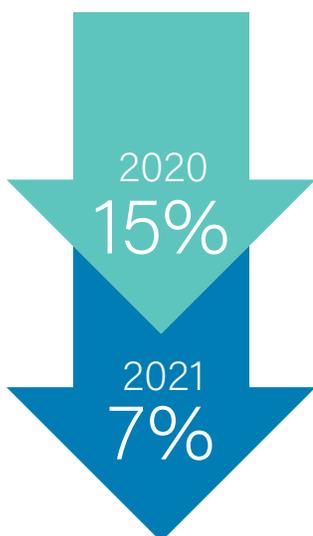


TRUTH:

Medicare Proposes Another Cut in Cataract Reimbursement



Cataract surgeon fees
are decreasing 15% in 2020*.
An additional 7% is expected in 2021.

Every eye care provider knows the story, but not every provider fills the gap strategically.

- Some commit to adding more patients (expensive)
- Others commit to upselling into more Premium IOLs (difficult)
- Smart ones add services to increase quality of care, improving clinical outcomes without increasing number of patients.
- Because **INCREASED OUTCOMES = INCREASED INCOMES**

TRUTH:

You don't need more patients. You need to practice a more comprehensive standard of care by increasing the number of clinical services you provide to each patient. Eye care is life care.

Numbers Tell The Story

Practice Location: South East United States

Practice Breakdown: Privately Owned (MD's owned), Primarily a Cataract (premium IOLs), Lasik, refractive practice

Coverage: Medicare, Medicare Advantage, and most commercial carriers



Locations



MDs



ODs

The Story



OBJECTIVE: Enhance patient care and overall practice performance without adding new staff, equipment, or investing in new patient acquisition.

The Solution:

Comprehensive practice initiated HealthxMD in February 2019. HealthxMD is an ultrasound diagnostic platform that measures the velocity of blood flow in the ocular neurovascular system. With a turnkey program that places the ultrasound technology and technician in the practice, a patient can be evaluated for:



- TIA, CVA and OVA
- Neurological vascular disorders
- Ophthalmic ischemia
- Ophthalmic occlusion
- Detection of intracranial arteriosclerosis
- Detection of embolization
- STROKE
- Coverage: Medicare, Medicare Advantage, and most commercial carriers

The Process:

HealthxMD provides everything needed in the practice: from technicians to technology, including a designated ophthalmic Practice Development Manager, ensuring seamless integration of new services into existing patient flows:

- **PRE-LAUNCH:** Practice Development Team works with providers to create customized encounter forms for TCD
- **PARTICIPATION:** Practice initiated program with two MDs at one location
- **EXPANSION:** After month one, a second location and two more MDs added to program
- **STANDARD OF CARE:** After 90-day assessment complete, all MDs in all locations ordering TCDs

The Results:

- Over the past three months, the practice has been **averaging 200 tests per month.**
- **Average collections** of \$105K per month, annualized at \$1.26M of "new" collections from existing patient base.
- **HealthxMD forecasts for 47-53% margins for our practices.** This specific practice is currently at 52% margins towards their operation income.