

MedView Systems

Patient Education Platform

Leading Patient Education Platform using online technology to deliver medical device and therapy instructions to homebound patients and caregivers.

THE PATIENT CHALLENGES

Of the 32 million annual homecare patients, an overwhelming majority are not equipped to manage their “*physician prescribed*” therapies and operate their medical devices, resulting in costly hospitalizations, re-admissions and ED expenses.**

Patients are not clinically trained and are asked to manage complex devices or conduct intricate therapies and administer elaborate procedures.



** "Patient Education in the Hospital-At-Home" Vaartio-Rajalin, Heli; Nyholm, Linda; and Fagerström, Lisbeth, " Patient Experience Journal: Vol. 7 : Iss. 1 , Article 9.

THE SOLUTION

MedView’s “online” patient education platform provides homecare patients with 24/7 access to:

- device demonstration videos,
- user manuals & frequently asked questions
- “trouble-shooting” guidelines.

Hospitals and home health agencies recommend MedView to their patients, to reduce patient management expenses and increase patient satisfaction and decrease their re-admissions.

Sample Device Instructions (links)



Diabetic - Insulin Pump



IV Pump Infusion System Setup



Port-a-cath and PICC Line Mgt.



Sleep Apnea – CPAP Setup



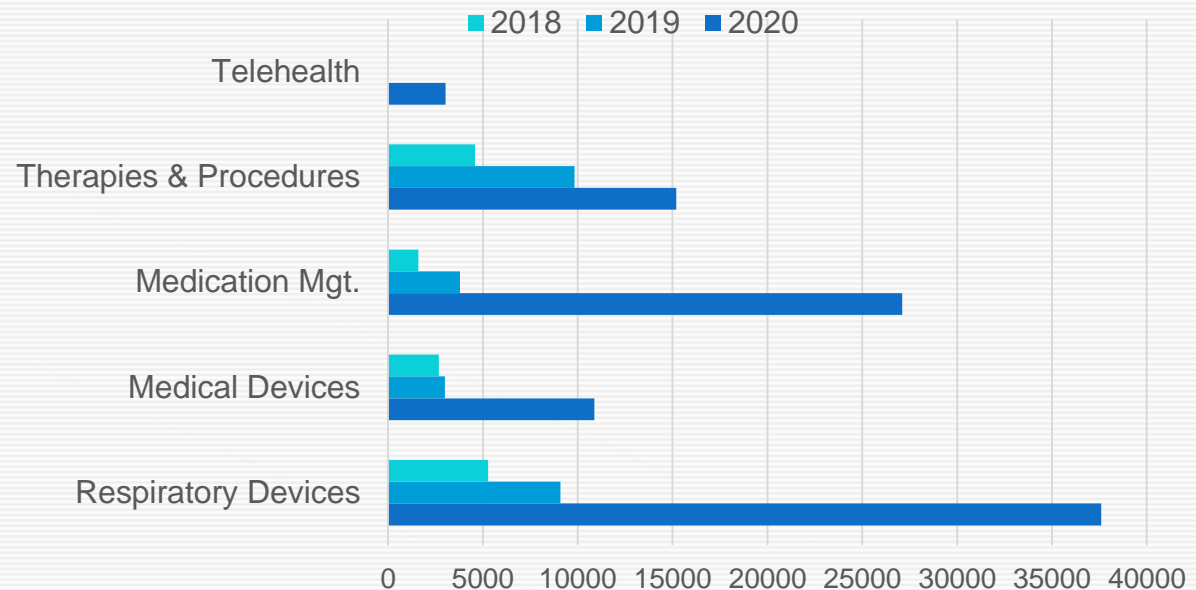
Portable Oxygen Setup and Clean

PATIENT INSTRUCTIONS DELIVERED

MedView Systems delivered a record **83,000+** medical device instructions to **51,000+** homecare patients (135+ per day) in 2020. A 309% over 2019's 25,700+ instructions delivered. Top instruction groups included: diabetic monitors, IV pump, ventilators and nebulizers.



Instructions Delivered



MARKETING INITIATIVES

Top Three Priorities:

Expand relationship with five medical centers that generate 500+ patient users per month. Convert to subscription pricing (\$10/user/month = \$60,000/hosp./yr.)

Expand relationships with 3 home health agencies and add 6 DME providers that generate 1,000+ patient users per month. Convert to subscription pricing (\$5/user/month = \$60,000/HHA/yr.)

Engage 6 telehealth companies that generate 1,000+ patient users per month. Utilize the subscription pricing (\$5/user/month = \$60,000/telehealth/yr.)



THE MARKET OPPORTUNITIES

Targeted Users:

- Hospitals (6,100), with Annual Discharges – 31 million patients
- Home Health Agencies (12,200), Annual Admissions – 3.7 million patients
- DME Providers (5,500), Annual Admissions – 5.4 million patients
- Telehealth Service Providers – 125+ different providers with 100,000+ annual users.



MedView directly benefited from the increased growth and acceptance of telehealth as a solution in the Covid-19 “stay-at-home” guidelines.

