



F A C T S H E E T

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Product:	eDoc4u is a fully automated web service that delivers personalized, prioritized, evidence-based recommendations to prevent diseases, achieve a healthier lifestyle and reduce injuries. Using industry Best Practice guidelines, eDoc4u identifies, organizes and tracks personal health risks, raises user awareness of remedial actions, enhances the opportunity for early intervention, improves treatment compliance, and encourages preventive behaviors for diverse populations.				
Executive Team:	Rich Smith , President Ryan Bosch MD , Founder Jack Olexy , VP IT				
Markets:	10 million work days are lost annually from over 1.4 million injuries and preventable diseases that comprise 70% of the US medical burden of \$1.66 trillion. eDoc4u helps reduce these expenses by serving market niches including: <table><tr><td>Healthcare Plans Benefit Plans</td><td>Hospital Organizations F500 Corporations</td><td>Physician Practices Wellness Programs</td></tr></table>		Healthcare Plans Benefit Plans	Hospital Organizations F500 Corporations	Physician Practices Wellness Programs
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Services & Business Model:	eDoc4u produces revenues through: <u>License fees</u> for multi-year software and ASP agreements <u>Subscription fees</u> for branded deployment with strategic partners <u>Revenue share</u> for integrated private label partnership offerings				
Differentiation:	eDoc4u's interactive health assessment dynamically integrates medical, lifestyle and injury risks. Unique features include; diverse workforce health risk interpretation, culturally competent preventive care plan with streaming video recommendations, disease risk indexes using ethnicity-based predictive modeling, and integrated personal health record. The comprehensive web-based service is private labeled by health care providers; admin/reporting tools enable trend analysis and aggregate data by risk pool, age, gender and ethnicity.				
Partners:	The company supports hundreds of client sites thru strategic partnerships, reaching millions of members throughout the United States. Strategic partners include: CVS Caremark – Pharmacy Benefit Management Portal “Better You Plan” United Healthcare – “MyUHC.com” employer health and wellness services BlueCross BlueShield – Gordian “Get Healthy” health management Portal Ascension – Saint Thomas Hospital Systems employer preventive care services PureSafety – Employer on-line training and risk management solutions				
Benefits:	Improves overall healthcare quality – applies Best Practice guidelines and ethnicity-based predictive modeling to generate personalized preventive care strategies for diverse populations. Increases member satisfaction – empowers, educates and motivates members to improve their health habits, promoting a healthier, happier and longer life. Reduces healthcare & worker’s compensation costs – identifies risks and intervention opportunities <i>before</i> injury or illness contracted and costs incurred. Prospectively manages diverse health risks –stratifies acuity of ethnicity-based future risks, in contrast to generic <i>retrospective</i> grouping based on analysis of past claims. Provides aggregated overviews of groups – aggregate reporting provides proactive health risk management for groups or segments of groups. HIPAA compliant – security and encryption assure privacy of Personal Health Information (PHI).				
Web Site:	www.eDoc4u.com				