CloudMD

Software & Services Inc.

Dr. Amit Mathur, President

**INTEGRATED MODELS OF CARE
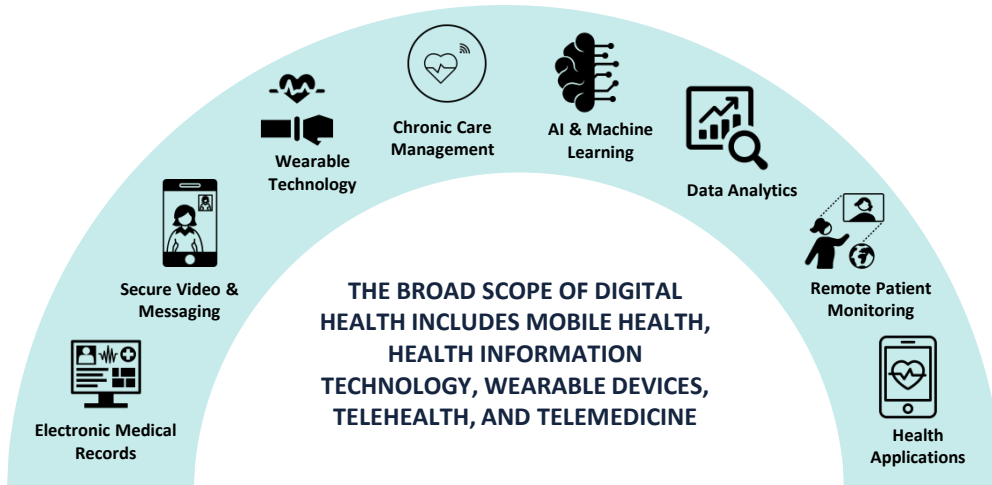IN THE AGE OF COVID**

THE DOCTOR
WILL SEE YOU
NOW

May 2021

DIGITAL HEALTH

DIGITAL HEALTH IS THE BLENDING OF DIGITAL HEALTH TECHNOLOGY WITH HEALTH-RELATED SERVICES TO ENHNACE THE EFFICIENCY, PRECISION, AND PERSONALIZATION OF HEALTHCARE DELIVERY

Chronic Care Management

AI & Machine Learning

Wearable Technology

Data Analytics

Secure Video & Messaging

THE BROAD SCOPE OF DIGITAL HEALTH INCLUDES MOBILE HEALTH, HEALTH INFORMATION TECHNOLOGY, WEARABLE DEVICES, TELEHEALTH, AND TELEMEDICINE

