



*Synchronous*  
HEALTH

EST. 2016

State of Incorporation: Tennessee  
Annual Benefits Report  
2016



# Introduction

Synchronous Health, Inc was incorporated June 7, 2016 and established ourselves as a benefit corporation upon formation. The concept of a benefit corporation was new in our home state of Tennessee, only recognized as of January of 2016.

From the moment our three founders started brainstorming our company we outlined ways that we wanted to have positive impacts on the individuals and communities we serve and the people we employ. We were inspired to formalize the benefits goals and measurements in order to hold ourselves, future team members, investors and customers accountable to the ideals on which the company first came together.

So much of our initial weeks together were based on the "what ifs" that inspire people to do their best work and live their best lives, caring for themselves and others in the best ways possible. We were motivated to find solutions to gaps and barriers, as any newly forming company is. We soon realized that our idealism could be lost and we could end up doing business as usual if we didn't protect the vision we started this company under. We also recognized that many people want to dedicate their life's work causes and missions, not to bottom lines. Our bottom line follows a highly motivated workforce and innovation that moves toward efficiency and agility. It's an outcome, and still a responsibility, but not a singular goal or the only measure of success. We maintained our for-profit status, and our benefit impact puts us in the measured position of being a steward of people, places and things; the people we serve and employ, the places we work and the things we use to do our job.

At Synchronous Health, we Screen, Match, Engage, Measure everything we do; it's only natural for us to evaluate ourselves on the same process.



# From Our CEO

Dear Friends and Colleagues,

It is exciting for all of us at Synchronous Health to be envisioning the future through the lens of a Benefits Corporation (“B” Corp).

In business school, one learns about for-profit, not-for-profit and government organizations; however, it always seemed that this implies a trade-off that shouldn’t need to exist. Why can’t one work or invest in an organization that makes

sufficient money to pay its workers and investors but that also creates lasting, social good in the world? Well, of course one can and there have been many examples of such corporations over time including the construction of roads or canals; however, it’s only in the last few years that companies could again elect to declare themselves like this at incorporation and have others hold them accountable to this standard. This is our journey.

From the start we wanted to create a company where the mission is at the core; where everyone in the company is committed to, inspired by, and spends their life’s best work serving the mission; individually, we aspire to be kind, smart, passionate people; collectively, we aspire to be a force for good. This requires an openness to change, a courage to take risks, a willingness to fail in order to succeed, a tolerance for ambiguity, value in the process and in the result, and a service orientation towards team and community. This may not be the company for every investor, nor for every potential employee. So for transparency, we declare publicly that this is our goal, and we report on our progress.

We are delighted with the reception of this approach to date with customers, participants, investors and employees alike, and it’s beginning to make a real impact in attracting a diverse and highly talented workforce, with for example a strong backlog of counseling and coaching candidates who are ready, willing and able to make positive change in people’s lives. We anticipate so much change in the world in the next five years and believe that more people will need services like ours more than ever. We are committed to serving people in the moment they need it most, and we look forward to sharing more on this journey each year in the attached social impact statements. We hope you will join us in this mission in whatever role best fits.

A handwritten signature in black ink, appearing to read "Guy".

Guy



# Our Approach to Public Reporting

Synchronous Health uses a third party to measure our impact against our stated goals. B Lab's B Impact Assessment is an industry standard and allows companies to compare their practices against other companies who voluntarily assess their impact in areas that include social, environmental, employment, and governance among others.

As a start up having less than 7 months of operation to measure, the goal of this report to outline goals for the future. We thought it was good practice to get baseline data for impact, assess what processes and procedures we could more easily address now as we build the company rather than after months or years of operation. We develop our goals as we move forward in developing and scaling our company.

Our benefit impact is an important part of our culture. Our benefits guide our business development. We establish partnerships and projects based on our benefit goals. And we share that information with those interested in community meetings, on our website, through social media and in our annual report. We do more than a once annual static report. We keep a pulse on our impact 365 days a year.

# Specific Benefit Purposes

To achieve the best of what it means to be human thus creating a kinder world, resulting in better health, higher productivity, better experience, and lower costs. Empowering people, communities and systems with knowledge, compassion, trusted experts and relevant resources that lead to sustainable change and wisdom.



