



MedsFile.comSM

Your Medical Records anytime, anywhere.

Rick Griffiths
Mark Holland
M. Alester Spears



May 6, 2009

What is MedsFile?



- MedsFile stores personal health information from multiple data sources for patients to access anytime, anywhere.
- Founded from personal experience.
- If you receive a call in the middle of the night that a family member was going into emergency surgery...
 - Would you be able to tell the hospital your family member's medications, dosages, and allergies?
 - Would you have access to this information?
 - Can you help make educated decisions for your loved one's care based on medical history?

If you do not know the answers to the above questions, you will by the end of this presentation.



MedsFile.comSM

Market Pain



"[MedsFile] not only allows me to manage my medical information in a secure way, it gives me peace of mind in the event of an emergency." - Jessica W. in Indianapolis, IN. MedsFile.com customer since 2007

- There is no central database shared by all physicians, medical centers, hospitals, pharmacists, and caregivers.
- Patients can't access their own medical records.
- Physicians use different filing and computer systems that don't talk to each other.
- 100% of patients have the legal right to have access to their medical records. HIPAA.
- It's up to the patient to manage it.



Integrated Solutions



- Personal Health Record (PHR)
 - Manual Process.
 - Stores medications, doses, family and medical history, etc.
- Electronic Medical Record (EMR)
 - Automated Process (Like a credit report).
 - Stores everything in PHR plus automatically adds detailed medical information:
 - From Physicians and Pharmacy visits.
 - By searching current medical data sources and uploading diagnoses, test results, and medical records from claims processing that already takes place.
- Patient Electronic Check-in Solution
- Provider Portal
- Industry Partnerships

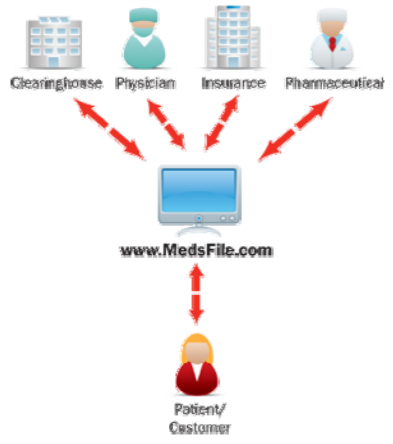


Secret Sauce



We have a Disruptive Technology.

- Centralized data.
- Neutral warehouse.
- Data from a variety of sources. (Not a *One Trick Pony*)
- Established industry relationships.
- Proven vendor distribution channels.
- HIPAA compliant environment.
- Create a barrier to entry for competitors via our unique patent-pending process.
- Proprietary service. If you want your complete medical records, you come to MedsFile.
- If you worry about your health privacy, embrace us. (Like with your credit report.)



The Market



- Marketplace
 - **Healthcare spending in 2007 was \$2.4 trillion, and expected to rise 6.9% in 2008.**
 - 1.1 billion visits to doctors and hospitals in 2004. Visits increase by 9% annually.
 - Healthcare providers spent \$40 billion on IT in 2008.
 - Electronic patient check-in is currently available at only 1% of hospitals and large clinics.
- Target Market
 - 35-65 year olds and their parents and children.
 - Baby Boomers.
 - Chronically ill.
 - Divorced parents with children.
 - Educated health-conscience consumer.



Competition



	MedsFile.com	Google Health	Microsoft HealthVault
Manual	✓	✓	✓
Automatic- Single Source API	✓	✓	✓
Automatic- Multiple Sources	✓		
Vendor Reselling Program	✓		
Utilizes Existing Workflow	✓		
HIPAA- Compliant	✓		
All EDI Transactions (HL7, NCPDP, ANSI)	✓		
Dedicated Mobile Access Site	✓		

How we will beat them:

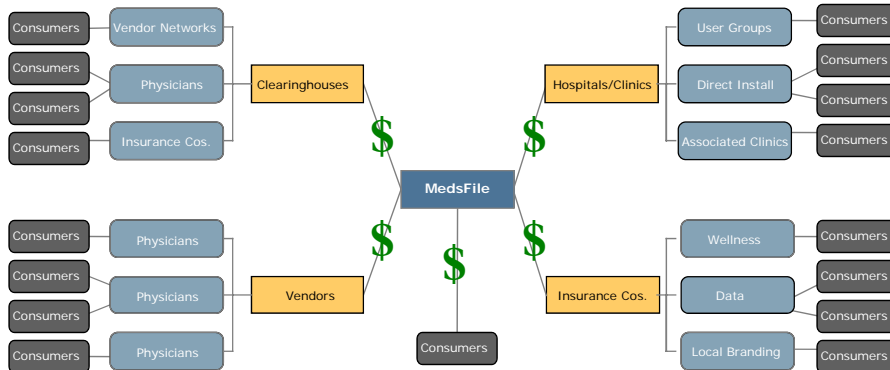
- We can receive patient data from them, leverage their connections, and still offer more.
 - **Clearinghouse connectivity (Hospital, Medical, Pharmacy).**
- Unlike Google and Microsoft, patient data is our primary business.
 - Private and experienced company focused on customer satisfaction, not stock price.
 - If you have a question about your medical record, is Google going to pick up the phone?
- Scalability.
 - Capturing patients' while in physicians' offices through electronic check-in and vendor partnerships.



