

greater good health

2024 Health Outcomes Impact Report

Breaking Boundaries In Health

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Our History & Origin Story

A Vision for a Better Healthcare System

Greater Good Health is on a mission to improve the healthcare experience for seniors, with a new care model that's focused on expanding access to value-based care, empowering clinicians to work at the top of their license, and focusing on the whole-person and value-oriented outcomes.

Founded in March 2021 by CEO Sylvia Hastanan, Greater Good Health has grown from a small venture-funded startup to a team of over 120 team members. With a commitment to redefining and simplifying how we had been approaching care for seniors, Greater Good Health equips clinicians and care teams to focus on quality, prevention, and whole-person health-care. Our proven care model and clinical programs benefit patients, providers, and payers alike, improving clinical outcomes, reducing unnecessary costs, and delivering a best-in-class patient experience.

We have assembled an expert senior leadership team, all of whom have spent their entire careers in value-based, risk-bearing organizations, and who understand the many challenges and pain points that continue to exist across the healthcare landscape in this country.

Our team is committed to creating a brighter, healthier future for all of our patients and the communities that we serve.



Senior Leadership

MEET THE TEAM



Sylvia Hastanan

Founder & CEO

Sylvia has spent her entire career working to fix healthcare, aiming to solve rising costs and uneven quality. With 20 years of experience in healthcare, Sylvia brings her talent for marrying clinical and business operations and translating that union into value. With patients and providers always at the top of her mind, she took on roles to systematically transform the care delivery model for both the payer and the provider. Sylvia has a deep understanding of the healthcare system, specifically in managed care and value-based models.

As an operator, Sylvia has pioneered medical management programs that address the needs of the highest-risk patients. As a strategist, Sylvia has developed innovative initiatives to improve provider burnout, patient experience, evidence-based practice, and leadership development. She has partnered with healthcare leaders across the country and has led national initiatives for large multi-state groups like Optum, DaVita Medical Group, and Healthcare Partners.



Tyler Jung, MD

Chief Medical Officer

With nearly three decades of experience in value-based healthcare organizations, Tyler is a medical executive and board-certified Internal Medicine physician who has dedicated his career to enhancing the quality of patient care all while stewarding healthcare resources effectively. His belief in the importance of restoring genuine empathy and compassion in healthcare has been a guiding principle throughout his extensive leadership journey.

Before joining Greater Good Health, Tyler served as the Chief Medical Officer of Iora Health and One Medical Senior. Earlier, he worked at Healthcare Partners and DaVita Medical Group, where Tyler was instrumental in shaping the organization's approach to patient-centered care and built care models to serve frail and vulnerable senior patient populations, an innovative idea at the time.

As Greater Good Health's Chief Medical Officer, Tyler oversees our team of nurse practitioners, physicians, and clinicians, ensuring they are providing the highest standard of care. Tyler also supports clinical strategy and program development across our growing client base and primary care clinics.



Jared Campbell

Chief Operating Officer

Jared has more than 20 years of experience in value-based care, most recently at Optum, as Chief Operating Officer over a large physician network encompassing 2000+ providers and 600,000 patients under management. In addition to Optum, Jared spent over a decade with DaVita Kidney Care, running dialysis centers across several geographies. As a seasoned operator, Jared is well studied in executing strategic plans and driving operational performance with clinic-based teams and

wrap-around medical management programs. As the Chief Operating Officer, Jared partners with our Chief Medical Officer, Dr. Tyler Jung, to oversee scalable and clinical operations, developing mature processes, and ultimately an enduring business.

I am incredibly impressed by the tenacity, grit, and unwavering commitment of Greater Good Health's Leadership team. Their collective talent and extensive experience in value-based care are remarkable, but what truly sets them apart is their genuine passion to really make a difference and revolutionize the current healthcare landscape.

—Greater Good Health Independent Board Member & Managed Care Industry Leader



Mike Grover

Chief Financial Officer

Mike has over a decade of progressive finance experience, which includes six years working with risk-bearing primary care groups at DaVita Medical Group and Optum across the finance, contracting, analytics, and strategy functions. He brings a deep expertise in value-based payment mechanisms as well as partnership models. Mike is an expert in navigating challenging financial situations involving high-stakes decisions.

