

# The Change That Changes Everything

The whole-body effects of  
menopause—and their impact on  
women's health and longevity

## MidiHealth



Kathleen Jordan, MD

**Chief Medical Officer**

Midi Health

# Agenda

Health changes in perimenopause  
and menopause

---

Traditional care is failing women

---

Meet Midi Health

---

The right care means real results



# A Seismic Shift



# Perimenopause

LEAD-UP TO MENOPAUSE

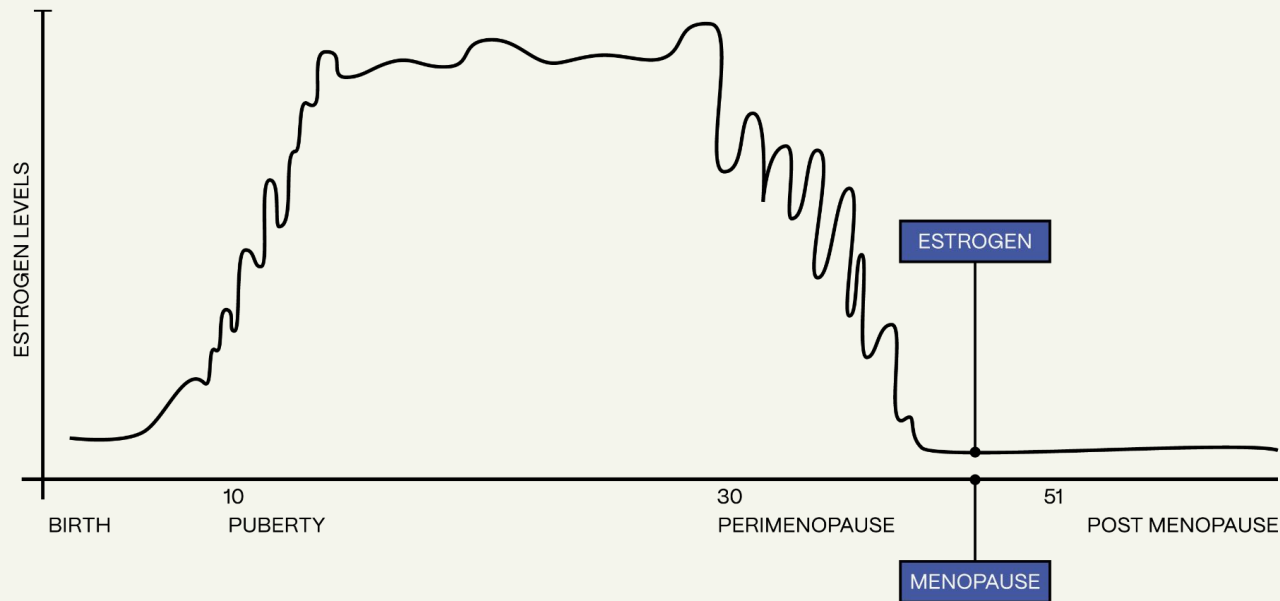
Can start at 35 and last 7-14 years



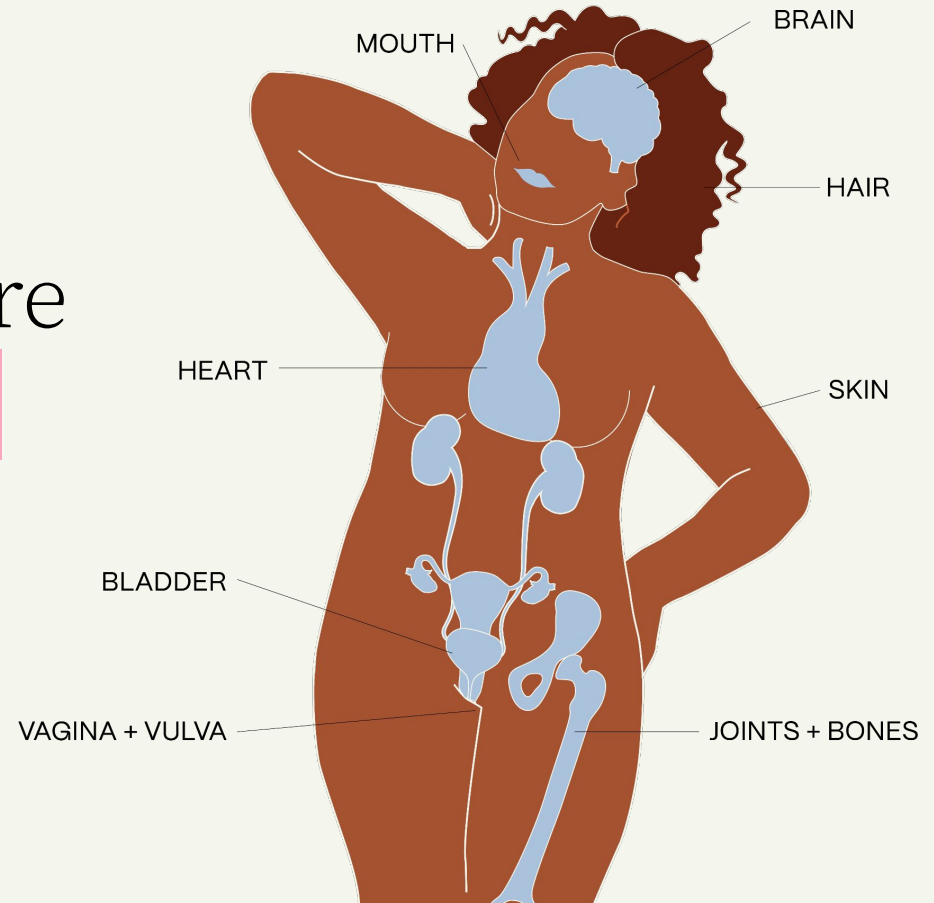
# Menopause

12 MOS. WITHOUT A PERIOD

Average age: 51



Estrogen receptors are  
**virtually everywhere**



85% of peri/menopausal women have at least one of these symptoms<sup>1</sup>



Hot flashes

Vaginal dryness

Night sweats

Painful intercourse

Insomnia

Difficulty reaching orgasm

Forgetfulness

Urinary urgency

Irritability

Recurrent UTIs

Decreased libido

Changes in skin and hair

