



BRIEA: The Proactive AI Health Execution Platform for the United States The Missing Execution Layer in U.S. Digital Health.

Bria is entering the United States healthcare market and is inviting strategic deployment partners across payer, provider, and enterprise ecosystems.



We are seeking U.S.-based organizations with deep healthcare execution capability, including:

- Population Health & Value-Based Care vendors
- Health IT companies
- Hospital system technology partners
- Insurance technology platforms
- Digital health integrators
- Organizations with direct access to payers, IDNs, ACOs, MSOs, employers, universities, or government contracts

This is a U.S. market-scale strategic deployment opportunity.

Bria executes.

Bria is a proactive, voice-powered, multilingual execution infrastructure that initiates engagement, drives adherence, reinforces post-discharge continuity, and manages preventive and chronic care longitudinally - across App, Voice, SMS, and HIPAA-compliant messaging. It is not wellness content - It is not telehealth. - It is not passive RPM dashboards. It is execution at scale for a value-based healthcare economy.

Deployment Ready. Market Ready. Revenue Ready.

A New Category in U.S. Digital Health

The U.S. healthcare system spends approximately **\$4.5 trillion annually** (CMS National Health Expenditure Data, 2022) - nearly **18% of GDP**.

- Medication non-adherence costs the U.S. healthcare system between **\$100–300 billion annually** (NIH)
- Hospital readmissions cost Medicare approximately **\$17 billion per year** (CMS)
- 6 in 10 American adults live with at least one chronic disease (CDC)
- 90% of healthcare spending is attributed to chronic and mental health conditions (CDC)

Most digital platforms are reactive. They notify - They document - They depend on patient initiative.

Bria is built for multi-segment deployment across:

- Medicare Advantage & Managed Medicaid populations
- Commercial insurers
- Self-funded employers
- Hospital systems & ACOs
- Post-acute & chronic care providers
- Universities
- State-level public health programs

Bria becomes the execution layer. You become the distribution and contracting owner.

WHAT MAKES BRIEA STRUCTURALLY UNIQUE

1. Proactive Health Execution Engine

In a system governed by: CMS readmission penalties, HEDIS quality measures, STAR ratings, CAHPS experience scoring, Value-based reimbursement etc.

Execution determines reimbursement.

Briea ensures action occurs - not merely documentation.

Users do not need to remember: Medication adherence, Lab compliance (A1C, lipid panels, TSH, etc.), Cardiac rehab schedules, Behavioral health follow-ups, Preventive screenings (USPSTF-aligned), Post-discharge check-ins and more.

Briea initiates structured outreach.

Powered by: Agentic AI (trigger-based proactive workflows) and Generative AI (context-aware patient guidance within guardrails)

This directly addresses:

- \$17B in Medicare readmission cost exposure (CMS)
- \$100B+ medication non-adherence burden (NIH)
- Chronic disease progression driving 90% of spend (CDC)

2. Omnichannel Architecture

Briea operates via: Voice-enabled mobile applications (iOS & Android), WhatsApp engagement, Powerful App interface, Structured proactive outreach, Multilingual support (critical for U.S. Spanish-speaking population - 41M+ native Spanish speakers per U.S. Census Bureau) and more
This supports: Medicare Advantage seniors, Dual-eligible populations, Rural geographies, Behavioral health follow-ups, Low-digital-literacy groups and more

3. Multilingual by Design

The U.S. healthcare system serves one of the most linguistically diverse populations globally.

Briea supports: All major global languages as required in addition to English

Users can: Speak in their language, Type in their language and Receive responses in their language

This aligns with federal health equity priorities (HHS Office of Minority Health).

4. Full Health Spectrum Coverage

Wellness & Metabolic Optimization

Obesity affects over 42% of U.S. adults (CDC).

Briea provides structured Weight management programs, Metabolic risk stabilization, Lifestyle reinforcement & more

Chronic Disease Management

Top U.S. chronic drivers are: Diabetes (37M Americans - CDC), Hypertension (~120M adults - CDC), Cardiovascular disease (Leading cause of death - CDC), Thyroid disorders, Obesity-related comorbidities, COPD and respiratory disease and more

Briea supports continuous reinforcement and adherence tracking.

Mental & Behavioral Health

According to the National Alliance on Mental Illness (NAMI): 1 in 5 U.S. adults experiences mental illness annually, also Youth mental health crisis is worsening.

