
From: Bruce Moskowitz <[REDACTED]>
Sent: Friday, July 7, 2017 4:08 PM
To: Aaron Moskowitz
Cc: Jeffrey Epstein
Subject: Re: Jiyo

Agree with all these comments. This is a crowded field and difficult to gain=market traction.

Sent from my iPad
Bruce Moskowitz M.D.

> On Jul 7, 2017, at 9:07 AM, Aaron Moskowitz [REDACTED] wrote=

>

> Hello Jeffrey,

>

> My father sent some info over about Jiyo and their interest in working wit= insurers or academic medical centers. If they have a presentation or stra=egy document I'd be happy to review it. I see Jiyo is a wellness b=and and platform set up by Deepak Chopra and Poonacha Machaiah.

>

> I've spent some time this week on the Jiyo app and website which h=s everything from a webstore, videos, social component and more. Poonacha h=s some interesting ideas on medical informatics but I don't quite s=e the connection with their current offerings.

>

> In regards to opportunities with Academic Medical Centers:

> AMCs have been building out wellness, integrative and alternative medicine=offerings. This has been a trend with real money behind it. The financial=model is to have a patient pay out of pocket for a subscription and additio=al for services. Different medical departments refer patients over to thes= services. I think cancer recovery takes advantage of these centers the mos=.

>

> There was a good article from Statnews about this trend (<https://www.statn=ws.com/2017/03/07/alternative-medicine-hospitals-promote/>).

>

> Insurance companies have a long history of trying to change enrollee healt= behavior. This used to mean working with employers to prohibit smoking at=the office and bringing fitness centers into the office. Insurance compani=s do innovate and experiment quite a bit. There are plenty of articles abo=t lowering insurance/healthcare costs by using health trackers and other to=ls. I do not know how committed payers are to any of these interactive sol=tions but they are willing to try them on.

>

> Let me know how I could help, I'd be interested in hearing more.

>

> Sincerely,

> Aaron

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