MedApps®
MOBILE HEALTH MONITORING

A Recognized Innovator in Remote Health Monitoring

ITIF
The Information Technology & Innovation Foundation

"The Emerging Mobile Broadband Economy and its New Business Model"

www.medapps.com

MedApps®
MOBILE HEALTH MONITORING

Healthcare Crisis Demands Solutions

- DIABETES
- ASTHMA
- C H F
- C O P D

In the U.S. alone, 133 million people – 45% of the population have at least 1 chronic disease

Increasing by 10% per year.

Of these, about 60 Million could benefit from some form of Remote Health Monitoring

U.S. sales of wireless home-health technology is expected to soar from $300 Million in 2009 to $4.4 Billion by 2013

In 2010 the global m-Health market is expected to exceed $50 Billion

It is predicted remote health monitoring could save $175 to $200 billion per year in global chronic disease management

Source:

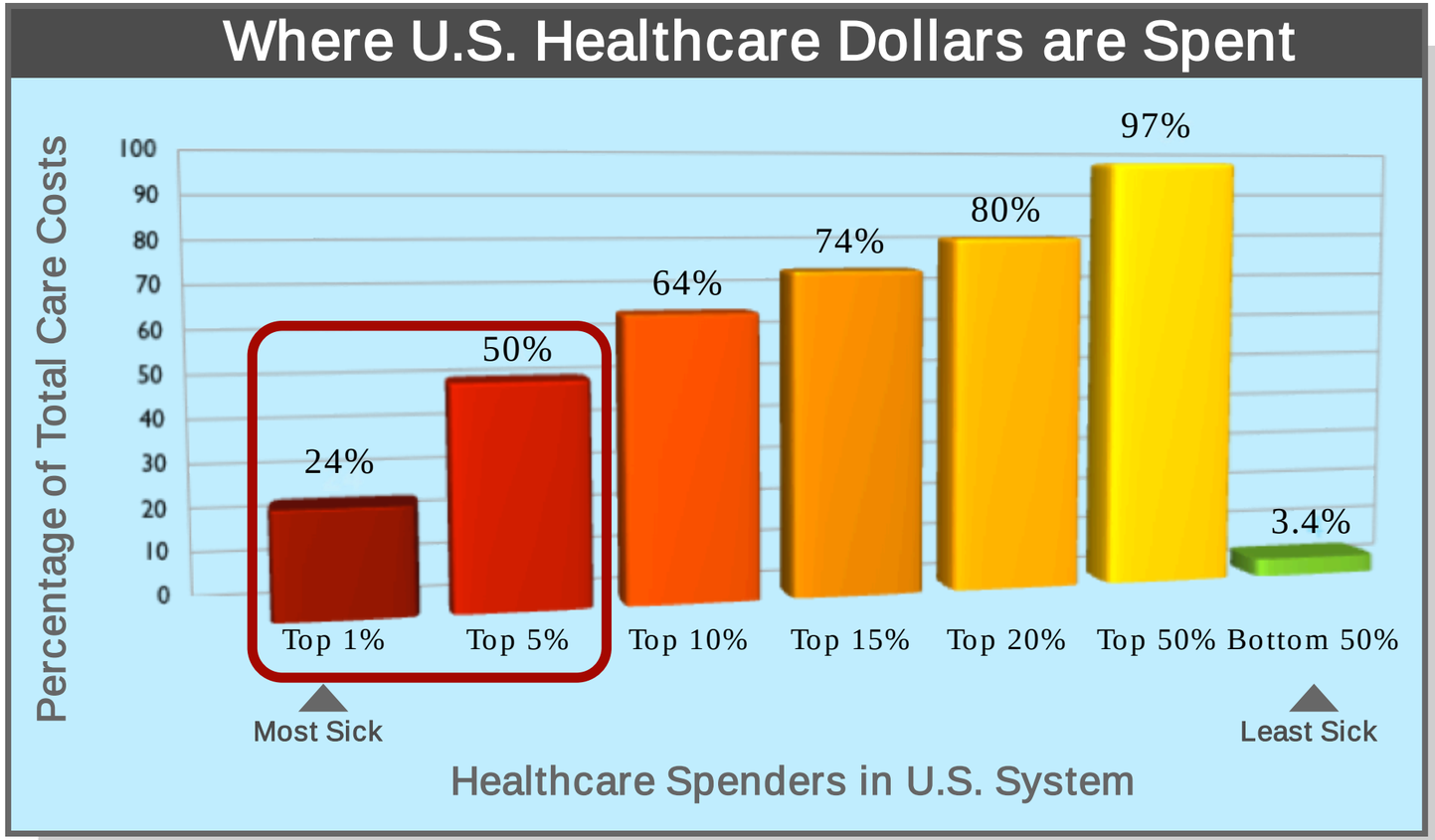
- John Hopkins University, Partnership for Solutions, Wu, Shin-Yi and Green, Anthony – Projection of Chronic Illness Prevalence and Cost Inflation. Rand Corporation
- Datamonitor, Global Business Information
- The Milken Institute — An Unhealthy America: The Economic Burden if Chronic Disease
- Parks Associates, Research &Analysis
- McKinsey &Company Report

