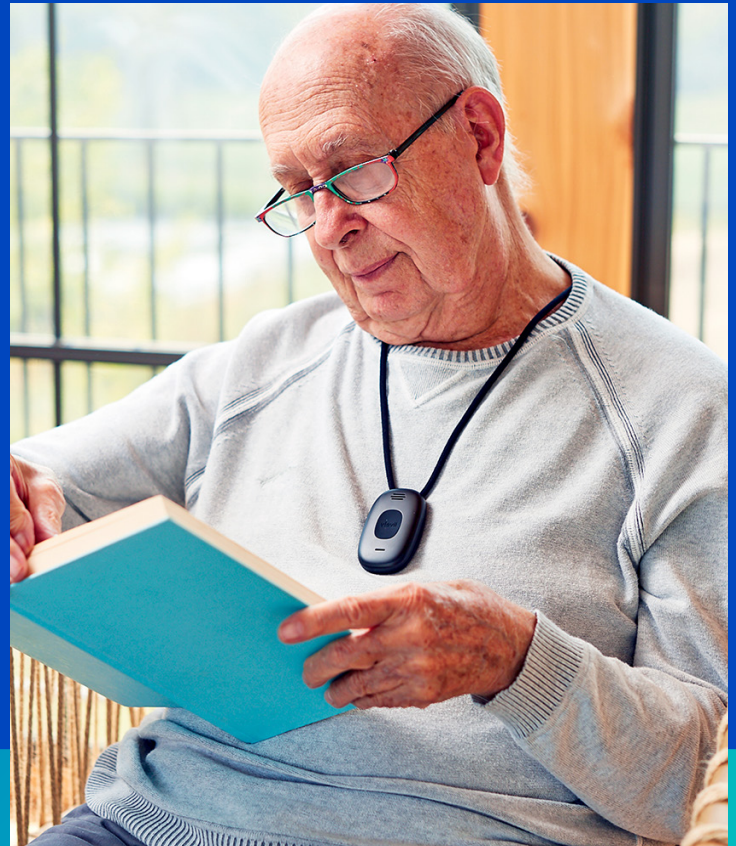


# Empowering people to age independently and safely.

**Best Buy Health is a single,  
trusted source for industry-leading  
Age Tech, services, and support.**



# We're Best Buy Health

Best Buy Health empowers people to age independently and safely by delivering trusted technology, services, and human support at scale.

Best Buy Health delivers these solutions directly to consumers and through partnerships with leading health plans and senior living communities across the country.

## Who we partner with and how

### Medicare Advantage

- Traditional supplemental benefits
- Special supplemental benefits for the chronically ill (SSBCI)

### Medicaid payers and providers

- Long-term services and supports (LTSS)
- Home and community-based services (HCBS) waivers
- Enabling technology waivers

### Senior living communities

- Independent living communities



## 70% of U.S. population lives within 10 miles of a Best Buy store

With 70% of the U.S. population living within 10 miles of one of more than 900 Best Buy stores—and 20,000 Geek Squad Agents completing millions of in-home visits annually—we are uniquely positioned to support aging at home.

## 1M+ people served

We serve over 1 million people through proprietary medical alert devices with advanced fall detection and 24/7 access to our Caring Center, including U.S.-based social workers who address key social needs.

# Scalable Age Tech backed by human support



## One single source for Age Tech

From medical alert devices and ambient monitors to assistive and enabling technology, we make it easier for health plans to engage members, deliver proactive care, and address clinical and social needs.



## Seamless support nationwide

By leveraging Best Buy's nationwide presence, including Geek Squad, we can offer members digital literacy and technology support in-store, at home, or virtually, making technology easier to adopt and easier to use.



## Proactive programs reduce costs

Best Buy Health delivers proactive care through programs that prevent social isolation with early identification and outreach, and reduce fall risk using data-driven insights and personalized exercise support.



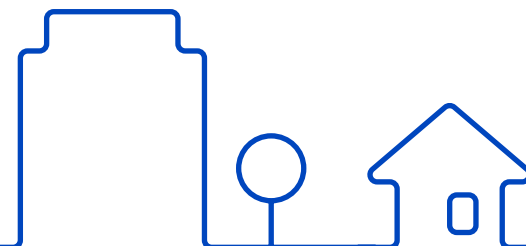
## Technology backed by human support

Through our proprietary devices, we provide direct access to our Caring Center, a team of more than 800 U.S.-based agents who can assist with emergencies, big or small.



## Proven impact on healthcare costs

A six-month pilot study conducted with UCLA and Baylor College of Medicine found that access to a Best Buy Health medical alert device was associated with a 31% reduction in healthcare visit costs.



## We make Age Tech access and adoption easy

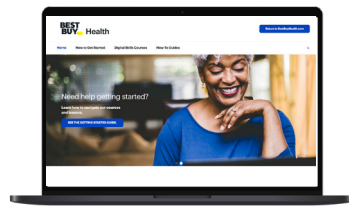
1



### We work with you to identify the right Age Tech for your unique needs

- Medical alert devices
- Ambient monitors
- Enabling & assistive technology
- Hearing aids
- Or something else...

2



### We help integrate it into your benefits and workflows

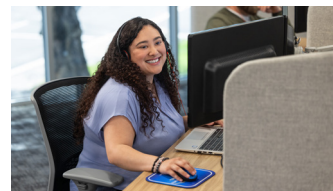
- Identify member populations who could benefit
- Create easy-to-use workflows and front doors for eligibility checks and tech education and ordering
- Orchestrate any incumbent technology transitions

3



**We help communicate to members** through personalized emails, postcards, letters, and phone calls.

4



### We make getting that technology easy for your members, whether they are:

- Calling our U.S.-based customer service team to sign up
- Coming into a Best Buy store to purchase covered technology
- Using a customized, co-branded eCommerce webpage to check eligibility, learn about the technology, and order it
- Speaking with a case manager who has been educated on the technology and process

5



**We handle tech fulfillment** through Best Buy's national infrastructure and supply chain, ensuring fast, seamless delivery directly to the member's door. We then promptly coordinate Geek Squad installation, whether in-home or virtual, for a smooth end-to-end experience.

