UNITED NATIVES HEALTH APP

CULTURALLY RESPONSIVE, ALL-IN-ONE DIGITAL
HEALTH PLATFORM BUILT BY INDIGENOUS
PEOPLE FOR INDIGENOUS COMMUNITIES

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WHO WE ARE

- Free telehealth counseling in 30+ states
- Youth sports/stem access
- Academic research opportunities for students
- Fundraising national events
- Corporate themed events with national brands & sports teams
- Vital community resources

United Natives is a national nonprofit founded in 2017 to advance health equity, mental wellness, and opportunity across Native communities through trusted partnerships, culturally grounded programs, and innovative technology.

Founded by **Dr. Crystal Lee, PhD, MPH, MLS** (Navajo Nation): 1-of-5 Native American infectious disease researchers in the U.S., Assistant Professor at University of New Mexico College of Population Health, named by Scientific American as 1-of-3 people changing health equity in America.

United Natives operates nationally, working alongside tribes, Tribal 638 clinics, Indian Health Services (IHS) partners, professional sports organizations, universities, and public and private institutions to deliver scalable, community-driven health solutions.

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DEMOGRAPHICS

574 federally recognized tribes in the U.S.

9.7 million Native Americans/ Alaska Natives (NA/AN) – 2020 U.S. Census

Navajo Nation largest tribe in the U.S.

OK, AZ, CA, NM, TX are most NA/AN populated states

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Population almost doubled from 5.2 million in 2010 – 2020 U.S. Census

From 2010 to 2020:
- Alaska Native increased by 45.6%
- Native American increased by 11.6%
- Canadian Native increased by 390.4%
- Latin American Native increased by 390%

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CHRONIC DISEASE = LARGEST COST DRIVER IN NATIVE HEALTH.

HEALTH DISPARITIES IN NATIVE COUNTRY

✓ **Highest rate of diabetes in the U.S. (13.6% prevalence rate)**

✓ **Heart disease (Leading cause of death)**

✓ **Kidney disease (High rates of end-stage renal disease)**

✓ **Hepatitis C (Highest related death rate in U.S,)**

✓ **Suicide (2nd leading cause of death for NA/ANs between the ages of 10-34)**

✓ **Alcohol/drug abuse (NA/AN have highest rates of past-year substance use disorder compared to U.S. counterparts)**

SOCIAL CHALLENGES TO HEALTH CARE & INFORMATION

75% of Natives live in urban areas, only 1% of Indian Health Services (IHS) funding goes to urban health

