the babylon app free of charge through their **existing** NHS GP. Babylon provides the app and additional clinician time through video appointments.

**Rolling out soon**

### Full suite of services: GP at Hand

In addition to chatbot and triage, babylon provide the full spectrum of in-person and virtual services, with patient's selecting babylon as their NHS GP. This includes access to in-person appointments at several sites across London, with plans to roll-out nationally in the coming months.

***Confidential***

## 1. B2G (UK)

Our NHS 111 triaging app now serves almost two million people, whilst GP at Hand slashes waiting times from two weeks to two hours

**NHS 111:** babylon has implemented AI triage technology across North London. Our app offers users a symptom checker and intelligent triage, with information approved by the UK's NHS.

Our app determines optimal actions for patients, ranging from self-care through to a 999 emergency service.

### Uptake

Over

**22,000**

App downloads

### Scale

Over

**13,000**

trriages

### Savings

We save the NHS

**£9.15**

per triage by directing patients correctly

### Efficiency

In over

**40%**

of cases directed to self-case

## GP at Hand:

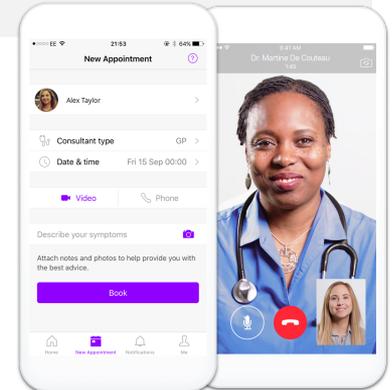
- **Check symptoms**
- **Book a GP appointment in seconds** through the app
- Have a video consultation with an NHS GP typically in **under two hours of booking**, anytime, anywhere
- Have an in-person appointment if needed on the same or next day, at convenient city centre locations
- Have prescriptions delivered to a pharmacy of their choice

**4.8 / 5.0**

Average rating for video consultation

**95%**

4-5\* user ratings



## 1. B2G (Intl.)

To prove we can serve both the richest and the poorest countries, we are building a national digital health service for the entire population of Rwanda

babylon partnered with the Government of Rwanda to give Rwandans one of the most progressive solutions in healthcare the world has ever seen through the 'babyl' app.

- **Services:**

The babyl app provides users with; Health information, prescriptions, video consultations, telephone consultations.

- **The model:**

Users can access our service via an app, which can be downloaded via the Google Play store (video and voice) or with a voice USSD service.

- **Technology:**

Due to the predominance of feature phones versus smartphones and the mobile infrastructure in Rwanda, the app is USSD based.

- **Team:**

Today we have over 25 clinicians supported by a team of 20+ back office and technical staff.

- **Expansion:**

We will expand our operations in Rwanda to a further 500k patients in 2018 and provide 350k consultations, supported by our funding from the Gates Foundation. We are partnering with the government to roll-out a subsidised model to all Rwandans, funding a further 100k consultations in 2018

BILL & MELINDA  
GATES foundation



Our Health  
Our Future



We are the sole provider of digital health in Rwanda

15%

Adults in Rwanda have registered with babylon.

153%

Growth in Rwandan users in the last 12 months.

2,000

Patients a day.

## 2. Employers

We dominate the corporate benefits market in the UK, with over 60% market share

We have partnered with the largest UK insurers and the largest global brokers — including Aon and Mercer — to provide babylon as an employee benefit to corporates.

Corporate Benefits (B2B2C)

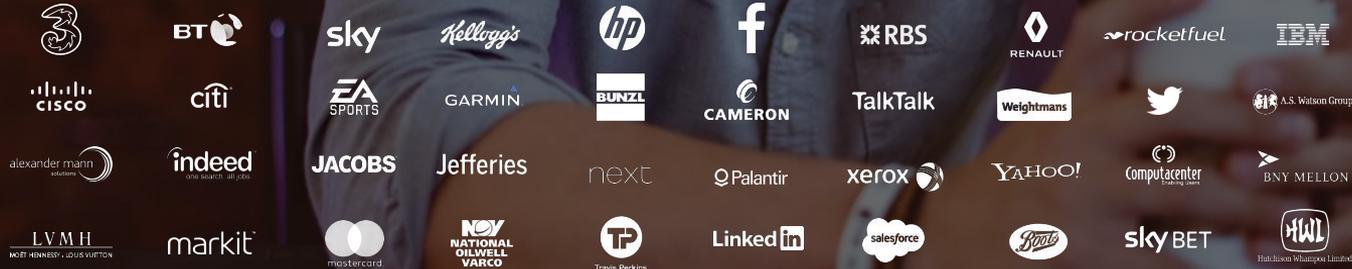


**175+** Corporate clients

**100%** Renewal rate with 31 clients

**280,000** Lives covered

**Up to 70%** Adoption rates within corporates



### 3. Partnerships

We partner with technology, pharma, insurance and retail companies to license our technology, roll out services to their customers and scale globally

#### **Retail**

We are in ongoing discussions with the major healthcare retail chains in the UK, exploring integrating of our chatbot technology within their platforms.

#### **Insurers**

babylon is engaged, within the UK, Europe, Asia-Pacific, North America and Africa with some of the world's largest insurers.

#### **Pharmaceutical companies**

In partnership with global pharmaceutical companies and NHS commissioners, babylon is launching services addressing health challenges and chronic diseases including smoking, obesity, diabetes, asthma, psoriasis and parkinsons.

#### **Communications, media and technology**

We are in advanced stages of business plan development to launch a nationwide service with a leading telecommunications company in a new market in January 2018.

A proven track record of building large companies, with 300+ scientists, clinicians, engineers and business specialists



**Ali Parsa, PhD**  
Founder & CEO  
*Serial Entrepreneur*  
*Times 100 Watchlist*



**Gary Mudie**  
COO  
*ASOS, Circle Health*



**Charlie Steele**  
CFO  
*CMC Markets,*  
*Deutsche Bank*



**Mark Tsimelzon,**  
PhD  
VP Engineering  
*Yahoo, Akami, Stanford*



**Paul Bate**  
Head of NHS  
*Prime Minister's Policy*  
*Advisor (Health),*  
*McKinsey, CQC*



**Mobasher Butt**  
Medical Director  
*BMJ, WHO, NHS*



**Amanda Cupples**  
Chief Commercial  
Officer  
*Deluxe Entertainment,*  
*EMI, McKinsey*



**Tracey McNeill**  
Chief International  
Mobilisation Officer  
*Marie Stopes, Circle*  
*Health, Bupa*



**Umang Patel**  
Clinical Director  
*Aviva, NHS*



**Mairi Johnson**  
Head of  
Partnerships  
*Goldman Sachs, Circle*  
*Health, Healthbox*



**Olly Finding**  
International  
Director  
*Hackett, IMM, Jack*  
*Wills*



**Jean-Philippe**  
Doumeng  
Commercial Director  
*TicTrac, Nokia, ING*



**Claire Morris**  
International  
Partnerships Director  
*Marie Stopes Int.*

♥ babylon

**Thank you**

