

Cake is the #1 digital solution for advance care planning.

Cake is a cloud platform that makes it easy to discover, store, and share your advance care and end-of-life preferences.

Market Leader

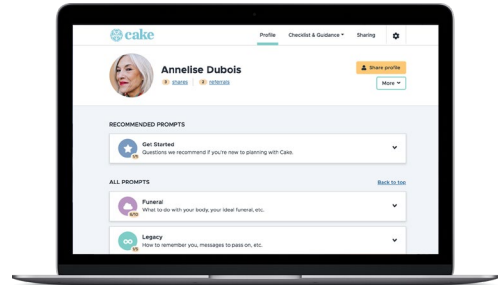
- Largest in the world, serving **millions** every month
- Largest **data set on end-of-life planning**
- Tools for both **end-of-life planning** and **post-loss**
- Featured in a **Stanford Graduate School of Business** case study as the leader in the category

Expertise in ACP & Consumer Tech

- Advised by palliative care leaders including **Dr. Ira Byock** and **Dr. BJ Miller**
- Trusted by organizations including **Kaiser Permanente** and **Providence Health**
- **Consumer tech experience in C-suite**: TripAdvisor, BuoyHealth, eBay

Secure & Private

- **HIPAA- and GDPR-** compliant
- Securely hosted on **Microsoft**



Benefits to Healthcare Organizations

- ✓ Improve **access and equity** in ACP
- ✓ Increase **number of properly completed advance directives** completed; **scalable** to millions of patients
- ✓ Reduction in **unnecessary healthcare utilization** while ensuring patient preferences are honored
- ✓ Augmented **case management capabilities** with simple document creation workflows
- ✓ **Understanding of patient needs** through data reporting
- ✓ **Improved perception** of health systems by building lasting peace of mind
- ✓ **Customizable** content and user journeys

Benefits to Patients and Families

- ✓ The most **user-friendly** workflow: modern, simple, self-serve
- ✓ **Accessible** on any device
- ✓ Ensure care is **aligned with values**

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