At Greater Good Health, as Chief Financial Officer, Mike leverages his expertise to support fundraising, investor relations, finance, accounting, analytics, and tech. He is instrumental in ensuring Greater Good Health invests and grows thoughtfully while also proving its innovative model's success.

Matt brings over 20 years of experience in leading business development at early-stage healthcare companies. With a history of partnering with payers, providers and other healthcare organizations, Matt has a proven track record of building strong relationships and aligning contracts to provide value for all stakeholders. Matt helped drive growth for organizations focused on substance use treatment, provider education, care transitions, and medication adherence. Prior to joining us at Greater Good Health, Matt served as Head of Business Development at Eleanor Health.

Matt plays an integral role at Greater Good Health by expanding our business into new markets, engaging with value-based provider groups, hospitals and health plans, and growing our geographical footprint across the country.

Matt Gagalis

Chief Growth Officer



The State of Care for Older Adults

Across the United States, the population of older adults continues to rapidly increase with more than 10,000 people turning 65 every day. At the same time, the number of primary care providers is declining significantly. Further, reimbursement models remain largely misaligned with health outcomes, leading to gaps in both access to and quality of care for seniors.

With the 65+ population rapidly increasing and the number of primary care physicians continuing to decline, it is clear that a new model for care is needed. By providing NPs with the tools and resources they need to be successful, Greater Good Health is truly transforming how care is delivered.

—Matt Gagalis, Chief Growth Officer

Our most vulnerable patients need more than what our current U.S. healthcare system is able to provide them.

—Kristy O’Fallon, VP Clinical Strategy

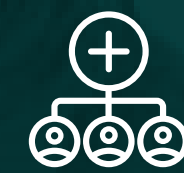
To meet the rising demand for value-based, senior-focused care, Greater Good Health offers solutions for risk-bearing organizations and health plans to build and deploy clinical programs that support accurate documentation, address care complexity, enhance quality improvement via programs, and, in some markets, Greater Good Health offers comprehensive primary care.

10,000+

PEOPLE TURN SIXTY-FIVE EVERY DAY
AND THERE SIMPLY AREN'T ENOUGH
PRIMARY CARE DOCTORS TO CARE
FOR THEM

Care Model

SERVING THOSE WHO NEED IT MOST



Addressing Patients' Access to Care

Greater Good Health serves over 123,000 patients across 19 states. We extend the reach of health plans, Medicare services for seniors, and provider organizations in the communities we serve by implementing sophisticated value-based care programs that prioritize quality improvement and access to high-quality primary care in markets struggling with physician shortages.



Enabling Value-Based Care

Our mission is to address health disparities and reimagine senior healthcare by partnering with payers to provide value-based primary care to underserved communities. Through value-based partnerships, we are able to work with risk-bearing organizations to develop innovative clinical programs tailored to the unique needs of older adults. Through our mission and core values, we aim to create a better healthcare experience for our patients, our providers, and our care teams.



Whole-Person Approach

Our Greater Good Health clinicians are uniquely equipped and trained to provide whole-person, value-based care that is focused on coordinated care, disease prevention and education, chronic condition management, social determinants of health, and building patient trust – all which contributes to a healthier community while also lowering healthcare spend and utilization. While we ensure all our patients' HEDIS (Healthcare Effectiveness Data and Information Set) quality needs are addressed, we emphasize the importance of our Greater Good Health Great8 quality measures.

Greater Good Health's Great8 Quality Measures:

- | | |
|-----------------------------------|--|
| 1 Controlling High Blood Pressure | 5 Screening for Depression |
| 2 Screening for Breast Cancer | 6 Monitoring Kidney Health Status for Patients with Diabetes |
| 3 Screening for Colorectal Cancer | 7 Managing Glycemic Status for Patients with Diabetes |
| 4 Improving Transitions of Care | 8 Performing Eye Exams for Patients with Diabetes |



Our Approach

Care Everyone Deserves

Our clinical staffing model includes teams of highly trained providers with specific experience caring for older adults. We believe in treating people, not illnesses, which is why our care teams also invest in getting to know our patients personally and developing a personalized care plan that addresses all aspects of their life – physical, mental, social, environmental, and more.

Our patient-centric approach is coined Great Care:

Greater Good Health's experience and framework that ensures all human interactions are approached with great care.

