

NEW ORLEANS, LA, 2018

Welcome

Retailization of Healthcare

Dr. Alejandro Badia

Hand & Upper Extremity Surgeon



Welcome

- What changes are occurring in healthcare today
- How the retailization of healthcare effects you
- What today's consumers of healthcare are demanding
- How to take advantage of these changes
- How to own your financial future

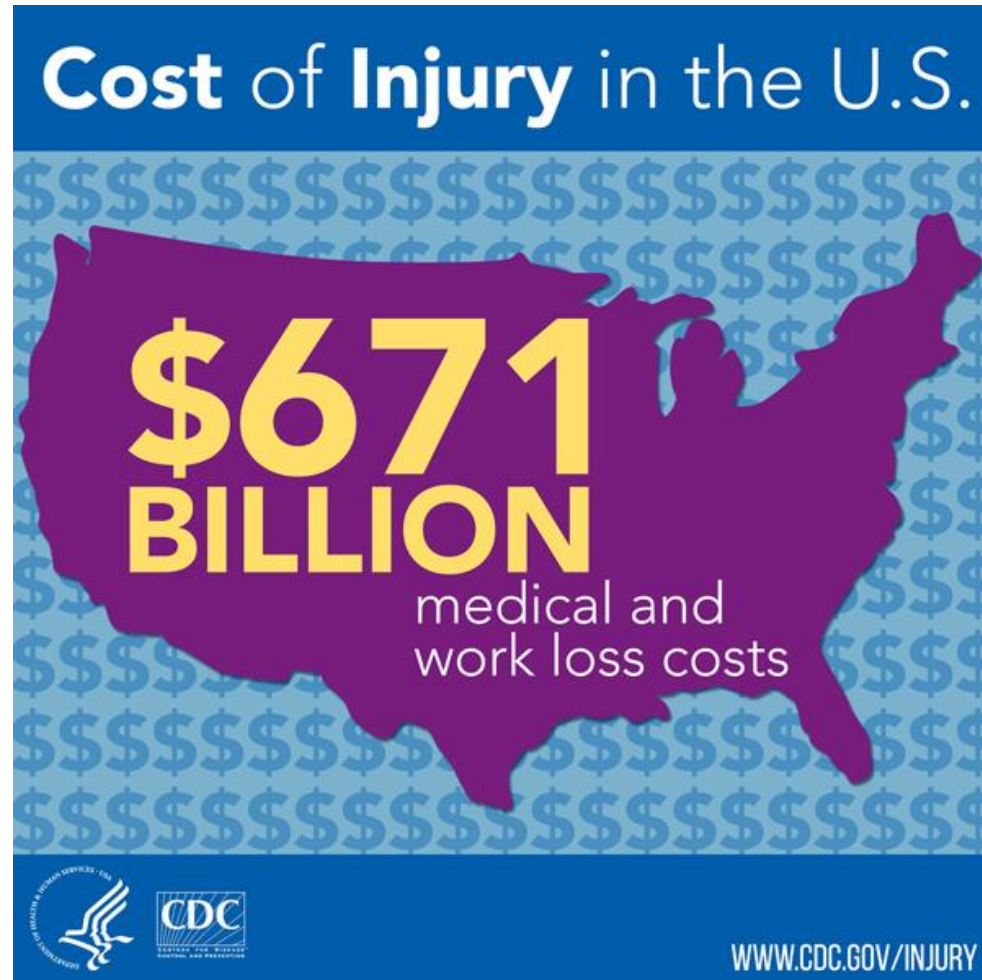
Overview of Current Healthcare Delivery

Perfect Storm of Healthcare

- Expensive
- Inefficient
- Redundant – Referral roulette
- Unpleasant
- Unfriendly

Overview of Current Healthcare Delivery

Perfect Storm
of Healthcare



\$671

Billion cost

Injuries cost the U.S. \$671 Billion in 2013

Center for Disease Control and Prevention (CDC)

OrthoNOW patients spend an average of 80 min. from paperwork to X-ray to treatment.

80 min.

Average beginning to end

As opposed to hours spent in an average emergency room only to get a referral to an orthopedic doctor.

\$

Average emergency room visit copayment \$200

OrthoNOW free mobile App allows you to tell staff "I'm on my way"



Reducing wait times!



Average OrthoNOW visit copayment \$45

Onsite
X-Ray and treatment



Onsite X-ray & treatment
No duplicate services needed. Often emergency room visits result in referral to expert

Work Related Musculoskeletal Disorders In U.S.



\$45 - \$54 Billion Cost

Center for Disease Control & Prevention

\$45
Copayment

Healthcare Trends . . .

