



## Healthcare From Anywhere.

eClinic Healthcare is the virtual communication line between providers and patients, providing a virtual experience that enables patients and medical professionals to effectively and conveniently communicate from their existing computers and mobile devices. eClinic is a powerful tool for healthcare delivery, designed for patients and engineered for providers.

### Executive Summary

#### **Company Tag Line:**

Healthcare From Anywhere.

#### **Business Summary:**

eClinic Healthcare provides a simple, secure, web-based application for healthcare practitioners and their patients to communicate via two-way video, voice and secure messaging to address basic healthcare needs.

#### **Team:**

Steven Elliott, Founder & CEO, has worked at the forefront of healthcare technology solutions both within startup environments and within the largest healthcare services provider in the world.

Chris Kuzniak, MD, Co-Founder & SOP, is a practicing surgeon and healthcare business operator who has co-founded, invested in, and served as medical director for multiple healthcare startups and businesses.

Landon Gibbs, SOP, serves as Director of Healthcare Initiatives at Clayton Associates and has sourced, vetted, advised for, and invested in a multitude of healthcare businesses from early to growth stages.

Sam Tucker, Operations & Marketing, helped start, grow and direct an urgent care start up from an unfunded idea into a multi-state regional operator, most recently serving as Director of Sales and Marketing.

#### **Customer Problem:**

Healthcare providers are more strained than ever in terms of patient volume, revenue pressure, and the costs of maintaining a practice. Providers are looking for new ways to generate revenue, more efficiently operate their practices, and use technology to improve patient care.

#### **Product/Services:**

eClinic provides a web-based and HIPAA compliant 2-way video, voice communication and messaging platform for providers to use to extend follow-up and consultative healthcare services.

eClinic manages simple intake, scheduling, billing, and user management to make e-visits and remote care simple for both patients and providers.

**Target Market:**

There are over 1 billion outpatient office visits per year and >50% of those visits are non-acute and consultative in nature. Our market is the more than 700 million annual office visits that can be handled with secure remote communication technology.

**Customers:**

Our customers are healthcare providers serving in the ambulatory and outpatient space including: primary care, specialty, surgical follow-up, and urgent care.

**Sales/Marketing Strategy:**

We have partnered with provider groups and cash-only provider networks to deliver our platform to patients and help those organizations capture new revenue.

**Business Model:**

- 1) SaaS licensing model to providers
- 2) Small portion of the transactional revenue taken from each patient encounter

**Competitors:**

Consult-A-Doctor

American Well

MedClimate

**Competitive Advantage:**

We focus on maintaining existing patient-provider relationships and offer our platform in a SaaS, cloud-based model, significantly improving the price point and flexibility for providers to offer mHealth and e-visits to their patients. We are the first service to offer telehealth consultations and e-visit capability across mobile devices and in a web-based application.