- Poverty rates paired with poor housing conditions
- Higher rates of violence and homicide
- Limited or no access to healthy food sources
- Insufficient water, plumbing, and electricity on reservations
- Substance use disorder stigma within communities
- Lack of broadband and internet access
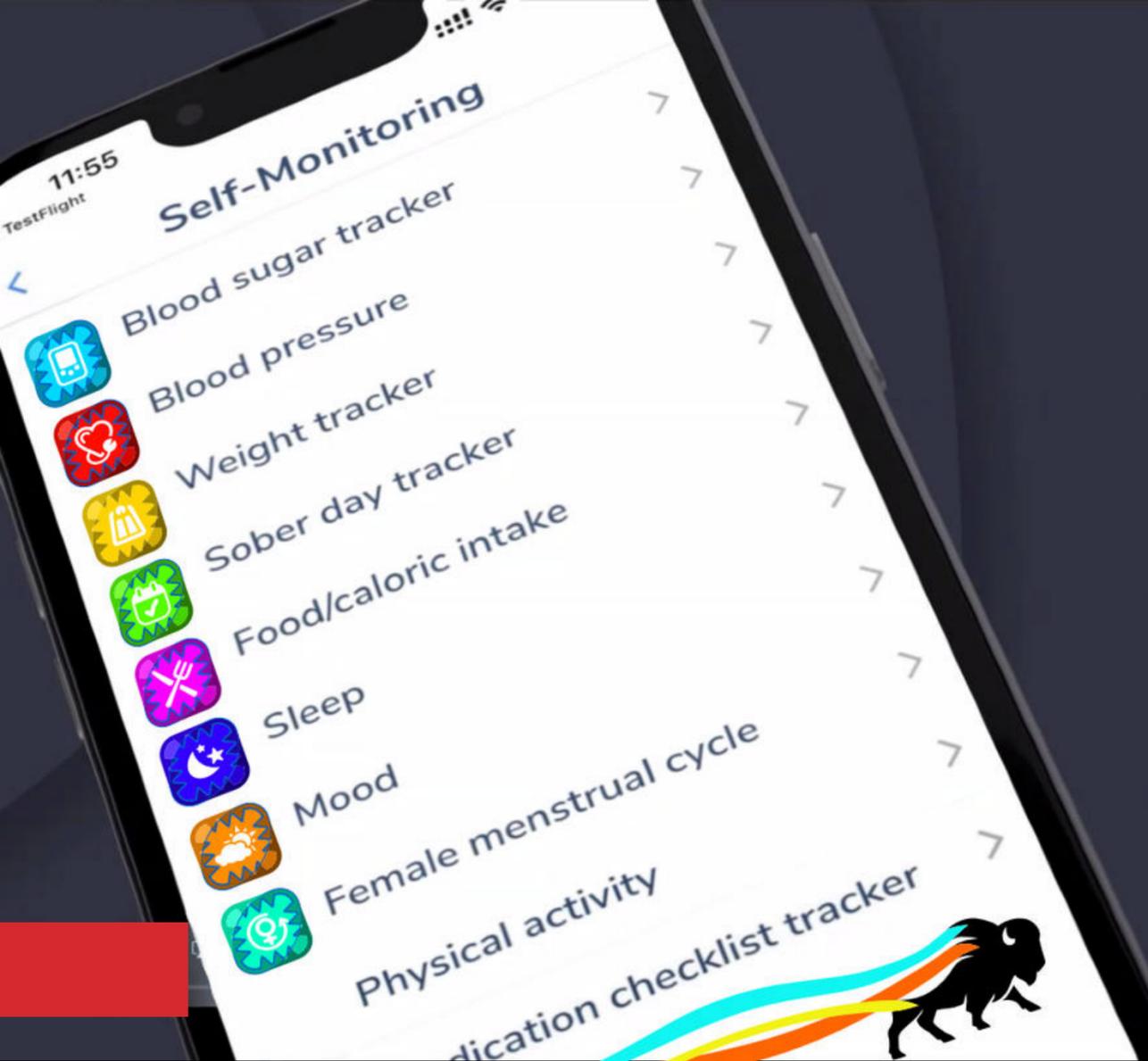
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UNITED NATIVES HEALTH APP

✅ **A Scalable Digital Platform Serving Native Nations Nationwide**

✅ **Secure, HIPAA-compliant, federal-grade platform**

✅ **Designed with Indigenous values, governance, and sovereignty at the core**

EXPLORE OUR APP FEATURES ➡️

Self-Monitoring
- Blood sugar tracker
- Blood pressure
- Weight tracker
- Sober day tracker
- Food/caloric intake
- Sleep
- Mood
- Female menstrual cycle
- Physical activity
- Medication checklist tracker