Cognitive issues

Joint pain

Anxiety

Dry mouth

Weight gain

1. Sussman M, Trocio J, Best C, et al. Prevalence of menopausal symptoms among mid-life women: findings from electronic medical records. *BMC Women's Health*. August 2015;15:58. doi:10.1186/s12905-015-0217-y.



# Increased Health Risks Associated With Declining Hormones

Heart disease

Osteoporosis

Stroke

Sexual dysfunction

Diabetes

Genitourinary disorders

Obesity

Depression, anxiety

Insomnia

Dementia



**Mid-life insomnia is associated with a 70% increased risk of heart attack and stroke.<sup>1</sup>**

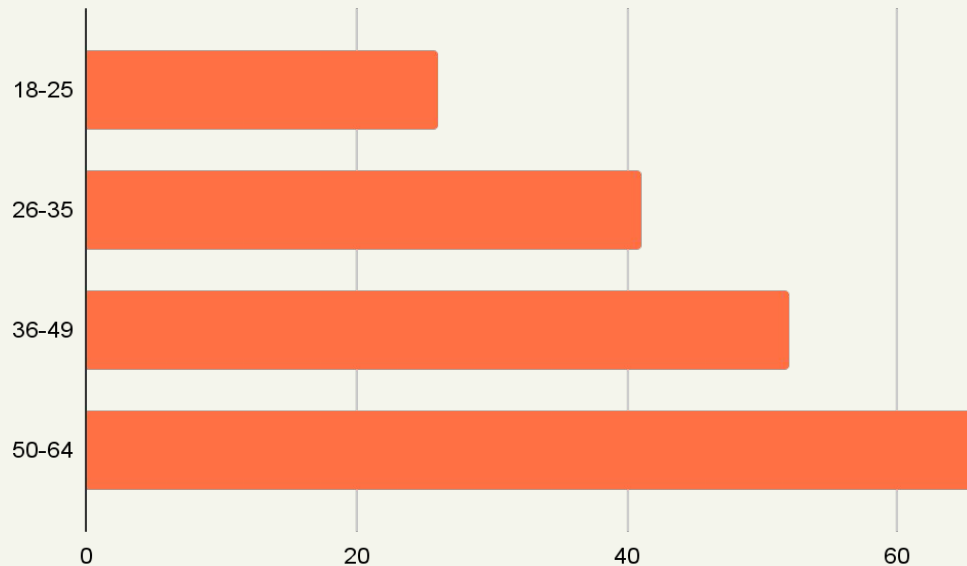
1. Thurston, R. C., Chang, Y., Kline, C. E., Swanson, L. M., El Khoudary, S. R., Jackson, E. A., & Derby, C. A. (2024). Trajectories of sleep over midlife and incident cardiovascular disease events in the study of Women's health across the nation. *Circulation*, 149(7), 545–555. doi:10.1161/circulationaha.123.066491