6

**We provide ongoing tech support** through our Geek Squad agents, assisting members with their needs in-home, in-store, or virtually.

## Programs designed to help you be proactive

In addition to technology and human support, we offer optional proactive programs to drive measurable impact to your organization.

### Fall Risk Mitigation

#### The program

Best Buy Health uses data and ongoing evaluations to identify fall risk across a population and deliver customized interventions, including tailored digital exercise and strength-building programs, wellness coaching, and engagement tools designed to support members.

#### The benefits

- Save costs** by reducing fall-related hospitalizations, emergency room visits and long-term care costs.
- Improve outcomes** by helping to prevent falls and improve quality of life.
- Boost HEDIS and CAHPS scores** through enhanced safety, engagement, and satisfaction.
- Foster proactiveness** through personalized coaching and digital engagement tools that drive program adherence to exercise and strength building.



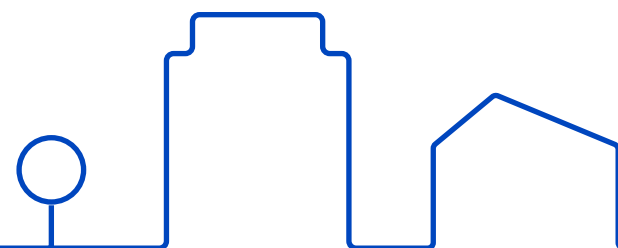
#### The impact

Best Buy Health and Brigham & Women's Hospital conducted a Fall Risk Mitigation pilot which saw:

<b>.25</b> Number of falls prevented per member per year	<b>\$3,600</b> Cost savings per member per year
<b>20%</b> Increase in step count	<b>86%</b> Program completion rate

#### Why it matters

- Falls among members are common, costly, and often preventable:
- 3 million emergency department visits among older adults in 2021 where a result of falls
  - The cost of treating fall injuries in older adults is projected to increase to over \$101 billion by 2030





# Depression Screening and Follow-Up

## The program

Best Buy Health is helping health plans meet the newly proposed Star Rating measurement focused on depression screening and follow-up. We use data and assessments to identify at-risk individuals and create tailored intervention plans that proactively engage them, connect them to essential resources, and provide ongoing support.

## The benefits

- ★ Improve Star Ratings**  
by meeting CMS requirements to screen for depression and provide a follow-up program.
- ♥ Improve outcomes**  
by increasing adherence to care plans.
- \$ Reduce healthcare costs**  
by addressing social determinants of health (SDOH) and preventing health issue escalations that lead to ER visits, hospitalizations, or long-term treatment.
- ||| Make data-driven decisions**  
about care strategies, resource allocation, and program effectiveness.
- ☑ Build trust**  
through engagement and better social support.

## The impact

Best Buy Health and a leading health plan partner conducted a pilot that saw:

**11%**

decrease in risk scores

**\$800-\$1,999**

cost savings per member per year

## Why it matters

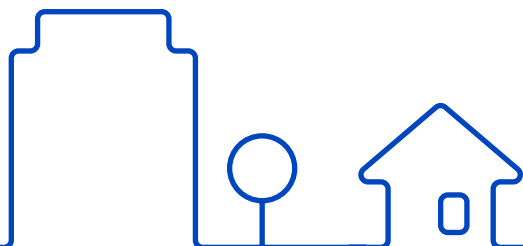
Social Isolation is an unseen health crisis, posing significant risk to member health and well-being:

**25%**

of older adults are affected by social isolation

**68%**

increased risk of hospitalization in patients with perceived social isolation



# Enabling Technology

## The program

This program enhances individuals' lives by combining innovative technology with a trusted, person-centered support model. It delivers tailored solutions that promote safety, independence, and daily living, supported by professional in-home installation, ongoing education, and guidance. Best Buy Health's certified Geek Squad team ensures individuals and caregivers feel confident using the technology in their homes.



## The benefits

### Support cost-effective care models

Enabling technology provides a scalable, cost-effective alternative to institutional care or frequent in-person support.

### Address SDOH

Enabling technology connects members to resources such as transportation, food assistance, medication reminders, and social support, helping address non-medical drivers of health that affect outcomes and overall cost of care.

### Lower long-term service costs

Technology can supplement or replace in-person support, enabling waiver programs to serve more members without increasing staffing proportionally.

## Why it matters

For health plans and state Medicaid agencies, services delivered through 1915(c) Home- and Community-Based Services (HCBS) waivers typically demonstrate strong financial returns.

**\$9 in economic benefit for every \$1 invested in assistive technology solutions<sup>1</sup>**

These savings come from fewer hospitalizations, emergency events, and less reliance on long-term institutional care.

For more information please contact [Enabling\\_Technology@Bestbuy.com](mailto:Enabling_Technology@Bestbuy.com)

<sup>1</sup>At Scale: Global Partnership for Assistive Technology, The case of investing in assistive technology, 2020, <https://atscalepartnership.org/atscale-publications/case-investing-assistive-technology>



[www.bestbuyhealth.com](http://www.bestbuyhealth.com)

If you're interested in learning more about Best Buy Health,  
please contact [PartnerEngagement@bestbuy.com](mailto:PartnerEngagement@bestbuy.com).