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ALL IHS & TRIBAL 638 CLINICS NATIONWIDE ARE PRE-LOADED IN THE APP
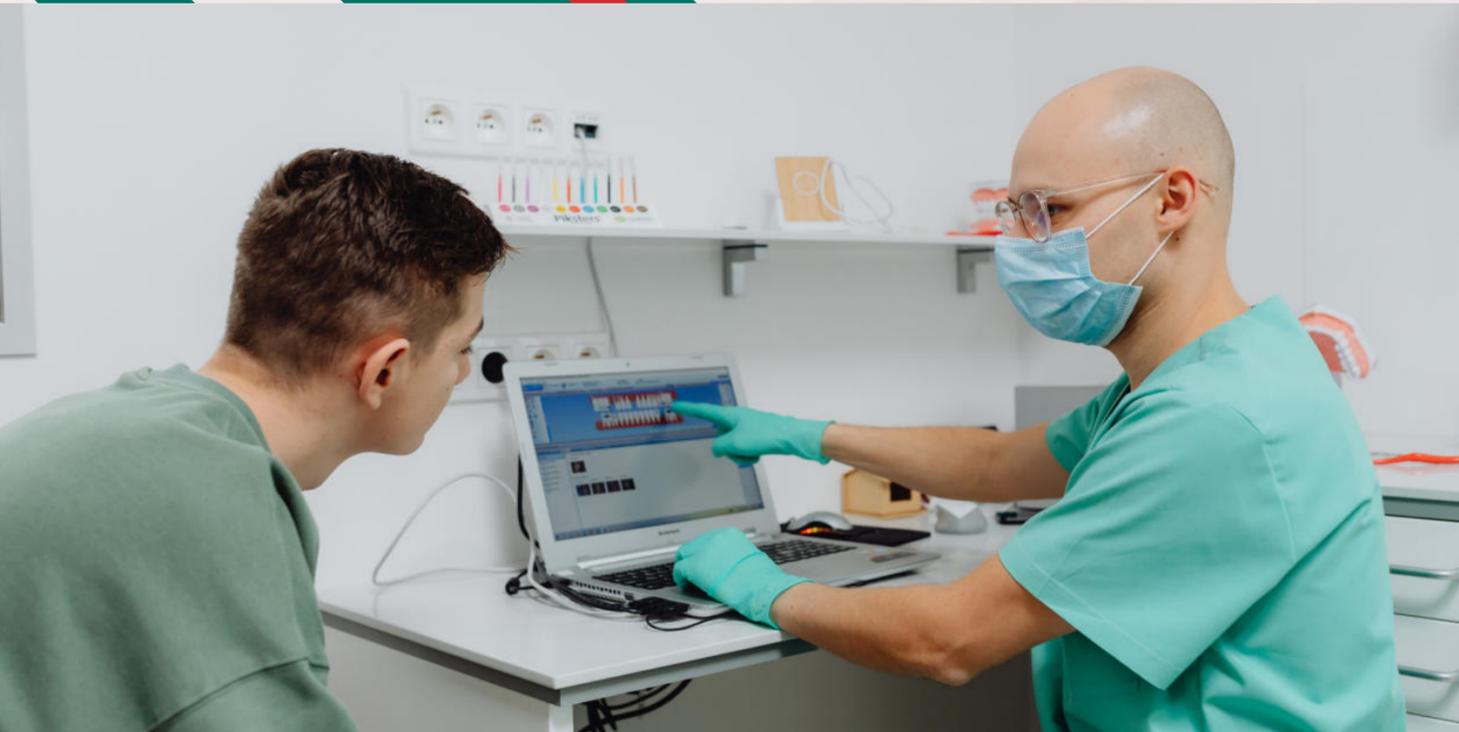
▶ Instant access to Native care nationwide

▶ The only national tool that bridges the rural–urban care gap

▶ Increases utilization of existing Tribal and IHS services

▶ Has all of Navajo Nation's Social Services listed

▶ Ability for persons to access primary, specialty, and sub-specialty care

▶ A Founding investment supports nationwide infrastructure, not just one community or region

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SELF MONITORING TOOLS

- Food/Calorie tracker
- Blood pressure tracker
- Glucose Level tracker
- Mood tracker
- Physical Activity tracker
- Sleep tracker
- Weight tracker
- Moon Time tracker (menstruation)
- Sobriety tracker
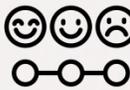
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Remote daily monitoring reduces hospitalizations by up to 38%

Daily awareness leads to long-term prevention

Maximum Brand Visibility: High DAU (daily active user) is sustained by real-time vital tracking, keeping users engaged with the app as their primary health dashboard throughout the day.

AI SMART SUMMARIES: BETTER CARE

Clear instructions, Better results

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BE THE BRAND DRIVING BETTER HEALTH OUTCOMES FOR UNDERSERVED COMMUNITIES. YOUR LOGO ON EVERY POST-VISIT AI SUMMARY.

[●REC]
Record your appointment directly in the app

AI
Instant AI summaries, easily share with trusted individuals or store safely in the app

AI summaries improve adherence, understanding, and health outcomes

80% of patients forget medical instructions within 24 hours

EMPOWERING TRIBAL CLINICS WITH TOOLS THEY CONTROL.

EXPANDING THE REACH OF TRIBAL CLINICS: BUILD YOUR OWN CLINIC DASHBOARD

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What Clinics Can Do with our app

- Design a customized clinic dashboard
- HIPAA-compliant telehealth appointments
- Enable scheduling, rescheduling, and cancellations
- Link you Intake Paperwork
- Monitor previous and upcoming appointments

Why Clinics Choose This

- Reduces no-shows and lost revenue
- Telehealth reduces missed visits (up to 30%)
- Increases capacity without new staff
- Time-stamped visit history (date, duration, provider)

Why It Matters

- Improves access for rural & urban Native communities
- Strengthens continuity of care, access, & patient engagement

COMMUNITY. CULTURE. OPPORTUNITY: IN ONE PLACE.