# Traditional Care Is Failing Women at This Critical Time

# Health conditions and disability increase in midlife

% women with ongoing health condition, by age group\*

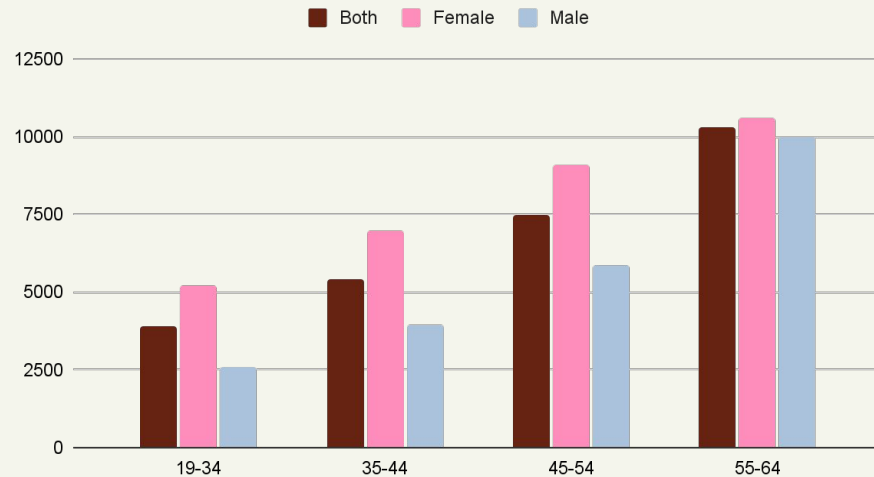


\*Ongoing health condition that needs to be monitored regularly or for which they need regular care or medication (2024 KKF Women's Health Survey)

Non-fatal conditions that lead to health loss affect women more than men

# Midlife women are utilizing more health care—but living 25% more of their lives in poor health vs. men

Average total health spending by age and sex, 2021 <sup>1</sup>



## 24 million

Lost life years due to disability because of the women's healthcare gap <sup>2</sup>

1. KFF analysis of 2021 Medical Expenditure Panel Survey data. 2. World Economic Forum and McKinsey Health Institute.



# Why?

## Brick Walls, Dead Ends, and Under-Management

75%

of women who seek care  
do not receive it<sup>1</sup>

69%

OB-GYN training programs  
without a menopause  
curriculum<sup>2</sup>

6+

Consults it could take  
before receiving the  
right care<sup>3</sup>

31 days

Average wait time to  
see an OB-GYN<sup>4</sup>

24%

of women (50-75) have not had  
a mammogram in 2 years<sup>5</sup>

>27%

of women (50-75) are not  
up-to-date on colorectal  
cancer screening<sup>6</sup>

1. Johns Hopkins University. Women's Health: Let's Please Talk About Menopause. October 2024. 2. Allen JT, Laks S, Zahler-Miller C, Rungruang BJ, Braun K, Goldstein SR, Schnatz PF. Needs assessment of menopause education in United States obstetrics and gynecology residency training programs. Menopause. 2023 Oct 1;30(10):1002-1005. doi: 10.1097/GME.0000000000002234. Epub 2023 Aug 8. PMID: 37738034. 3. Newson Health Menopause Society. 4. AMN Healthcare. 2022 Survey of Physician Appointment Wait Times. 5. Centers for Disease Control and Prevention. 6. National Center for Health Statistics, National Health Interview Survey, 2021.

