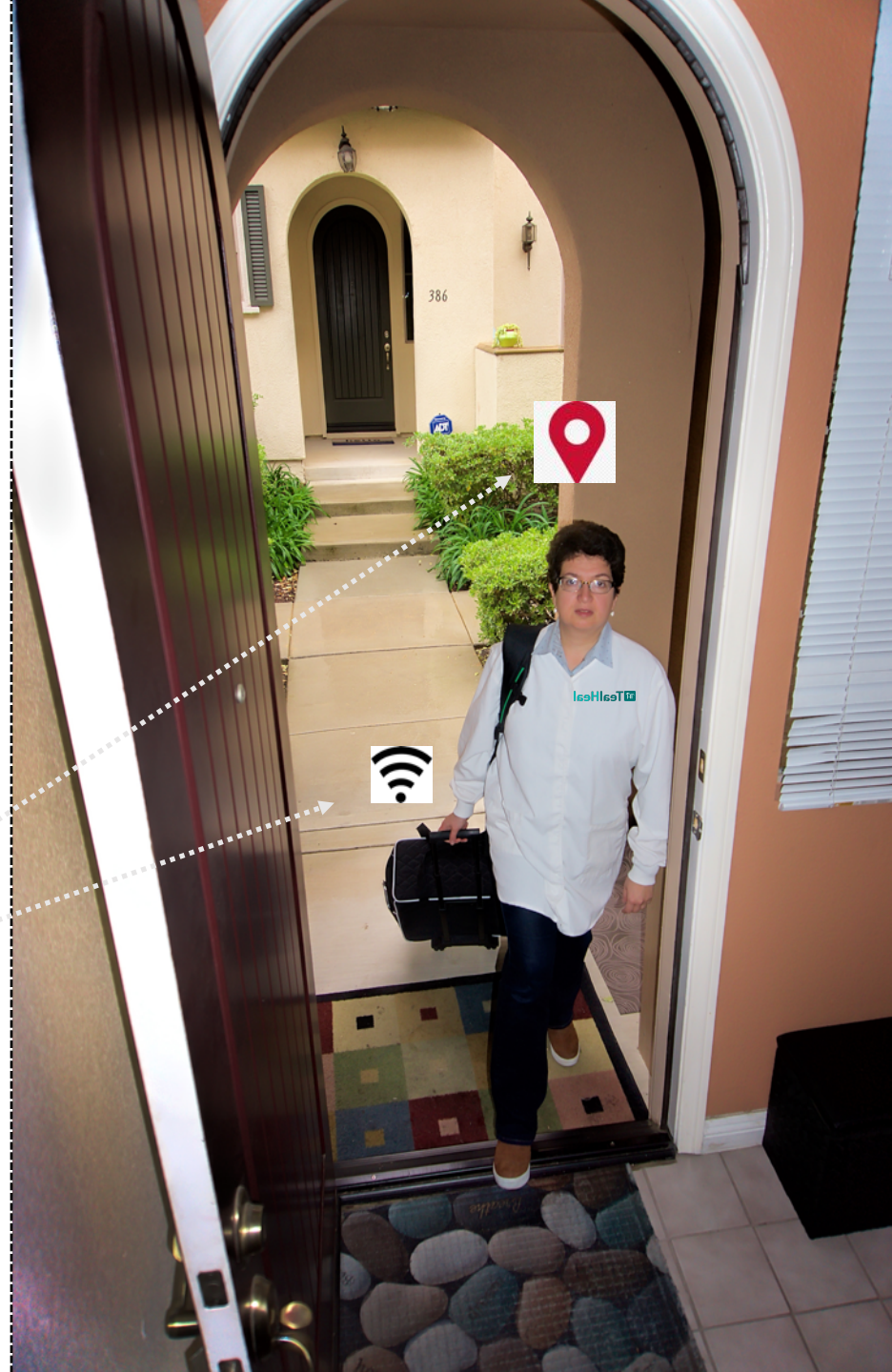
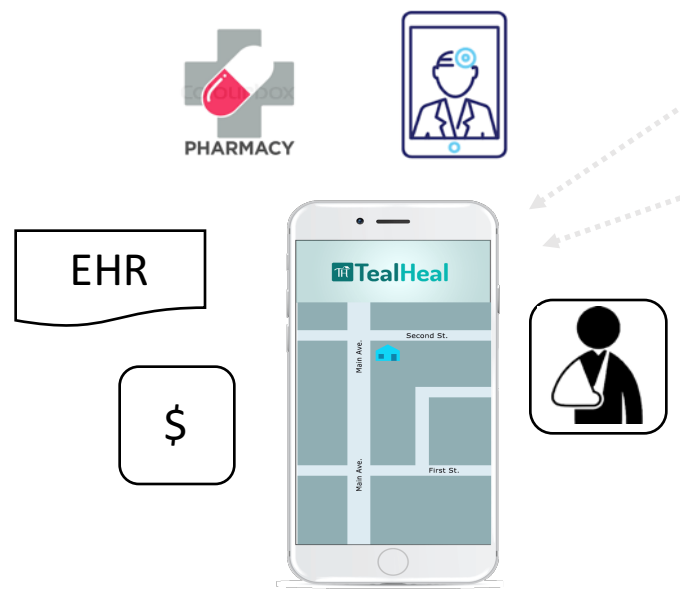