1. Establish a sustainable business.
2. Put consumers first in design, implementation and practice.
3. Meet the needs of the company's shareholders.
4. Respect and develop the company's employees and workforce including its subsidiaries, suppliers and customers.
5. Address community and societal considerations.
6. Protect the local and global environment.
7. Consider the short and long term impact of all decision making.



# Business Sustainability & Governance

## 2016 Accomplishments

Established as a Benefits Corporation, with Discharge of Duties in our bylaws that all decisions should take into consideration the impact on the following areas:

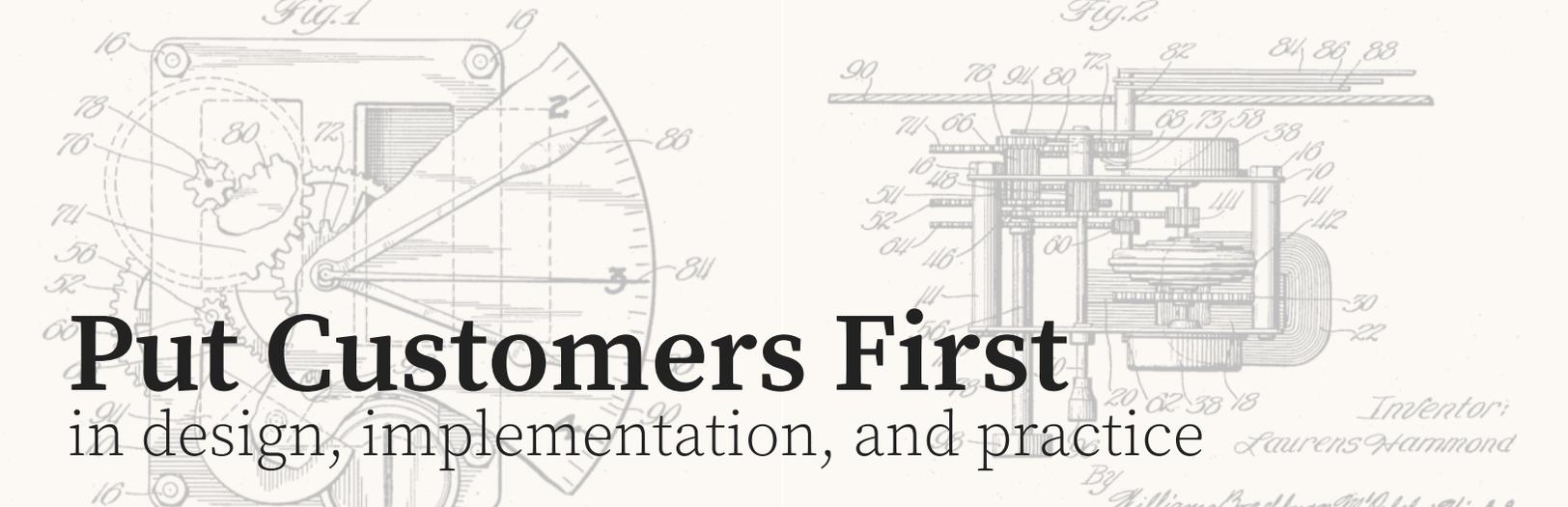
- Establish a sustainable business
- Put consumers first in design, implementation, and practice
- Meet the needs of company shareholders
- Respect and develop the company's employees and workforce, including its subsidiaries, suppliers, and customers
- Address community and societal considerations
- Protect the local and global environment
- Consider the short and long term impact of all decision making

Our B Impact Assessment points out these key practices:

- We have executives of the company, founders in fact, on our governing board. That helps protect the mission and values of the company as we grow.
- This same governing board reviews our financials and make strategic decisions that guide toward financial health.
- We view transparency with our customers as key to building a robust company. We have a feedback loop that allows our customers to privately give feedback to the company.
- We also value transparency with the public and take the following steps:
  - we set targets, create formal reports at least annually, and share it publicly
  - we use third party tools to validate our impact, and we integrate our impact with our financial reports to guide decision making

## 2017 Goals

- Identify Quantifiable Indicators and Outcomes Measures for Social, Environmental and Human Impacts
- Formalize Processes to Share Company Financial Information with Full Time Employees
- Third Party Validation of These Goals



# Put Customers First

in design, implementation, and practice

## 2016 Accomplishments

As we began designing our services and our platform we were determined to put customers at the heart of everything. Our goal is not only to improve health and wellbeing of the people we serve, we also want to be a delight to work with.