Fundamentally, Greater Good Health believes that every patient should receive the care they deserve and that also extends to the way we treat each other, our clients, and our partners. Like our core values, we hope that everyone embraces, protects, improves on, and spreads the GREAT CARE model.

great

 greater
good health

CARE

G *Greet and welcome all*
R *Respond and respect*
E *Explain and coach*
A *Anticipate and create a plan*
T *Thank and follow-up*

Recent Statistics Highlighting
Our Efforts

97%

PATIENTS RECEIVE
PREVENTATIVE CARE VISITS

43K

PATIENTS CARED FOR
4.1 STAR HEDIS MEASURES

5★

ALL-CAUSE READMISSION
RATE
(WITHIN A 30-DAY PERIOD)

75%

TRANSITIONS OF CARE VISITS
COMPLETED WITHIN 30 DAYS
OF HOSPITAL DISCHARGE

94

Patient Satisfaction NPS

Greater Good Health provides exceptional patient experiences, both for our patients and our clients. We closed 2024 with a Patient Satisfaction Net Promoter Score (NPS) of 94.

Patient Care Outcomes

Impact & Ratings



High-Touch Patient Engagement

Since Greater Good Health entered the market, patients receiving preventive care visits have increased significantly—from 71% to 97%. Annual Wellness Visit rates for patients seen also saw a significant improvement, nearly doubling from 35–45% to an impressive 71%.



Reducing Readmissions

We achieved a 5-star rating for our all-cause 30-day hospital readmission rate — a key indicator of high-quality, coordinated care that helps patients recover safely at home instead of bouncing back to the hospital unnecessarily.



Screening Outcomes

Our focus on prevention means that patients can rely on their care teams to coordinate testing, screenings, and exams at the right time with the right provider to ensure we catch concerns before they worsen. An example of this is the 5-STAR care delivered to patients with diabetes—through controlled HbA1c levels, routine eye exams, and regular kidney function check-ups.

Community

Health Fairs

Greater Good Health has attended and hosted various health fairs, providing health education, blood pressure, annual wellness exams as well as other health screenings, immunizations, blood drives and resources that are important to the senior community.

State & Local Events

We were a proud sponsor of the Senior Olympic Games in Missoula and provided on-site first-aid support. We co-hosted several successful blood drives with the American Red Cross.

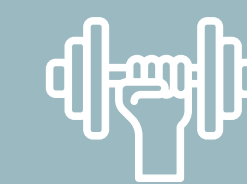
We also partner with nurse practitioner schools to offer precept opportunities for nurse practitioner students.

We believe in rooting ourselves into the communities we serve, so partnering with local organizations like the Chambers of Commerce, places of worship, senior centers, and small businesses are part of our integration plan.



Greater Good Health Community Room Events

Greater Good Health offers events open to the entire community — you don't need to be a patient to join in. These events support our commitment to preventive care, health education, and improving access to both physical and social well-being. Examples include:



Fitness Classes with SilverSneakers®

Weekly exercise classes for seniors focusing on enhancing flexibility, strength, and mobility, including tai chi, and chair yoga.



Educational Seminars

Sessions offered to help seniors navigate Medicare, fraud awareness, managing blood pressure, diabetes, and other chronic conditions.



Art Therapy

Creative classes like crochet, painting, calligraphy, and card making.



Social Events

Social activities include bingo and connection cafés.

Engagement

Our Reach

We have partnerships and team members across the country and we continue to grow our footprint.

