

The Empowered Entrepreneur

Generating Residual Revenue Streams for a Sustainable Future



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Right Industry. Right Business. Right NOW.



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- [Future of Urgent Care. \(n.d.\). Retrieved from American Academy of Urgent Care Medicine](#)
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- [Building a Culture of Health: The Value Proposition of Retail Clinics. \(2015\).](#)



HEALTHCARE TRENDS OVERVIEW

The Sky is Falling for Traditional Healthcare Providers. . .

- Companies that continue to follow the old ways and traditional models of healthcare delivery will not be able to maintain their status quo and are going to fall behind competitors who do not.
- Empowered entrepreneurs realize success demands the incorporation of relevant economic and disruptive drivers into their business models.
- The needs of the empowered patient will continue to shape the future healthcare delivery and business models.
- Those who find alternative ways to operate across the value chain, and make their products and services affordable and accessible to patients and customers, will gain market share.
- Alternative pathways represent attractive and profitable opportunities for those who adapt and embrace disruption and change.
- The empowered patient evolved from technology, transparency and a lack of primary care providers needed to service the patient population.
- What the empowered patient demands from the medical marketplace is better outcomes at a lower cost delivered in a shorter cycle.
- The empowered patient expects the exact same level of service, choices and access they receive from any other retail provider. That's the basis of retailization of healthcare.

URGENT CARE AND ORTHOPEDIC INDUSTRIES' SNAPSHOT

Fastest-Growing Sectors in the United States



The global urgent care market is expected to reach \$30.5B by 2020.



In 2011, the CDC reported 136.3M patients visited emergency rooms. According to the Urgent Care Association of America (UCAOA), there are 7,100 urgent cares operating in the United States.



The CDC reports there is a \$671B annual injury impact on the U.S. economy.



UCAOA reports urgent care centers provide care for nearly 160M U.S. patients annually.



The annual economic power of the urgent care industry is \$20B.



NIH researchers found the average charge for an emergency room visit is \$1,233. That figure is 40 percent higher than the average American rent, which is \$871 per month.



The annual economic power of the orthopedic healthcare industry is \$48B.

URGENT CARE AND ORTHOPEDIC INDUSTRIES' SNAPSHOT

Fastest-Growing Sectors in the United States

North America is leading the world market in the demand for walk-in health services, cost-effective care and more options for treatment of non-emergency conditions.

Walk-in and urgent care services are a few of the favored tactics healthcare providers are using to decrease costly emergency room visits and extend care to a new group of patients.

Orthopedic urgent care centers are also a downstream revenue source for hospitals and private practices.

Urgent care has limitless advantages for both the patient and the provider.

Orthopedic urgent care centers offer immediate access to specialists, providing time-saving and money-saving options to patients.



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URGENT CARE AND ORTHOPEDIC INDUSTRIES' ECONOMIC AND COMMUNITY IMPACT

Transforming the healthcare delivery system

- The annual U.S. healthcare spending is expected grow 6.2%.
- \$18B in potential savings can be realized by transitioning unnecessary emergency room visits to urgent care centers.

Growing industry

- Urgent care is projected to increase 5.8 percent through 2018.
- Growth in urgent care patient volume will be driven by favorable demographic trends, which will increase the demand of medical services.

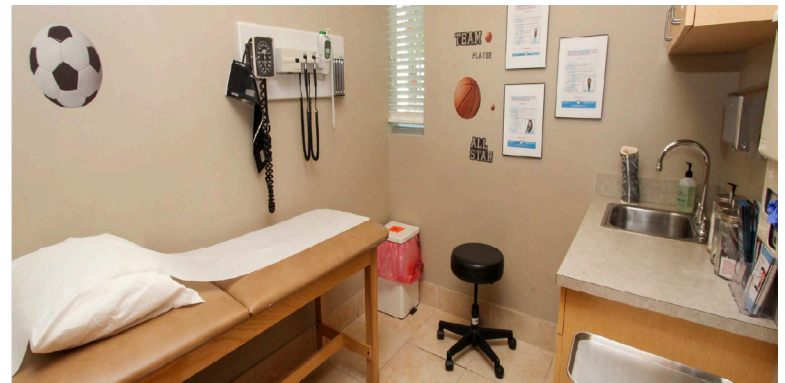
* The population of individuals, age 65 or older, will double to approximately 80M from 2005-2025.

