



UNITED NATIVES HEALTH APP

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





- 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

WHO WE ARE



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.

DEMOGRAPHICS



9.7 million

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

574

federally
recognized
tribes in
the U.S.



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%

Navajo

Nation
largest tribe
in the U.S.

**OK, AZ, CA,
NM, TX**

are most
NA/AN
populated
states



**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)**



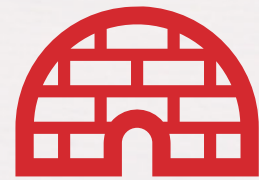
SOCIAL CHALLENGES TO HEALTH CARE & INFORMATION



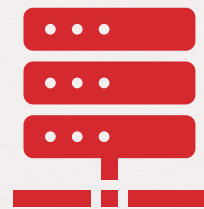
75% of Natives live in urban areas, only 1% of Indian Health Services (IHS) funding goes to urban health



- 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



Zero health app
created for NA/AN
communities



Zero centralized
health information-
based platforms



Lack of real-time
information and
data



Zero centralized
community
information-based
platforms



Lack of culturally
responsive health
information



Internal tribal and
national
fragmented
systems



Shortage of
clinical providers
on rural
reservation-
based territories



Limited access to
health care (i.e.,
primary, ambulatory,
specialty, sub-
specialty)