- We address social problems that our customers face: Depression is the leading cause of disability in the US
- We address economic problems that our customers face: Untreated Behavioral Health conditions increase the cost of physical health care by up to 4x
- Our services reduce the negative impact of medical and emotional conditions.
- Innovation is a core value and central to our platform: We know we can do better than what is available today.
- Research and Science backed interventions and interactions support the work of our humans and technology.
- We are part of the larger behavioral health care community that has set out to define and verify outcomes data.

Our B Impact Assessment points out these key practices:

- Recipients of our services are likely to experience improved economic opportunity through financial education and guidance, increased productivity at work creating more opportunities for advancement, and providing training and job opportunities to enter the health care field as Coaches.
- Our relationship with local and national efforts to address the opioid epidemic allows us the opportunity to benefit a population that many find difficult to deliver health care services.
- We thoughtfully designed our platform to span demographics to be useful for:
  - Seniors and caregivers who use the Internet of Things can connect in real time
  - Medicaid recipients who might have limited data and internet access
  - Community College and University students who are in the prime ages for the emergence of behavioral health conditions

## 2017 Goals

Measure the economic impact of the individuals who receive our services and of our corporate and enterprise customers

Measure the number of service recipients who would not have otherwise received care

Measure the delight of our customers with tangible experiences and outcomes



# Meet the Needs of Company Shareholders

## 2016 Accomplishments

In our first year of existence we had the freedom and responsibility to be quite selective with working with people who share our vision and believe in our mission. The founding team was focused on finding the best people to invest in Synchronous Health.

- We conducted extensive due diligence with dozens of potential investors, some realistic near term investors and others would be options later down the road but would have valuable insights for us on our journey
- Our team evaluated several funding instruments that would be mutually beneficial to both investors and to the company in order to find one that is favorable for all those involved
- We developed an internal culture of viewing all feedback on our product, business plan and funding instruments as market research, good information for us to have and use to improve the company
- The company roadmap gets us to market with the best product possible, which is reflected in our expenses
- Business development plans aim at strategic growth and leveraging high impact opportunities

Our B Impact Assessment points out these key practices:

- Inclusion of stakeholder groups and relevant independent experts in advisory capacities to ensure a successful product and market response
- Having financial records reviewed by the Board or other governing body
- Having financial records reviewed by an independent third party, which we did a significant amount of as we were in the development phases of building our financial models

## 2017 Goals

Make strategic decisions that maximize expected value

Assess the value of opportunities for customers and partnerships according to both short and long term value

Contextualize financial reports according to agreed upon company roadmap



# Respect & Develop the Company Workforce

## 2016 Accomplishments

As we started building our company we knew that we wanted to be a great place to work! But not just in the sense of recognition and celebration for a job well done. We do that, but we also help people do their best work using their unique talents, skills and passions.

- At a mental health conference, we had exceptional engagement with our platform, validating the interest clinicians have in integrating technology responsibly into their work flow
- In a focus group with retiring clinicians, their enthusiasm for being able to scale back their practice while remaining engaged in the field they dedicated their life's work to was inspiring
- We provide opportunity for mothers re-entering the workforce, needing flexibility with hours
- We hold ourselves accountable to practicing the company culture we designed
- Difficult conversations are had with compassion, yet clarity
- Exciting news is celebrated

Our B Impact Assessment points out these key practices:

- We pay above the national average for Salary and Wages
- We established an Employee Stock Pool to share in the value they help to create
- Benefits are offered at the minimum eligibility requirements of the insurance carrier's underwriting
- Training is provided to those who are determined to have aptitude for delivering human services support but need training to do so effectively

## 2017 Goals

- Formalize and validate our Coaching Training Program
- Financially support the educational goals of our workforce
- Build time into the work day for passion projects for full time employees



# Address Community & Societal Considerations

## 2016 Accomplishments

We consider Synchronous Health an avenue to make positive impact in our personal, local, national and global communities. It all starts with a healthy and productive individual and spreads to the rest of the community from there.