- Native events listed by state- 100s of Native events occur monthly nationwide

- Never miss another event

- Health, culture and professional events: every key moment in Indigenous life

- Connection is medicine — social engagement reduces isolation, depression & substance use

- Every search, registration, and flyer upload reinforces your organization's visibility.

Culture is health. Connection is prevention.

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Sunday November 23rd, 2025 — NATIVE AMERICAN HERITAGE NIGHT — The Cardinals will donate part of every ticket sold to United Natives — CARDINALS VS JAGUARS — SUPPORT FREE MENTAL HEALTH YOUTH SPORTS/ STEM ACCESS — WHERE CULTURE TAKES THE FIELD — STATE FARM STADIUM | WWW.UNITEDNATIVES.ORG

"BEYOND THE FINISH LINE" EXPERIENCE — FREE EVENT FOR NATIVE YOUTH — SPOTS ARE LIMITED (FIRST COME, FIRST SERVE) — 6TH GRADE TO 8TH GRADE STUDENTS — PARENT OR GUARDIAN REQUIRED — Monday March 31st, 2025 — Phoenix Raceway, 7602 Jimmie Johnson Dr, Avondale, AZ 85323 — 10am - 1230pm — What's in store? Hands-on NASCAR activities, Gamer Garage & Track Walk, Free lunch, Exclusive gift bags — REGISTER NOW — WWW.UNITEDNATIVES.ORG

NATIVE FAMILY NIGHT — ENCHANT LAS VEGAS — 5TH DEC — PURCHASE TICKETS FOR YOUR FAMILY USING OUR QR CODE & ENCHANT LAS VEGAS WILL DONATE $5 OF EVERY TICKET BACK TO UNITED NATIVES NONPROFIT — 5PM-8:30PM

UNITED NATIVES PRESENTS YOUTH BASKETBALL CAMP — FLAGSTAFF, AZ — SAT JULY 13TH, 2024 — LOCATION: FLAGSTAFF AQUAPLEX — REGISTRATION: 8AM-9AM — CAMP: 9AM-5PM — UP TO 200 PARTICIPANTS WITH 100 RESERVED FOR NATIVE YOUTH — TRAIN WITH FORMER PROFESSIONAL HOOPERS — LEARN NEW SKILLS — LUNCH PROVIDED — AWARDS/RECOGNITION — GRADES 6TH-12TH — WWW.UNITEDNATIVES.ORG — BUSINESS SPONSORSHIP OPPORTUNITIES AVAILABLE EMAIL: EVENTS@UNITEDNATIVES.ORG

MMIR AWARENESS SEMINAR LAS VEGAS — WWW.UNITEDNATIVES.ORG

MISSING & MURDERED INDIGENOUS RELATIVES DATA MAPPING

- Community-uploaded MMIR flyers with pinned last-known locations
- Searchable MMIR cases by state and region, age, tribe etc.
- Advanced GIS mapping to identify MMIR hotspots and trends powered by ESRI technology
- A centralized, searchable MMIR database beyond social platforms

Our app fills a critical MMIR data gap

This platform turns visibility into prevention and action & Provides real data to demand accountability