500

CLINICAL PARTNERSHIPS

43,000

PATIENTS SERVED

90%

RECRUITING ACCEPTANCE RATE

100

ONBOARDING AND TRAINING NPS

*Greater Good Health is client centric
and has a willingness to solve problems.*

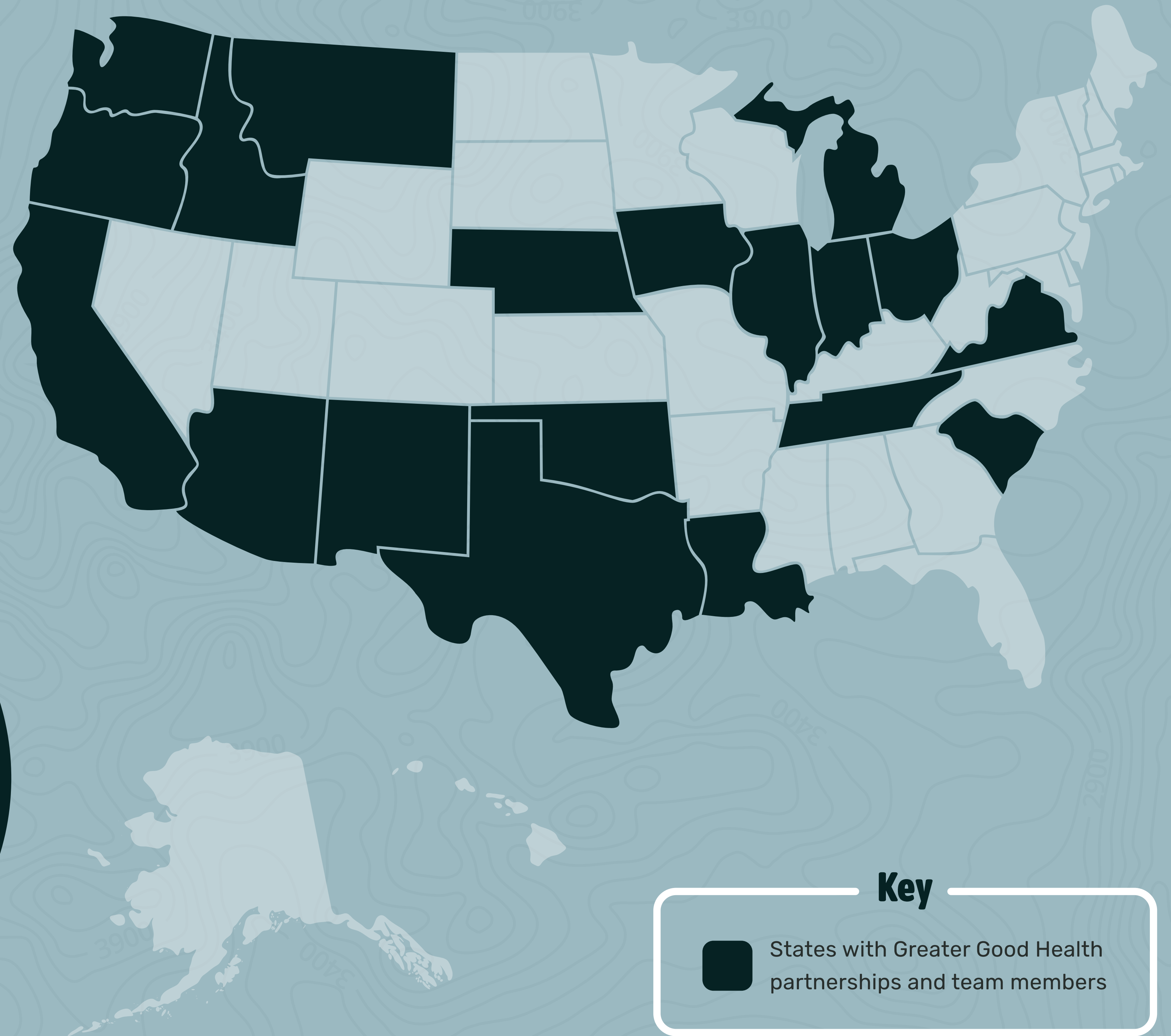
–National Health Plan

Collaboration, accessibility, agile, ability to ramp up quickly and meet the needs of the client.

–At-Risk Provider Group

They are personable and genuinely care about the health of their members

–Medicare Advantage Health Plan



Patient Stories

HEAR WHAT PATIENTS HAVE TO SAY AND THE GREATER GOOD HEALTH IMPACT IN THEIR LIVES

43,000+
PATIENTS SERVED

Meet Darlene

Missoula, MT Greater Good Health Patient

"I feel like I have gotten more done in just two appointments with Greater Good Health than I have in all my years. I love everyone here – they are so helpful!"

Meet Joyce

Billings, MT Greater Good Health Patient

"They care about you. They make you feel at ease. They give you the time."

