



Your Patients Are Buying Wellness Products. Just Not From You.

A wellness revenue platform for health systems, built inside the EHR and patient portal you already use.

Patent Pending

\$3.37T Global wellness market	\$3.1M Income per 100K patients annually	25% Margin
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THE PROBLEM

Wellness revenue is walking out the door after every encounter.

Health systems influence purchasing decisions, but capture none of the economic value, and have no visibility into what patients actually buy.

Your patients are already buying. You just aren't capturing it.

Revenue flows to competitors

Patients buy fitness equipment, monitors, wound care, and wellness products from Amazon and third-party retailers. Products your health system recommended but never captured.

Zero visibility into purchases

You have no data on what patients buy, how they choose products, or whether they comply with the plan of care.

Every purchase is a data point

What patients choose, what drives follow-through, and what improves outcomes, all fed back to the clinicians who oversee patient care.

Four outcomes no other platform delivers.



New Revenue from Existing Patients



Visibility into What Patients Do at Home



Data Analytics from Real Purchase Behavior



Deeper Portal Adoption, Naturally

ZERO CUSTOMER ACQUISITION COST

You already have the customer. wellnova activates them.

Unlike any other revenue initiative, wellnova requires no customer acquisition, no inventory costs, and no outreach program. Your patient base is captive. wellnova gives them a place to purchase what their clinician already recommended, inside the portal they already trust.



\$0

Inventory

\$0

New headcount

\$0

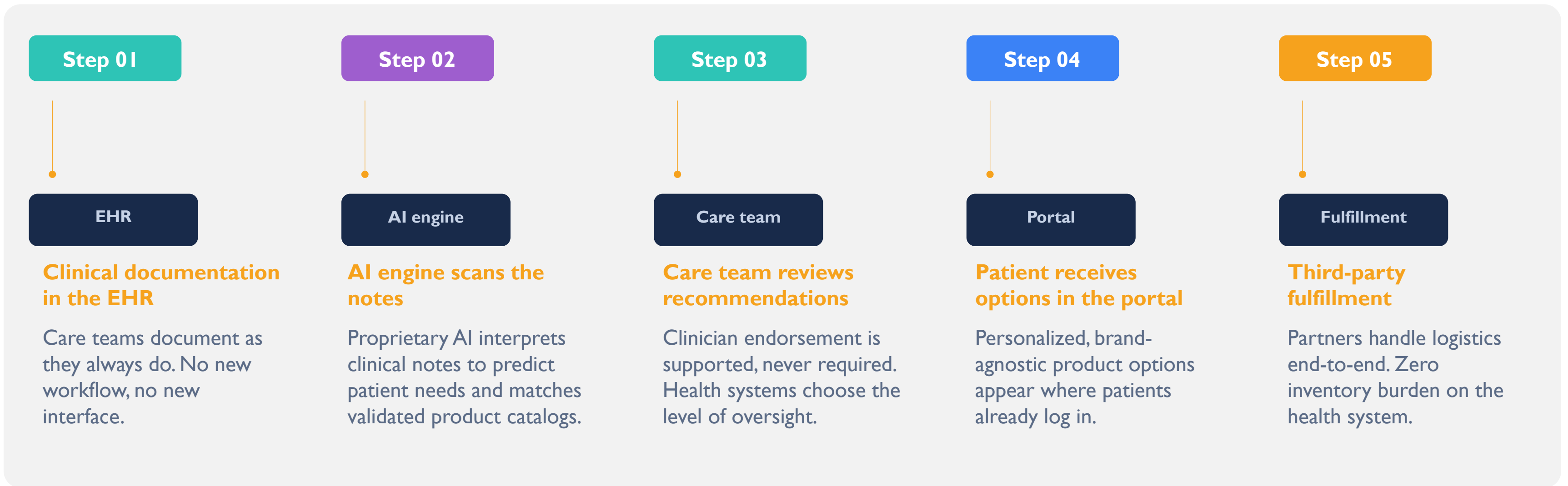
New systems

Built-in trust

Existing portal access

No acquisition spend

Five steps. Zero new systems



All within existing workflows. No new systems for clinicians or staff.