Remote Patient Monitoring

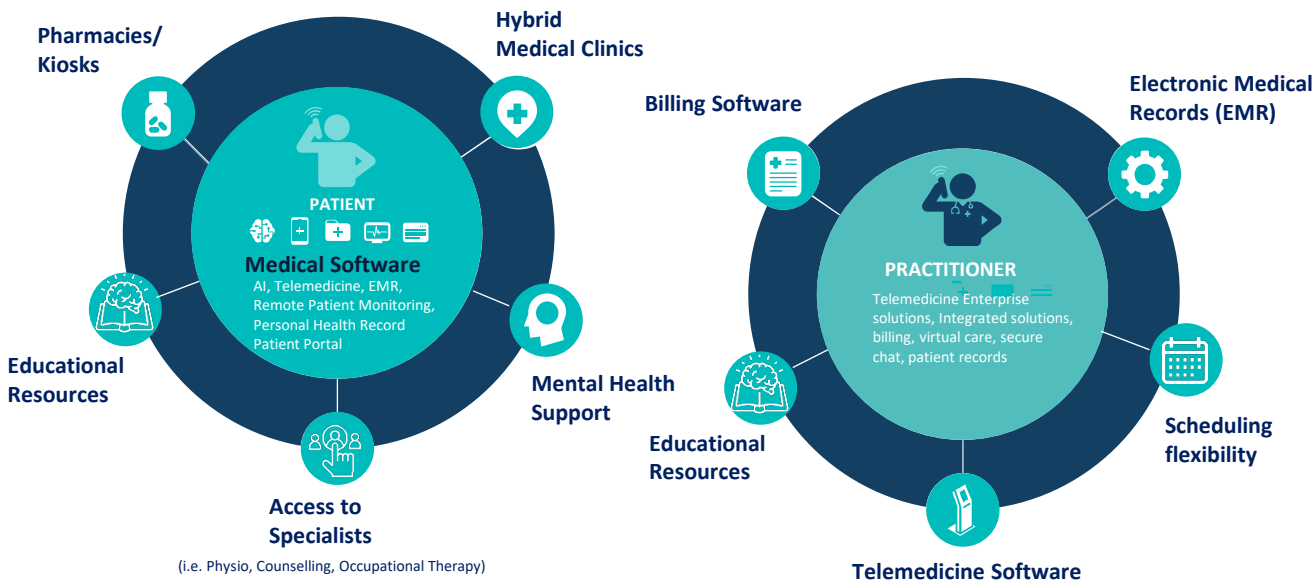**Electronic Medical Records**

Health Applications

For **Patients**, digital health can assist to make informed decisions about their own health, provide early diagnosis for life threatening diseases, and manage chronic conditions outside of a traditional healthcare setup.

For **Healthcare Providers**, digital health can provide a holistic view of patient health, accurately diagnoses diseases, and enhances the delivery of health services for individuals

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OVERVIEW

Whole person approach to healthcare delivery, engaging patients and empowering practitioners

Pharmacies/ Kiosks

Hybrid Medical Clinics

Educational Resources

PATIENT

Medical Software
AI, Telemedicine, EMR, Remote Patient Monitoring, Personal Health Record Patient Portal

Mental Health Support

Access to Specialists
(i.e. Physio, Counselling, Occupational Therapy)

Billing Software

Electronic Medical Records (EMR)

PRACTITIONER
Telemedicine Enterprise solutions, Integrated solutions, billing, virtual care, secure chat, patient records

Educational Resources

Scheduling flexibility

Telemedicine Software
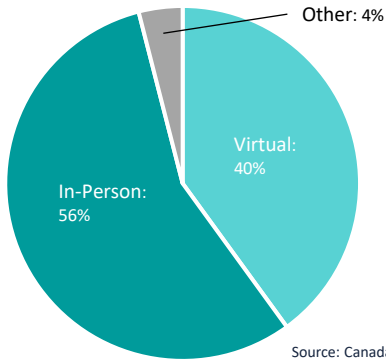
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DIGITAL HEALTH

DIGITAL HEALTH DURING THE PANDEMIC

- 40 per cent of all patient visits in 2021 so far were virtual
- 57 per cent of family doctor visits in 2021 were virtual
- Patients surveyed responded that virtual consultations were **appropriate to their health concern**, **saved travel time and associated costs, reduced wait times**, were **convenient and user-friendly**, and were **offered by their regular health provider** (Canada Health Infoway, 2021)
- 91 per cent of Canadians who used virtual care during the pandemic said they were **very satisfied** with the experience (CBC, 2020)
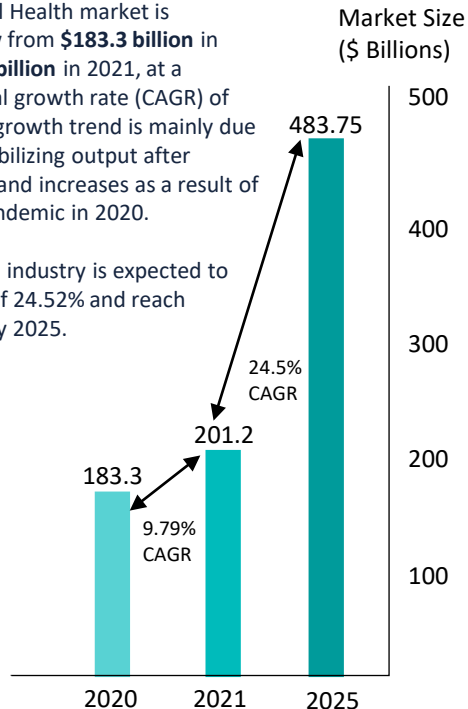
MODALITY OF MOST RECENT VISIT

Other: 4%

Virtual: 40%

In-Person: 56%

Source: Canada Health Infoway

A GROWING MARKET

The Global Digital Health market is expected to grow from **$183.3 billion** in 2020 to **$201.24 billion** in 2021, at a compound annual growth rate (CAGR) of 9.79%. The slow growth trend is mainly due to companies stabilizing output after exponential demand increases as a result of the COVID-19 pandemic in 2020.