The Need to Target Healthcare Dollars Wisely

MedApps®
MOBILE HEALTH MONITORING

The most chronically ill **5%** of people in the U.S. account for **50% of the total healthcare costs**.

The Healthiest make up **just 3.4%**.



Source:
• Health Care Costs: A Primer – Key Information of Healthcare Costs and Their Impact, Henry J. Kaiser Family Foundation, March 2009

MedApps®
MOBILE HEALTH MONITORING

The Unique Challenges of Rural Healthcare

- Limited Staff / Personnel to Cover a Greater Physical Area
- Remote Locations / Long Distances Make In-Office Visits Difficult
- Dispatching Resources to Patient Locations is Inefficient
- Because of the Distance and Time, Patients Tend to Wait Until the Problem Manifests

Opportunities

- The growth rate of the home healthcare and disease management markets are expected to increase to 25 percent in 2010 and will remain steady over the following five years, according to the firm.
- The number of gateways used in telehealth applications will increase to more than 1 million in 2014 and to about 3.6 million in 2018.
- The number of machine-to-machine and embedded devices worldwide will increase to nearly 412 million by 2014. Juniper believes that the healthcare vertical could drive the growth spurt for M2M over the next few years.

The Ultimate Goal Is To Stay **Connected** With A Patient To Keep Them Healthy And Out Of The ED And Hospital

Reducing Healthcare Costs

MedApps®
MOBILE HEALTH MONITORING

The Exam Room of the Future Is Anywhere the Patient is Located

"HealthCare Anywhere"

