

We got an exclusive look at the deck that startup Included Health is using to pitch VCs and employers on a new approach to LGBTQ healthcare

BI [businessinsider.com/included-health-pitch-deck-on-lgbtq-healthcare-support-2020-6](https://www.businessinsider.com/included-health-pitch-deck-on-lgbtq-healthcare-support-2020-6)

Lydia Ramsey Pflanze 4 hours ago



- We got a look at the pitch deck of Included Health, a startup aimed at better supporting the healthcare needs of company's LGBTQ employees.
- Included Health CEO Colin Quinn, who is gay, founded the company after personal experiences having a hard time finding healthcare providers with whom he had a good relationship.
- The startup is in its early days, and is using the pitch deck in conversations with employers and investors.
- [For more stories like this, sign up here for our healthcare newsletter Dispensed.](#)

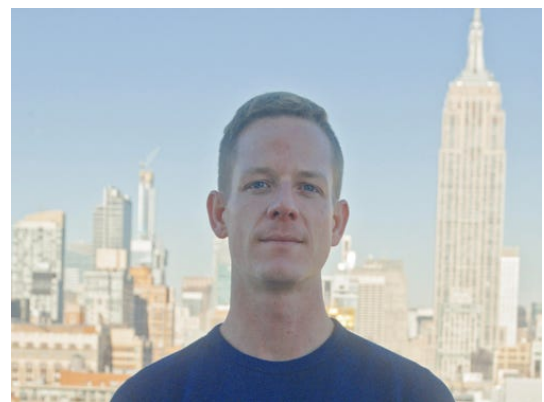
Colin Quinn knows what it's like to have a hard time getting healthcare.

Quinn is the founder and CEO of Included Health, a startup aimed at better supporting the healthcare needs of companies' LGBTQ employees.

Before starting Included Health in 2019, Quinn worked at the pharmaceutical company Eli Lilly, and later as an executive of home care company [Hometeam](#). Even working at companies focused on healthcare, Quinn, who is gay, had moments when he's been denied care or had trouble finding a healthcare provider he felt comfortable with.

To combat those problems, Included Health is building a directory of LGBTQ-friendly healthcare professionals, as well as providing services to help employees navigate the healthcare system when it comes to gender-affirming procedures and other kinds of care needs.

Included Health CEO Colin Quinn



Employers are starting to offer benefits that are more focused on specific subsets of their employees, such as parents and people who are trying to get pregnant.

Plus, [employment protections for LGBTQ individuals were recently strengthened by the Supreme Court](#), just days after the Department of Health and Human Services [finalized a rule that loosened some health protections for transgender Americans and others.](#)

The company is in its early days, and is currently being incubated through the [Employer Health Innovation Roundtable](#)'s early adopter program.

"Being able to provide access to services with Included Health has helped countless employees, as well as their families, find services and providers that are right for them," Kathy Jones, State Farm's Pride employee resource group leader said in a statement provided to Business Insider.

Quinn shared with Business Insider the pitch deck he uses to lay out Included Health for employers and investors. Quinn omitted some slides with financial information from the deck.

Quinn's the CEO of Included Health, a startup aimed at connecting employees to better LGBTQ healthcare services.

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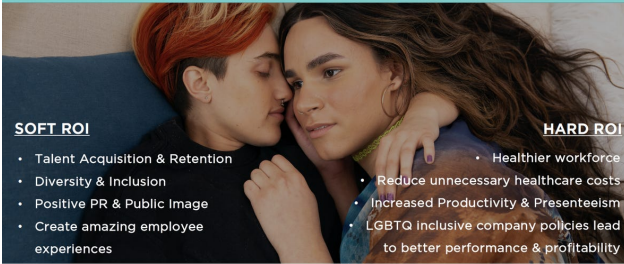
Included Health

Included's service is offered through employers as a health benefit to their LGBTQ+ employees. There are both intangible (the "soft ROI," or return on investment) and tangible benefits (the "hard ROI") to a more tailored health benefit, Quinn said. Over time he'll be looking to see how Included Health is contributing to those tangible benefits including having a healthier workforce and reduction in healthcare costs.

Our Partners: Employers

We partner with employers to offer our service as a health benefit to their LGBTQ+ employees.

We support your employees so they can be their *authentic self everyday*



SOFT ROI

- Talent Acquisition & Retention
- Diversity & Inclusion
- Positive PR & Public Image
- Create amazing employee experiences

HARD ROI

- Healthier workforce
- Reduce unnecessary healthcare costs
- Increased Productivity & Presenteeism
- LGBTQ inclusive company policies lead to better performance & profitability

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Included Health

On slide 5, Quinn gets into how Included Health goes about creating a better healthcare platform for LGBTQ+ employees. That includes building out a network of vetted healthcare providers who are LGBTQ+ friendly, care navigation services, particularly for employees who might be transitioning, as well as advocate and education programs. For now, all of the services are offered by Included Health employees like care coordinators and social workers. Quinn said the plan will be to build out an app where employees can go and find resources.

