WHO WE ARE

Ellen Dykes
Shawna Lacy
Justin Stephens

WHAT WE DO

We partner with medical organizations to help save and change lives by connecting consumers locally with the healthcare providers they need.

Right Patients. Right Procedures. Right Now.

WHY IS CHANGE NEEDED?

DISRUPTION IN HEALTHCARE.

Affordable Care Act
Declining reimbursement
New entrants into health ecosystem (retail, pharmacies, supermarkets)
Technological access and telehealth
Health Ecosystem vs. Systems of One
Changing needs of Millennials
Healthcare professionals hiring gap

A CLOSER LOOK AT PATIENT DISRUPTION

PERCEPTION VS REALITY

CONSUMERISM

Right Patients. Right Procedures. Right Now.
“Though health care is experiencing a seismic shift in the type of care modern consumers expect, opportunities for those that respond to it appropriately are large. The victors of health care over the next decade will all share one thing in common: the understanding that consumerism is king.”

- Ken Robbins, CEO, Mine Interactive in American Marketing Association’s Marketing Health News E-Newsletter (12/20/2017)

**Drivers of Consumerism**
- Self-Diagnosis
- Clean Eating
- Medical Shopping
- Pricing Transparency
- User Experience
- Applification

**Application**

A data-driven strategy reduces patient acquisition costs, increases marketing spend effectiveness, and establishes long-term profitable patient relationships.
Outpatient Coding Comprises:

- Preventive Medicine Services
- Office Consultation

Drivers of Pediatric Outpatient Services

Source: Service Line Strategy Advisor Research and Analysis

The Advisory Board Market Planner

Projections for Long Island, Rockland, Richmond, Westchester

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2016 Volume</th>
<th>2021 Volume</th>
<th>2026 Volume</th>
<th>5 Yr Growth</th>
<th>10 Yr Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-4 years</td>
<td>3,669,381</td>
<td>4,008,855</td>
<td>4,245,345</td>
<td>9.3%</td>
<td>15.7%</td>
</tr>
<tr>
<td>5-9 years</td>
<td>1,911,030</td>
<td>2,128,017</td>
<td>2,253,554</td>
<td>11.4%</td>
<td>17.9%</td>
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<tr>
<td>10-14 years</td>
<td>2,230,545</td>
<td>2,419,977</td>
<td>2,597,308</td>
<td>8.5%</td>
<td>16.4%</td>
</tr>
<tr>
<td>15-19 years</td>
<td>2,370,663</td>
<td>2,617,810</td>
<td>2,740,168</td>
<td>10.4%</td>
<td>15.6%</td>
</tr>
</tbody>
</table>

Total Office Visit Growth

- 0

Drive towards preventative care likely to increase outpatient visits and procedures.

Expansion of insurance coverage may drive more parents to seek care for their children.

States with high immigration will experience greater pediatrics volume growth.

Advances in clinical technology allow many OP procedures to be accomplished in physician offices.

Identify the Right Patients. Right Procedures. Right Now.

IDENITFY THE RIGHT PATIENTS - LOCAL EXAMPLE

Prevalence of Ailments

<table>
<thead>
<tr>
<th>Ailment</th>
<th>Prevalence</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADD/ADHD</td>
<td>2.0%</td>
</tr>
<tr>
<td>Backache/Back Pain</td>
<td>23.2%</td>
</tr>
<tr>
<td>Insomnia</td>
<td>6.5%</td>
</tr>
<tr>
<td>Migraine Headaches</td>
<td>7.7%</td>
</tr>
<tr>
<td>Muscle Strain/Sprain</td>
<td>4.3%</td>
</tr>
<tr>
<td>Restless Legs Syndrome</td>
<td>3.2%</td>
</tr>
<tr>
<td>Sinus Congestion/Headache</td>
<td>13.6%</td>
</tr>
<tr>
<td>Sleep Apnea</td>
<td>4.7%</td>
</tr>
</tbody>
</table>

Any examples from the Mid-South?

IDENTIFY THE RIGHT PATIENT / PREVALENCE OF ADD/ADHD

100 Mile Radius around Memphis

Source: The Advisory Board Company

IDENTIFY THE RIGHT PATIENT / PREVALENCE OF BACKACHE/BACK PAIN

100 Mile Radius around Memphis

Source: The Advisory Board Company

IDENTIFY THE RIGHT PATIENT / PREVALENCE OF INSOMNIA

100 Mile Radius around Memphis

Source: The Advisory Board Company

IDENTIFY THE RIGHT PATIENT / PREVALENCE OF MIGRAINE HEADACHES

100 Mile Radius around Memphis

Source: The Advisory Board Company

IDENTIFY THE RIGHT PATIENT / PREVALENCE OF MUSCLE STRAIN/SPRAIN

100 Mile Radius around Memphis

Source: The Advisory Board Company

IDENTIFY THE RIGHT PATIENT / PREVALENCE OF SINUS CONGESTION/HEADACHE

100 Mile Radius around Memphis

Source: The Advisory Board Company

IDENTIFY THE RIGHT PATIENT / PREVALENCE OF SLEEP APNEA

100 Mile Radius around Memphis

Source: The Advisory Board Company

IDENTIFY THE RIGHT PATIENT / PREVALENCE OF RESTLESS LEGS SYMPTOMS

100 Mile Radius around Memphis

Source: The Advisory Board Company

IDENTIFY THE RIGHT PATIENT / PREVALENCE OF MUSCLE STRAIN/SPRAIN

100 Mile Radius around Memphis

Source: The Advisory Board Company

Any examples from the Mid-South?
IDENTIFY THE RIGHT PATIENT | PREVALENCE OF RESTLESS LEGS SYNDROME

100 Mile Radius around Memphis

Source: The Advisory Board Company

IDENTIFY THE RIGHT PATIENT | PREVALENCE OF SINUS CONGESTION/HEADACHE

100 Mile Radius around Memphis

Source: The Advisory Board Company

IDENTIFY THE RIGHT PATIENT | PREVALENCE OF SLEEP APNEA

100 Mile Radius around Memphis

Source: The Advisory Board Company

HOW WE DO IT

ENGAGE (Multi-Channel + Message)

Engage the Right Patients

- Display
- Search
- Video
- Traditional Media
- Website Development

MEET CHUCK.