Staying Connected Improves Patient Outcomes and Reduces Costs

take care clinic™
at select Walgreens

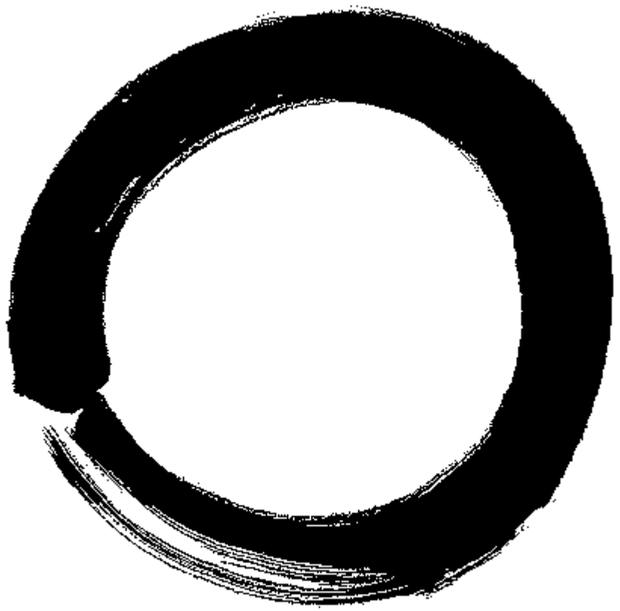
MedApps®
MOBILE HEALTH MONITORING

Benefits of Remote Health Monitoring

- Reduce the Need for In Office Visits
- Enable Fewer Physicians to Provide Care to a Larger Number of Patients
- Reduce Hospitalizations, Readmissions and ER Incidents
- Shorten the Length of Expensive Hospital Stays
- Extend the Period of Independent Living for Seniors Outside of Nursing Homes
- Eliminate Unnecessary Exposure of Well Patients to Infections in Hospitals and Clinic Settings
- Eliminate Unnecessary Transportation (Providing a More “Green” Solution)

MedApps®
MOBILE HEALTH MONITORING

Journey to a Independent Connected Life



MedApps®
MOBILE HEALTH MONITORING

System at a Glance

Pulse Oximeter

Glucose Meters

Blood Pressure Monitors

Scales

healthPAL™

FDA-Cleared to
Collect & Transmit Readings
from “Off-the-Shelf” / Retail
Medical Monitors