# Health loss—at the height of their careers

**57%** More days of **lost work productivity** in women with symptoms like hot flashes, night sweats, and migraines<sup>1</sup>

---

**21%** Women who **didn't go for a promotion they otherwise would have** because of menopause symptoms<sup>2</sup>

---

**19%** Women who **reduced their work hours** because of their menopause symptoms<sup>2</sup>

---

**12%** Women who **resigned** because of unmanaged menopause symptoms<sup>2</sup>

1. MGH Center for Women's Mental Health. 2. Newson Health Menopause Society.



# Meet Midi Health

# Midi Health is the largest virtual clinic for women in midlife

Holistic virtual care, nationwide,  
7 days a week

---

Licensed clinicians who specialize in  
perimenopause, menopause, and  
women's longevity

---

Personalized Care Plans based on  
multidisciplinary clinical protocols





# First-in-Class Solution for Women in Midlife

## COMPREHENSIVE WOMEN'S HEALTHCARE

### Perimenopause/Menopause Care

Holistic management of related symptoms and health changes, including:

Fatigue      Mood changes  
Hot flashes      Low libido  
Sleep issues      ...and more

### Specialized Care and Chronic Condition Programs

Weight Management  
Sexual Health  
Cancer and Survivorship  
OB/GYN  
Pre-diabetes  
Bone Health  
Cognitive Decline

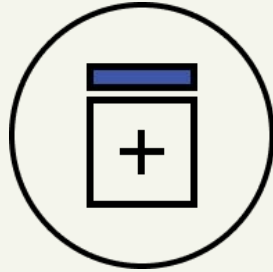
### Preventive Health/Longevity Care

Screenings based on standard guidelines and personal/family health history  
  
Proactive interventions to address leading causes of morbidity and mortality

# Many paths to effective treatment



Hormonal  
treatments



Non-hormonal  
treatments



Supplements  
+ botanicals



Lifestyle +  
preventative screenings

Hormone replacement therapy is **the most effective treatment** for symptoms

**Fast and significant symptom relief:**

- 75% reduction in prevalence of hot flashes and night sweats
- 75% see improvement in vaginal dryness, painful sex, and urinary symptoms
- Improvement in sleep & mood



# HRT also has long-term health benefits

*(If started at appropriate time)*

## **What's Known:**

- Improved bone health
  - Decreased cholesterol
- 

## **What's emerging (large amount of observational data to highly suggest):**

- Decreased cardiovascular risks
  - Improved coronary health
  - Increased longevity
- 

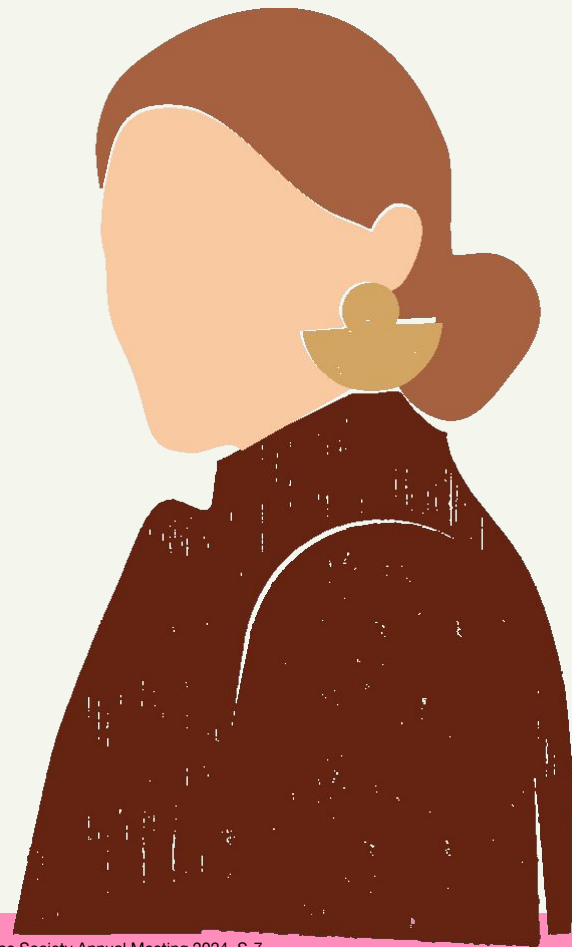
## **Awaiting further studies:**

- Effect on risk of Alzheimer's disease
- Improved mental acuity



# Only 1.8% of women aged 40+ use HRT<sup>1</sup>

Women deserve comprehensive care  
that includes the most effective treatments



1. Saadedine M, Hedges MS, Shufelt C, Kapoor E, Kling JM, et al. Menopausal Hormone Therapy Utilization (2007-2013) Remains Stagnant in the United States. The Menopause Society Annual Meeting 2024. S-7.