The platform empowering nurses and physicians to deliver advanced care in the comfort of patient's home

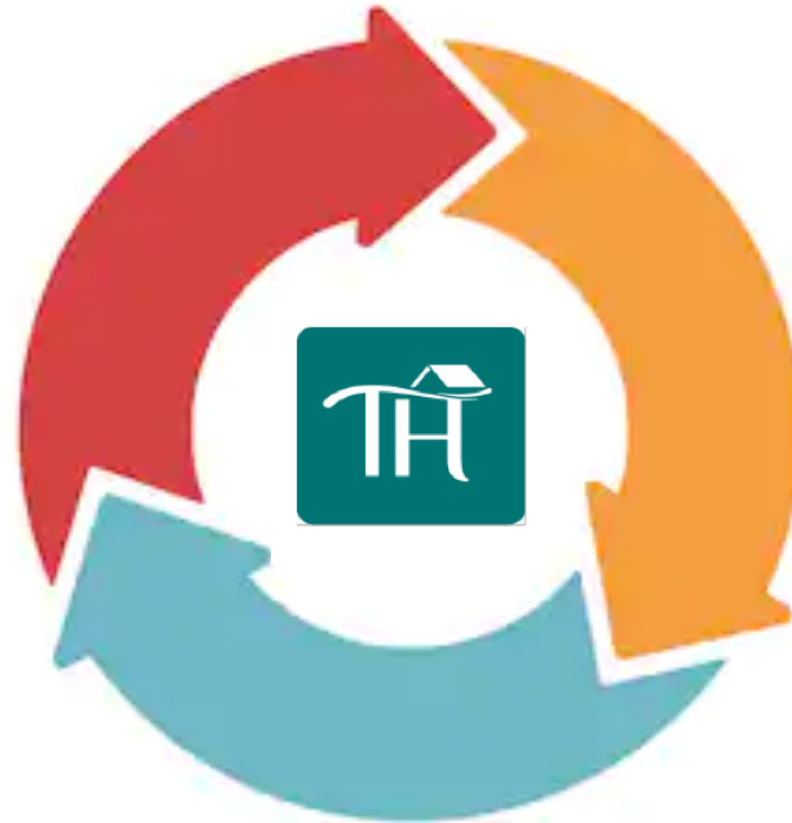
Gelena Lifchitz, CEO  
(858) 353-4108  
[gelena@tealheal.com](mailto:gelena@tealheal.com)  
[www.tealheal.com](http://www.tealheal.com)



# Three Major Trends are Converging on TealHeal's In-Home Business

## **In-Home Demand:**

- Aging population
- Millennial preference
- Convenience



## **Technology:**

- Device miniaturization
- Digital connectivity @ 95%
- EHR and other integrations

## **Payment:**

- New Medicare payment codes
- Cash payment via growing concierge services

# Problem: providers do not have tools for in-home care



People want healthcare to be delivered on demand

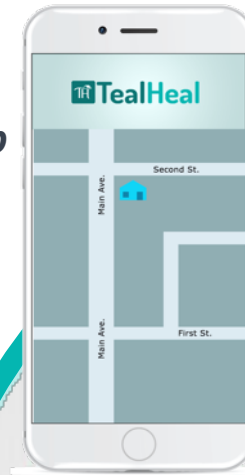


Payors want to reduce costly ER visits and hospitalizations

# Solution: an integrated hardware and software platform for doctors and nurses

- “all-in-one” tailored to in-home care
- compatible with any electronic health records and billing