The Problem

- Most musculoskeletal injuries are seen too late
- Unless injury is open and/or severe, many injuries are shuffled between hospital, occupational health and urgent care centers long before the appropriate specialist is called in
- This is time consuming, expensive and frustrating for both the patient and physician

Massive & Growing Orthopedic Care Market

9,000+
total centers

Less than 1%
Orthopedic
Specialized

Specialized center lowers
patients cost

160 million
patient visits

Growing 8.4%
annually

Patients don't want to
wait at ERs

\$19 billion
urgent care spend &

\$671 billion
injury spend

30% in orthopedic and
spine related injuries

Ortho injuries have
higher reimbursement rates

But In the Case of Orthopedics. . .

You get an icepack



Some NSAIDs



And homework

vsp
VSP Doctor Directory
April 29, 2016
Newark, CA

TEXAS

ABILENE

Abilene Advanced Eye Care Inc
Colleen Acker, O.D.
4724 S 4th St
Abilene, TX 79605
(325) 692-9599

August & Nicolosi OD PC
August E. Nicolosi, O.D.
3225 S 27th St
Abilene, TX 79605
(325) 691-0159

Sheldis M. Shaffer, O.D.
3225 S 27th St
Abilene, TX 79605
(325) 691-0159

Family Vision Associates LLP
Shawn L. Egan, O.D.
440 Hickory Dr
Abilene, TX 79601
(325) 677-4225

Daniel L. Foshkoff, O.D.
440 Hickory Dr
Abilene, TX 79601
(325) 677-4225

Devorah M. Pashon, O.D.
440 Hickory Dr
Abilene, TX 79601
(325) 677-4225

Russell Drexler OD
Edward P. Drexler, O.D.
942 Hickory Dr
Abilene, TX 79601
(325) 677-4331

ABILENE

Abilene Family Eye Care
Marcus H. Givelson, O.D.
119 S Ranch House Rd Ste 200
Abilene, TX 79608
(817) 442-0010

Abilene Family Eye Center
Raeann R. Givelson, O.D.
701 N Dallas Blvd
Abilene, TX 79602
(817) 442-3802

Bob J Pittman OD PC
Bobby Pittman, O.D.
62 N Cameron St
Abilene, TX 79602
(817) 664-3871

Allen Eye Assoc
Dawn J. Geller, O.D.
1515 W MacDonnell Dr Ste 100
Allen, TX 75013
(972) 727-6262

John H. Winslow, O.D.
1515 W MacDonnell Dr Ste 100
Allen, TX 75013
(972) 727-6262

Allen Vision Center PA
Colleen M. Fugitt, O.D.
202 N Allen Dr Ste C
Allen, TX 75013
(972) 727-4042

Barbara Eye Care*
Rory F. Bar, O.D.
905 S Allen Heights Dr Ste 300
Allen, TX 75002
(972) 398-8008

Eye Site
David E. Hus, O.D.
905 State Highway 121 Ste 110
Allen, TX 75013
(972) 398-2015

Jeffrey B Wood OD*
William C. Kiefer Jr, O.D.
301 N Allen Dr
Allen, TX 75013
(972) 727-8171

Jeffrey B Wood O.D.
301 N Allen Dr
Allen, TX 75013
(972) 727-8171

Modern Family Vision*
Marty E. Caslake, O.D.
906 W MacDonnell Dr Ste 100
Allen, TX 75013
(972) 398-0221

Laura E. Weiss, O.D.
906 W MacDonnell Dr Ste 100
Allen, TX 75013
(972) 398-0221

Perceptive Eye Care PC*
Gregory J. Donnelly, O.D.
1150 N Cameron Ave
Allen, TX 75002
(972) 398-0008

Shannon Vision Care
Erin A. Shannon, O.D.
2022 W MacDonnell Dr Ste 100
Allen, TX 75013
(972) 747-1122

Vision Source*
Russell D. Siskin, O.D.
1146 West 101 Ste 100
Allen, TX 75002
(214) 383-9000

ALPINE

Subia Eye Clinic
Russell D. Siskin, O.D.
121 N 4th St
Alpine, TX 79801
(432) 837-2400

ALVIN

Avion Optical
Allyson M. Heany, O.D.
2025 S Loop 38
Alvin, TX 77511
(881) 565-8433

Chad E. Smith, O.D.
2025 S Loop 38
Alvin, TX 77511
(881) 565-8433

Primary Eye Care Center*
Julianne M. Grogan, O.D.
2025 S Loop 38
Alvin, TX 77511
(881) 565-4661

AMARILLO

Advanced Eye Care*
Stephen Cavers, O.D.
2700 Paramount Blvd
Amarillo, TX 79109
(806) 355-8036

Angeli E. Hueston, O.D.
2700 Paramount Blvd
Amarillo, TX 79109
(806) 355-8036

W. Alan McCarty, O.D.
2700 Paramount Blvd
Amarillo, TX 79109
(806) 355-8036

Vanessa J. Hanson Anderson, O.D.
2700 Paramount Blvd
Amarillo, TX 79109
(806) 355-8036

William A. Savary, O.D.
2700 Paramount Blvd
Amarillo, TX 79109
(806) 355-8036

* This office has extended hours.
VSP VSP Resource Center

What Did You Gain?



