

CATHOLIC HEALTH LLC

**WE
MAKE
MARKETS.**



Catholic Health, LLC

ABOUT US

Catholic Health LLC is a broad-based healthcare holding company that generates innovative opportunities and solutions to increase revenues and decrease costs for healthcare providers.

Catholic Health entities have provided financing to over 5000 physicians and syndicated over 30 physician-owned hospitals; established in 1994 an HMO that sold in December 2014 to Blue Cross of California for \$1.6B; established in 2012 a top-performing physician-owned ACO with 5000 Medicare beneficiaries and 12 clinics. That Next-Gen ACO grew to over 450 clinics and 40,000 patients in 4 states giving it a \$200m valuation after 4 years.

For the past 3 years, we have developed a VETERANS HEALTHCARE INITIATIVE to take advantage of changes in federal healthcare law — just as we did in 2011 when the Affordable Care Act created the ACO opportunity for physicians to participate in additional revenues by focusing on wellness. Televeteran Health Services will be our biggest win yet!



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WHY US

Catholic Health is a social impact company on a mission to foster transformation and raise global health by embracing emerging technologies and disrupting the status quo. Over many decades, we have demonstrated our ability to be among “first movers” in new market trends in healthcare.

Media drives the market, and we have a deep background and history in using narrative to drive results – both to drive public policy as well as to drive revenues and to drive market share. We engage with creative content that turns users into followers; customers into ambassadors.

We can do all of this by listening to you, by understanding your existing business model and target audiences, and then by putting our extensive relationships and expertise in healthcare marketing to work on a strategic initiative that will improve your business goals and, more importantly, will improve the community we are here to help you serve.

Woody Anderson - Chairman

Chairman Woody Anderson is a respected international healthcare and marketing executive who is credited with having built a bridge linking Asia to the US starting with the War on Hunger and Earth Day and providing over 5,000 Asian and other minority physicians with the capital necessary to establish their medical practices and purchase hospitals, including a very successful IPA and HMO in the USA. In marketing, he grew a medical practice with multiple sites from \$30m to \$45 million in annual revenues. In 1988, Woody established EMMI Health Care Consulting that has won eight Emmys on CBS and Public Television.

Woody served on the Advisory Board of the Pacific Aviation Museum Pearl Harbor with President George H. W. Bush as the Honorary Chairman. He has served as board member for numerous other companies, such as, "Healthy Mothers, Healthy Babies" - the forerunner of the Healthy Families Program - working alongside the US Surgeon General.

Over the past 45 years, Woody Anderson has been heavily involved all over the world in \$2 billion worth of real estate projects and development. He has helped put together over 40 major real estate syndications funded by physicians, airline pilots, and investors from all over Asia. These Projects include the development of 3,500 acres in Paso Robles, California, 250 acres at a time, which is now some of the most valuable wine country in California.

Woody's team established NATIONAL ACO in 2012, which has grown from 5000 patients to over 40,000 in 4 states. BlueShield of California recently purchased CareFirst, a California HMO for which Woody provided the initial funding in 1994.

Woody has made over 180 trips to Asia, including 40 to Korea where in 2009 he became the poster boy for the [Korean government in the medical tourism industry](#) in a TV program about a Korean War veteran going back to Korea for medical services.



Ben Caswell – Chief Executive

- Founder of an out-of-home network called The E-HEALTH Network that broadcast in hospital waiting rooms and doctor's offices throughout the east coast.
 - Created and produced 26 episodes of a medical half hour TV show called “*What Happens Next with Dr. Keller Wortham*” for VERIA (owned by Zee TV of India).
 - Created and produced 26 episodes of a healthy Asian cooking series with Chef Jet Tila called *Chasing The Yum* that is still airing on Zee TV. Jet is now a Master TV Chef!
 - In 2014, we sold *The Jimmy Dean Show* to RFD Network from TV mentor Bob Banner's library (that also includes *Candid Camera*, *Solid Gold*, *Andy Williams*, *Peggy Fleming*, *Dinah Shore*, *Garry Moore*, *Showtime at the Apollo*, *Nat King Cole*, *Richard Pryor* and many others from the Golden Age of television).
 - Sold Time Warner the “*Lost Episodes of The Carol Burnett Show*” from the BBA library that generated in the first year \$84m of DVDs through a Time/Life infomercial DRTV campaign.
 - Two years later, we sold \$54m additional Carol Burnett DVDs in a follow-up infomercial campaign.
 - Sold a \$2m DVD deal to Walmart for *A Carol Burnett Christmas* and *Perry Como Christmas*.
 - Wrote the pilot and a third of the episodes over 3 seasons of *Real Kids, Real Adventures* — drama series on NBC/Discovery nominated for an Emmy Award (Best Children's Series).
 - Member emeritus of the Writers Guild of America (WGA) and a pensioned member of the Screen Actors Guild (credits incl: *Charmed*, *Will&Grace*, *JAG*, *Picnic*, etc.).
 - Syndicated across the USA the Korean-produced TV program *10 Years Younger* about a Korean War veteran returning to Korea for healthcare services.
 - Produced *An Unlikely Solution*, an Award-winning documentary about Native American Indian sovereignty in the digital age that premiered at Cato Institute in DC.
- Graduated from SMU (Dallas) after studying at University College, Oxford.





Catholic Health, LLC

CASE STUDY #1

Without marketing a unique value proposition, it is difficult to stand out in a crowded marketplace.

