

Preserving Independence & Enhancing Patient Care

The 2Morrow Health Partnership



Maintain your practice's independence while providing **better care** for your patients

The Burnout Crisis in Healthcare

63% of physicians report burnout symptoms

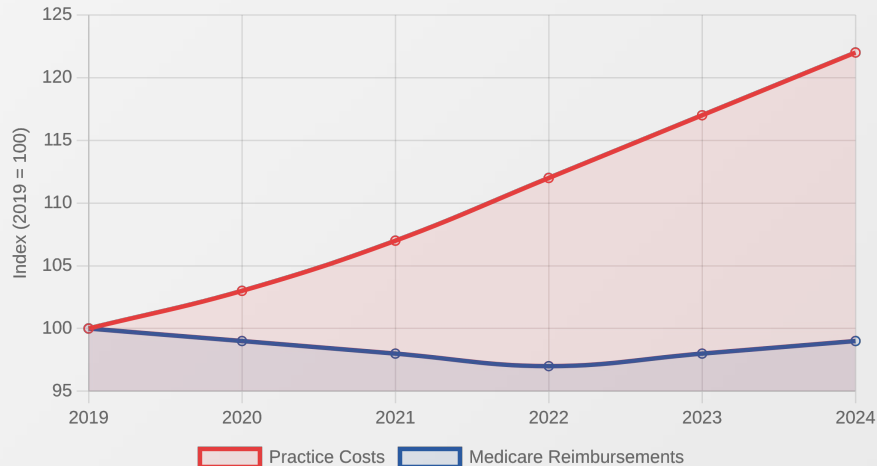
70% of nurses report exhaustion and burnout

81% of medical practice managers say staffing is their biggest challenge

How 2Morrow Health Solves the Crisis

Financial Pressure Makes Burnout Worse

The Growing Gap: Costs vs. Reimbursements (Indexed to 2019)



Medicare reimbursements haven't kept up with inflation

While costs rise 3-5% annually, reimbursements remain flat or decline



43% cite staff turnover as biggest challenge

Constant hiring and training costs drain resources



Rising overhead costs

Rent, utilities, supplies, and technology costs continue climbing



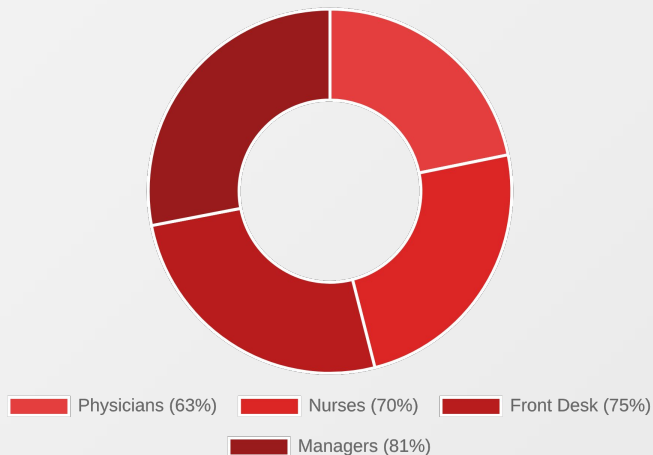
Pressure to sell to health systems

Many practices consider selling just to survive financially

Financial stress + Staff burnout = Unsustainable practice

The Reality: Everyone is Burning Out

Burnout Rates Across Healthcare Roles



63% Physicians

Report burnout symptoms and emotional exhaustion



70% Nurses

Experience exhaustion and consider leaving healthcare



75% Front Desk Staff

Overwhelmed by patient calls, scheduling, and admin tasks



81% Practice Managers

Say staffing is their biggest operational challenge

Your team is drowning. Adding more work isn't the answer.