The digital health industry is expected to grow at a CAGR of 24.52% and reach **$483.75 billion** by 2025.

Market Size ($ Billions)

483.75

201.2

183.3

24.5% CAGR

9.79% CAGR

500

400

300

200

100

2020   2021   2025

HEALTHCARE SYSTEMS ARE
broken

RISING COSTS

INEFFICIENT USE OF RESOURCES

DOCTOR SUPPLY

ACCESSIBILITY

Government and payors facing increasing costs that are simply **unsustainable**

Healthcare costs are **2x higher** in the US than in other countries

According to **the CDC, 90% of the $3.5tn** healthcare spending in the US is on chronic conditions

"39% of Canadians who visited an ER indicated that they could have avoided the visit if they had **better access to primary care**."

A shortage of primary care doctors and nurses, especially in remote and rural communities, leads to clinician burn out and patients frustrated by long wait times.

The **United States has the lowest number of physicians** according to the OEDC, with only 2.6 per 1000 capita (2018)

Approximately 15% of Canadians Aged 12 and older don't have a Primary care physician.

25% of Americans do not have a primary care doctor

Over 30 million people did not have health insurance in the US (2018)

3.5 billion people—accounting for more than half of the world's population—don't have access to basic health services.

PATIENT FOCUSED, HOLISTIC APPROACH TO HEALTHCARE DELIVERY

CONSUMER | B2B | ENTERPRISE
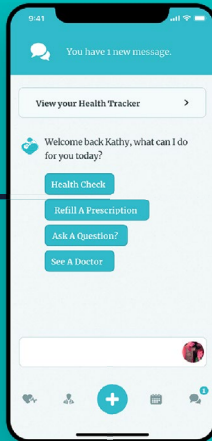
MULTI-FEATURE PATIENT PORTAL CLOUDMD

"The Doctor will see you now"

24/7 real-time online booking followed by a confirmation and reminder system

Review medical chart & lab results in real-time

Secure chat with medical professionals

Connect health monitoring devices

AI Virtual Assistant will be able to assist the patient perform tasks such as taking patient history and triaging for the doctor

Skip the waiting room and see physician from the comfort of home or office via telemedicine

Reorder prescriptions and have delivered directly to their door

CLINIC SOLUTIONS

"One stop shop" virtual clinic platform

JUNO

Juno is a cloud-based EMR solution, which is currently used by **376 clinics** across **8 provinces**, over **3,000 licensed practitioners**, **1,500 staff** and **2,9 million registered patients**.

Benchmark Systems

Benchmark Systems is a US based EMR solution currently serving **200 clinics, 800 practitioners** and **5.5 million patient charts** across **35 states.** Suite of cloud-based medical practice solutions include patient portals, personal health records, scheduling solutions, billing, messaging, eFax, computerized physician order entry (CPOE) and prescription scripting.

ClinicAid.ca

ClinicAid - a medical billing software processes upwards of **$40,000,000** in payments to over **3000** health providers on a monthly basis.

My Health Access

MyHealthAccess - online patient portal directly integrate with Juno, enabling online booking and telemedicine.

livecare

Livecare - a stand alone, EMR agnostic telemedicine solution. Full-service including, instant messaging, and online booking. Mobile cart solutions ideal for remote, underserviced areas
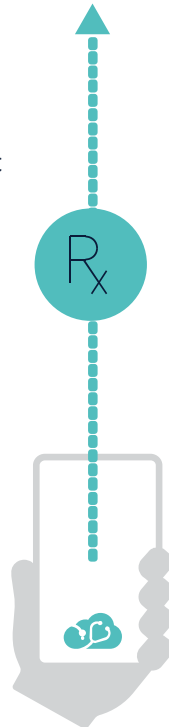
HYBRID CLINICS

CLINIC NETWORK

Defined growth strategy using hybrid clinic model being used as proof of concept for our remote and virtual services. Securing footprint across North America with local expertise.

i.e. Nursing, Virtual, Medical Office Assistant (MOA), Medical Billing & Telemedicine

- **14** clinics across North America including Re:Function, 8 rehab & mental health clinics