# Midi's AgeWell Visit

## Comprehensive preventive care + healthspan optimization

- **Annual checkup, including** labs, screenings, immunizations, and closing of other care gaps
- **Proactive longevity review** of personal and family health history, test results, and symptoms to create a personalized Care Plan
- **A clear roadmap to optimize health** now and for the future



# AgeWell: 5 Key Areas of Proactive Healthspan Planning

Cardiovascular Risk Reduction	Brain Health Optimization	Cancer Prevention	Musculoskeletal Health	Inflammation Management
<ul style="list-style-type: none"><li>&gt; Coronary calcium scoring</li><li>&gt; Biomarker testing</li><li>&gt; Lifestyle interventions</li><li>&gt; Medication, supplements</li></ul>	<ul style="list-style-type: none"><li>&gt; Depression, anxiety, cognition screening</li><li>&gt; Targeted labs (e.g., homocysteine, APOE, etc.)</li><li>&gt; Preventive interventions</li></ul>	<p><b>Screenings for:</b></p> <ul style="list-style-type: none"><li>&gt; Breast cancer (+/- high risk)</li><li>&gt; Colon cancer</li><li>&gt; Cervical cancer</li><li>&gt; Lung cancer (if history of smoking)</li><li>&gt; Skin cancer</li></ul>	<ul style="list-style-type: none"><li>&gt; DEXA scans</li><li>&gt; Body comp monitoring</li><li>&gt; Proactive strength-building</li><li>&gt; Supplements</li><li>&gt; Medication</li></ul>	<ul style="list-style-type: none"><li>&gt; Testing (e.g., CRP, ESR, PV)</li><li>&gt; Weight mgmt.</li><li>&gt; Lifestyle Interventions (e.g., diet, exercise, sleep, stress mgmt.)</li><li>&gt; Supplements</li></ul>