- We were invited to participate with the Tennessee Department of Health project to support and collaborate on an innovative public health campaign aimed at preventing middle school students from opioid experimentation
- With opioid addiction as prevalent as it is today we've developed relationships with several other organizations and companies working to address this issue and developing public/private partnerships to have an impact
- Mental health conditions often emerge during college ages and we have been in collaboration with two projects to address mental health, emotional wellbeing, and risky behaviors on college campuses
- Stigma continues to dissuade people from seeking help, so our platform allows for discreet services if desired and allows participants to bring loved ones in as they are comfortable to do so

Our B Impact Assessment points out these key practices:

- We have developed a level of care that allows people with high aptitude but no formal education to enter our training program, thereby creating jobs for people who wouldn't otherwise have access, and since our staff generally works remotely, we've created jobs in rural areas with little job development
- Since we can create jobs wherever our staff live, that means we can also provide local support to wherever our participants live, adding to the richness of the services delivered
- Provide services to underserved populations through access to care that wasn't previously available
- Three of the customers we engaged in 2016 have an international population they want served, allowing us to have positive impact across the globe

## 2017 Goals

- Formalize partnerships to strategically and systematically address the opioid epidemic
- Support the current industry effort to standardize outcomes measures in behavioral health
- Measure the utilization of our services by people who wouldn't otherwise have access to behavioral health care



# Protect the Local & Global Environment

## 2016 Accomplishments

Earth is precious and we feel responsibility to do our part to reduce our footprint. As a technology enabled service company, we still have many ways to contribute to protecting the environment. We've taken the initial steps to develop a culture of care for our home planet.

- We reduce
- We reuse
- We recycle
- We carpool
- Our headquarters has plenty of greenspace, vegetation and a stream, all supporting more wildlife than one might expect given our location in the middle of Nashville, TN
- Our serverless design does more than limit the risk of data spills, it also reduces the need for large servers that require a lot of water to cool

## 2017 Goals

- Develop resources for remote staff to participate in environmental protections
- Monitor and record water and energy usage at headquarters and averages for remote staff
- Use energy efficient materials and products when we move from current office to new headquarters later in 2017



# Consider Short & Long Term Impact of All Decisions

## 2016 Accomplishments

We are in this for the long haul. We've already been tested on our decision making - are we going to do what will get us there faster, or will we take a longer route to a much greater destination? We built in accountability to the future so that we can remain effective for a long time.

- That's one of the reasons we decided to establish ourselves as a Benefit Corporation
- We have a long term vision and roadmap that helps us make decisions today that will allow us to reach the lofty goals we have for the future
- However, we are also flexible enough to adjust that roadmap as the market conditions indicate are necessary
- We are engaged in local, national and international regulatory bodies that oversee or have any impact on health, wellbeing, technology and all adjacent industries
- We have relationships with some of the most visionary leaders who believe that our best days are yet to come

Our B Impact Assessment points out these key practices:

- We have locked our mission into our operations, so that we are reminded every day what it is that we are working toward: a kinder world where every human can reach his or her full potential
- The financial transparency we share with our board and staff allows us to make business decisions with the full support of the company - even if they would prefer a different decision they understand and support the decision that is made
- Investing in our workforce and the communities we serve allows greater success for all the outcome measures that matter most to us, our customers and our shareholders
- We put company culture at the forefront of our operations so that the short term fast pace doesn't turn into a long term rat race, instead we are disciplined in regrouping

## 2017 Goals

- Develop a 50 year roadmap (we'll share it if you dare to dream with us)
- Create a weighted decision making assessment tool to facilitate tough situations that are bound to come our way
- Develop Key Performance Indicators measuring how we balance short and long term impacts

# MISSION statement

To achieve the best of what it means to be human thus creating a kinder world, resulting in better health, higher productivity, better experiences, and lower costs.

Empowering people, communities and systems with knowledge, compassion, trusted experts and relevant resources that lead to sustainable change and wisdom.

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