

Securative™

HEALTHCARE SOLUTIONS

Better business. Better lives.™

Consulting Solutions to Help Physicians and Patients Thrive

Practice Development

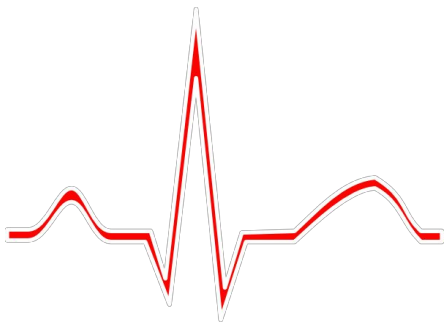
Embrace Quality
Increase Compliance
Enhance Efficacy/Outcomes
Diversify Revenues

Regenerative Medicine

Stem Cell Therapy
Clinical Trial Protocols
UCB/WJ/Exosomes/PRP/HA
Wound Care/Autol. Skin Graft Kits

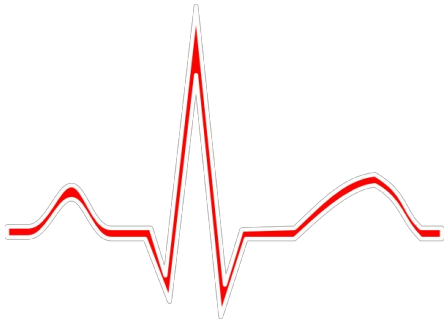
Nutraceuticals

Logos Nutritionals
Lyme Support
Burgstiner Wellness Protocol
Regen Support For Stem Cell Therapy

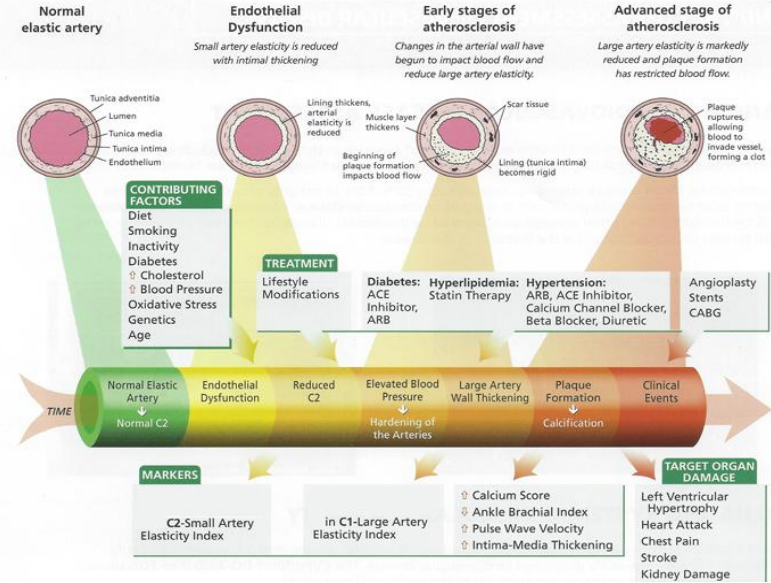


Pulse 4 Pulse, LLC .n

THE ROLE OF THE SCREENING ABI IN IDENTIFYING
AND TREATING EARLY PERIPHERAL VASCULAR
(ARTERIAL) DISEASE



THE PATHOGENESIS OF VASCULAR DISEASE



Pulse 4 Pulse, LLC

DR. PHILIP A. MONGELLUZZO, JR. ABIM, FACP - MEDICAL DIRECTOR

KRISTA MOWAD - CEO



Pulse 4 Pulse, LLC

Mission Statement

- To empower the physician and his or her practice to provide the very best care available to their patient population while benefitting financially from implementing enhanced patient care screening modalities that can be life changing for the patient.

Motto

- Supplement with knowledge and implement with action.



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Dr. Philip A. Mongelluzzo, Jr.

- Board Certified Internist since 2001
 - Passion for EDM – Early Discovery Medicine
 - Finding problems before they become life changing issues
- Performing screening ABIs in his medical practice since 2012
 - Routinely finds PAD due to his questionnaire and screening ABI
 - Able to implement lifestyle changes before medications and interventions
- Pulse 4 Pulse is a collaborative effort to realize a unified mission



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The Medical literature strongly supports and strongly recommends PAD outpatient screening

- Khan T, Farooqui F, Niazi K. Critical Review of the Ankle Brachial Index. *Current Cardiology Reviews* 2008;4(2):101–6.
 - “We conclude that ABI is the screening test of choice for the diagnosis of patients with PAD due to its simplicity, reproducibility and cost effectiveness.”
 - “As a surrogate marker for atherosclerosis, ABI has been found to give very important prognostic information regarding future cardiovascular events.”
 - “The measurement of ABI has been recommended as part of risk assessment and primary prevention of CVD in asymptomatic individuals who have intermediated risk factors for CVD.”



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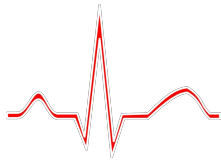
Pulse 4 Pulse, LLC is a complete turnkey service for your practice.

What you provide:

- The patient

What we provide:

- The Ankle Brachial Index (ABI) testing equipment and all supplies
- ABI screening questionnaire
- ABI technician and support staff
- ABI billing service
- ABI results and recommendations
- A secure database where we track the results of serial ABI's and Pulse Wave Forms thereby strengthening your ability to effectively treat your patients
- Participation in our "Get Back to Walk" Program



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Why screen?