Anonymous

Greater Good Health Patient

"I had my first visit and immediately knew this was the place for me. If you are a senior and want quality, you should consider them. I have never been cared for so kindly, and they LISTENED. Cannot say enough good things about them."

Community & Culture

Greater Good Health is intentionally creating a place that feels different for nurse practitioners, care providers, and team members. We're building an organization where people thrive and develop both personally as humans and professionally as clinicians.

Our leaders wake up every day thinking about the provider's experience; how to make it better, different, and unique. We understand not only how undervalued and underutilized nurse practitioners are in the healthcare industry, but we are also very aware about the lack of opportunities and benefits that exist for nurse practitioners.

Because we intentionally invest in our community, we believe that we are better able to attract and retain nurse practitioners more successfully than other groups.

“

We want Greater Good Health to be an employer of choice. I am a firm believer that if we create a work environment where healthcare providers are engaged, fulfilled, and working at top-of-license, that in turn yields healthier and happier patients.

—**Sylvia Hastanan**, Founder & CEO

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Our Company Culture





GREATER GOOD HEALTH
HAS BEEN RECOGNIZED AS ONE OF THE
“Best Places to Work”
BY BUILT IN LA THREE YEARS IN A ROW

Core Values

We believe that creating a positive, engaging work environment starts with a clear set of core values that guide how we treat one another, communicate, and make decisions. It is critical that each person on our team and every patient we serve feels supported and included as part of our community, which is why we commit to living our values every day.

These six values are what we are made of and how we operate at Greater Good Health:

- 1 Welcome All:**
We respect and seek to understand different perspectives. We strive to actively practice inclusion and ensure all voices are heard and valued.
- 2 Care Empathetically:**
We deeply care about others. We listen, speak, and respond with clarity, compassion, and intention.
- 3 Empower Each Other:**
We champion learning, growth, agency, and autonomy. We support each team member to work at the “top of their license” and find fulfillment in their work.
- 4 Champion Wellbeing:**
We support a holistic, human-thriving approach, and tend to our own and others’ well-being. Our goal is to find work and life alignment.
- 5 Be Dependable:**
Everyone around us can trust that our words and actions align. We own our mistakes and share our learning with others. We think and act with consideration for people, time, rules, resources, ethics, and Greater Good Health’s success.
- 6 Drive Impact:**
We “bring it” every day. We are continually hungry to learn, share, and tackle challenges. Our commitment to and love for Greater Good Health shines through in all that we do.



LOVA AWARDS

Our team regularly recognizes those who embody our core values through their performance, actions, and behaviors by nominating and awarding team members with a Living Our Values Award (LOVA).

The Greater Good Health Institute

A Commitment to Investing in our People

At its core, healthcare is about people taking care of other people. To make sure that our teams can focus on taking care of others, we invest in taking care of them. Through the Greater Good Health Institute, team members are provided with learning as well as development opportunities curated specifically to upskill teams in value-based care.

Beyond the training team members receive during their onboarding experience, Greater Good Health has invested in continuous learning throughout the year – providing frequent training that is centered around how to apply value-based care concepts to the day-to-day care of our patients, management of chronic conditions, people skills, and professional development.

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I have had many onboardings during my 20+ years as a provider, and I have never had a training experience as wonderful as what the Institute provides. I walked away from my first week feeling welcomed, supported, and set up for success in role. I also appreciate the on-going learning sessions they provide, which is completely unheard of at healthcare systems I previously worked with.

—Greater Good Health Nurse Practitioner

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The Greater Good Health Team’s Member Learning Satisfaction



4.5 of 5
NEW HIRE ORIENTATION
EXPERIENCE



4.65 of 5
CONTINUOUS LEARNING
EXPERIENCE

Team ENPS



An excellent Employee Net Promoter Score weighed by the latest industry standards

Inclusion & Belonging



An index to understand and measure the experiences of different groups at work



Greater Good Health is a premier partner for risk-bearing organizations, supporting the management and full accountability of patient populations. The company is enabling and expanding access to value-based primary care through its innovative suite of clinical solutions and its own primary care clinics for seniors in underserved communities. Greater Good Health's proven nurse practitioner-led model reduces unnecessary costs, improves clinical outcomes and delivers a best-in-class patient experience.

Ready to learn more about Greater Good Health?

www.greatergoodhealth.com

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