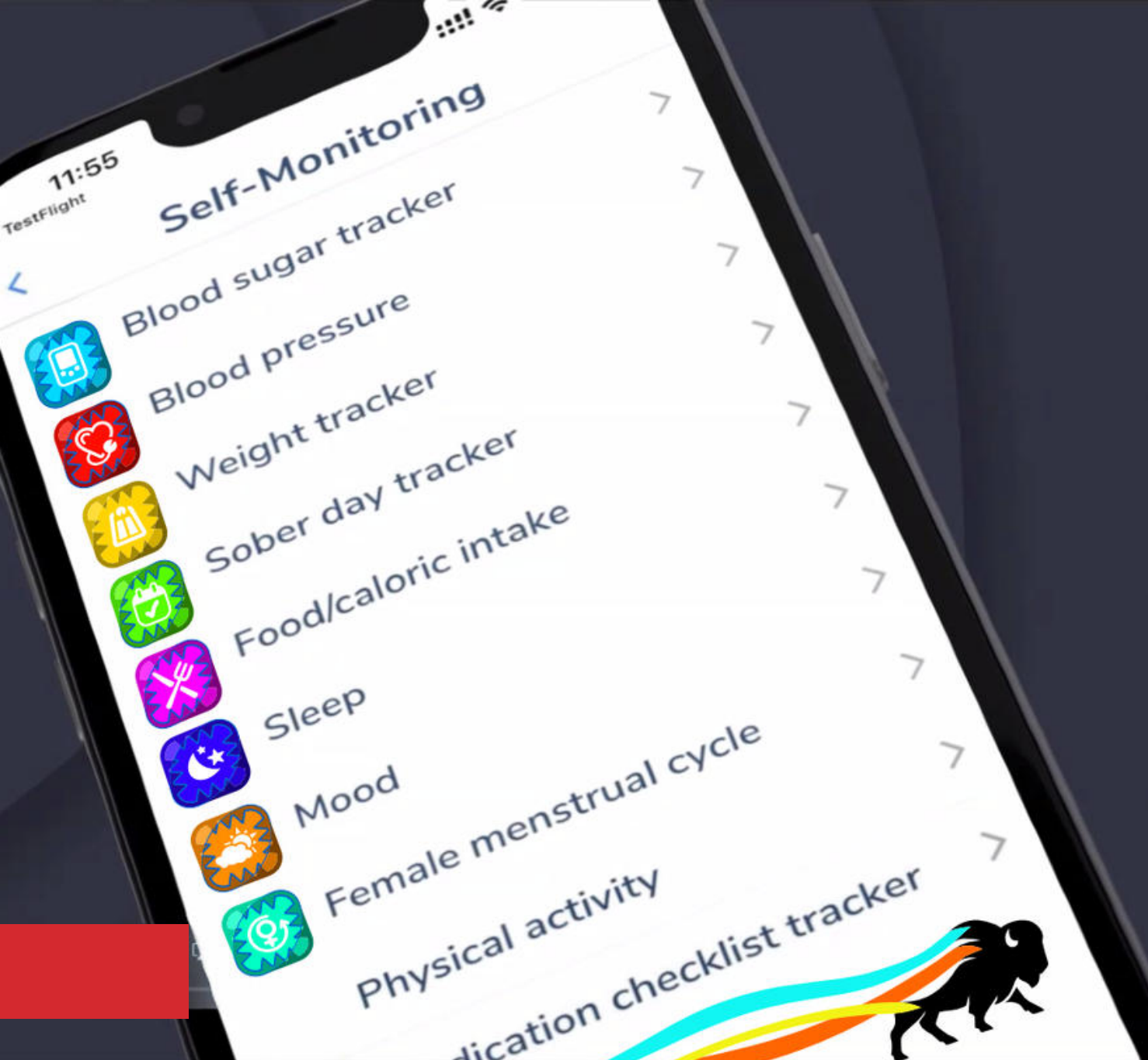


Lack of culturally
responsive clinical
providers

HEALTH CARE CHALLENGES

Transforming
Fragmented Systems
into Connected Care





UNITED NATIVES HEALTH APP

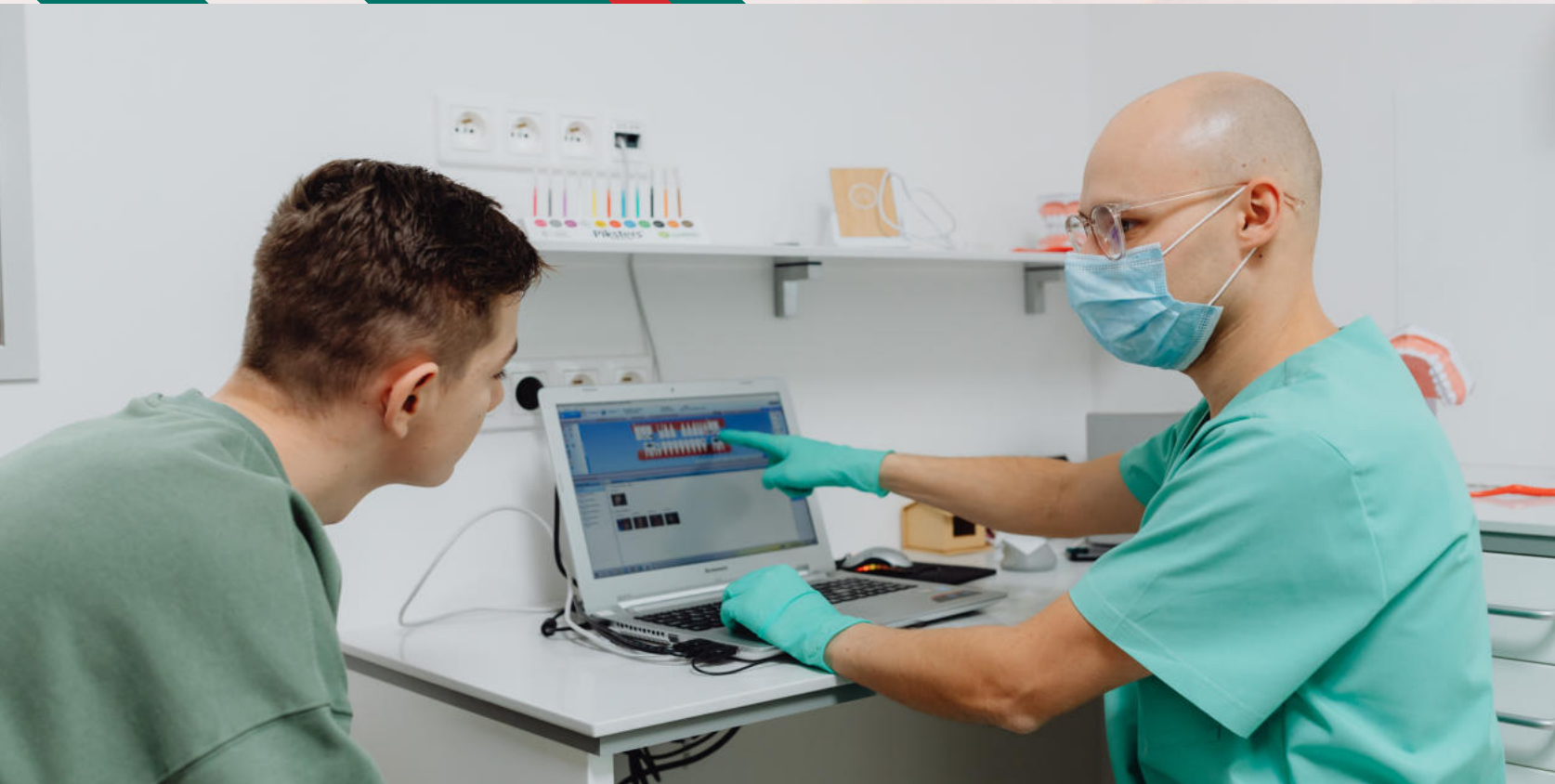
- ✓ **A Scalable Digital Platform Serving Native Nations Nationwide**
- ✓ **Secure, HIPAA-compliant, federal-grade platform**
- ✓ **Designed with Indigenous values, governance, and sovereignty at the core**



EXPLORE OUR APP FEATURES



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**



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



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



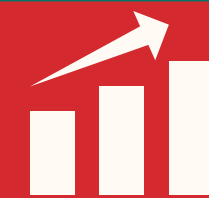
**BE THE BRAND DRIVING BETTER
HEALTH OUTCOMES FOR UNDERSERVED
COMMUNITIES. YOUR LOGO ON EVERY
POST-VISIT AI SUMMARY.**



Record your
appointment
directly in the app



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



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

**EMPOWERING
TRIBAL CLINICS
WITH TOOLS THEY
CONTROL.**

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.