THE REVENUE SOURCES

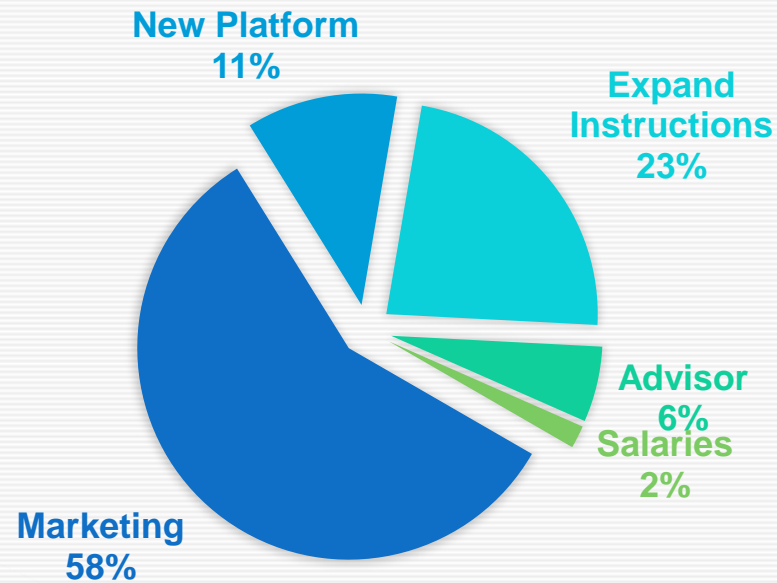
Revenue

- **Monthly Subscriptions - Private Label MVS Platforms - \$5-\$10 per patient**
- **Patient Reports & Monitoring Fees - \$15 to \$25 per patient**
- **Direct-to-Patient Service Fees (Medical Alert, Insurance Brokers, Assisted Living Facilities)**
- **Sponsor Advertising Programs – Pharma, Device Manufacturers, Medical Disposable Distributors**

REVENUE PROJECTIONS BY REVENUE SOURCES

<u>Revenue</u>	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>
Private Label Revenue			
Hospitals	\$ 50,000	\$ 170,000	\$ 290,000
Home Health Agencies	\$ 140,000	\$ 330,000	\$ 500,000
DME Providers	\$ 170,000	\$ 410,000	\$ 600,000
Telehealth	\$ 140,000	\$ 590,000	\$ 1,200,000
Total Private Label Rev	\$ 500,000	\$ 1,500,000	\$ 2,590,000
Patient Reports/Monitoring	\$ 120,000	\$ 370,000	\$ 650,000
Advertising Revenue			
Pharmaceutical	\$ 59,000	\$ 179,000	\$ 311,000
Medical Manufacturers	\$ 45,000	\$ 134,000	\$ 233,000
Ancillary Service Providers	\$ 104,000	\$ 313,000	\$ 543,000
Telehealth	\$ 37,000	\$ 112,000	\$ 194,000
Total Advertising Revenue	\$ 245,000	\$ 738,000	\$ 1,281,000
Total Revenue	\$ 865,000	\$ 2,608,000	\$ 4,521,000

USE OF FUNDS



Requesting \$500,000

- Increase Marketing Capabilities (Add 2 Representatives, SEO, social media, international)
- New Platform - Shift to Learning Management System
- Expand Instruction Content (400+ to 800+ sets of Instructions)
- Clinical Advisor Position

INSTRUCTION CONTENT PARTNERS



X-Plain Patient Education and The Patient Education Institute is a multimedia platform to explain specific health topics using touch-screen technology. The Patient Education Institute has four main areas of expertise; Medical Publishing, Education and Behavior Modification, Health Informatics and Services & Program Evaluation. X-Plain programs are designed to run on a variety of platforms and hardware options, such as tablets, smart TVs, smartphones, and mobile apps.



Clarix Technologies Inc provides technology products and solutions. The Company specializes in eLearning and online training, web conferencing, as well as audio conferencing solutions. Clarix Technologies is a recognized leader in providing technology solutions to Fortune 1000 corporations, educational institutions, nonprofits and government. They are a leading reseller of Adobe® Connect™ software.



Amerra is a medical communications company that develops 3D solutions for education and training. We help convey complex information ranging from device demonstrations, to surgical techniques and MoAs in a revolutionary way. Our team consists of multi-talented individuals with specialized backgrounds to provide our clients with the tools needed to connect with their audiences.



Clear Arch Health, a division of MobileHelp®, is a leading provider of remote patient monitoring (RPM) and mobile personal emergency response system (mPERS) technology. Clear Arch Health provides healthcare organizations with a full range of telehealth product and service solutions designed to achieve better patient outcomes through enhanced oversight and reduced readmission.

EXIT OPPORTUNITIES

Merge/sell to medical content companies

- **Krames - StayWell – Leading patient education content provider for physician and hospitals**
- **Health Stream – Content and platform, JV formed with HCA**
- **Wolters Kluwer – World leading medical content provider**
- **EBSCO – US leading clinical content provider**

Merge/sell to strategic tech companies

- **Wellsky – Leading clinic software**
- **ViewMedica – Leading illustrator and video distributor**
- **Brightree Software – Leading medical clinic software**

Merge/sell to EHR companies

- **Epic**
- **Cerner**
- **CureMD**
- **AllScripts**
- **eClinical Works**
- **Praxis**

THANK YOU

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