WHAT YOUR PATIENTS ARE BUYING

Eight wellness categories. One captive audience.

Today this spend flows to Amazon and third-party retailers. wellnova redirects it inside the portal your patients already use.

\$76.1B

ReveFitness & Movement

Recovery/rehab products driven by able-bodied equipment purchases

\$78.6B

Nutrition & Supplements

Vitamins, protein, specialty nutrition, dietary supplements.

\$107.3B

Personal Care & Beauty

Beauty, aesthetics, routine maintenance products

\$3.0B

Sleep Wellness

CPAP supplies, recovery, and chronic condition management

\$420.0B

WellTech

Glucose monitors, blood-pressure cuffs, pulse oximeters, scales

\$5.2B

Environmental & Home Wellness

Air/water purifiers & filtration, bedding, humidifiers, lighting

\$65.8B

Holistic, Natural & Alternative

Herbal, botanical, alternative medicine products

\$33.4B

Mental Wellness

Mindfulness, stress support, relaxation tools

wellnova connects your clinical recommendations to every one of these categories, inside your portal, with zero inventory burden.

REAL PATIENT STORY

From recommendation to delivery in one business day.

Melissa - Female, mid-30s. Diabetes patient at a health system in Seattle.

Care team recommends an ice-therapy machine

Post-op recovery guidance captured in Melissa's EHR record.

wellnova surfaces it in her portal

Personalized, brand-agnostic options appear alongside her discharge summary.

Melissa selects the \$154 blood glucose monitor option

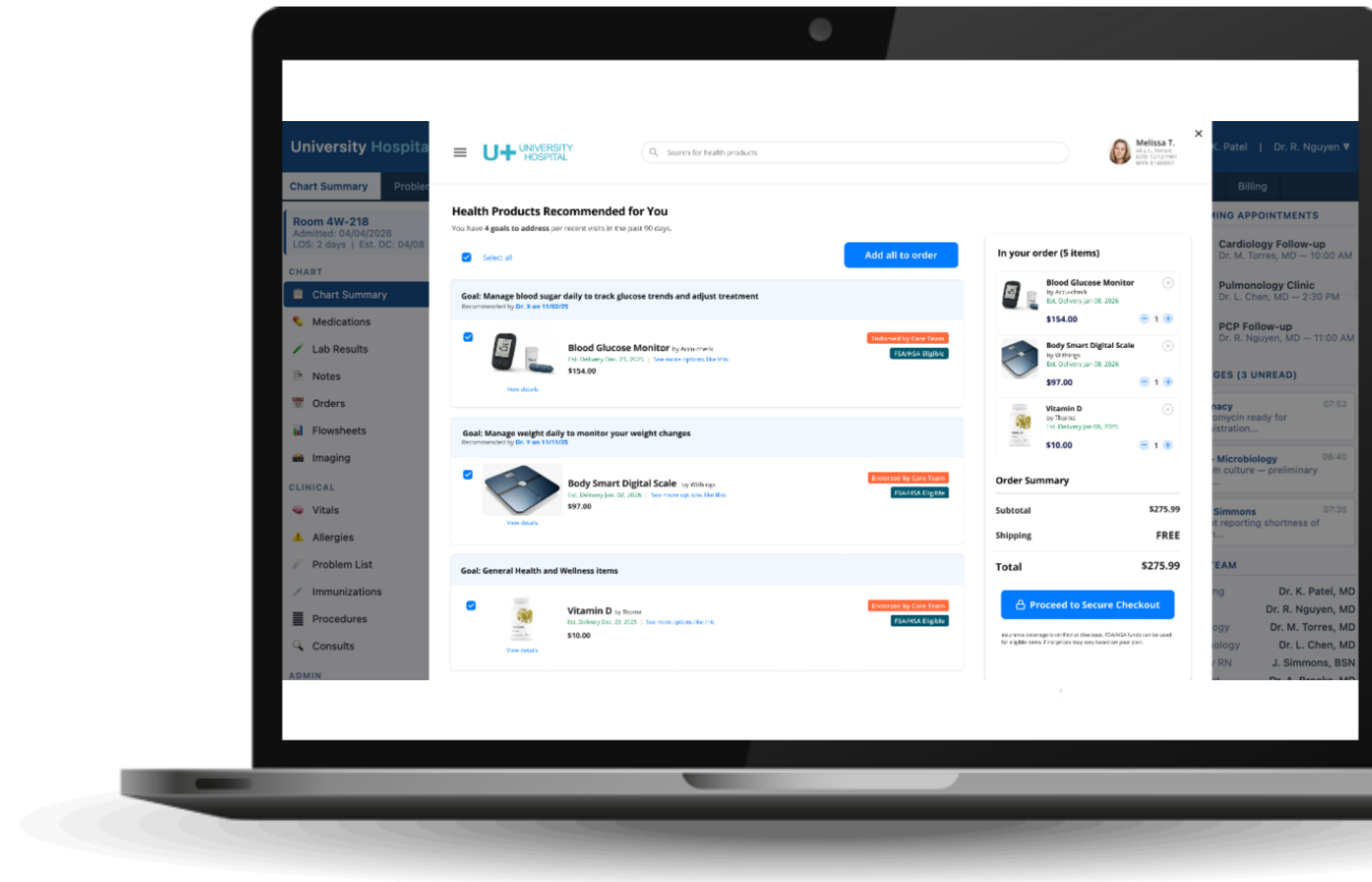
One-click checkout inside the portal she already uses.