Briea supports: Structured screening prompts, Periodic mental health check-ins, Escalation pathways and Habit reinforcement

Fitness & Movement

CDC reports only 24% of U.S. adults meet recommended physical activity guidelines

Briea provides structured movement programs including: Cardio, Strength, HIIT, Yoga, Mobility, Meditation & more

Post-Discharge Care

The American Hospital Association (AHA) reports hospitals face persistent financial margin pressure.

Reducing readmissions protects revenue.

Briea enables: Structured one-year care pathways, Recovery protocols, Lab tracking, Medication enforcement and Follow-up compliance - Without additional staffing expansion.

Diagnostics & Preventive Screening

USPSTF-recommended screenings include: Lipids, A1C, Cancer screening, Blood pressure, Depression screening & more

Briea reinforces compliance and structured follow-through.

U.S. Healthcare Market Applications & Revenue Pathways

1. Direct-to-Consumer

A proactive health companion for families focused on: Preventive reinforcement, Chronic stabilization, Behavioral support, Wellness, Fitness and more

Given rising out-of-pocket exposure in HDHP plans (KFF).

3. Health Insurance & Medicare Advantage Plans

McKinsey estimates Medicare Advantage enrollment now covers over 50% of Medicare beneficiaries.

Plans are evaluated on: STAR ratings, HEDIS metrics, Medication adherence scores, CAHPS patient experience and more such parameters

Bria becomes: Engagement layer, Adherence stabilizer, Chronic risk execution engine and more.

2. Corporate Employee Wellness

Employers bear substantial cost burden. According to the Kaiser Family Foundation (KFF), the average employer-sponsored family premium exceeds \$23,000 annually.

Bria supports: Burnout mitigation, Chronic disease stabilization, Productivity preservation, Reduced absenteeism and more

Continuous engagement instead of passive EAP enrollment.

4. Pharma Patient Support Programs

Bria enables: Therapy adherence, Injection follow-up schedules, Side-effect reinforcement, Continuity tracking & more.

Relevant for specialty pharma where non-adherence materially impacts outcomes and revenue

5. Hospitals & Health Systems

U.S. hospitals operate under margin compression (AHA reports continued operating pressure).

Bria provides: Post-discharge execution, Reduced avoidable readmissions, Structured chronic continuation care and more.

Without incremental FTE expansion.

6. Clinics, MSOs & Chronic Care Providers

Supports: Monthly structured patient touchpoints, Automated outreach logs, Reduced administrative drag, Improved CCM workflow adherence & more

7. Universities & Colleges

CDC reports increasing mental health concerns among college students.

Bria offers: Lifestyle reinforcement, Mental health normalization, Scalable digital engagement, Continuous check-ins and more.

8. State Agencies & Public Health Programs

For Medicaid populations: Multilingual outreach, Chronic stabilization, Preventive reinforcement, Scalable adherence monitoring and more

PARTNER OPPORTUNITY: READY FOR U.S. MARKET EXECUTION

A Mature, Operational Platform

Bria is: Fully built and tested, Deployed across mobile and messaging, Integration-ready (EHRs, payer systems, labs), Adaptable to white-label models.

This is deployable infrastructure.

Commercial Flexibility

Potential structures: White-label Medicare Advantage engagement platform, Employer wellness distribution, Value-based care enablement tool, Post-discharge continuity partner, Enterprise API deployment, Population health collaboration and more

Let's Build the Execution Layer for Value-Based Care in America

If you are: A population health platform, A Medicare Advantage operator, A payer technology vendor, A hospital system integrator, A chronic care platform, A healthcare private equity portfolio operator or An individual or organization ready to explore Digital Health in USA

Why Partner With Bria

You bring: U.S. contracting capability, CMS familiarity, State regulatory alignment, Payer/hospital relationships, Enterprise sales reach and more.

Bria brings: Proactive AI execution engine, Omni Channel approach, Multi-segment adaptability, Chronic & post-discharge reinforcement, Revenue-impact alignment, Rapid deployment capability and more.

Together: We build a proactive execution layer inside U.S. healthcare economics.

Strategic Positioning in the U.S

Despite high spending, U.S. digital health remains: App-based, Notification-driven, Low adherence and Fragmented across vendors.

Bria introduces: Proactive, conversational, longitudinal healthcare execution aligned to reimbursement economics.

Not engagement alone - Not analytics alone - Not monitoring alone.

Execution that protects margins and improves adherence metrics.

We invite structured partnership discussion.

Bria: Proactive | Omnichannel | AI-Driven | Adherence-Focused | Built for U.S. Healthcare Economics

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