Our Services

Included Health is the first comprehensive platform for your LGBTQ+ employees.



LGBTQ+ Affirming Provider Directory

- National directory of in-network and vetted providers
- Member feedback and reviews
- Potential for telehealth options



Care Navigation

- Transgender Center of Excellence
- Specialty provider services
- Rx coverage and affordability support
- Billing & claims support



Support System

- Advocates Program
- Monthly member newsletter
- Ongoing Provider education on LGBTQ+ health

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The next slide gives examples of how that might work, including having Included Health staff work through insurance benefits for transgender care or fertility benefits.

Ways We Can Support



Physical Health
How do I get PrEP or find a doctor who knows about PrEP?



Transgender Care
I am a Trans male and want to have gender affirming surgery. Can you help me with my insurance and finding surgeons?



Mental Wellbeing
I would like to find an LGBTQ knowledgeable therapist.



Empowerment
My daughter just told me she's gay. I'd love to talk to other parents who have had similar experiences.



Family Planning
I am looking for an OBGYN and / or a Fertility Specialist who is friendly to the community.



Inclusion Support
I want to come out at work, but don't know how to proceed. Can you help?

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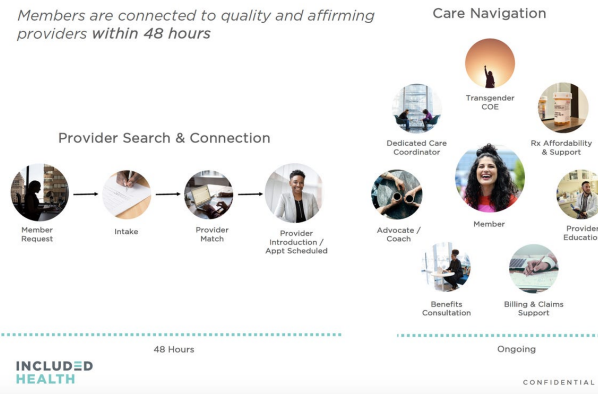
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Included Health's aim is to connect people with providers within 48 hours of submitting a request, Quinn said.

Member Experience

Members are connected to quality and affirming providers within 48 hours



Included Health

Included Health is in its early days as a company, and is currently being incubated as part of the Employer Health Innovation Roundtable. Its services went live in April with State Farm, and the company already has more than 1,500 vetted medical providers in its directory.

Included Health Update

- 1) Included Health services are now live!
- 2) Wave 2 Early Adopter Enrollment is now open
 - Q3 Launch
 - Only 3 spots available
- 3) 1,500+ providers in our vetted directory and growing!
 - PCP, OB/GYN, Trans Health, & Mental Health
 - Building partnerships with LGBTQ resources centers
- 4) Proprietary research study is still open
 - 1,800+ responses
 - free opportunity to get valuable data
 - Dr Burton will publish findings in Medical Journal

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Quinn said he added this slide in the wake of the coronavirus pandemic to show employers and investors how Included is shifting its focus to help employees navigate surgery cancellations, and finding LGBTQ-friendly telemedicine providers. The biggest request Included's gotten in the wake of the pandemic has been for mental health support.

Covid-19 Response

- Covid-19 impact on the LGBTQ+ Community
- Social isolation is leading to worse mental wellbeing
 - Elective procedure cancellations impacting the Trans community
 - Challenges finding affirming providers who offer telehealth
 - PrEP access issues

We are prepared to assist you and your LGBTQ+ employees in their time of need

Top 3 requests for assistance, based on initial user data, are:

- 1) LGBTQ-friendly therapists
- 2) Providers for Gay men and PrEP
- 3) Trans benefits and coverage support

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Quinn then shares feedback from some users.

Member Testimonials

IH Member, Northeast: "Thank you so much! You have been such a help in all this, and it is genuinely life changing."