High-Trust, High-Engagement Exposure

Your brand is positioned in a space that users, families, and advocates return to repeatedly and aligned with Life-Saving Impact
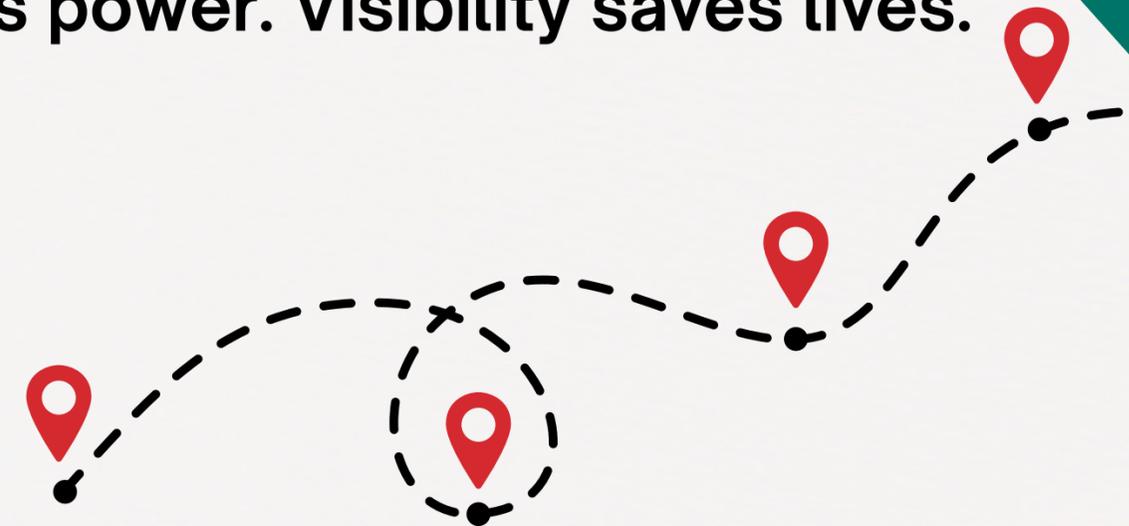
Data is power. Visibility saves lives.

10,000 Indigenous people reported missing in 2024

4,200 cases are currently unsolved according to the BIA

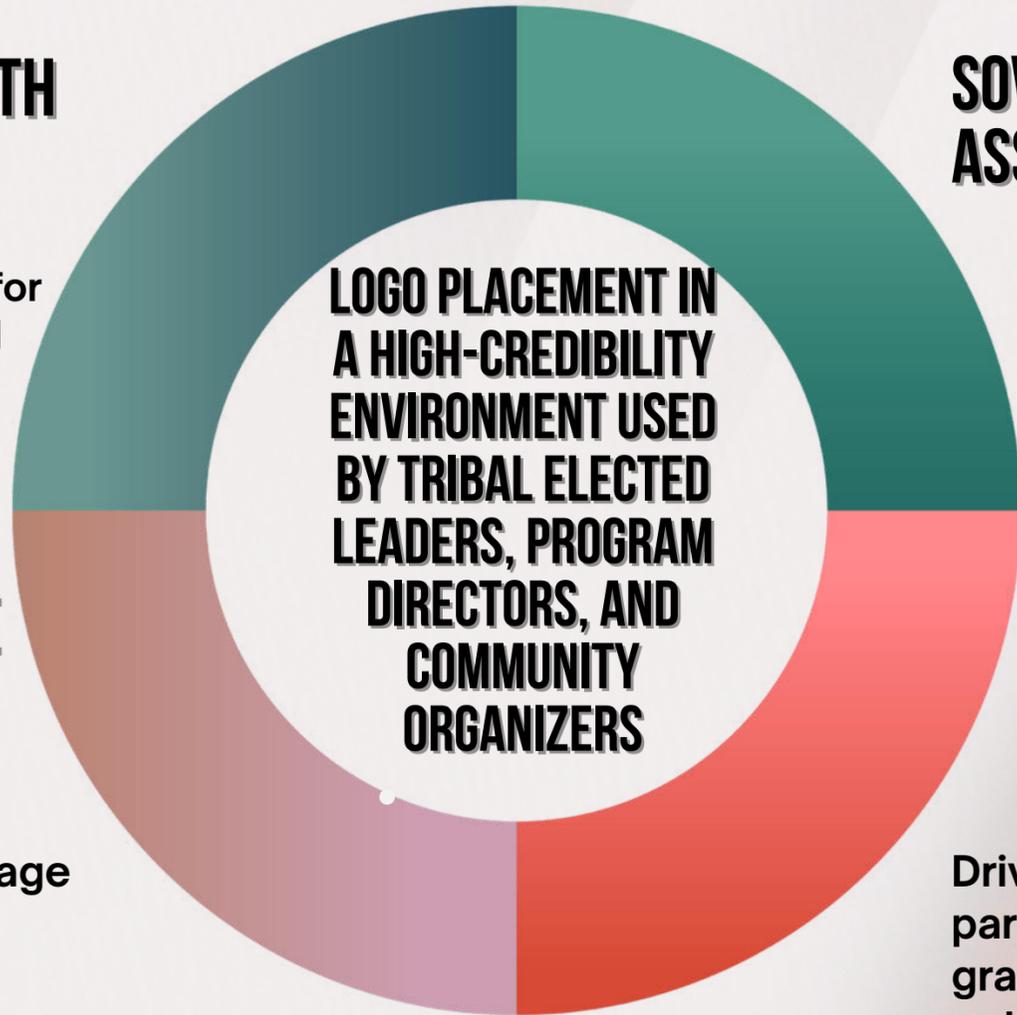**10X** Native homocide rates are 10× the national average.