Catholic Health achieved over 3 years with technology start-up  :

- \$6.1m over 3 rounds in order to get footings for the company
- Recruited top-tier talent in credit card processing to develop healthcare payments solution
- Attracted client ANTHEM (with 40m insureds) to contract for services
- QubeChain/Anthem jointly patented the resulting healthcare payments software solution (digital vouchers)

We generated this market opportunity first by enrolling **C. Rees Morgan II** (#53 hire as SYSTEM ENGINEER for Microsoft who after working pre-IPO with Bill Gates retired with \$40m and knowledge of how to navigate the changes in IT) as CEO of QUBECHAIN to harness this emerging technology called blockchain to solve a vexing problem in managed healthcare, specifically for ACOs.

As JV partners with 10% Founders interest in the start-up and with Catholic Health CEO Ben Caswell imbedded in QubeChain as a Managing Director, Catholic Health LLC brought in financial industry experts to develop a payments solution for healthcare.

The resulting product is jointly patented with ANTHEM and projected by Deloitte to save over \$100m in Year One.

CASE STUDY #1: QUBECHAIN LLC

Here are two articles and two videos used to develop narrative for the new technology company in 2017:

Self Sovereignty & The Secret Weapon of Blockchain article:

<https://www.dropbox.com/s/m35glwruwp1nwnr/Self%20Sovereignty%20and%20the%203%20Secret%20Weapons%20of%20Blockchain%20IT.pdf?dl=0>

Blockchain 101 VIDEO:

<https://vimeo.com/249182918>

Wall Street Interview VIDEO:

<https://www.youtube.com/watch?v=kRcvN5ACwuU>

As featured in Distributed Magazine

C. Rees Morgan II, co-founder and CEO of QubeChain, LLC, has ridden the kind of hype wave now carrying distributed ledger technology before.

He was a high-ranking employee of Microsoft and knows a thing or two about the cycle of disruption brought on by new technology.

"I did not want to get lost in the gap," Morgan told a conference audience as he gave a keynote recently. "There are lots of blockchain companies out there fully engaged in figuring out the nuts and bolts of enterprise applications. Instead, we have attracted top talent from different first-mover verticals to foster transformation from within the system. We develop products that solve real pain points for companies."

Because Morgan is also a former CIA/Logicon crypto-security expert, he knew that identity management would be a good, needs-based applied use for the technology.

Morgan and QubeChain co-founder Kang Hsu, a Harvard Medical School-trained molecular biologist and esteemed genomic researcher, developed "The Qube," which allows for QubeChain's



Applied Blockchain Innovation

cryptographic security measures for different layers of permission. This means huge, transformative speed for blockchain transactions. Morgan knows its efficacy because this type of solution has already been working within the Department of Defense.

Another QubeChain product offering wraps Microsoft's HealthVault product in a permissioned blockchain with vastly upgraded security and QubeChain's multi-factor authentication self-sovereign identity. Subscribers have secure, portable access to their own personal health records.

QubeChain is also launching a branded digital wallet and working as a consultant on several planned initial coin offerings (ICOs), with plans for its own wellness-generating wHealthcoin offering in the summer of 2018.

"Blockchain technology fundamentally changes the way value is exchanged," said QubeChain managing director Ben Caswell. "We are building QubeChain to foster this transformation by providing a bridge between the traditional and what we foresee as a new world order."

Knowing that the healthcare industry is notoriously slow to adopt new technology, the QubeChain founders brought in experts in commercial payments processing knowing that blockchain disruption of intermediaries will be imminent and profound.

Through all of these initiatives and more, the QubeChain team is offering solutions for those who see the power of blockchain technology. After all, it is all about riding the wave in the right way.

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NARRATIVE DRIVES PUBLIC POLICY. CASE STUDY #2 - CH client: Think! Finance

An Unlikely Solution was produced as strategic media and premiered at CATO INSTITUTE in DC to protect American Indian sovereignty in the face of federal finance law. Our client was the NYC BANK that was financing these small loans for Americans.

Here is that award-winning documentary we produced to move the needle on Capitol Hill among legislators: <https://vimeo.com/132156651>.

MEDIA DRIVES THE MARKET. CASE STUDY #3 - CH client: S. Korean Government

10 Years Younger was strategic media produced for and with the S. Korean government in service to the burgeoning wellness tourism industry. We then placed it in major markets across the USA.

PART 1: <https://www.youtube.com/watch?v=a9C8rlsISvs>

PART 2: https://www.youtube.com/watch?v=30oXQr14X_w&t=10s

PART 3: https://www.youtube.com/watch?v=2BkAihpZ_ZE&t=315s

Wellness Tourism is a \$450B industry globally. Global Telemedicine Solutions will be a key to this burgeoning industry in the years ahead....


THANK YOU FOR YOUR ATTENTION.

 TELECARE HOLDINGS.MD

HOME HEALTHCARE SERVICES
Blue Sky Home Healthcare LLC
Integrated Care model provides caregiving support to families and offers remote monitoring services to seniors, particularly supporting veterans and widows of veterans.

TELE-HEALTH SERVICES
Virtual Clinic.MD
VirtualClinic.MD empowers physician practices to better serve by increasing access to LabCorp's behavioral health diagnostics as well as various wellness labs and services, including access to FUNCTIONAL MEDICINE and BRAIN HEALTH providers.

OUTREACH & COMMUNITY ENGAGEMENT
televeteran.com
Televeteran.com provides a virtual wellness community and resources to serve veterans and their families in myriad ways, including the comprehensive wellness services of Virtual Clinic.MD.

 **Hon. Chairman & Founder:**
Hugh G. Robinson

Peer-Supported, Whole Person Care For Veterans.
Financial, Social, Emotional/Mental, Spiritual and Physical Well-Being.

AV ALLIANCE 2025
501c3 Non-Profit

Mission: Usher In The Best Healthcare Possible for American Veterans
By Maximizing the VA Healthcare System and Private Sector Community Healthcare
To Reduce Veterans Suicide by 25% by 2025



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