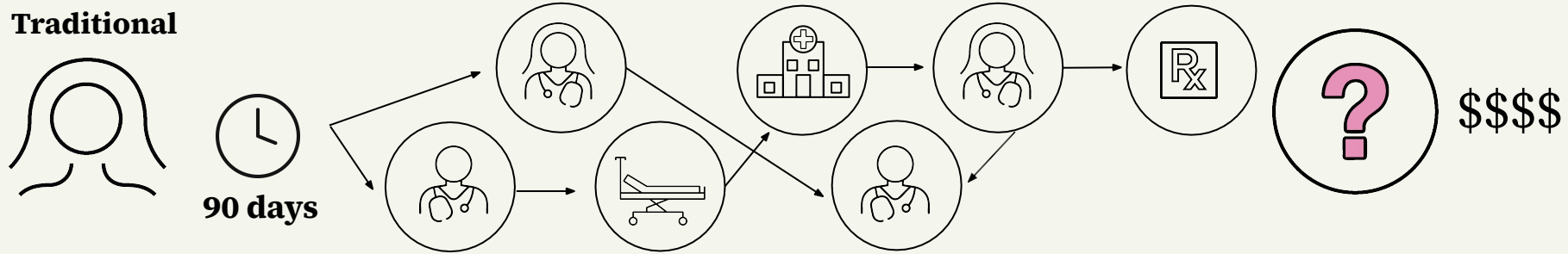


The Right Care Means Real Results

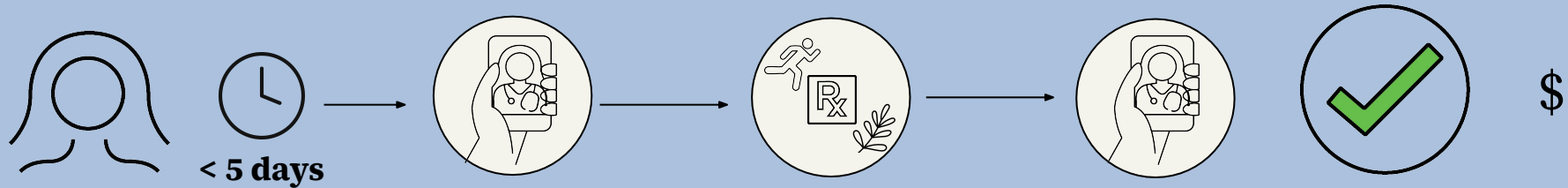
# Midi's consolidated expertise

## Better Access + Better Outcomes + Lower Cost

### Traditional



### Midi Health



ACCESS

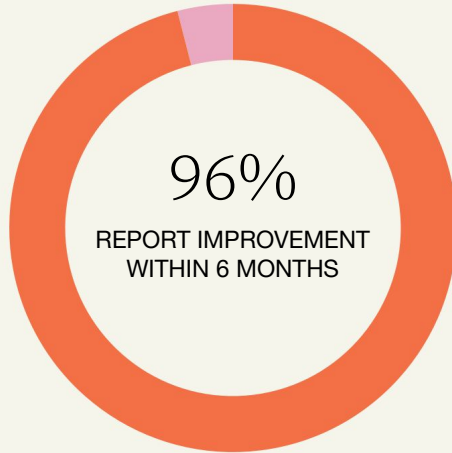
CARE JOURNEY

RESOLUTION

COST

# 91% of patients feel better within 60 days

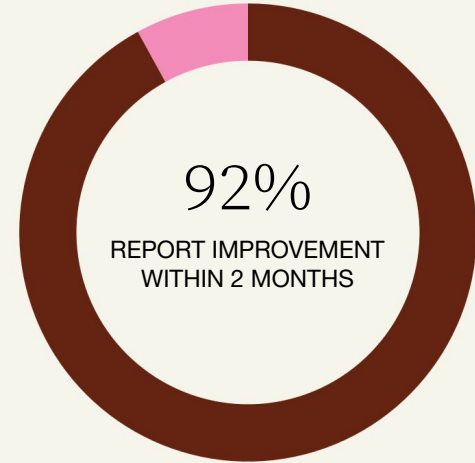
Hot flashes and  
night sweats



Trouble sleeping and/or  
insomnia



Moodiness, irritability,  
anxiety and/or depression



95% CUSTOMER SATISFACTION SCORE

And within **5 months**,  
Midi patients report  
improvement of  
these symptoms

89% BRAIN FOG AND/OR MEMORY LOSS

---

87% PAINFUL SEX, VAGINAL DRYNESS, AND/OR  
LOW LIBIDO

---

83% JOINT PAIN

---

82% PERIOD PROBLEMS

---

80% HAIR AND/OR SKIN CHANGES

---

54% WEIGHT AND/OR BODY CHANGES

# How Midi Health Reduces Costs

Reduce unnecessary specialty visits	Increase preventive screenings
Only 4% of Midi patients are referred to specialists (average PCP refers >20%) <sup>1</sup>	25% of Midi patients not up-to-date on routine cancer screenings at first visit <sup>2</sup>
Reduce ER & urgent care visits	Improve clinical outcomes
Avoidance of ER visits for urinary and bladder infections, and heart palpitations	E.g., improved blood sugar control reduces diabetes/prediabetes; treat genitourinary syndrome of menopause to reduce UTIs

See Appendix for additional details

1. El Ayadi, H., Desai, A., Jones, R. E., Mercado, E., Williams, M., Rooks, B., & Carek, P. J. (2021). Referral rates vary widely between family medicine practices. *The Journal of the American Board of Family Medicine*, 34(6), 1183–1188. doi:10.3122/jabfm.2021.06.210213. 2. Midi Self-Reported Patient Data.

The Time Is Now

Fastest growing age/gender  
workforce category:<sup>1</sup>

**Women 55+**

Percentage of workforce  
comprised of Millennials:<sup>2</sup>

**36%**

Women 55+ added to U.S.  
workforce by 2026:<sup>2</sup>

**3.6 million**



1. The WieSuite Journal. 2. U.S. Department of Labor.



# Offering specialized care for women in midlife:

- ✓ Expands access to the right care
- ✓ Reduces healthcare overutilization
- ✓ Increases preventive care and screenings
- ✓ Reduces morbidity and mortality
- ✓ Improves the risk pool
- ✓ Inspires well-being
- ✓ Improves quality of life



# Interested in Midi? Let's Talk!

Midi services integrated into the  
healthcare ecosystem

In-network with most insurers

All visits billed through claims like  
other specialists

[joinmidi.com/for-employers](https://joinmidi.com/for-employers)  
[jane.leechoe@joinmidi.com](mailto:jane.leechoe@joinmidi.com)