- There are over 8.5 million people in the United States that have Peripheral Arterial Disease (PAD).
- Most go undiagnosed until it is too late.
- It would be far better to treat preemptively than reactively.
- The percentage of PAD goes up exponentially from age 50 to age 80 for both men and women.
- If we knew as clinicians there were issues at age 50, we could treat well before a defining event occurs.

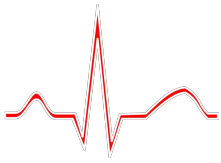


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Who do we screen?

Risk factors include any of the following:

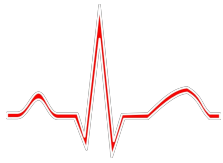
- History of or current smoker
- High blood pressure
- Atherosclerosis including personal history of stroke or heart attack
- Diabetes
- High Cholesterol
- Older than age 60
- Erectile Dysfunction
- Chronic Kidney Disease
- African Americans are twice as likely to have PAD than Caucasians



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Signs and Symptoms

- Pain in calves when walking, but keep in mind up to 40% of patients will not have leg pain (claudication)
- Numbness, pain or cold feet or toes
- Muscle atrophy
- Loss of hair or poor nail growth
- Smooth, shiny skin
- Skin that is cool to touch
- Absent or diminished pulses
- Non healing ulcers



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How do we identify PAD?

- A thorough personal and family history intake
- Addressing that risk factors and signs/symptoms may be a component of PAD
- A thorough physical exam including:
 - Palpation of dorsalis pedis and posterior tibialis pulses
 - Inspection of the color, temperature and appearance of patient's legs, feet and toes
 - Poor signs of healing in feet and toes (ulcers/abrasions/cuts)
- Diagnostic Tests:
 - Ankle Brachial Index and Cardiopulmonary Exercise Testing

How is PAD treated? (If we identify early)

- Lifestyle changes
 - Quit smoking
 - Lower numbers (high cholesterol, high blood pressure, sugar)
 - Aggressive control of diabetes
 - Get moving – incorporate 30 minutes of “sweat” equity exercise daily
 - Follow a healthier diet
- Surgical Intervention (if we identify too late)
 - Stenting, angioplasty and bypass



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The Power of Serial ABI's and Pulse Wave Forms:

- Just like other diagnostic tests (EKGs), there is power in serial testing to assess for change.
- Worsening ABI values are a very positive predictor of other possible worsening cardiovascular disease and/or renal disease and even declining cognitive functional status in the age 70 and over population.
- We recommend a repeat screening ABI if there is a change in symptoms or a change in comorbidities - i.e. a change in the any of the answers on the questionnaire to a new "Yes".
 - A repeat screening ABI may also be ordered if there is a change in treatment and this is documented.
 - Serial ABIs may be ordered every 4-6 months to ensure good patient care



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Financial Reimbursement Model:

- Your practice has \$0 Start Up Cost
- Pulse 4 Pulse, LLC will handle all billing and any necessary resubmissions
- After Pulse 4 Pulse, LLC fees for services provided, the average net to the practice per ABI completed is \$50.
 - This is in addition to the revenue created by the follow up visit to discuss testing, of which is kept entirely by the practice.
 - Up to 40% or more of your practice can qualify for testing based on our screening tool.



Pulse4Pulse Sales Work Flow

- **New Practice Submission Form**
 - Required to provide Pulse4Pulse with necessary account information to start backend process internally
- **Financial Analysis Form**
 - Required to allow office to provide a Pro Forma per practice, based on the payor mix and patient count
- **Pro Forma**
 - A practice Pro Forma will be provided to assist representative in explaining revenue stream.
 - Pro Forma helps Pulse4Pulse determine profitability of practice and set practice goals.

- **Contract**
 - Contract will be issued once representative requests for practice
 - A fully executed copy is returned to representative for practice
- **Rollout date is established**
- **MA is hired and trained**
- **Account Manager selected for practice**
- **Equipment is shipped to location**
- **Account Manager and Training Coordinator on site for office rollout and training**
- **Welcome call with Operations Manager and Clinical Director**





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Simple Plug and Go Model

- Potential Income Stream with NET
 - NET = NO extra time
 - Total ABIs:

Per Day	Per Month	Per Year	\$\$\$ Per Year
1	20	240	\$12,000
2	40	480	\$24,000
5	100	1200	\$60,000
10	200	2400	\$120,000



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Simple Plug and Go Model

- Office visit to discuss results
- Implement changes/further testing
- (Level 99213)

Per Day	Per Month	Per Year	\$\$\$ Per Year
1	20	240	\$18,000
2	40	480	\$36,000
5	100	1200	\$90,000
10	200	2400	\$180,000



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Simple Plug and Go Model

- Cumulative Potential Income
 - ABI Testing
 - Follow up discussion

Per Day	Per Month	Per Year	\$\$\$ Per Year
1	20	240	\$30,000
2	40	480	\$60,000
5	100	1200	\$150,000
10	200	2400	\$300,000



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A Completely Transparent Process

- Pulse 4 Pulse, LLC will email your list of completed ABIs at the end of each week
- Your Practice will have access to our support team
- Your patients will have access to our “Back to Walk” program which is an exercise program designed to improve functionality.



Pulse 4 Pulse, LLC

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