



TRIPLEMOON

# Team Introductions



**Lauren Gage**  
*Founder & CEO*  
Triplemoon



**Dr. Katie Sardone**  
*Chief Clinical Officer*  
Triplemoon



A young child with blonde hair is crying while a doctor examines their ear with an otoscope. The scene is set in a clinical or hospital environment. The text is overlaid on the image in white, bold font.

**It's never been harder to  
be a Primary Care Doctor.**

**Triplemoon is here  
to change that.**



# Treatable mental health conditions are overwhelming PCPs



Suicide is a leading cause of death for mothers and children (10+)

# #1

Cause of death amongst perinatal women<sup>1</sup> and #2 cause of death amongst children ages 10-14<sup>2</sup>



PCPs manage mental health alone

# 55%

of mental health conditions are treated by a primary care physician<sup>4</sup> of which 70-90% report inadequate training<sup>5</sup>



Children aren't getting mental healthcare

# 20%

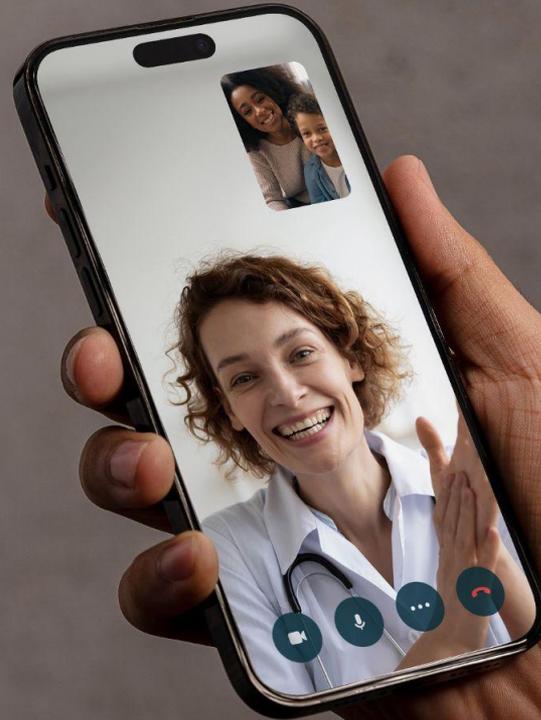
of children with psych conditions receive care.<sup>6</sup> Less than 50% of women with a perinatal mood and anxiety disorder receive care.

# Meet Triplemoon

We're a 100% virtual, integrated behavioral health service exclusively for families.

We partner with PCPs to provide evidence-based behavioral healthcare – helping families add years to their life and life to their years.

Covered by insurance  
(including Medicaid!)



# We have **three objectives**

## **Improve patient outcomes:**

48 hour availability and treatment-to-target program with the goal of graduating patients in under a year<sup>2</sup>

## **Increase PCP capacity:**

Triplemoon tackles the difficult behavioral health so providers can practice at the top of their license, saving 11+ hours per week<sup>1</sup>

## **Build practice revenue:**

New CPT codes added to practice revenue with most providers seeing \$30-70k+ boost to income<sup>3</sup>



# Collaborative care: The best path to behavioral health support

Triplemoon integrates into your primary care practice to provide seamless patient-centered behavioral healthcare

PCP team

Triplemoon  
services

Psychiatric  
consultant

Behavioral healthcare  
manager (BHCM)



# Triplemoon offers comprehensive support



## Behavioral health intervention

Evidence-based behavioral health services leveraging Triplemoon's proprietary care pathways with a treatment-to-target approach

## Care coordination

Hands-on support across patient needs including supporting SDoH, school accommodations, and referral with other sub-specialties (OT, PT, etc)



## Family education

Proprietary family education and community powered by the Triplemoon app



## Psychiatric consultation

Prescription management guided by Triplemoon's board certified adult & pediatric psychiatrists who also oversee each patient's care and progress