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

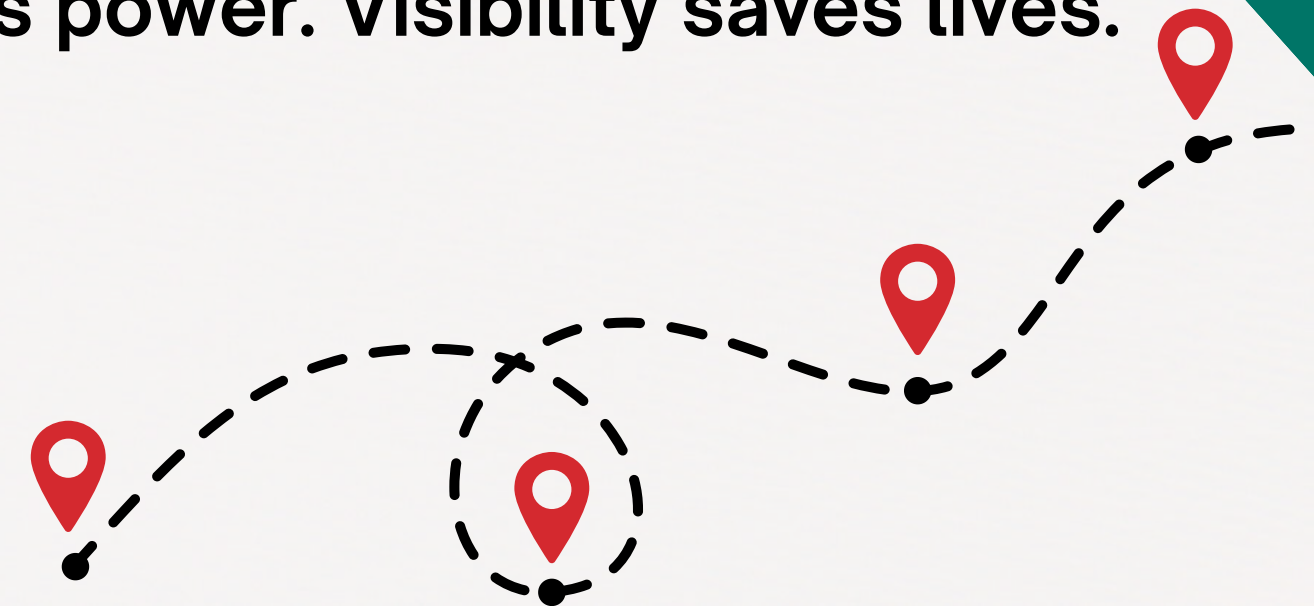
Indigenous
people reported
missing in 2024

4,200

cases are currently
unsolved according
to the BIA

10X

Native homicide
rates are 10× the
national average.