MedApps Servers

Bio-Intelligent Call Routing

MedApps IVR

Automated Alerts & Reminders
Generated by Care Providers

healthCOM™

Web Access for
Healthcare Professionals

Microsoft® HealthVault™

Google™ health

Learn More About dossia

Electronic Health Record

Collected Data Stored Online
for Patients & Families

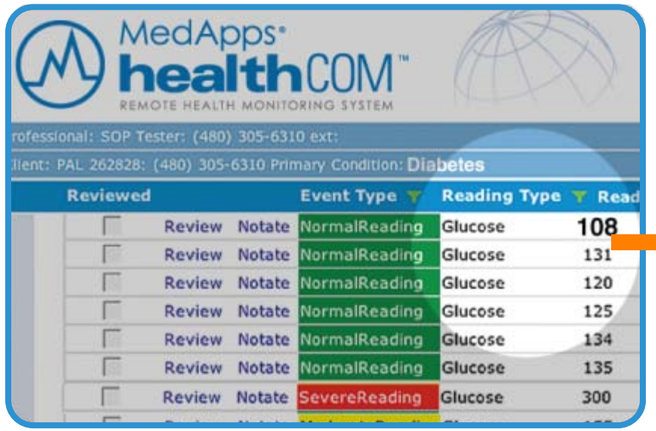
Collect

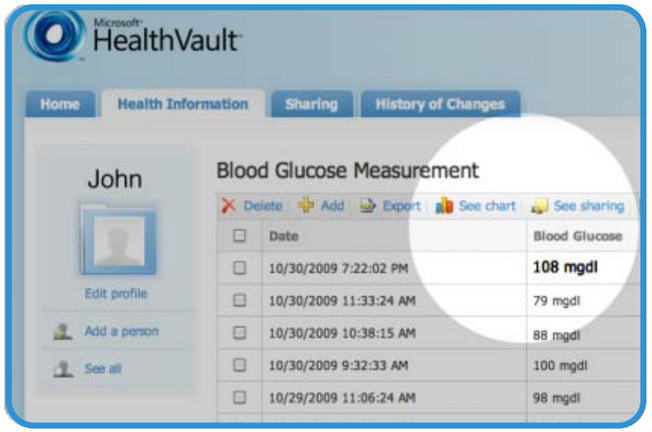
Transmit

Report & Store

MedApps®
MOBILE HEALTH MONITORING

Glucose Monitoring





Hypertension

Cardiac Wellness / CHF

Currently Monitor:
Glucose, Blood Pressure, Weight, SPO2

MedApps®
MOBILE HEALTH MONITORING

MedApps Technology

HealthPAL

HealthHUB

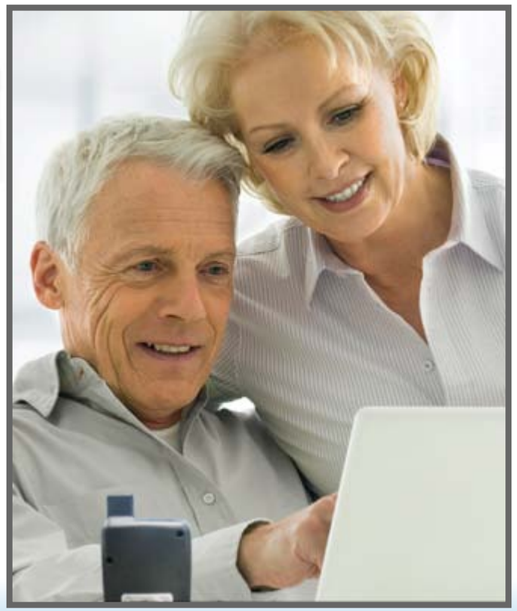
HealthAIR

healthPAL™
MOBILE HEALTH MONITORING DEVICE

MedApps®
MOBILE HEALTH MONITORING

Simple, Flexible, Mobile

- Easy to **Set-Up in Minutes**
- Transmits Health Data **Automatically** to Electronic PHRs
- Compatible with Wireless & Wired Devices
- Demonstrated to **Lower Costs by Improving Compliance**
- More Cost Effective vs. Other Systems, Smart Phones & Computer
- FDA Cleared, FCC Licensed, CTIA Compliant



CloudCare™

Where Remote HealthCare Meets the Cloud

MedApps®

MOBILE HEALTH MONITORING

The Power of MedApps
is in “The Cloud”

healthPAL™ healthCOM™

Cloud-Based Driver Model
Allows Remote Deployment,
Maintenance

Cloud Based / Patient Centered Health Management

Distribution / Connectivity / Configuration / Maintenance / Storage

Cloud Platform

MedApps® MOBILE HEALTH MONITORING

NONIN · A&D · OMRON · Ditron MANUFACTURING

Microsoft HealthVault · Epic · Google health · Learn More About dossia · Allscripts

Ship to Patients Home

Order Devices
Confirmation / MAC ID

Drivers · Firmware · Profile

Update Record
Authorize

Store in Patients Record

healthCOM™

Review
Configure

KORE TELEMATICS · at&t · verizon · jasper wireless · wyless

- Cloud Distribution
- Cloud Maintenance / Upgrade
- Cloud Driver / Firmware
- Cloud Configuration (Remote)
- Cloud Record Storage