EMPOWERING TRIBAL SOVEREIGNTY

PUBLIC HEALTH MESSAGING

Nationwide real-time messaging for urgent alerts and community notices.

INTERACTIVE CLASSES & WORKSHOP

Supports language revitalization, talking circles, health sessions, and recovery classes, scheduled directly in the app.

LOGO PLACEMENT IN A HIGH-CREDIBILITY ENVIRONMENT USED BY TRIBAL ELECTED LEADERS, PROGRAM DIRECTORS, AND COMMUNITY ORGANIZERS

SOVEREIGN NEEDS ASSESSMENTS

Ability to collect quantitative data (i.e., surveys) & Ability to collect qualitative data (i.e., individual interviews, focus groups)

SCALABILITY & IMPACT

Drives research partnerships, grants, and policy influence

YOUR DATA. YOUR PEOPLE. YOUR FUTURE.

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SPORTS SECTION: INDIGENOUS ATHLETES

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- ▶ Indigenous high school and college athletes can upload a player profile
- ▶ Athlete background and tribal affiliation
- ▶ Physical attributes (height, position, graduation year, etc.)
- ▶ Performance metrics and statistics
- ▶ Career highlights, achievements, and video links

THIS SECTION WILL HELP CREATE VISIBILITY, CONNECTION, AND OPPORTUNITY FOR INDIGENOUS ATHLETES BY PROVIDING A CENTRALIZED PLATFORM WHERE COACHES, SCOUTS, AND COMMUNITIES CAN LEARN ABOUT EMERGING TALENT.

UNITED NATIVES IMPACT TO DATE

500+ TELEHEALTH SESSIONS SERVICING OVER 75 TRIBES IN 30 STATES

$3 MILLION
in PPE equipment delivered during COVID thanks to our CEO

600+ NATIVE YOUTH SERVED
sports camps/ STEM access (NASCAR, AZ Cardinals, Boston Red Sox & more)

1500+
counseling sessions provided at our in-person COVID quarantine facility

3000+ TRUCK LOADS
of firewood to keep Native communities warm during harsh winters

MEDIA LINKS

Scientific American "This Indigenous Scientist Helped Save Lives as Covid Devastated the Navajo Nation"

USA Today "Native-led nonprofits working to provide COVID-19 relief for the Navajo Nation"

Ticket Fundraiser Night with the AZ Cardinals

PAST COLLABORATIONS & PARTNERSHIPS

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L'ORÉAL FUND FOR WOMEN

verizon✓

2025 CHAMPIONS PACIFIC COAST LEAGUE LV

NFL ALUMNI LAS VEGAS Caring for Kids

NASCAR

THE LARRY FITZGERALD FOUNDATION

HARVARD Kennedy School

SEI CON SPORTS ENTERTAINMENT INNOVATION

UNLV Alumni LAS VEGAS Native American Alumni Club

Anthem

Raising Cane's CHICKEN FINGERS

FUND FOR NONVIOLENCE

ENCHANT

UNLV SPORTS INNOVATION

Nevada Opioid Center of Excellence CASAT | School of Public Health

LAS VEGAS INDIAN CENTER

FOREST COUNTY POTAWATOMI Keeper of the Fire

4CORNERS K-9 SEARCH + RESCUE

Seattle Indian Health Board

FORT LARAMIE TREATY 1851 MANDAN-HIDATSA-ARIKARA NATION

Department of Justice State of New Mexico

NPAIHB

NEVADA DONOR NETWORK #DonateLife

TWO-SPIRIT & Native LGBTQ+ Center for Equity

MINNESOTA INDIAN WOMEN'S RESOURCE CENTER

ACLU Nevada

Lake Side Enterprises of the Cayuga Nation

COUSHATTA TRIBE OF LOUISIANA

THE GREAT SEAL OF WILTON RANCHERIA

tgen part of City of Hope

SCHEELS — CHANDLER —

ONEIDA

WHO THE APP SERVES

- Individuals (NA/AN users)
- Tribal governments & clinics
- Urban Indian health organizations
- Researchers & policymakers
- Organizations seeking meaningful engagement with Native communities
- Academic institutions