Third-party delivers within one business day

Fulfillment partners handle logistics end-to-end.

Care team receives purchase confirmation

Clinical visibility into follow-through, for the first time.

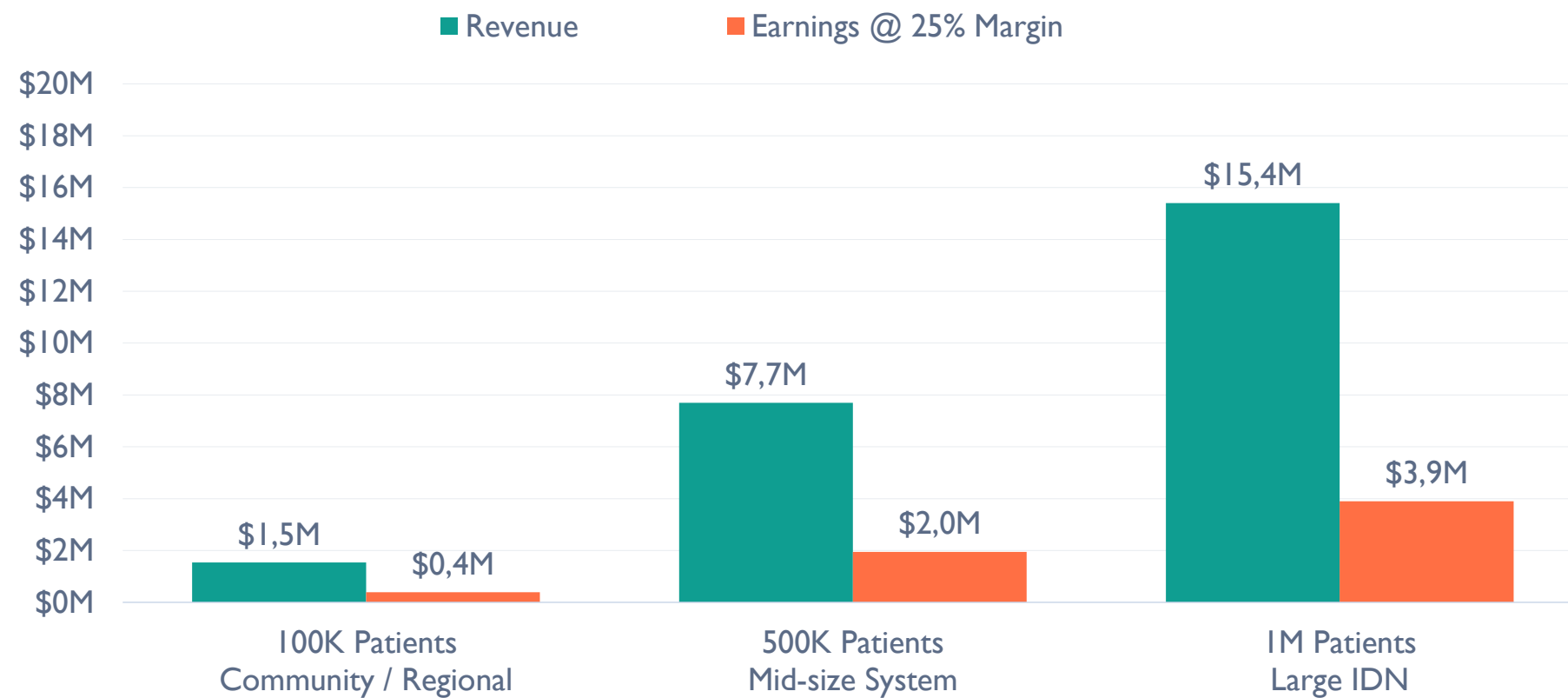


THE FINANCIAL CASE

Revenue grows with portal adoption.

As your patient portal expands and engagement deepens, wellnova revenue scales linearly. Three patient cohorts. Conservative assumptions. Material upside.