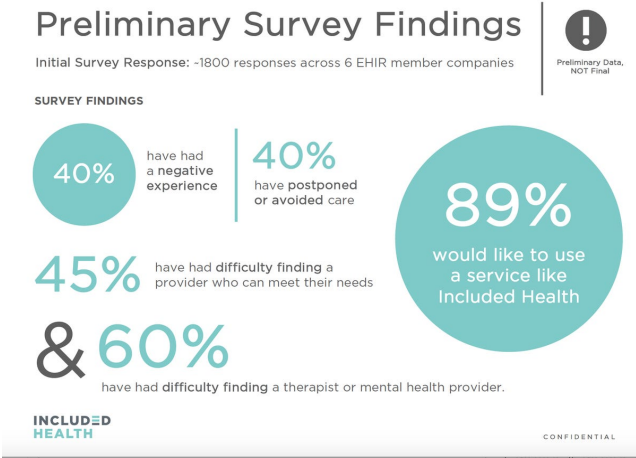
IH Member, Southwest: "It's amazingly hard sometimes to find doctors and staff that are inclusive and have knowledge on the subject. I've spent hours and days before searching for new doctors, and you made everything incredibly easy. Thank you so much!"

IH Member, South: "I've never felt comfortable sharing my sexual orientation with my doctor out of fear of discrimination, now I can comfortably do that, because you found me an OBGYN I know will treat me with dignity and respect. Thank you!"

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Quinn also shares early data from Included Health's survey building on the figures cited early in the presentation. To be sure, the survey is still ongoing, drawing from about 1,800 responses from EHIR member companies.



Included Health

TK explanation of what EHIR is.

Quinn also includes what the survey takers are looking for out of a platform like Included Health, including having someone to talk to who isn't their manager at the company.

Preliminary Survey Results

Requests from Respondents:

"It would be nice to be able to ask questions about your health online, it can be easier to bring up a health issue when you don't think you will be judged."

"We need assistance with Rx Coverage. Is there an LGBTQ advocate internally we may confide in for assistance when having issues with insurance? I can't bring this up with my manager."

"It would be helpful if there were a single point of contact or an expert we could contact, whom we could ask advice on which doctors within our region specialize in specific health needs."

"I love the idea of an LGBTQ friendly directory. Oftentimes, I find all of my doctors through word of mouth of friends so this would be a great asset - especially in communities that do not have as much access to information about LGBT friendly doctors outside of major metropolitan areas."

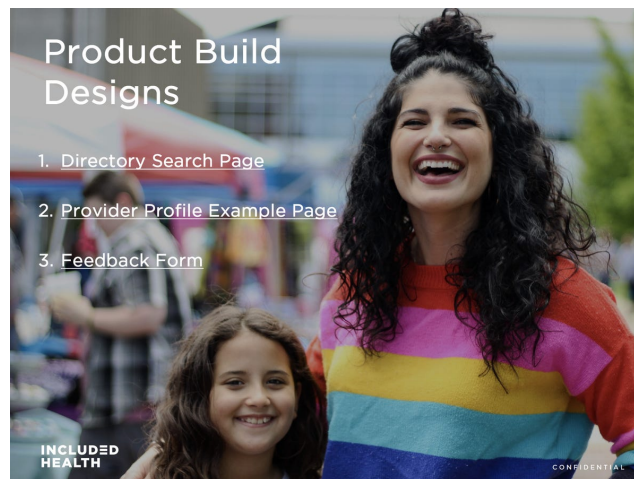
"It's nerve wracking not knowing who you can trust."

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Quinn then lays out what the Included team is working on building, including a searchable directory of LGBTQ-friendly medical provider directory.



Included Health

Included Health is rolling out its platform to two more companies in June and also plans to launch a social media campaign in June timed to Pride month.

Want More Information?

- Research Study - limited time remaining to join
- Wave 2 Early Adopter Program - 3 spots available
- #GetIncluded Launch Campaign - PRIDE Month (June)

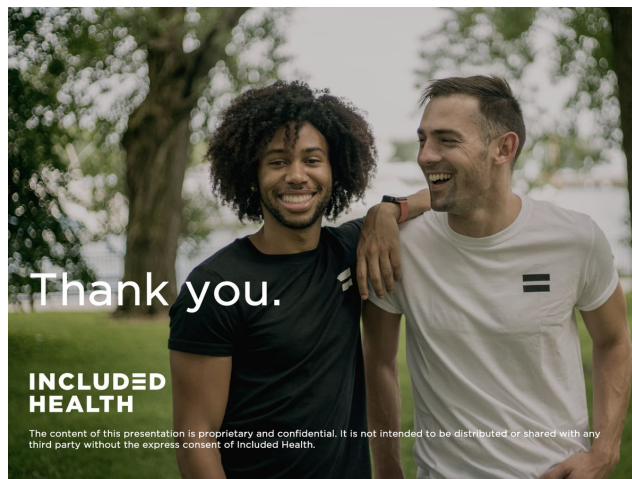
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The presentation wraps up with a simple "thank you."



Included Health