TealHeal®  
Website &  
Mobile App

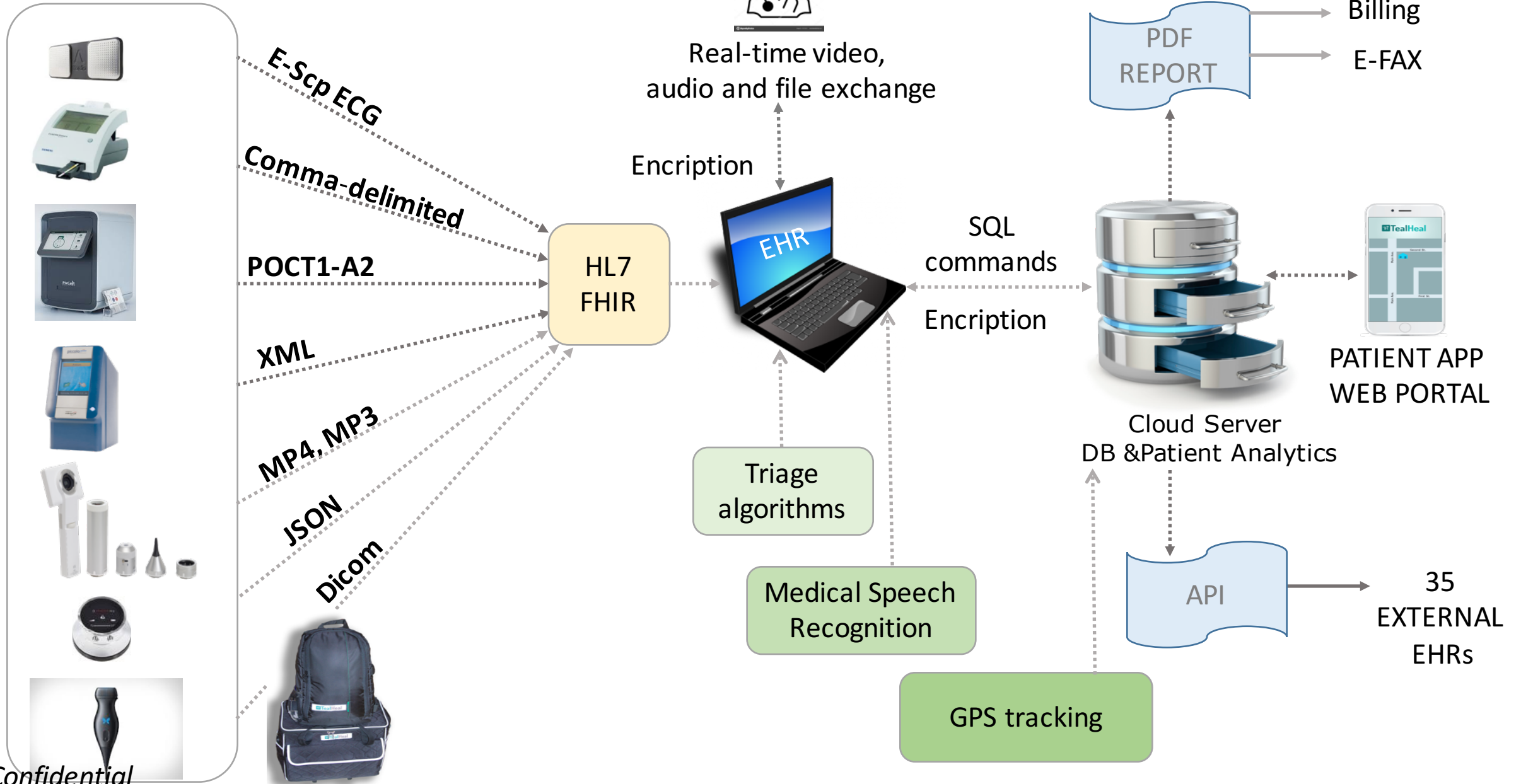


TealWheel® :  
Triage, Scheduling,  
Billing & Integrated  
EHR

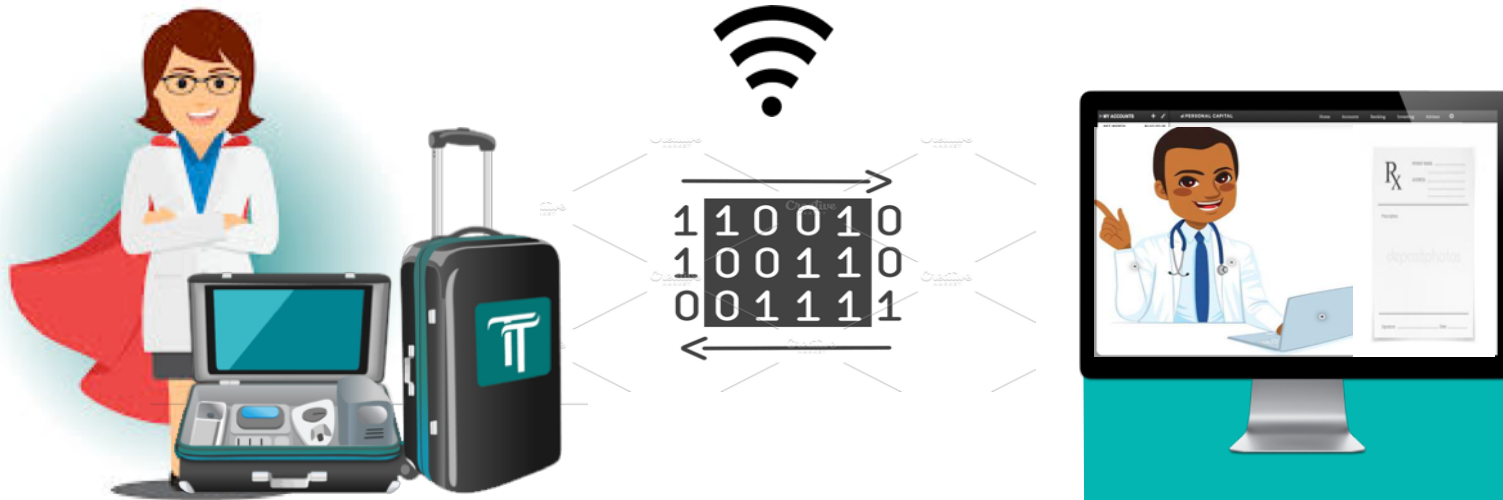


TealBag®  
Home Diagnostic System  
and Mobile CLIA Lab

# Platform architecture



# Workflow: “one-stop-shop” care at home



TealHeal®  
Technology-driven  
House Call

# TealHeal<sup>®</sup> Platform enabled services:

## **In-home laboratory testing:**

- TAP<sup>®</sup> blood collection
- CBC with 5 diff
- Blood Chemistry
- Electrolytes
- Urine Analysis
- Quick urine culture
- Flu, Strep A, adenovirus, rotavirus detection
- Thyroid Hormones
- Cardiac markers
- D-dimer
- A1C
- Oncomarkers

**Results in 3 -15 min  
No phlebotomy needed  
No manual data entry**

## **In-home instrumental Exams:**

- Vital signs monitoring
- Digital auscultation
- Digital spirometry
- Digital otoscopy
- Dermatoscopy
- 6-lead and 12-lead ECG
- All body parts ultrasound

**Provided by a visiting nurse,  
transmitted to a doctor**

## **Inter-professional consultations, telemedicine and RPM:**

- Nurse - to - doctor real time video streaming, text and file exchange
- Virtual doctor visits
- Chronic conditions monitoring
- Predictive analytics

**HIPAA compliant  
Sends data to your EHR**

# Target Customers: home medical care providers in SoCal



Mobile Physician Groups  
of 3+ prescribers  
**1500 visiting physicians**



Private Duty Nursing and Home Health Agencies  
of 10+visiting nurses  
**2500 HHAs in CA**



**\$200M TAM today -> \$1.5B by 2025**



# Added Value with Incremental Practice Revenues

Traditional house call	TealHeal - technology driven house call
Doctor visits a patient	Nurse brings a clinic to a patient
20 minutes charting per visit*	10 minutes charting per visit
Relies on external Diagnostic Centers	In-house labs & tests with immediate results
\$150 - \$250 per visit	<b>\$650 per visit*</b>

