

TeleNeurology

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Who is SOC?

- Founded in 2005
- Joint Commission Accredited in 2006
- 24 hours a day, 7-days a week, via videoconference technology
- Over 6,500 specialty consultations in 2009
- Over 11,000 emergency consults since inception
- Video communications system is encrypted and 100% HIPAA compliant
- Largest and busiest tele-neurology practice in the United States
- Continuing to add new specialists & services (psychiatry, pediatrics, GI)



Complete Solution, Not just Technology



Tele-Neurology Service

- Provides 24-hour coverage to ED, ICU, hospitalists and other physicians for neurological emergencies
- Physician-to-Physician consults
- Faster response time than typical "off-site" on-call service
- Provides your ED & ICU staff w/ quality neurology practice of over 40 highly trained neurologists



Benefits to Patients

- Immediate access to emergency neurology specialists
- Improved clinical outcomes
- Decreased complications
- Specialty care brought to local hospital



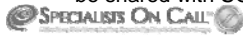
Benefits to Local Neurology

- Relieves local neurology of having to take call (24/7, nights/weekends, or at all)
- Does not "STEAL" patients/procedures from group
- Provides emergency trained neurology practice as an extension to their service/practice

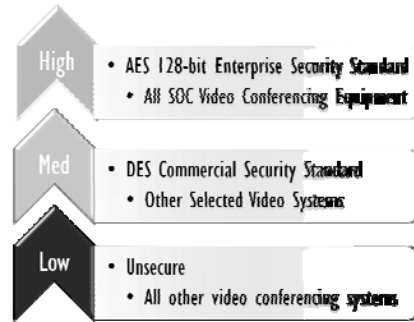


The Install

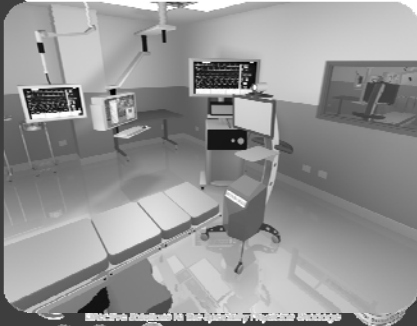
- Tele-Presence Cart
 - Owned and maintained by SOC (no equipment to buy)
 - Wired or wireless network enabled
 - Portable and self contained
- PACs Server
 - Single, compact appliance
 - Allows your selected images to be shared with SOC



How Secure is SOC?



What your Hospital Sees



What our SOC Physician Sees



A Complete Service

Professional Operations & Contact Center	Board Certified Emergency Neurologists	Secure, redundant & advanced datacenter	24/7 Live Tech Support	Fully staffed medical affairs, operations & account service managers

Sample Report

Using a state-of-the-art electronic medical records system, our neurologists prepare a clear, concise and straight forward recommendation set to be filed with your patient's records





Workflow Based EMR

SOC utilizes a hosted, workflow driven EMR system from which all consults are recorded.

This high end system provides for:

- Practice-wide consistency
- Concise, streamlined reports
- Vast data collection capabilities
- Secure, encrypted database
- Automated workflow process
- Data mining and reporting

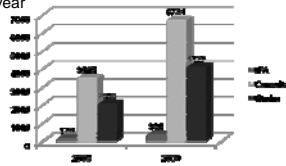
Professional Service (not a distracted consult)

- SOC Physician is a dedicated “on-call” resource
- Takes call from professional office environment (no public venues)
- HIPAA compliant
- Customer service as well a patient centric service

Clinical Experience

Tele-medicine works!

- **3,525** total consults in 2008
 - Averaged 200-300 consults per month
 - SOC Physicians recommended/assisted with over **175** tPA
- **6,734** total consults in 2009
 - Averaged 700-800 consults per month
 - Over **380** tPA recommendations
 - 92% increase over previous year



Quality Management

- Full time position in SOC, dedicated to quality management
- Works with hospital champions to gain timely feedback on key cases
- Performs follow-up on all tPA and ICH cases within 24 hours of consult
- Uses an established format for clinical changes and patient outcome
- Shares data and studies with hospital
- Improves feedback on service

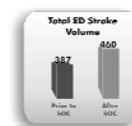
Typical Costs of Service

- One-time membership fee (based on number of service locations) typically \$40-50K, which covers:
 - Installation of all necessary equipment
 - Implementation process of service
 - Year 1 Maintenance & Support
 - Staff training & education
- Recurring service fee for 24/7 access to service*
 - Access to emergency physician network
 - 24/7 Help Desk Support
 - On-Site support (if needed)
 - Re-education & renewal training for staff
 - Ongoing equipment maintenance & support

*Nominal, annual maintenance fee, additional.

Client Experience

Recent study of a 5-hospital system in Texas revealed an increased number of tPA cases of over 500%.



That same Texas hospital system saw an increase in overall ED stroke patient volume of over 18%

Cost Comparison (to alternatives)

Locum Tenens (nights/weekends)	\$686,400/year
Dedicated Neurologists (1.5 FTE)	\$400,000/year
Stipend to Local Neurology Group	\$175,000/year
SOC 24/7 Neurology Coverage	\$105,000/year

Locum Tenens based on 572 8-hour shifts/year @ \$1200 per shift. Dedicated Neurologists calculated at a national average salary of 1.5 FTE emergency neurologists. Stipend to local neuro group based on a poll of over 40 neurology practices at \$150 to \$600 per day stipend.

Return on Investment

Revenue (Cost)	Amount
Monthly Average cost of SOC Service for 100 bed/25K visits	(\$8,500/month)
Increased monthly revenue for Acute Stroke admissions ¹	\$12,250/month
Increased monthly revenue for tPA administration patients ²	\$5,250/month
Decreased LOS for stroke patients ³	\$6,000/month
TOTAL NET REVENUE to Hospital	\$15,000/month
One-Time Membership Fee for Typical Hospital	\$50,000
TOTAL NET REVENUE to Hospital, Year 1	\$130,000
TOTAL REVENUE to Hospital, Year 2	\$310,000
TOTAL REVENUE to Hospital, Year 3	\$490,000

¹ Refer to SOC ROI model Document, assumes increased awareness through community outreach based on two (2) new acute stroke admissions per month.

² Refer to SOC ROI model Document, assumes one (1) tPA administration per month.

³ Refer to SOC ROI model Document, assumes decreased LOS across at least four (4) stroke patient admissions per month.

SOC In the News

What the headlines are saying!

REUTERS
Specialists On Call Accelerating Access to Emergency Neurology On-Call Services in...

Healthfax
Specialists On Call Accelerating Access to Emergency Neurology On-Call Services in Florida

SPECIALISTS ON CALL

Next Steps

- Secure a "Go-Letter" (non-binding). Once signed and returned to SOC, parallel activities occur during contract review & finalization:
 - Credentialing SOC physicians to your medical staff
 - IT collaboration and planning for video conferencing & DiCom imaging
 - Presentation to your physician and nursing groups
 - Training & education of your staff on the SOC system and process