Annual Revenue By Patient System Size



Sample Pro Forma Model

Key Input Levers

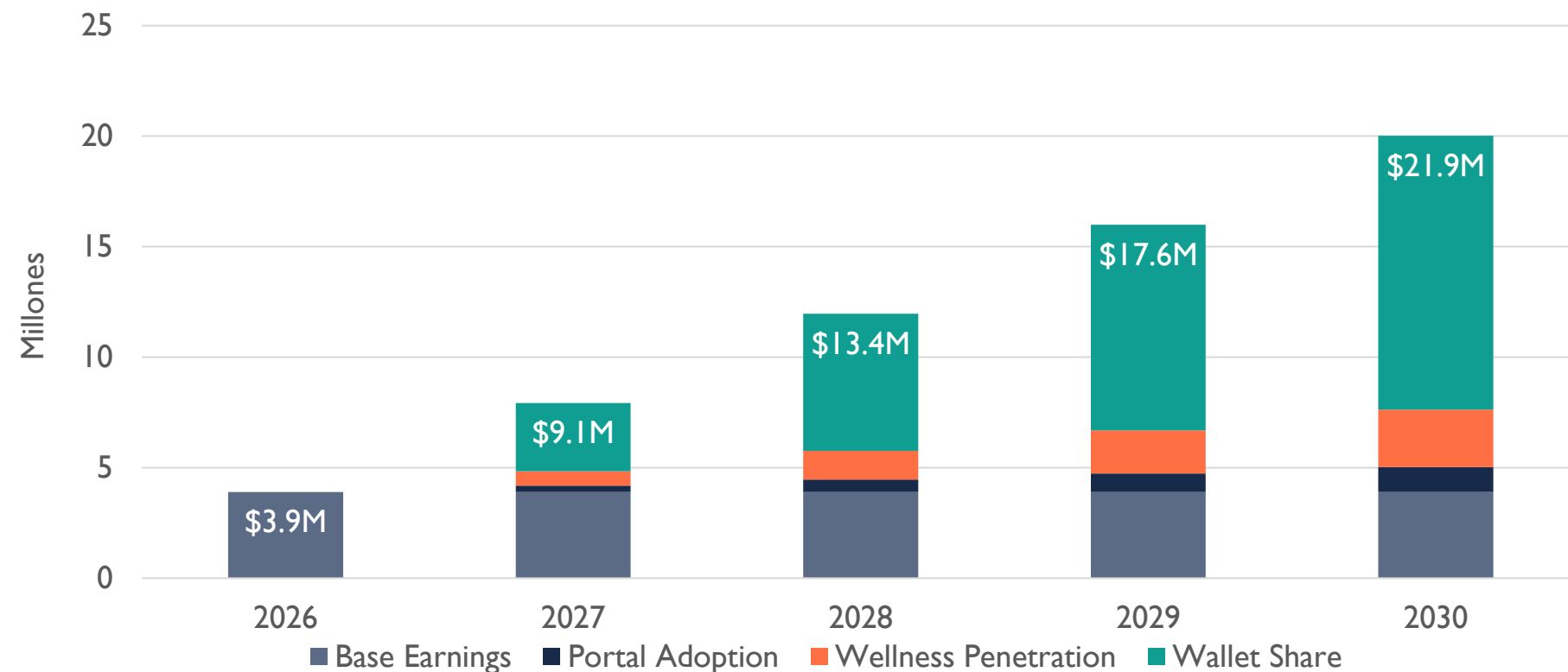
Unique health system patients per year	1,000,000
Addressable patients (55% with portal access)	550,000
Per-capita online wellness spend	\$560
Share of online wellness spend captured by tool	5%
Revenue	\$15.4M
Annual Earnings (25% contrib. margin)	\$3.9M