<https://www.fiercehealthcare.com/practices/for-each-patient-visit-physicians-spend-about-16-minutes-ehrs-study-finds>

# Stable CAD+UTI example

CPT CODE	Description	Average Medicare Reimbursement
99343	New patient E/M by MD or NP, moderately complex case	\$250
80053QW	General Chemistry 13	\$81
80051QW	Electrolytes Panel	\$10
85025	Complete Blood Count	\$11
81003QW, 87086	Urine Analysis + Urine Culture	\$24
87086	Urine Culture	\$11
85379	Biomarkers (Cardiac, D-dimer; NT-pro BNP)	\$141
76770	Limited retroperitoneal ultrasound	\$116
93000	12 Lead ECG with interpretation	\$18
	<b>TOTAL:</b>	<b>\$651</b>

# Value for patients

No driving when sick

No waiting

No exposure to hospital infections

Immediate diagnostic and treatment

Instant access to own medical records

Instant feedback on the quality of care

✓ **Convenience**

✓ **Privacy**

✓ **Safety**



# Revenue Share Business Model

Average Teal Visit  
\$650  
33% of a typical ER  
Visit



Providers

80%

20%

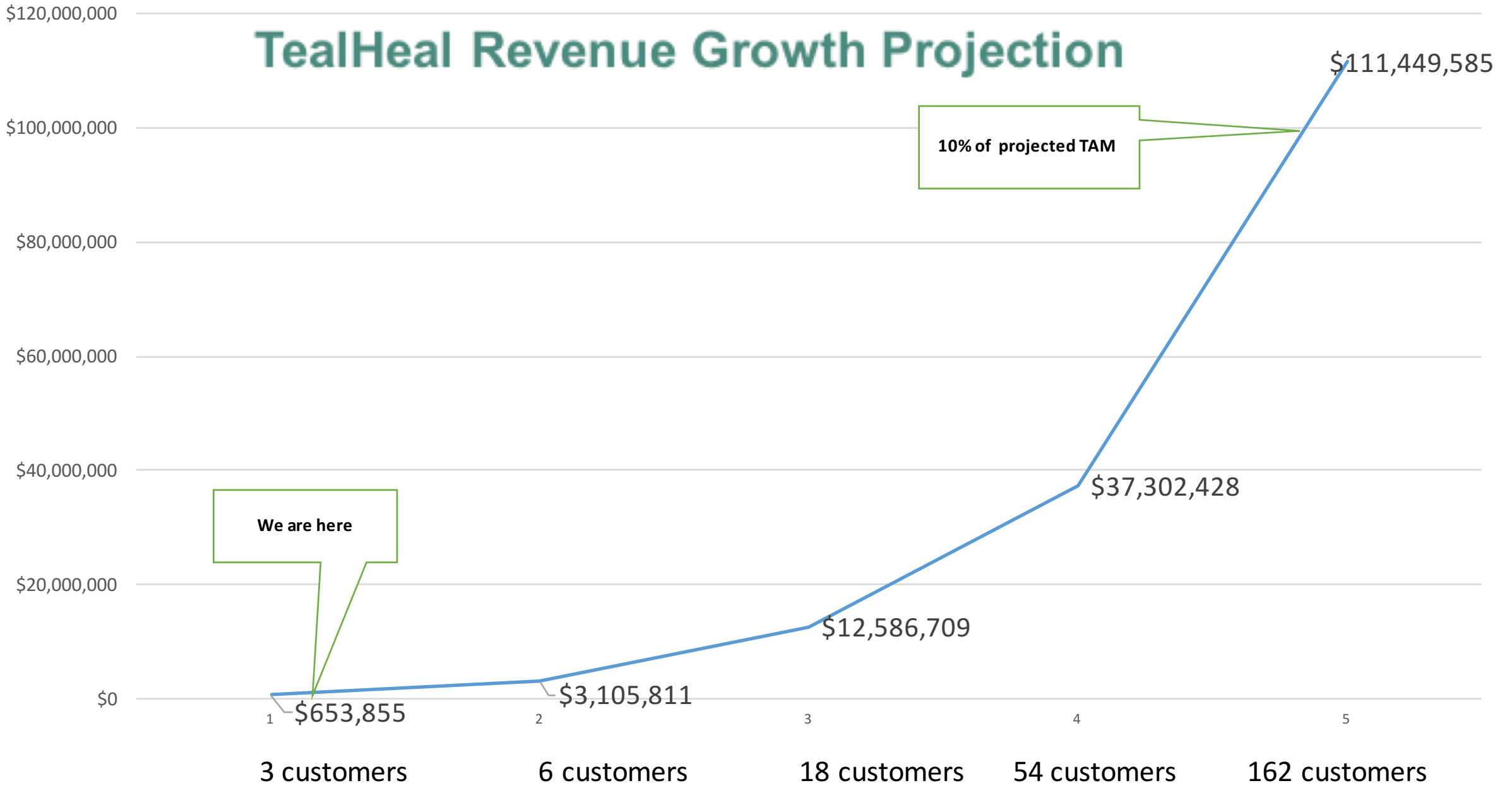
+ minimum usage requirement



Providers **\$530** revenue

**\$130** revenue per visit  
*200 visits to cover COGS*  
*2-3 month*

# TealHeal Revenue Growth Projection



# Revenue Milestones

ASSUMPTIONS: Utilization grows from 2 to 7 visits/day  
 20% of revenue is spent on sales and marketing  
 TealHeal earns \$130/visit  
 \$25K average cost per Bag





TealHeal	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue:	\$653,855	\$3,105,811	\$12,586,709	\$37,302,428	\$111,449,585
Net Income:	-\$479,916	\$906,040	\$5,924,103	\$19,616,183	\$68,939,743

Customers:	3 Practices	6 Practices	18 Practices	54 Practices	162 Practices
Visits:	5000/year	23,750 /year	96,250/year	385,250/year	852,250/year
Teal Bags:	10 Bags	19 Bags	55 Bags	163 Bags	487 Bags

# Progress to date & next steps

2017	2018	2019	2020
<b>Start R&amp;D</b>	<b>Technical pilot</b>	<b>Commercial pilot</b>	<b>Scale-up</b>