Update System
Upload Data

MedApps®
MOBILE HEALTH MONITORING

Home

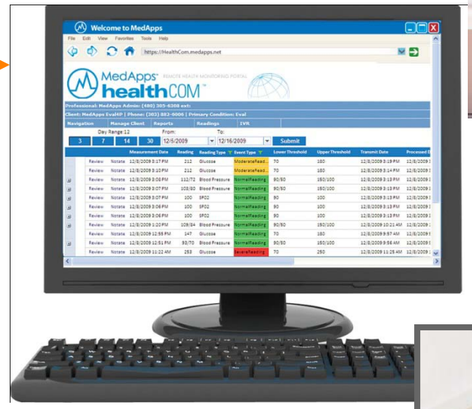
School

WORK

Travel

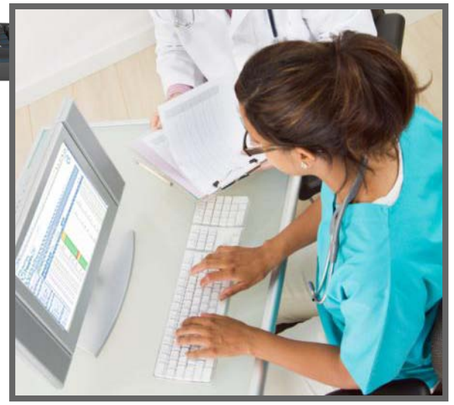
Microsoft® HealthVault™

Google™ health



MyChart®

healthCOM™



Accountability and Transparency Enables Compliance

Leads to Improved Quality of Life

Promotes Self-Management for Individual Health

Increases Communication with Care Provider

20% Technology and 80% Psychology

MedApps®
MOBILE HEALTH MONITORING

MedApps Value Proposition

- **Reduce Unnecessary Hospitalizations, ER, Home Visits**

  Remote Data Collection / Near Real-time Feedback

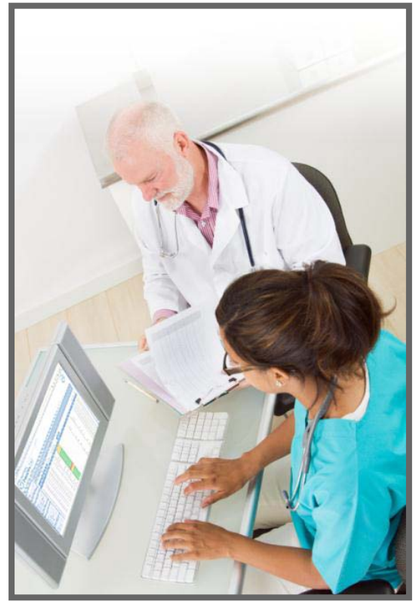
- **Minimize Costs and Maximize Resources**

  Ability to Serve More Patients / Increase Staff Efficiency / Lower Re-admissions

- **Help Reduce Advancement to More Severe Disease States**

  Proactive vs. Reactive / Watch Trends / Stay Ahead of Disease

- **Lower Cost to Deploy & Maintain**



Identified markets

Payers / Providers / Disease Management

Home HealthCare

Over 20,000 Agencies in U.S. Alone

Corporate Wellness Programs

Self-Insured Programs

Personal Emergency Response System (PERS)

In Development

MedApps®
MOBILE HEALTH MONITORING

Return On Investment (ROI)

Cleveland Clinic

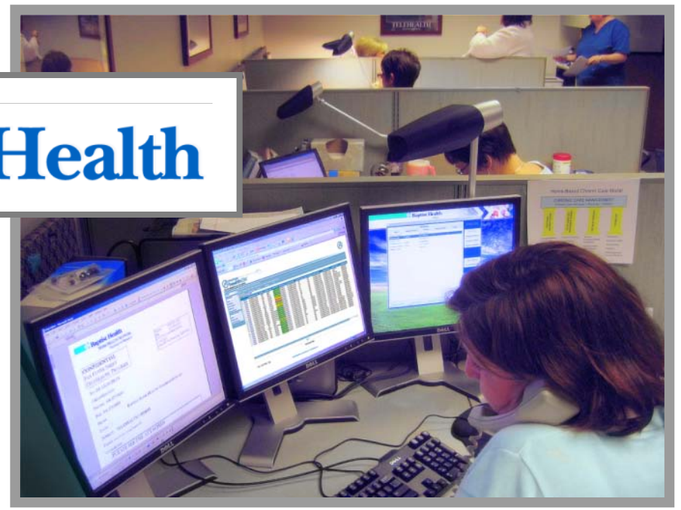
- Diabetic Patients were able to increase the number of days between their appointments by 71%
- Hypertension increased the days by 26%
- CHF Patients visited their doctors 27% more often

Cleveland Clinic

Diabetes / Hypertension/ CHF

Meridian Health

- Out of 30 CHF Patients piloted under 30 Day Rehospitalzation, Zero (0) came back, Where the National Average is 27%



Baptist Health

Diabetes / CHF

MERIDIAN HEALTH

CHF Pilot

Cleveland Clinic

Baptist Health

PARTNERS HEALTHCARE

MERIDIAN HEALTH

Microsoft HealthVault

Google health

HOMEDICS

MedApps MOBILE HEALTH MONITORING

Continua HEALTH ALLIANCE

Building the Eco-System

PARTNERS / OPPORTUNITIES

verizon

orange

QUALCOMM

SAP

at&t