Impacting the local communities

- Urgent care centers will provide annual care for nearly 150M U.S. patients.
- Urgent care centers have access to top-notch doctors while reducing the strain on emergency rooms and walk-in clinics.
- Urgent care centers offer a compelling lower cost alternative to traditional healthcare.

URGENT CARE AND ORTHOPEDIC INDUSTRIES AS A BUSINESS

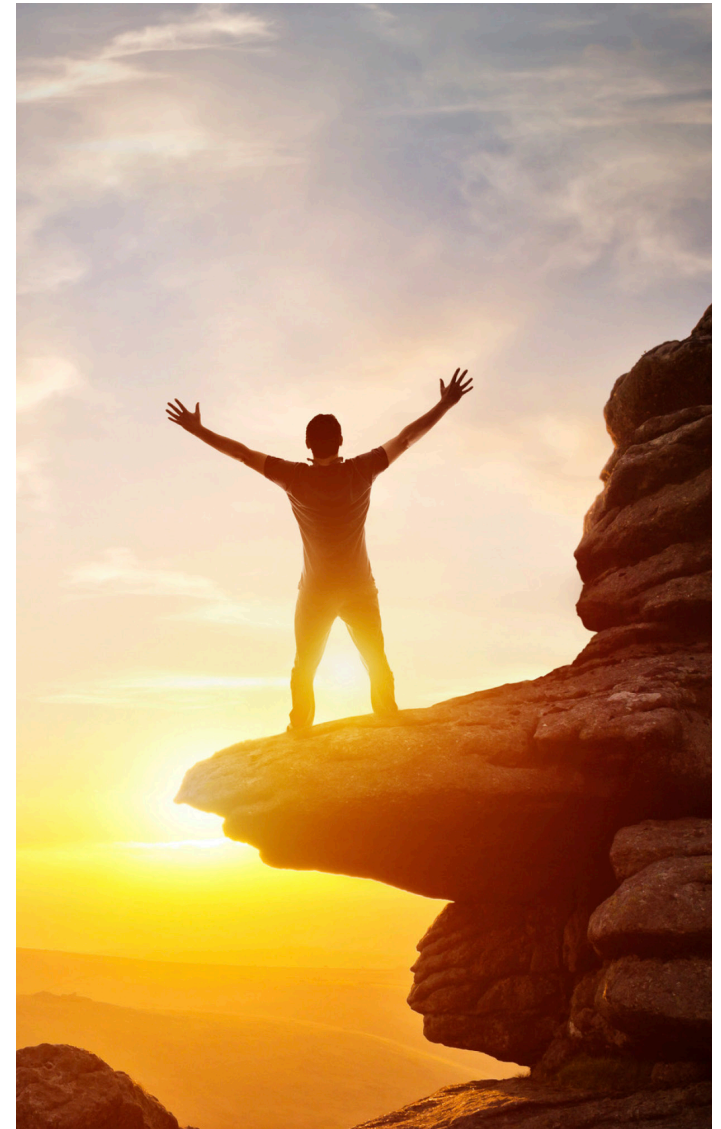
- Retail clinics are ambulatory care sites typically located in high-traffic, consumer-focused areas.
- Retail clinics are often associated with brand-name retailers, pharmacies, groceries and other “big-box” stores.
- Retail clinics emphasize convenience, walk-in availability, short or no wait times, and extended weekday and weekend hours of operation.
- Prices are typically fixed and transparent, with fee schedules posted on-site and/or online.
- Retail clinics offer lower prices by keeping costs down — administrative overhead, operating in a small footprint, aggressively managing their supply chain and employing a workforce of mid-level providers or NP’s and PA’s.
- Retail urgent care clinics tend to be limited in the services they can offer and equipment they can operate.
- Conversely, orthopedic urgent care centers provide a specialized approach for a patient in need of a specialist.



THE FUTURE OF HEALTHCARE DELIVERY

- The urgent care industry will continue to grow in the next five years as various financial and strategic partners compete to establish a strong geographical presence and gain market share.
- Hospitals and entrepreneurs will seek opportunities in historically under-served areas.
- Healthcare systems will continue to seek cost-saving initiatives in order to compete with larger corporate urgent care chains.
- Payors will continue to recognize urgent care's cost-savings and embrace their expanding role in the healthcare delivery system.
- By 2019, urgent care companies will:
 - * Become larger and more consumer-driven to better meet the needs of the empowered patient
 - * Become more adroit at handling increased volume in order to accommodate patients' desire to override traditional PCP delivery models of care for on-demand specialized care
 - * Be more adept at addressing increasing overhead costs

The stark economic reality of this industry allows forward thinkers to understand that specialized urgent cares, like OrthoNOW, offer a unique value proposition at the ground level.