ER vs Urgent Care

	Emergency Room	Urgent Care center	Potential Savings
Acute Bronchitis	\$814	\$122	85%
Sore Throat	\$620	\$93	85%
Removal of Sutures	\$345	\$76	78%
Low Back Pain	\$751	\$113	85%
Ear Infection	\$498	\$100	80%

When You Finally Do See A Specialist. . .

Do It All Again



Pay More Money



Surgery Indicated



Healthcare Trends . . .

The “*retailization*” of healthcare delivery

The Healthpreneur . . .

The innovative spirit of
a healthpreneur

Healthcare Trends . . .

Affordable Care Act (Obamacare)

- Expands healthcare coverage to ~32 million Americans over the next 10 years
- Will drive significant volume to urgent care from current Medicaid and uninsured patients who gain coverage and currently think twice before visiting urgent care

Healthcare Trends . . .

Rising Healthcare Costs

- Total U.S. healthcare expenditures expected to reach \$4.8 trillion in 2021, up from \$2.6 trillion in 2010 and \$75 billion in 1970 (this is the last data I saw).
- Insurance payers, the government, employers and individual patients are all feeling the impact and are highly focused on reducing costs.
- Urgent care provides significant cost savings versus the ER
- This is particularly true with orthopedic and musculoskeletal care

Franchise Model

Value proposition of franchise healthcare delivery and value-based care

Healthcare Trends . . .

- Urgent care is one of the few healthcare sectors that drives down healthcare costs, resulting in attractive, stable reimbursement rates and support from healthcare payers.
- Urgent care provides high quality medical care in a convenient setting with better customer service leading to increased patient satisfaction, high repeat visits and attractive referral patterns.
- Urgent care industry is in its infancy and relatively underpenetrated.
- The industry is highly fragmented comprised of approximately 10,000 centers, many single centers owned and operated by a physician.



Our Story & Vision:

How OrthoNOW
addresses today's
healthcare crisis

Changing the way
expert orthopedic
healthcare is
delivered. . . NOW.

OrthoNOW's Solution

- Marry specialty care with convenience and expediency
- Have all treatment modalities on-site
 - Imaging
 - Casting
 - Splinting
 - Therapy
 - DME
 - Specialize knowledge of conditions!
- Treat the patient definitively

Why NOW . . . OrthoNOW?

- Cost-effective Healthcare needed
- People are frustrated with hospitals
- Increasing age of society
- Major shift towards fitness
 - CrossFit
 - Triathlons
 - Gimmick races
 - X-games mentality

Our Core Values

- Patient is paramount
- Prompt caring
- Expert orthopedic care
- Promote wellness
- Educate patients & community
- We enjoy healing
- Bypass hospitals

What Are We?

- “Orthopedics on Demand!”
- End-to-end solution for most musculoskeletal problems
- Top of mind resource for injuries
- Superior alternative to ERs/Urgent Cares...

We keep you moving.®



Why a Franchise?

What Is A Franchise?

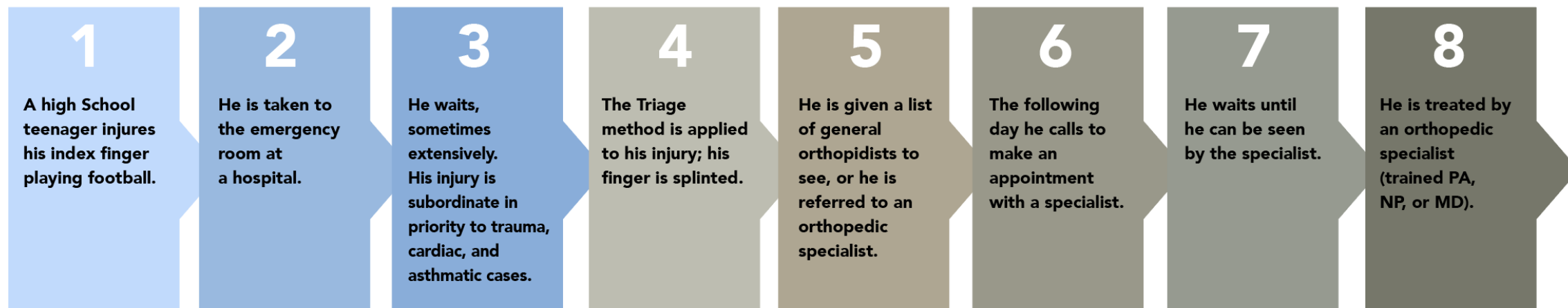
- Multiple independently-owned businesses operating under a common brand name and logo
- Sharing training, marketing information, advertising, work ethic, systems and procedures and most importantly, goals!

