

RHEA Mobile Framework Healthcare Going Mobile....

Healthcare at your finger tips...literally

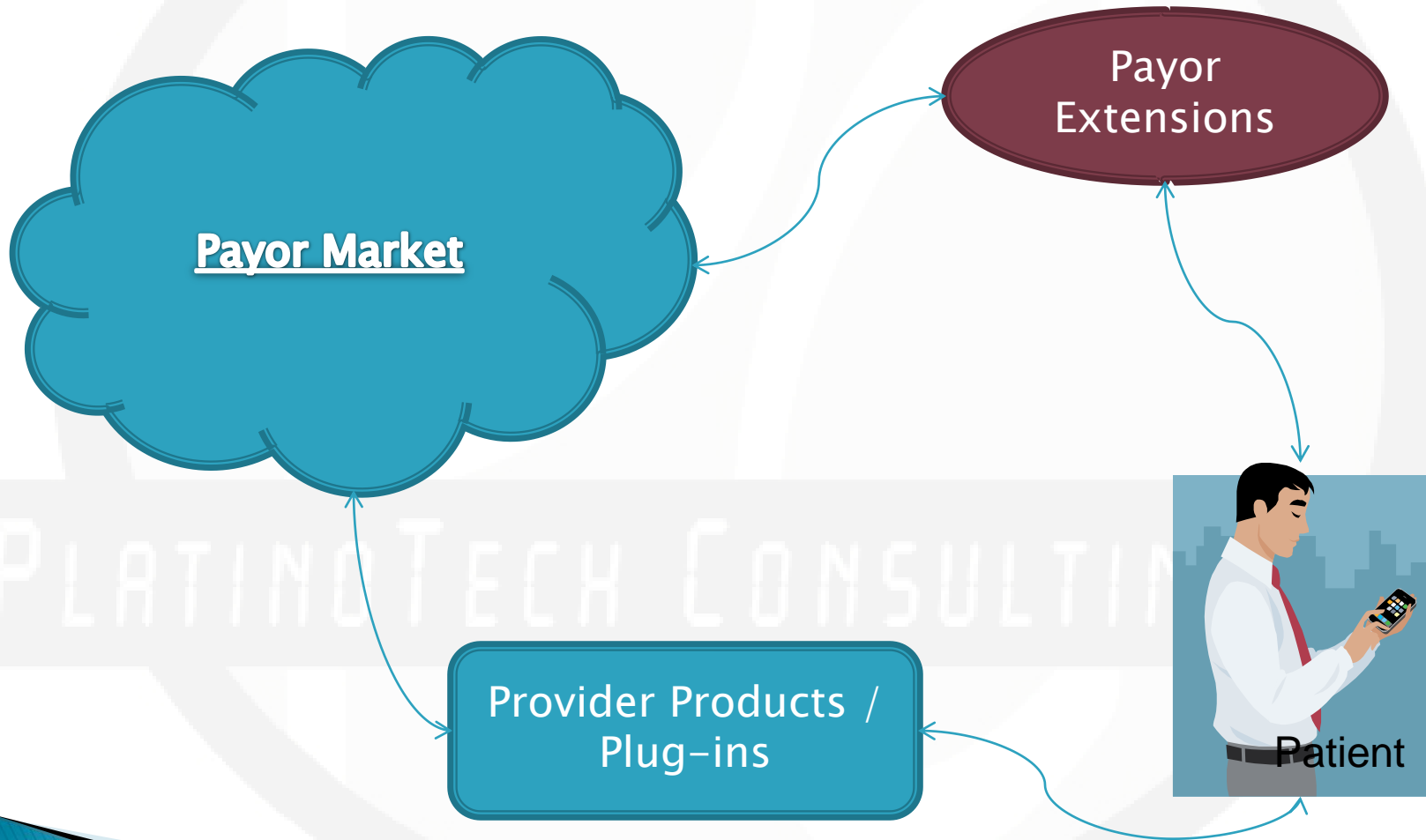
PLATINOTECH CONSULTING, INC.

Contents

- ▶ Extensible Mobile Market
- ▶ Concept
- ▶ There's an app for that
- ▶ Product Development Trajectory
- ▶ Challenges
- ▶ Next Steps
- ▶ Q & A

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Extensible Mobile Market



Concept

-- Patient 1: Family guy, has a high deductible insurance and pays \$2500 per person out of pocket per family member.

-- Patient 2: Unmarried, is a pretty healthy guy and also has high deductible (\$5000) insurance.

When marketed to Payors:

-- *The Payor makes money regardless.*

-- *The Payor spends less money by keeping insured within the deductibles.*

-- *The insured is happy not to spend the whole deductible if they don't have to and enjoy a lesser premium.*

Bottom-line: If you get to shop around for your TV, why shouldn't you be able to do that for healthcare.



There's an app for that

▶ Case Study:

- Patient is asked to obtain a chest an X-Ray by his practitioner to rule out pneumonia. Patient has a high deductible insurance plan (\$2500 out of pocket). Based on his Plan, Zip and Provider there are 50 X-Ray labs that provide the service at a negotiated rate of \$29-\$437. But today he has no way of finding that out. **We can provide this info.**
- Based on this information he picks the \$29 lab. What he missed is: for \$10 more, another provider with newer equipment could provide better results – **That will be phase – II.....and so on...**

Mobile App Demo ?

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Product Development Trajectory

Representation only.

Phase I

Free App.
HMA Hosted Data.
Limited Payors.

Phase II

Paid App (\$3.99).
Provider Ratings.
Reminds Annual
Events.

Phase III

Non Blues Payors Pay
\$50 K for plug-in.
Pharmacy Integration.
Remaining Benefits
Reminder.

Phase IV

HL7 Integration.
Claims Processing Alerts.
Appointment Alerts.
Walk-In Clinic Integration.

Thank you!

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