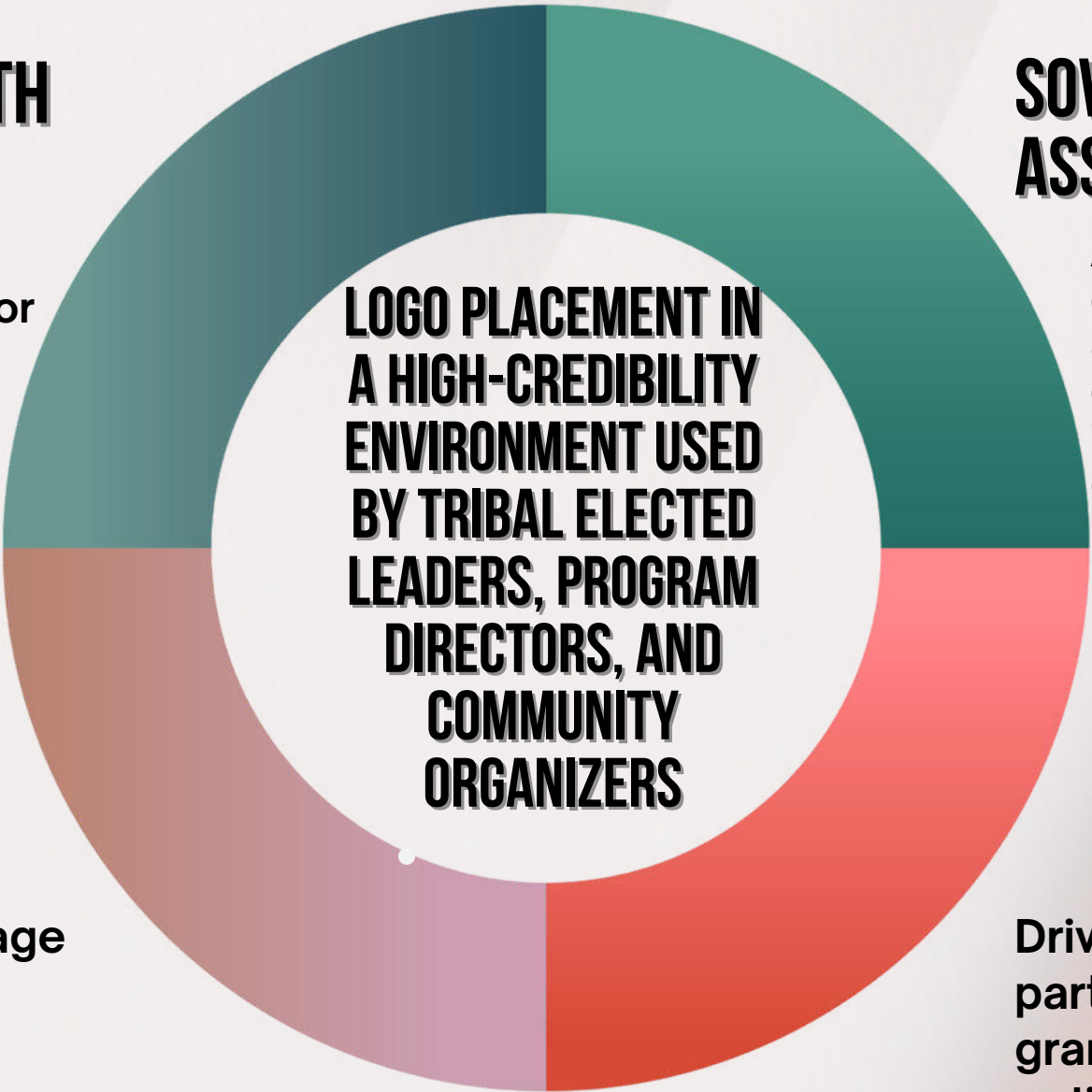
EMPOWERING TRIBAL SOVEREIGNTY

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.



**YOUR DATA. YOUR PEOPLE.
YOUR FUTURE.**

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



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



UNITED NATIVES

L'ORÉAL
FUND FOR WOMEN



verizon



LAS VEGAS
Caring for Kids



THE
LARRY
FITZGERALD
FOUNDATION

HARVARD
Kennedy School



Native American
Alumni Club



FUND FOR
NONVIOLENCE

Anthem



ENCHANT

UNLV | SPORTS
INNOVATION

Nevada Opioid
Center of Excellence
CASAT | School of Public Health



Seattle Indian Health Board



NPAIHB

NEVADA
DONOR
NETWORK
#DonateLife



ACLU
Nevada

Lake
Side
Enterprises
of the Cayuga Nation



tgen
part of City of Hopi
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%): $10,000,000 \times 0.005 = 50,000$ users
- Year 2 (1.5%): $10,000,000 \times 0.015 = 150,000$ users
- Year 3 (3.0%): $10,000,000 \times 0.03 = 300,000$ users

Moderate adoption (strong partner onboarding + steady growth)

- Year 1 (1%): $10,000,000 \times 0.01 = 100,000$ users
- Year 2 (3%): $10,000,000 \times 0.03 = 300,000$ users
- Year 3 (6%): $10,000,000 \times 0.06 = 600,000$ users

Ambitious adoption (major institutional partnerships + national campaigns)

- Year 1 (2%): $10,000,000 \times 0.02 = 200,000$ users
- Year 2 (6%): $10,000,000 \times 0.06 = 600,000$ users
- Year 3 (12%): $10,000,000 \times 0.12 = 1,200,000$ users



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

**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



UNITED NATIVES



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



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

PRESENCE WITH PURPOSE.

ETHICS, DATA SOVEREIGNTY & AI

- **HIPAA Compliance:** All personal health information is protected and secured.
- **Tribal Data Governance** - app honors data sovereignty.
- **De-identified Only** – Analytics & research never reveal individuals.
- **AI Supports Care** – Summaries & insights assist providers, never replace them.



UNITED NATIVES



LOG IN



UNITED NATIVES

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





GET INVOLVED

SCHEDULE A MEETING TO LEARN
MORE.



EVENTS@UNITEDNATIVES.ORG



WWW.UNITEDNATIVES.ORG

BE AT THE FOREFRONT OF
ADVANCING INDIGENOUS
HEALTH EQUITY.