Franchise Industry Overview

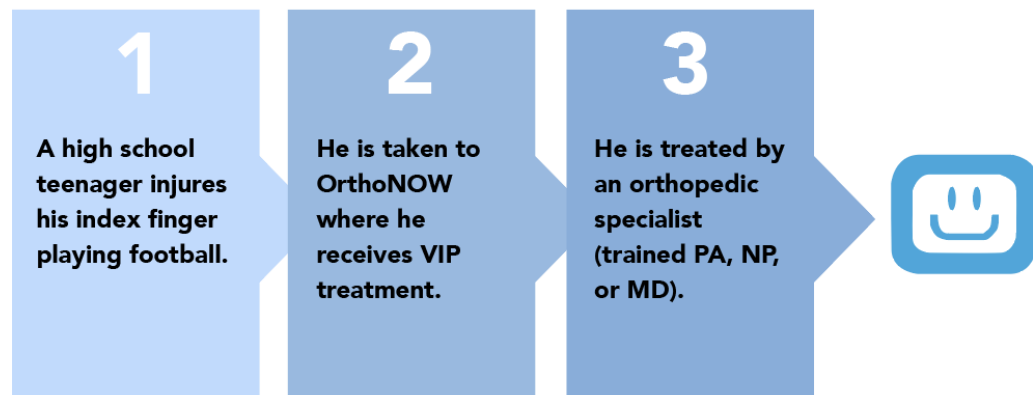
- Compelling business model with significant cost savings to patients and the entire U.S. healthcare system
- Significant tailwinds driven by:
 - Increasing healthcare costs and increased cost burdens on patients
 - Decreasing access to care including shortage of primary care physicians and overcrowded emergency departments
 - Expanding coverage driven by Affordable Care Act
 - Consumer preferences for convenient, low cost settings
 - Highly fragmented with significant opportunity for consolidation
 - ~ 10,000 centers, very few large scale operators
 - ~ 50% are single center operators

Traditional Care vs. OrthoNOW

The Inefficiencies of Traditional Care (8 Steps)



The Elegance of OrthoNOW (3 Steps)



Traditional Care vs. OrthoNOW

The Problem

- Most musculoskeletal injuries are seen too late
- Unless injury is open and / or severe, many injuries are shuffled between hospital, occupational health and urgent care centers long before the appropriate specialist is called in
- This is time consuming, expensive and frustrating for both the patient and physician

The Solution

- Involve the (sub)specialist early
- Order the appropriate tests necessary to formulate treatment
- Treat the patients at a center optimal for quality care:
 - Accept emergency visit from anywhere
 - On-site imaging is a must
 - Operating rooms and therapy are ideal

The Case For Specialized Urgent Care Centers

Problems in Orthopedic Care:

- More than 3.5 million children ages 14 and younger get hurt annually playing sports or participating in recreational activities.
- More than 775,000 children, ages 14 and younger, are treated in hospital emergency rooms for sports-related injuries each year.
- Children with long bone fractures are up to 47% less likely to be given timely care in the emergency room.
- Up to 17% of these children are less likely to get effective care at the emergency rooms.

OrthoNOW Urgent Care is Revolutionizing the U.S. Healthcare Industry

Expert Orthopedic Urgent Care is here NOW. Patient care has been changed forever.

An Average Patient Visit

1 +
Need For Care Begins.

2
Patient Seen Immediately & Any Necessary Tests Are Performed.

3
Expert Diagnosis Provided & Treatment Begins.

4 
Patient Urgent Care Complete Or Referred To Surgeon If Necessary.

Average of
80 min.
Start to Treatment

Referral Sources:
Corporate, Municipalities, Physician Groups, & Individuals



Prehab

Acute & Episodic

Rehab

Revenue Streams:

Assessment

Imaging

Injections

Casting

DME

Therapy

Toxicology

Dispensing

In-Office Procedures

Nutriceuticals

Family & Friends Referrals

Surgery Conversion

Rehab Conversion

25%

of new patients



17%



25%

OrthoNOW

Expanding Network

We keep you moving

Network

Network

Network

Network

Network

Network

Network

Network

Network

Next Steps

Contact:

Dan Durney

Franchise Development

dan@orthonowcare.com

480-331-3171

(800) 951-3141

[Download Franchise Packet NOW](#)