Thank You

Midi

# Appendix

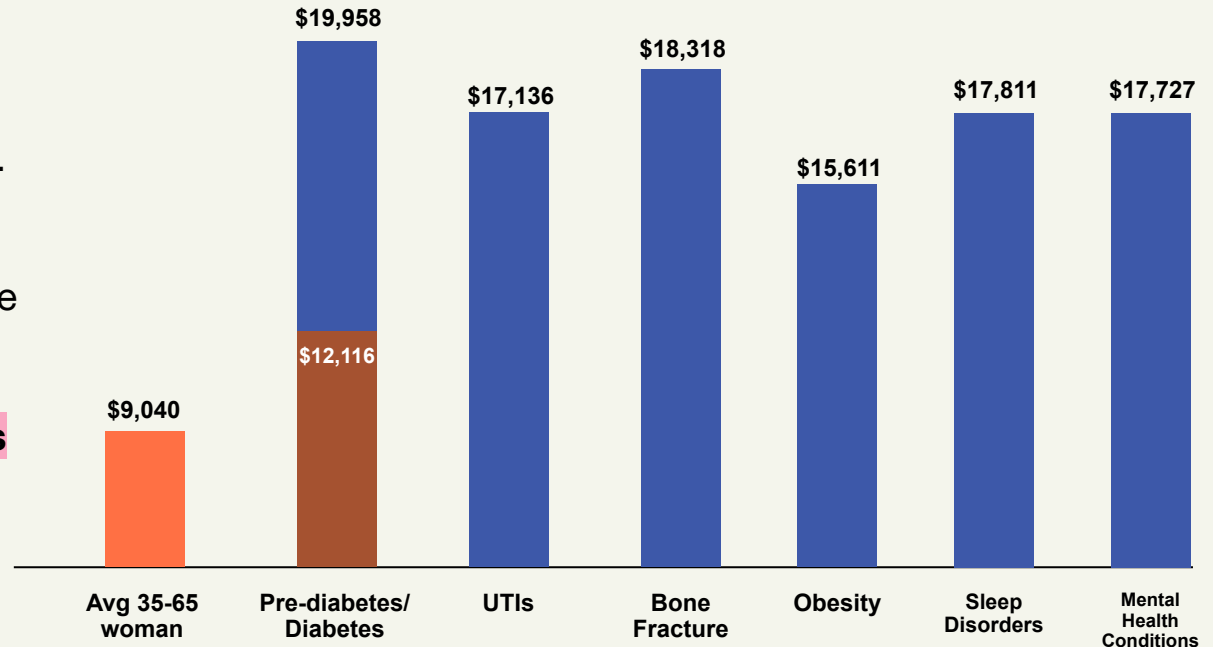
# *A Closer Look:* Midi Reduces Specialist Referrals

Midi protocols reduce costs for expensive conditions by over 20%

Most midlife women in the U.S. have >1 of these conditions (90% of Midi patients at first visit).

Midi's **multi-specialty care** successfully addresses all of these conditions.