THE FINANCIAL CASE

Revenue grows with portal adoption.

Based on a 1,000,000-patient health system. Cumulative revenue from each 1% annual improvement in three key growth drivers.

Cumulative Earnings Growth Drivers



What Moves the Curve

Every 1-point gain in portal engagement compounds across the entire patient base.

+1% portal adoption

+\$280K

The national average is 55% of patients who utilize the patient portal, expected to grow 2% per year to 66% by 2030.

+1% wellness penetration

+\$650K

The current model assumes a market capture of only 5% of the estimated \$560 per capita spend in e-commerce, expected to increase by 1% per year, adding an additional \$28 per-capita

+1% wallet share

+\$3.1M

Every additional 1% of consumer spend generates an additional \$3.1M in annual sales. This is the largest growth driver.

SEE IT IN ACTION

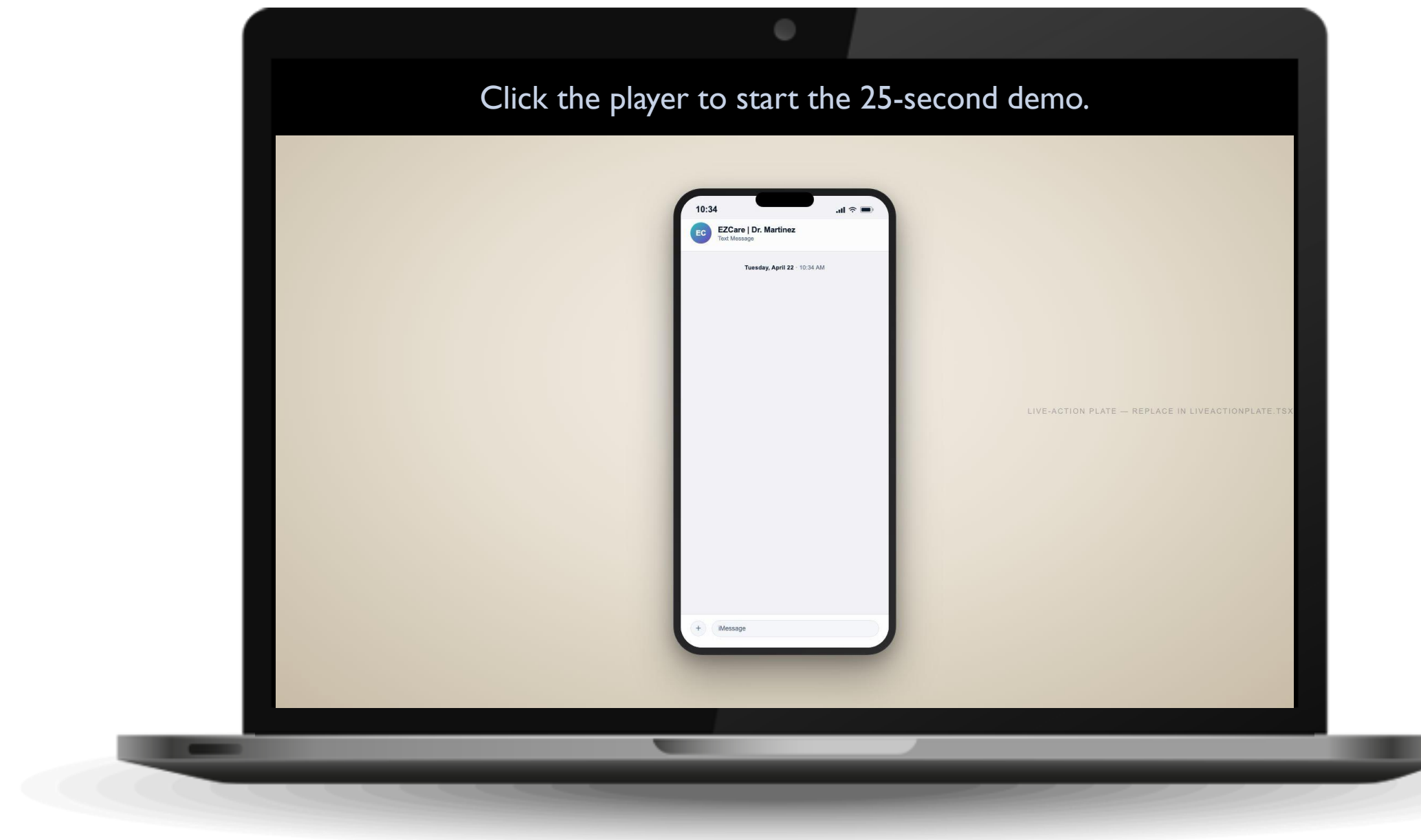
wellnova inside the portal Melissa already uses.