Three Options to Address the Crisis

OPTION 1



Do It Yourself

- ✗ Adds more work to burned-out staff
- ✗ Minimal financial return
- ✗ Accelerates staff burnout
- ✗ Inconsistent patient experience

More Work, No Money

OPTION 2



Generic Call Centers

- ⚠ Feels like telemarketing to patients
- ⚠ Different caller each time
- ⚠ Zero relationship building
- ⚠ Poor patient retention rates

Poor Patient Experience

OPTION 3



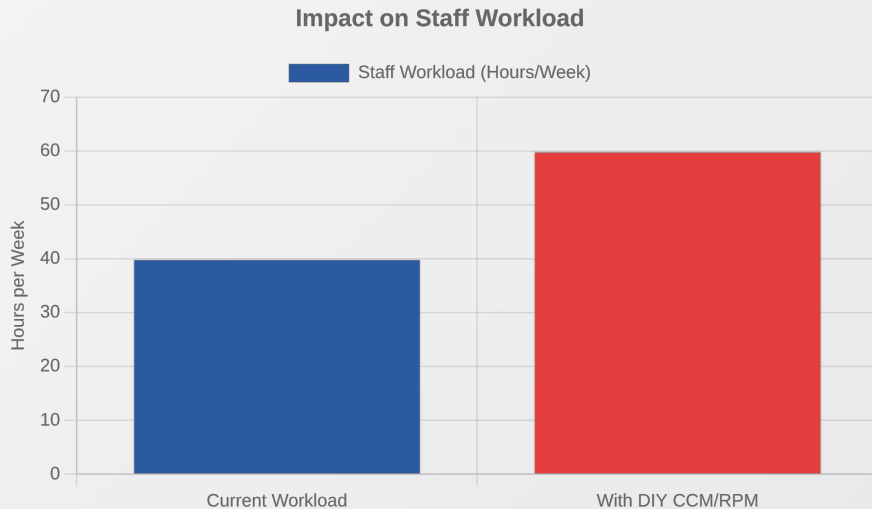
2Morrow Health

- ✓ REAL people (MAs & nurses)
- ✓ Same dedicated coordinator every time
- ✓ Bilingual (English & Spanish)
- ✓ 75-85% onboarding, 90% retention

The Superior Solution

Only one option addresses both burnout **and** financial pressure

Do It Yourself (More Work, No Money)



Adding CCM/RPM to already burned-out staff is a recipe for failure



Accelerates Staff Burnout

Adds 20+ hours of additional work per week for every 100 patients enrolled, pushing already exhausted staff to the breaking point



Poor Financial Return

Staff costs often exceed revenue generated, resulting in minimal profit or even financial loss



Low Patient Enrollment

Typical DIY programs achieve only 15-25% enrollment rates due to inconsistent outreach and follow-up



Compliance Risks

Staff often lack specialized training in Medicare documentation requirements, creating audit risks

Generic Call Centers (Poor Patient Experience)



Generic Call Centers

Rotating staff reading from scripts

~30%

Average patient retention rate



Impersonal Experience

Different agent each time, no relationship building, patients feel like "just a number"



Language Barriers

Limited or no Spanish language support, creating frustration for non-English speaking patients



Feels Like Telemarketing

Patients perceive calls as sales pitches rather than healthcare support



Limited Medical Knowledge

Call center staff often lack healthcare training or credentials

Result: Poor patient experience leads to low enrollment and high dropout rates

Option 3: 2Morrow Health (The Superior Solution)



REAL People, Not Call Centers

Dedicated coordinators who build genuine relationships with your patients



Bilingual Coordinators

English and Spanish support from the same person every time



Extension of Your Practice

Coordinators reach out "from your clinic" - patients feel connected to your practice



Qualified Medical Staff

MA's and nurses specifically trained in CCM and RPM

75-85%

Patient Onboarding Rate

(vs. industry avg ~30%)

90%

Annual Retention Rate

Patients stay in the program



Relationship Building

Same coordinator calls each patient every month, building trust and rapport



No Extra Work for Your Staff

We handle all outreach, documentation, and coordination



Proven Results

Better patient outcomes, higher satisfaction, and significant new revenue

The only solution that solves burnout **AND** generates significant new revenue

Enhanced Patient Care



23%

Reduction in Hospital Readmissions

40-80%

Decrease in ER Visits

85%

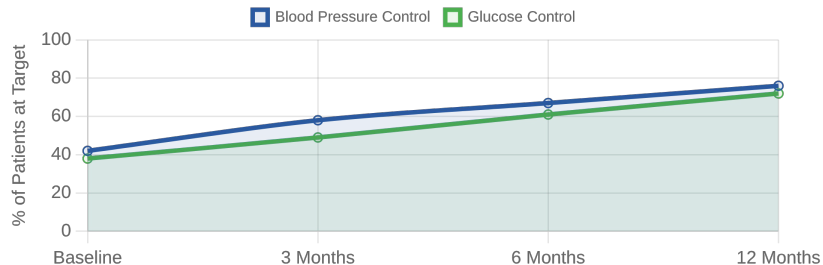
Patient Satisfaction Rate

67%

Better Medication Adherence

Patient Outcome Improvements

Patient Health Metrics Over Time



Based on Medicare CCM/RPM program data



Proactive Care Model

Regular monitoring allows for early intervention, reducing emergency visits and hospitalizations.