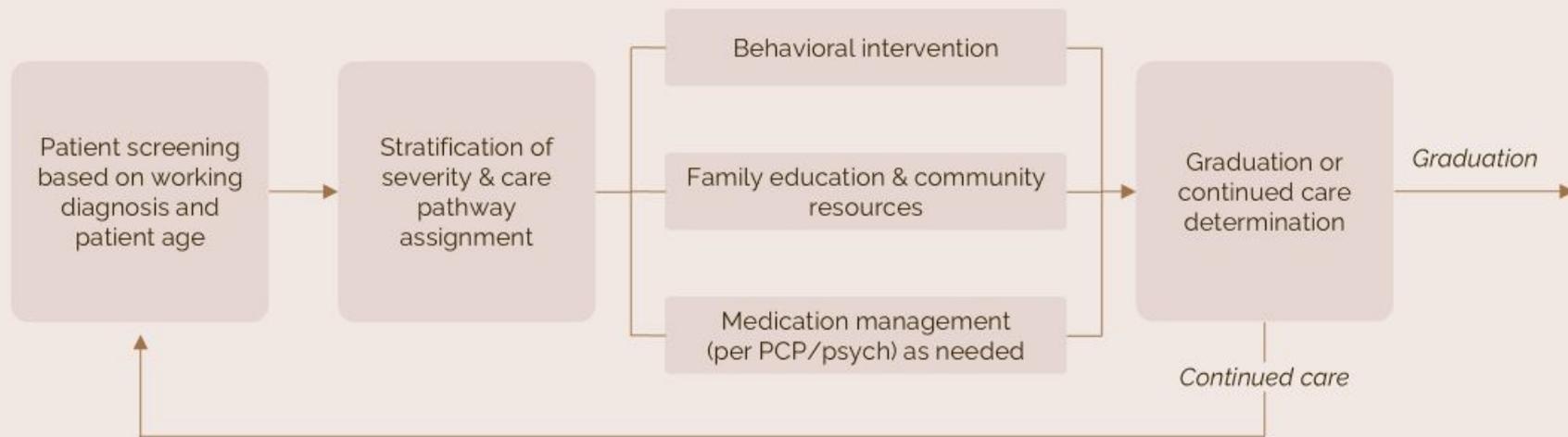
# Collaborative care covers a range of diagnoses

Triplemoon team is equipped to manage a broad spectrum of behavioral health diagnoses including but not limited to:





# Our clinical pathways guide patient care



# Patient Case Example

## Setting

Jordan is an 10-year-old who presented for his annual well-check on a Tuesday. His mother reported concerns about difficulty focusing in school, recent behavior changes and periods of anxiety.

## Referral & Diagnosis

The primary care provider referred to Triplemoon that day and his family was scheduled for an intake on Thursday. Initial meetings with Jordan and his mother confirmed a possible diagnosis anxiety and a history of difficulty with focus impacting functioning.

## Treatment

Jordan's BHCM created a comprehensive treatment plan for Jordan including:

- Weekly BH sessions focused on coping, anxiety management and executive functioning support
- An ROI to enroll Jordan in psychoeducational testing to achieve a formal ADHD diagnosis and rule out other learning challenges
- An ROI to collaborate with Jordan's school counselor and teacher to develop an IEP
- Targeted medication recommendations sent to PCP
- Monthly screening to monitor progress

# The evidence is overwhelmingly supportive

≥90

Randomized controlled trials support CoCM's effectiveness for treating depression and other behavioral health conditions in children and adults<sup>1</sup>

50%+

Improvement of adolescent depression symptoms after 12 months in treatment in CoCM, compared to 20% improvement in care as usual<sup>2</sup>

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1. Archer, J., Bower, P., Gibody, S., Lovell, K., Richards, D., Gask, L., Dickens, C., & Coventry, P. (2012). Collaborative care for depression and anxiety problems. The Cochrane database of systematic reviews, 10, CD006825. <https://doi.org/10.1002/14651858.cd006825.pub2>  
2. Elizabeth Tobin Tyler, JD, MA, Rachel L. Hakower, JD, MSPH, and Jennifer W. Kaminski, PhD. (2017). Behavioral Health Integration in Pediatric Primary Care: Considerations and Opportunities for Policymakers, Planners, and Providers. Milbank Memorial Fund. <https://www.milbank.org/publications/behavioral-health-integration-in-pediatric-primary-care-considerations-and-opportunities-for-policymakers-planners-and-providers/>