**This reduces specialist referrals to 4% (vs. 25% for PCPs).**

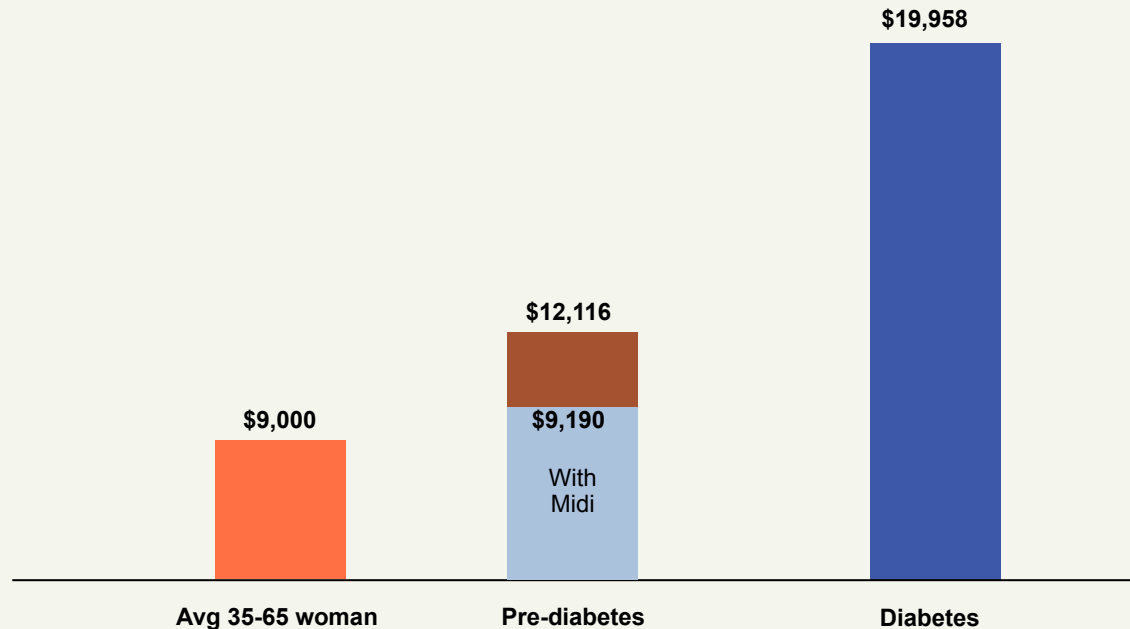


# A Closer Look: Midi Improves A1c in Pre-Diabetics

Midi's protocols support A1c improvement for the 30% of patients who start care with abnormal levels:

**11% of pre-diabetics have reduced A1c to normal levels;**  
~\$3,000 in lower cost/patient/year<sup>1</sup>

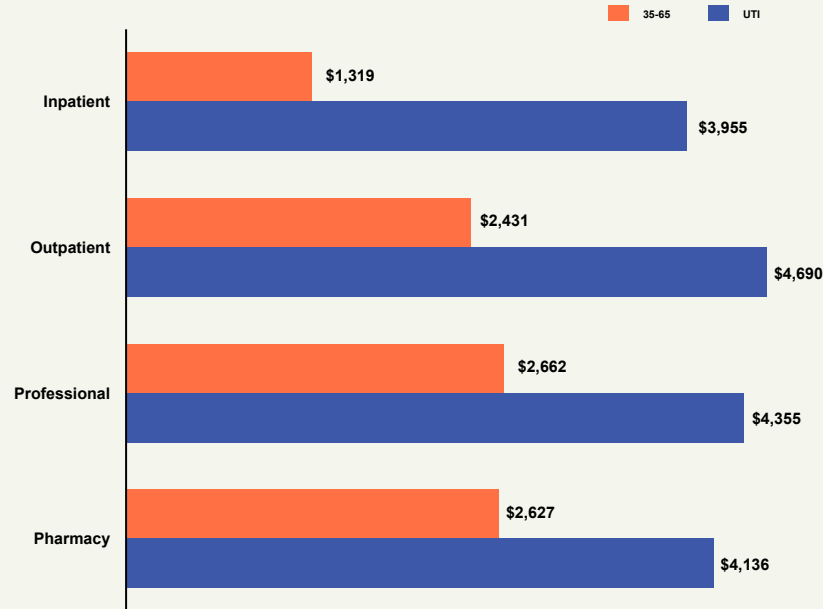
Avoiding progression to diabetes creates even greater value (~\$8,000 in lower cost/patient/year).



1. Analyzing claims data on diabetes and osteoporosis diagnoses in midlife females (excluding oncology) shows potential cost avoidance savings as a direct result of MIDI's specialized virtual care approach. Forecasted savings represents immediate savings by addressing additional spend associated with the chronic conditions mentioned.

# A Closer Look: Midi Helps Prevent Recurrent UTIs

## UTIs drive high costs for midlife women...



## ...due to symptoms that are efficiently resolved by Midi

- **UTI-like symptoms often misdiagnosed**, driving unnecessary tests and antibiotic use
- **Mismanagement of symptoms drives up costs** with lab tests, imaging, and specialist visits
- **Urgent Care/ER overuse** for unresolved recurrent UTIs
- **Delayed treatment drives costly hospitalizations** for kidney infections or sepsis

Claims data based on Merative® MarketScan® Commercial Claims Database (2016–2022); include UTI patients as primary diagnosis or secondary diagnosis, excludes oncology