Improved Medication Management

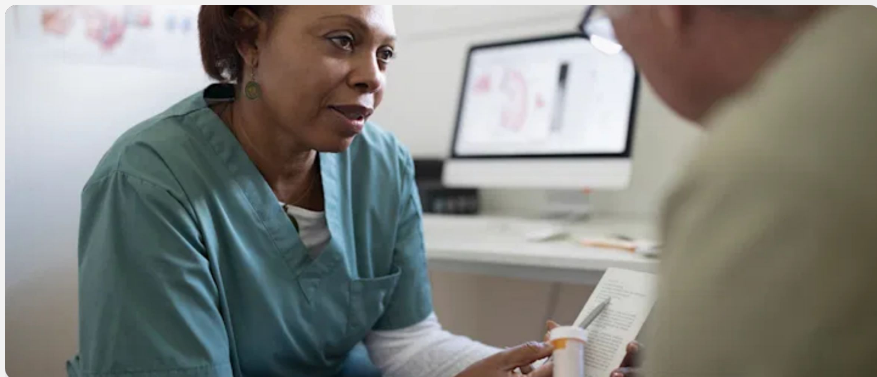
Coordinators help patients stay on track with medications, improving adherence.



Better Prepared Office Visits

Comprehensive data makes in-person visits more productive and focused.

Your Dedicated Patient Coordinator



The Personal Touch

"Having the same person call me each month makes all the difference. Maria knows my history and really listens. I feel like she really knows me and wants the best for me."

- Medicare Patient

An Extension of Your Practice



Same Coordinator Every Time

Patients build a relationship with their dedicated coordinator, who becomes familiar with their unique needs and preferences.



Bilingual Support (English/Spanish)

Our coordinators can communicate with patients in their preferred language, ensuring clear understanding and better care.



Available 24/7

Patients can reach their coordinator any time they have questions or concerns, providing peace of mind and continuous support.



Represents Your Practice

Coordinators identify themselves as part of your practice team, strengthening the patient's connection to your clinic.

Addressing the Loneliness Epidemic



43%

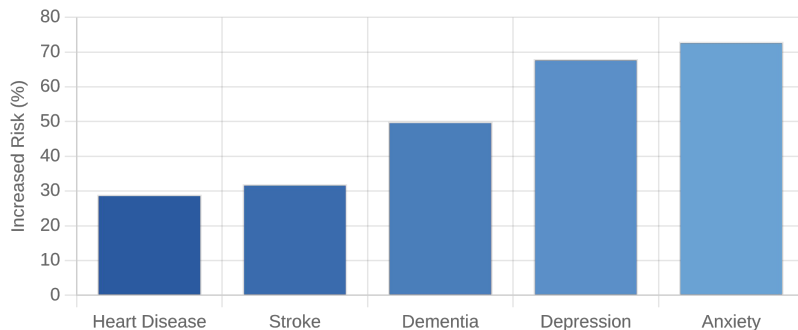
of seniors report feeling lonely regularly

45%

increased mortality risk from loneliness

Health Impact of Loneliness

Health Conditions Associated with Loneliness



Source: National Institute on Aging

How Our Coordinators Help



Regular Human Connection

Monthly check-in calls provide consistent social interaction with a familiar voice who knows their history.



Emotional Support

Coordinators are trained to provide empathetic listening and emotional support beyond clinical monitoring.



Resource Connection

Coordinators can connect patients with community resources to further address isolation and loneliness.

The 2Morrow Health Solution

A close-up photograph of several hands of different skin tones clasped together in a supportive grip. A medical professional's arm with a stethoscope is visible in the background.

Preserving Independence

Maintain your practice autonomy while enhancing patient care

How It Works



You Remain the Provider of Record

You maintain the doctor-patient relationship and clinical oversight.