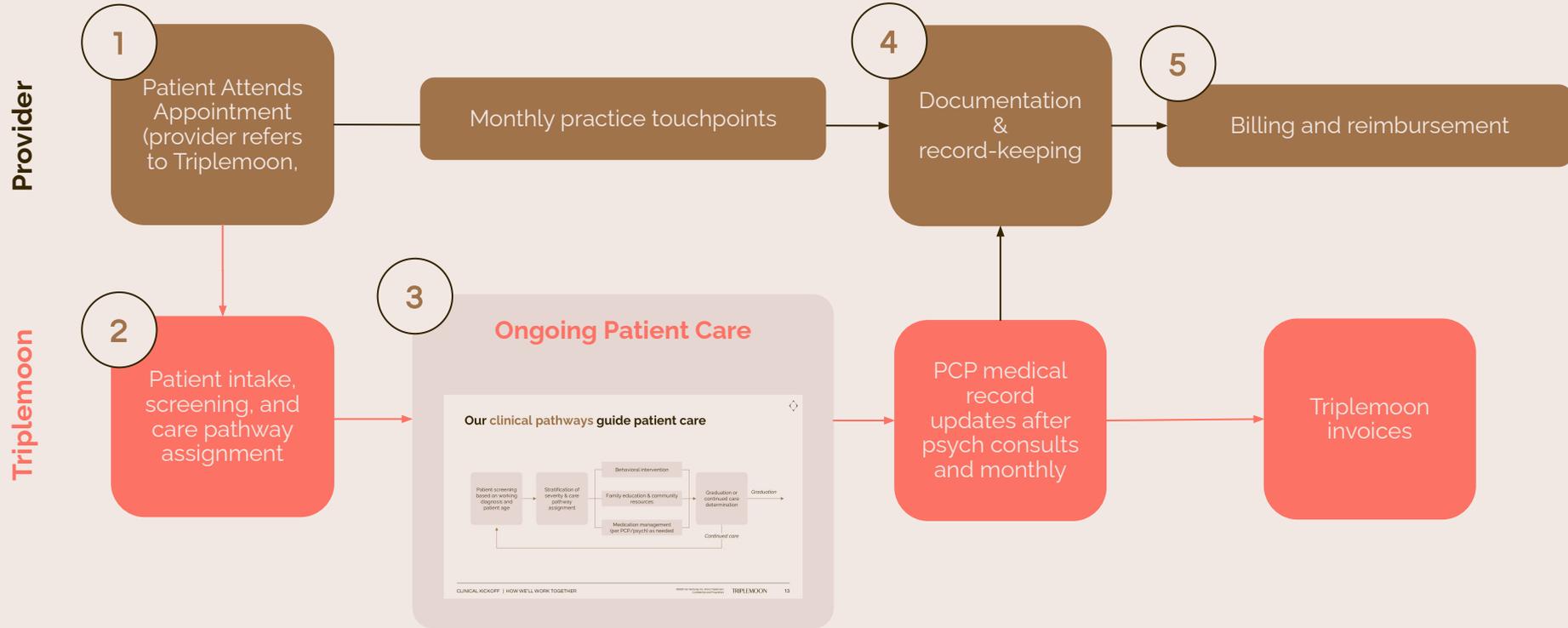


# Triplemoon's care model is effective and accessible.

Benefits offered	Triplemoon	Traditional therapy
Evidence based	★	★
Treatment -to-target	★	
Monthly interdisciplinary case review	★	
Patient appointments within 48 hours	★	
Shorter, flexible sessions (evenings/weekend)	★	
Integrated with PCP	★	
Structured patient and family education	★	
Includes care coordination	★	
Cost of primary care copay	★	
Support for PCP and clinic	★	



# A month in the life with CoCM





# Triplemoon charges a flat-fee for service



**White-glove  
mental health  
service...**

## Patients

**End-to-end support** available within 48 hours:

- Diagnosis support
- Evidence-based clinical treatment
- Unlimited video, text & phone access
- Medication management
- Care coordination
- Family education & support
- SDoH and community resources

**...at a fraction  
of the cost**

One **primary care co-pay** per month

## Providers

**Dedicated clinic success support** including:

- On-demand personalized support
- Patient marketing & engagement
- Provider clinical training and engagement
- Patient risk / chart reviews
- Referral identification & support
- Patient enrollment
- Monthly population health review
- Anytime access to psychiatric consultant
- Monthly patient chart updates
- Quarterly business reviews