Software prototype	TealBag® alpha Smart Scheduling i-DMSS Triage Electronic Health Records	TealHeal® Platform beta TealBag® complete Telemedicine integrated Patient web-based app	TealHeal® Platform MVP Patient mobile app Complete EHR integration Rothman AI algorithms
Market research 35 physicians	Market research and pilot partnerships	Clinical site established	6 clinical sites Efficacy study IP Portfolio
Team of 2	Team of 3	Team of 4 EvoNexus Incubator	Team of 6 Advisory Board
\$300K note	-	\$500K note	







# Competition: house call disruptors

		  
Enable any practice to deliver tech-based house calls	Yes	No
App-based scheduling and patient-provider communication	Yes	Yes
On-site lab and imaging with immediate test results	Yes	No
Send data to external EHRs	Yes	No
Low burn rate and high scalability	Yes	No

**No clear leader at the platform level**



# Competition: enhanced telemedicine platforms

		<b>RPM, Telemedicine</b>     
HIPAA compliant video, text and file exchange	Yes	Yes
Integration with vital signs monitor, ECG, glucometer, digital stethoscope	Yes	Yes
Integration with POC laboratory and imaging equipment	Yes	No
EMR tailored to home health	Yes	No
Both asynchronous and synchronous care available	Yes	No

**Lack solutions for complex care at home**

# Our team



Gelena Lifchitz  
MD, MPH  
**Founder & CEO**  
Doc+



David Aaron  
PhD, CTO  
**Platform Architect**  
*Cybernetics engineer*



Teresa Sunder Prince  
RDMS, BSc.  
**Marketing and Sales**  
*BD Director*



Mike Macias, MD  
Emergency medicine and POCD  
**Medical Director**  
*UCSD Emergent Medical*



Greg A. Pecchia, DO  
Eisenhower 365  
Personalized Care Program  
Leader  
**Concierge Medicine Expert**



Shawna Butler, RN, MBA  
Nurse Economist  
*Entrepre NURSE  
program director*  
**Home Nursing Expert**



# Our advisors

# Investment Opportunity

**Ask: Seed / \$1.5M**

**Previous Round: \$0.8M from 2 investors, Convertible Notes**

Previous Round:

## Use of Proceeds:

1. \$0.5M for commercial roll out and trials
2. \$1M to scale up to \$5M of commercial revenue

1-1.5 years to break even

*Term sheet available upon request*