PROJECTED GROWTH TO NEW USERS

Conservative adoption (pilot + early rollout)
- Year 1 (0.5%): 10,000,000 × 0.005 = 50,000 users
- Year 2 (1.5%): 10,000,000 × 0.015 = 150,000 users
- Year 3 (3.0%): 10,000,000 × 0.03 = 300,000 users

Moderate adoption (strong partner onboarding + steady growth)
- Year 1 (1%): 10,000,000 × 0.01 = 100,000 users
- Year 2 (3%): 10,000,000 × 0.03 = 300,000 users
- Year 3 (6%): 10,000,000 × 0.06 = 600,000 users

Ambitious adoption (major institutional partnerships + national campaigns)
- Year 1 (2%): 10,000,000 × 0.02 = 200,000 users
- Year 2 (6%): 10,000,000 × 0.06 = 600,000 users
- Year 3 (12%): 10,000,000 × 0.12 = 1,200,000 users

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TURNING PARTNERSHIP INTO IMPACT

Where one partnership can change thousands of lives.

Expand reach across states, tribes, and underserved communities

Equitable access to culturally grounded healthcare tools

Increase provider capacity to meet growing demand

Sustainable, low-barrier access for Native families

FOUNDING DONORS & IMPACT PARTNERS

Tribes / Tribal Health Programs

- Turquoise (annual): $75,000-$100,000
- Coral (annual): $50,000-$75,000
- Onyx (annual): $25,000-$50,000
- Silver (annual): $15,000-$25,000

BENEFIT EXAMPLES (SUBJECT TO SPONSORSHIP LEVEL)

- Dedicated Ad Space
- Logo on app welcome screen
- App-wide recognition as Founding or National Sponsor
- Sponsored health messaging or education campaign
- Annual impact report with de-identified data insights
- Joint press announcement and media visibility
- Brand acknowledgment at UN events
- Recognition on website and materials
- Regional or population-specific advertisement
- Support access for a specific tribe or region
- Co-created wellness campaign or initiative

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STEP INTO MEANINGFUL LEADERSHIP.
IMPACT WORTH STANDING BEHIND.

APP VISIBILITY

Health Systems & Tribal Clinics
Use the app for telehealth follow-ups, appointment summaries, care reminders, and ongoing patient engagement beyond the visit

Public Health Agencies
Deliver trusted public health updates and culturally grounded resources

Corporations & National Brands
Connect with Native communities across multiple states in a safe, trusted, and scalable way

Universities & Research Insitutions
Leverage the app to support community-informed education, data-informed programming, and ethical engagement with Native populations

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PRESENCE WITH PURPOSE.

THE TEAM BEHIND THE APP

Founder & CEO, United Natives- Dr. Crystal Lee, PhD, MPH, MLS
- **Creator of the United Natives Health App**
- **Global & Public Health Advocate**
- **Serves on DEI board for L'Oréal USA**

Sataware Technologies
- **Best Mobile App Development Company in the USA- According to "Business of the Apps"**
- **Global product, engineering, and User Experience (UX) team**
- **Building and maintaining the core application**

GlobalWave Consulting
- **Cloud architecture, cyber security, and platform infrastructure**
- **Maintaining the app blueprint and long-term scalability**

ESRI
- Global leader in GIS software
- **Powering MMIR data mapping, spatial intelligence, and hotspot analysis**

LONG TERM SUSTAINABILITY

- Tribal Contracts: Partnerships with tribes & Tribal 638/IHS clinics
- Grants: Federal, state, and foundation support
- Institutional Partnerships: Universities, research, and public health agencies
- Sponsorships: National brands, corporations, and nonprofits

SCALING PATH

- Expand into new states and tribal networks
- Increase licensed providers and service capacity
- Grow app adoption and program offerings
- Deliver measurable impact to communities

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GET INVOLVED

SCHEDULE A MEETING TO LEARN MORE.

✉ EVENTS@UNITEDNATIVES.ORG

🌐 WWW.UNITEDNATIVES.ORG

BE AT THE FOREFRONT OF ADVANCING INDIGENOUS HEALTH EQUITY.