**One flat fee** (per patient per CPT)  
No minimums.  
No upfront fee.  
No additional overhead required.

# CoCM Billing: time-based billing

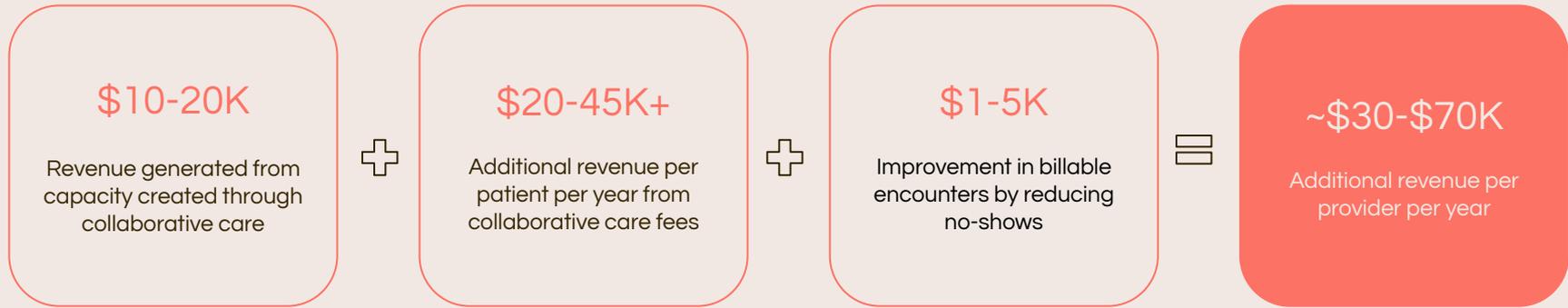
CPT Code	Criteria for billing*	Est. billing frequency	Commercial Reimbursement	Medicaid Reimbursement
99492	1st month, <b>first 85 minutes</b> of care	<b>1x per patient</b> , 1st month of care	\$280	\$161
99493	Subsequent months, <b>first 75 minutes</b> of care	<b>6-9x per patient</b> , subsequent months of care	\$199	\$129
99494	Add-on for each incremental <b>30 minutes</b> , up to 4x monthly	<b>4-12x per patient</b> , subsequent months of care	\$97	\$67

\* Collaborative care is billed based on time spent with patients as well as for time spent by Triplemoon team on activities including psychiatric consult, team case review, screening, care coordination, patient education, and other patient-support activities.



# We boost outcomes, experience and revenue

Sample financial benefit per provider per year



“On days when a behavioral health provider was present, medical providers **saw 42% more patients** <sup>3</sup>

Collaborative care **reimbursement is available in 30+ US states across Medicaid and Commercial Payers** with reimbursement rates ranging from \$75-\$250+<sup>1</sup>

“**Behavioral engagement** strategies impact appointment show rates and increase the patient’s therapeutic engagement with the clinician”<sup>2</sup>





# Why Triplemoon - patients and provider satisfaction

91

Clinic NPS

- Revenue generation
- Time savings (11+ hours)
- Ease of billing
- "End to end" support

*"We've had some good parent feedback. This partnership lifts major behavioral health burdens from overworked PCP shoulders." - Clinic Admin*

86%

Patient Satisfaction

- Pediatric expertise
- Kind BHCMS
- Someone to talk to

*"thank you guys so very much. I wouldn't have anyone to talk to at all without you guys and im extremely grateful for Triplemoon. thank you." - patient*



# Adding Triplemoon to your practice is simple

1

**Set up time** to discuss your practice needs



2

**Triplemoon will share a practice specific financial forecast** and fee structure enabling you to bill the 3 CoCM CPT codes:

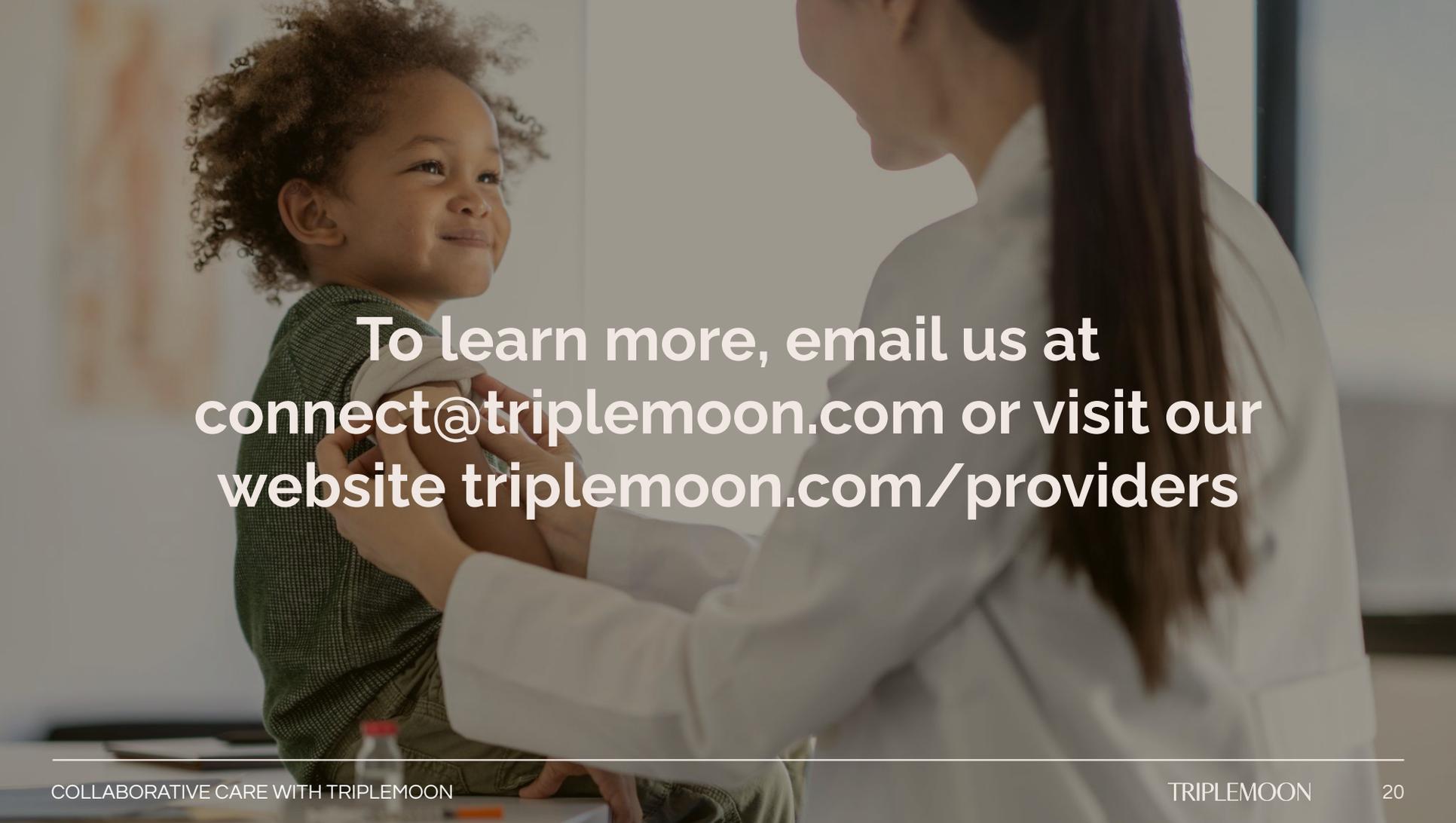
- 99492
- 99493
- 99494

No upfront fees.  
No minimum referral.

3

**Refer your first patients** and start generating new sources of income and hours of extra time.

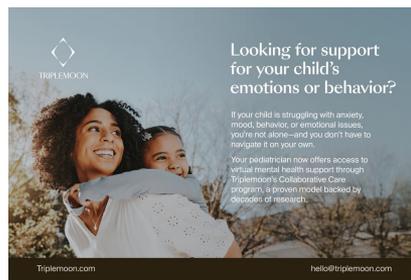
Onboarding with Triplemoon is fast and easy in under a month!

A woman in a white lab coat is examining a young child with curly hair. The child is smiling and looking up at the woman. The scene is set in a clinical or office environment.

To learn more, email us at  
[connect@triplemoon.com](mailto:connect@triplemoon.com) or visit our  
website [triplemoon.com/providers](https://triplemoon.com/providers)

# In-clinic marketing support

- Posters for waiting and exam rooms
- Postcards for patients to take home
- Tear-away referral pads for clinician handoff
- Quick-reference tools for clinicians: ICD “cheat sheet,” screening ranges, and referral info



# Outside-the-clinic marketing support

- Social media toolkit
- Website copy & images
- Email campaigns & text messages
- Phone hold messaging