A 25-second walkthrough of the patient experience, from recommendation to checkout, inside a real health-system portal.

Recommendation surfaces at point of care

Patient reviews options, adds to cart

One-click checkout, done



PARTNERSHIP OPPORTUNITY

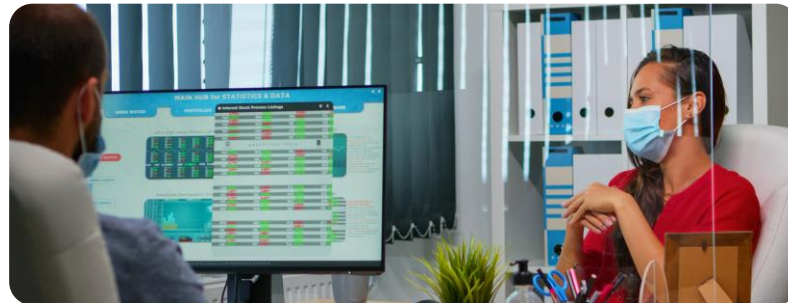
We're seeking three health systems to pilot wellnova at no cost.

Co-design the roadmap. Prove the ROI. Lead the category.



Co-design the roadmap

Shape the wellnova product with direct input from your clinical, IT, and finance leaders.



Real-time analytics

Live dashboards measuring revenue, purchase patterns, and patient follow-through from day one.



Early proof of ROI

Get ahead of commercialization with demonstrable results and a preferential partnership structure.



Request your no-cost pro forma today. We'll build it using your patient volumes and data.

Four divisions. One platform. wellnova.

Meridian Health Group is the company behind wellnova. Our four divisions contribute the intellectual property, operations, and talent that fuel wellnova for health systems.



WELLNOVA'S FOUNDERS

Pioneering care-transitions commerce.

The connected layer between EHR-driven care plans and patient action.



David Hartman
CEO

David Hartman is a veteran healthcare IT leader and serial entrepreneur with over 25 years driving large-scale transformation for regional and national health systems. He founded and successfully exited multiple technology companies.



Rachel Kim, MS, MBA
Chief Product & Strategy Officer

David Hartman is a veteran healthcare IT leader and serial entrepreneur with over 25 years driving large-scale transformation for regional and national health systems. He founded and successfully exited multiple technology companies.



Maya Torres
Chief Experience Design Officer

Digital health leader with 15+ years scaling patient and provider engagement solutions across major academic medical centers and integrated delivery networks.



James Park
Chief Technology Officer

Seasoned healthcare tech executive who co-founded and scaled a national care-transition network connecting 600+ hospitals with 8,000+ sub-acute providers.



EZCare

Ready To See What wellnova Could Mean For Your Health System?

Request a No-Cost Pro Forma



Explore wellnova at meridianhealthgroup.com/wellnova



CONTACT

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