Business Model



ASP (Internet-based) service solution. We're not pushing hardware or software.



Go To Market Strategy



Who we're selling to right now:

- Direct to consumers.
 - Through the Internet.
 - Advertising.
 - Public Relations.
 - Partnerships (Health systems, employer groups, etc.)
- Direct to vendor channels/OEMs (Practice Management Systems and Check-in solution vendors).
 - Leveraging existing relationships.
 - Utilizing existing infrastructure.
 - Revenue sharing programs.
- Data Source Vendors (Clearinghouses, Insurance Companies, etc.)
 - Leveraging existing relationship.
 - Data source variety (Medical, Dental, Pharmacy).



Who We Are



- Management Team
 - Mark Holland, Founder and CIO.
 - Entrepreneur, MedsFile.com Founder.
 - Rick Griffiths, CEO.
 - 15+ years Healthcare Technology, Operations, Partner of many start-ups.
 - M. Alester Spears, President.
 - 15+ years Sales and Marketing Healthcare Technology.
 - Pamela Holland, CFO.
 - 35 years International Management Consulting and Finance experience.
- Corporate Advisors
 - William Pearson, Principal with Chancellor Advisors, Entrepreneur, Harvard MBA.
 - Jeffrey Albert, MD, Physician with Resurgens Orthopaedics.
- New hires to build out
 - Infrastructure.
 - Product Services.
 - Support.



Money



	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Consumer Revenue	\$184,715	\$1,646,935	\$4,898,318	\$12,334,798	\$31,061,120
Partnership Revenue	\$105,577	\$290,068	\$653,289	\$1,471,332	\$3,313,721
EDI Revenue	\$106,400	\$552,900	\$1,271,100	\$1,979,800	\$2,679,000
Advertising Revenue	\$13,766	\$83,647	\$242,591	\$600,564	\$1,406,787
Total Revenue	\$410,458	\$2,573,550	\$7,065,298	\$16,386,494	\$38,460,629
Cost of Goods Sold	\$443,735	\$1,127,854	\$2,416,712	\$3,112,319	\$4,678,960
Operating Expenses	\$303,697	\$340,469	\$443,183	\$585,948	\$1,138,011
Total Expense / COGS	\$747,432	\$1,468,323	\$2,859,895	\$3,698,267	\$5,816,971
Pre-Tax Profit	(\$336,974)	\$1,105,226	\$4,205,403	\$12,688,227	\$32,643,657

- Current model sustainable, seeking investors for growth capital.
- With TAG grant, we will: Enhance product and service offering, get to market faster, advanced programming development, streamline customer support.



Past, Present, Future



- Manual MedsFile service (PHR) operational.
- Existing customer base with retention >98%.
- Release of automatic EMR solution scheduled for July 1.
- Vendor integrated solutions scheduled for July 1.
- Current partnerships (introduction to large hospital systems) and building more.
- Currently privately-held, self-funded.
- Time is right:
 - Stimulus Package focus on Healthcare IT.
 - News and Media focusing on Electronic Medical Records.
 - Helping GA Families (Jobs and Consumer Empowerment).
 - Enhancing Georgia Technology/Medical Corridor.
 - TAG.



Conclusion



- Why Us
 - Centralized data in a neutral warehouse.
 - Global solution, one stop shop. (Not a “One Trick Pony”)
 - Established industry relationships.
 - Proven vendor distribution channels.
 - HIPAA compliant environment.
 - Create a barrier to entry for others via our unique patent-pending process.
- Strong Investment Opportunity
 - Potential for strong return.
 - Solid business plan.
 - Experienced management team.
 - Cutting edge healthcare technology.
 - Business is structured for investment.
 - Viable exit strategy.

Now you know how to start building your health record today!



MedsFile.comSM