THE FUTURE OF HEALTHCARE DELIVERY



Disrupting the \$48 billion orthopedic healthcare industry since 2010

Achieving the industry's "Quadruple Aim:"
Better outcomes, lower costs, improved patient experience and
improved clinician experience

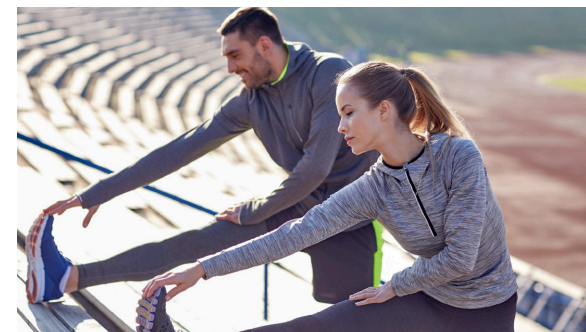


Answering the call for expert and immediate patient care at lower costs

OrthoNOW URGENT CARE FRANCHISE

- The OrthoNOW business model was conceived in 2010, when the U.S. healthcare industry was emerging from a period of reform to transformation never before seen.
- It was then that an unlikely entrepreneurial duo, orthopedic surgeon Dr. Alejandro Badia and financial industry expert, Wharton MBA and financial industry leader Justin Irizarry, saw an opportunity to disrupt the multi-billion-dollar orthopedic healthcare delivery system, and simultaneously achieve the industry's "Quadruple Aim."
- Badia's focus was on the patient and the waste associated with the traditional healthcare delivery model: people with orthopedic issues being directed to an emergency room, and after an initial consult and a battery of often unnecessary and costly tests, were then directed to a specialist.
- Irizarry's attention was on the economic power of the \$48B annual orthopedic healthcare industry and the \$20B annual urgent care business sector.
- With these basic principles serving as their guide, the partners created and activated a business model they named OrthoNOW.
- Today, OrthoNOW offers an innovative turn-key solution with a comprehensive support system built in.
 - * 7 franchise centers in Florida, Ohio and Georgia
 - * 44 franchise centers in development nationwide

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OrthoNOW URGENT CARE FRANCHISE

Our strategy is simple. Our business model is strong. Our goal is clear.



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OrthoNOW URGENT CARE FRANCHISE

Today, OrthoNOW is the nation's *only* orthopedic urgent care franchise. Our focus is on sports medicine and the treatment and prevention of the full range of orthopedic injuries, all on a walk-in basis. OrthoNOW provides patients direct, urgent access to the most recent advances in treatment by a team of orthopedic physicians and specialized orthopedic ancillary providers.

OrthoNOW has been named a "Top 10 Franchise Opportunity" in healthcare by *Entrepreneur Magazine* and has been featured in *AAOS*, *Becker's Spine Review*, *Franchise Times*, *Franchising USA Magazine*, *Urgent Care Magazine*, *Orthopedics This Week*, *Orthopreneur*, *Health Professional Radio* and *CFO Magazine*.

Read what the world has to say about OrthoNOW Urgent Care:

CRAIN'S

Ortho This Week
pedics

MONEY
INC

BECKER'S
SPINE REVIEW

Entrepreneur

ORTHOPRENEUR
EMPOWERING TODAY'S ORTHOPAEDIC SURGEON

URGENTCare
COVERING THE BUSINESS OF DELIVERING CARE. magazine

AAOS
AMERICAN ACADEMY OF
ORTHOPAEDIC SURGEONS

HPR
HEALTH
PROFESSIONAL
RADIO

Franchising USA
THE MAGAZINE FOR FRANCHISEES

FranchiseTimes
The News and Information Source for Franchising

CFO Magazine

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OrthoNOW URGENT CARE FRANCHISE

We are seeking medical entrepreneurs and business executives who will work alongside us to build, manage and optimize an OrthoNOW medical franchise.

Now you can leverage your proven skills and relationships, build a scalable, residual income business and improve your EBITDA!



Retail Specialty Urgent Care is not a trend.
You're not too late.
This is just the beginning.

Contact us NOW: **800.951.3141.**
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