- **~95** professionals
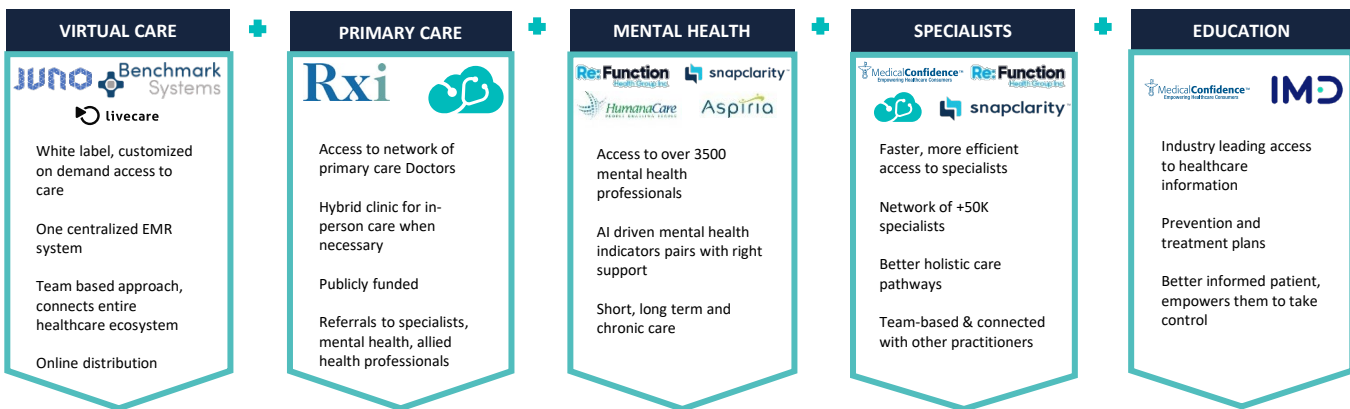
- **500,000** patients

PHARMACIES

Partnering with pharmacies to deliver new model to meet the current consumer needs for prescription and non-prescription pharmaceuticals. Private rooms with telemedicine kiosks, and *CloudMD On Demand*, telemedicine service with more prescription refill options for patients.

- **2** pharmacies

- **32** professionals

- **20+ years** management expertise

ENTERPRISE PLATFORM

ONE PLATFORM

· PERSONALIZED NAVIGATION · HOLISTIC · TEAM-BASED · SEAMLESS JOURNEY

VIRTUAL CARE	PRIMARY CARE	MENTAL HEALTH	SPECIALISTS	EDUCATION
White label, customized on demand access to care	Access to network of primary care Doctors	Access to over 3500 mental health professionals	Faster, more efficient access to specialists	Industry leading access to healthcare information
One centralized EMR system	Hybrid clinic for in-person care when necessary	AI driven mental health indicators pairs with right support	Network of +50K specialists	Prevention and treatment plans
Team based approach, connects entire healthcare ecosystem	Publicly funded	Short, long term and chronic care	Better holistic care pathways	Better informed patient, empowers them to take control
Online distribution	Referrals to specialists, mental health, allied health professionals		Team-based & connected with other practitioners	

IMPROVED OUTCOMES:

Increased patient satisfaction, reduced healthcare costs, decreased wait times, improved outcomes

Analytics

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ALIGNED TO VALUE BASED CARE MODEL

CloudMD's focus on patient engagement, personalization, and data driven health outcomes uniquely fits the model of Value Based Care

The Value Based Healthcare Model

IMPROVED HEALTH OUTCOMES AT SAME OR LOWER COST

HOLISTIC VIEW OF PATIENT CARE PROCESS

EMPHASIS ON QUALITY, NOT QUANTITY OF SERVICES PROVIDED

TRACKING OF PATIENT OUTCOMES AND COSTS

IMPROVED OUTCOMES ACROSS HEALTHCARE ECOSYSTEM

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IMPROVED PATIENT ENGAGEMENT, EDUCATION, AND CARE MANAGEMENT

PERSONALIZED PATIENT JOURNEYS FOR BETTER WHOLE HEALTH OUTCOMES

IMPROVED ACCESS TO CARE ENSURING RIGHT CARE AT RIGHT TIME

CONTINUOUS DATA DRIVEN MEASUREMENT AND OUTCOME REPORTING

FAMILY OF COMPANIES PROVIDING INTEGRATED SUPPORT