



24x7 Health Coach

Execute CCM. Capture Revenue. Reduce Operational Drag.



The CCM challenge is not clinical expertise. It is execution at scale.

Chronic Care Management is a proven Medicare benefit but most providers struggle to execute it consistently, compliantly, and profitably.

Staff time is wasted. Patients don't respond. Documentation breaks. Billing opportunities are missed.

Bria is a CCM execution and evidence system designed to help care teams complete required monthly CCM activities efficiently, proactively, and in a CMS-aligned manner-so providers can focus on care, while capturing the revenue they are already entitled to bill.

**Proactive. Voice-first.
Multilingual. Human-in-the-loop.**



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THE PROBLEM & WHY CURRENT SOLUTIONS FALL SHORT

The Real Problems CCM Providers Face

Across primary care, home health, and care management organizations, CCM consistently fails at the operational layer:

Monthly touch requirements are hard to meet

- Patients do not respond consistently to calls or portals
- Staff spend excessive time attempting contact
- Missed touches = missed billing

01

Staffing pressure limits scale

- Nurses and care coordinators spend time on repetitive outreach
- High effort per patient month limits panel growth
- Hiring more staff erodes CCM margins

02

Documentation and time tracking are fragile

- Manual time capture is inconsistent
- Evidence is scattered across systems
- Audit risk increases as volume grows

03

Escalation and accountability break

- Early warning signs are missed
- Follow-ups fall through gaps
- Clinical risk and liability increase

04

Why “Traditional CCM Tools” Don’t Fix This

Most existing CCM platforms focus on:

- Dashboards
- Templates
- Manual workflows
- Staff-initiated engagement

They assume patients will respond and staff will have time.

But CCM fails before documentation begins at the point of patient interaction.

HOW BRIEA SOLVES CCM EXECUTION

What Makes Briea Different

Briea is built from the ground up to solve the execution gap in CCM.

Proactive Voice & Text Outreach

- Automated, scheduled voice and text interactions
- Multiple retries and follow-ups
- Designed to reach patients who do not respond to portals or SMS alone

Multilingual by Design

- Supports multiple languages natively
- Removes language barriers that block successful monthly interactions
- Especially effective for diverse and underserved CCM panels

Multi-Channel Patient Interaction

- Voice
- Text
- WhatsApp (where permitted by channel strategy and consent)

Patients engage in the channel they are most comfortable with - without adding staff burden.

Human-in-the-Loop, CMS-Aligned

Briea does not replace clinical staff. Briea enables them.

- Briea captures structured patient inputs and interaction events
- Clinical staff review, follow up, update care plans, coordinate care, and make decisions
- Practitioner oversight and supervision are preserved

Only US-based clinical staff and practitioners perform billable CCM work.

How Bria Supports CPT-Based Billing

Bria:

- Structures patient interactions so clinical staff have actionable work
- Eliminates wasted outreach time
- Produces audit-ready logs of interactions and staff activity
- Helps more enrolled patients reach monthly time thresholds

CCM CPT codes (e.g., 99490, 99439, 99487, 99489) are billed by the provider based on documented clinical staff and practitioner time, in accordance with Centers for Medicare & Medicaid Services requirements

Bria makes that time: Easier to achieve. Easier to document. Easier to defend

Patient Impact That Drives Business Outcomes

For patients:

- Regular, proactive check-ins
- Reduced gaps in care
- Earlier identification of issues
- Higher continuity and confidence

For providers:

- Higher completion rates
- Stronger patient retention
- Better outcomes without increasing staff load

Better care execution directly translates to stronger CCM economics.

Cost vs. Return. Why Bria Pays for Itself

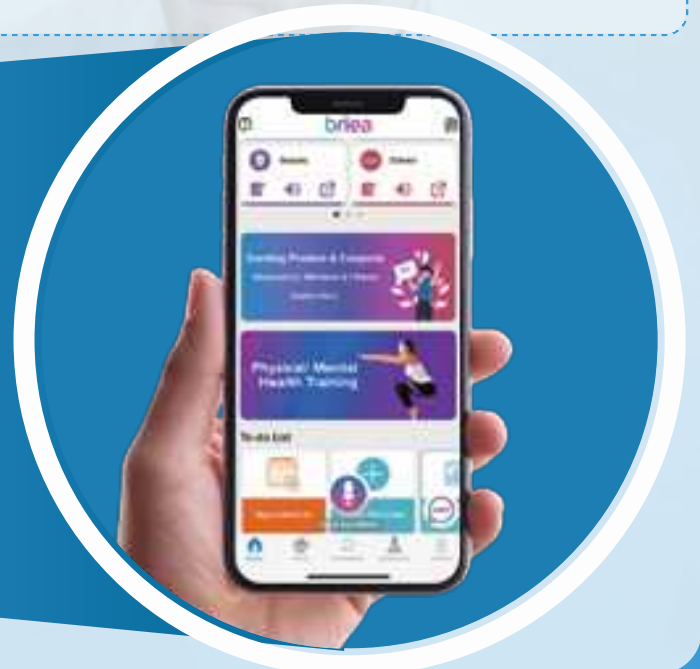
Additional Cost

- Bria is typically priced on a per-patient-per-month basis

How Providers Recover That Cost

- More patients consistently reach billable thresholds
- Fewer missed CCM months
- Higher revenue per care coordinator hour
- Reduced risk of denials or clawbacks due to poor documentation

In most deployments, a small improvement in completion and billing rates covers the cost of Bria many times over.



Briea: Built For CCM At Scale



Briea is not an engagement experiment. It is CCM infrastructure.

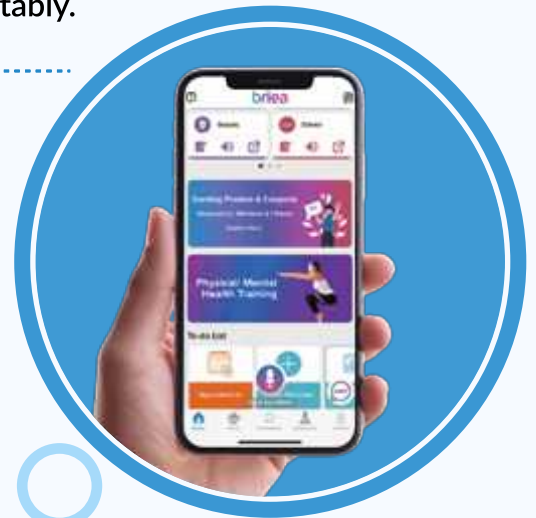
If your organization is:

- already billing CCM, or
- planning to launch CCM, and
- constrained by staffing, patient responsiveness, or audit risk

Briea helps you execute CCM reliably, compliantly, and profitably.

What Briea Delivers

- Proactive voice-first outreach
- Text and WhatsApp engagement
- Multilingual patient interactions
- Structured workflows for clinical staff
- Audit-ready documentation support
- Higher CCM throughput without hiring more staff



Let's Talk

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