We work Under General Orders and do the Monthly Check-ins

Our dedicated coordinators perform all required patient monitoring and documentation.



Documentation

All services are documented in 2Morrow's CMS audit ready EMR

Key Benefits



New Revenue Stream

Generate additional Medicare revenue without adding staff or overhead costs. Average net revenue: **\$888.60 per patient annually**.



Reclaim Your Time

We handle time-consuming follow-ups and documentation, allowing you and your staff to focus on in-office patient care. (3-5 Hours/ 100 Patients enrolled)



Staff Retention Support

Additional revenue helps fund competitive salaries while reducing administrative burden on your team.



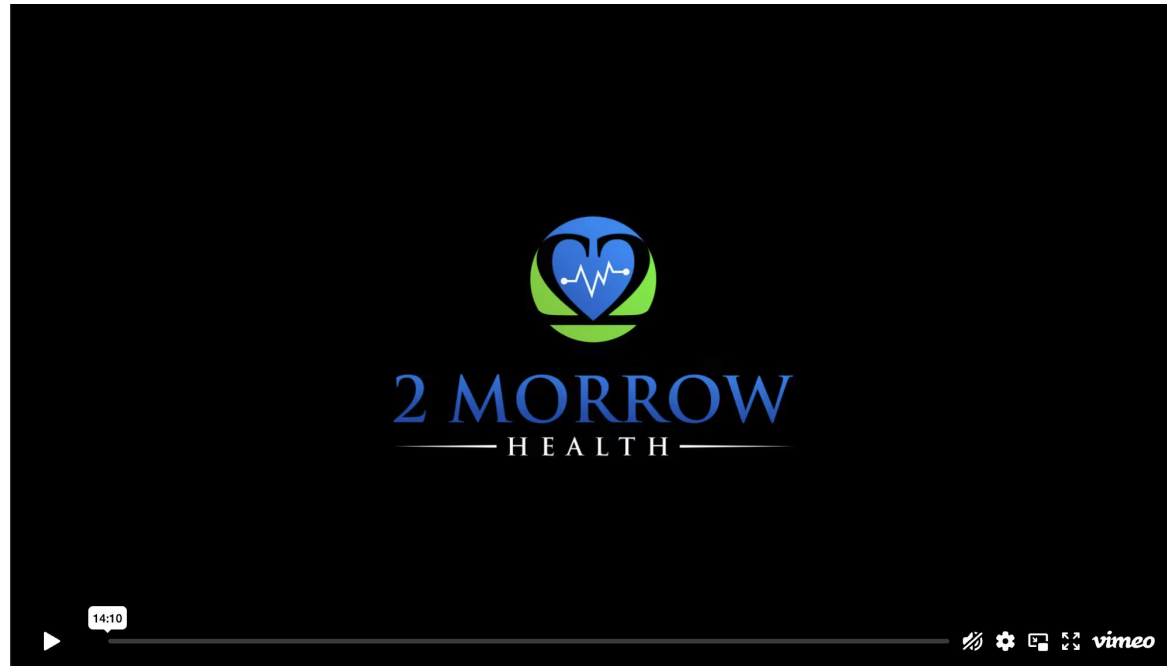
Improved Patient Outcomes

Regular monitoring leads to better medication adherence, fewer ER visits, and reduced hospital readmissions.



Maintain Independence

Strengthen your practice's financial position without sacrificing autonomy or joining larger networks.



<https://vimeo.com/910060846?&login=true>

Simple Implementation Process

1 Corporation Agreement

Signed at initial meeting

This enables the service agreement generation process but doesn't commit you to anything yet.

2 Service Agreement

Generated by our legal team within ~1 week

This formal agreement activates the CCM/RPM partnership and includes a HIPAA-compliant BAA.

3 EHR Access

Medical Assistant level permissions

Allows our team to identify eligible patients and document services directly in your system.

What We Handle For You



Generate Service Agreements

Our legal team prepares all necessary documentation for your review.



Patient Eligibility Screening

We run reports to identify Medicare patients with qualifying chronic conditions.



Patient Outreach & Enrollment

Our coordinators contact eligible patients, explain the program, and obtain consent.



Service Documentation

All CCM/RPM services are documented directly in your EHR system.



Billing Support

We provide all necessary documentation for your billing team to submit claims.

Payment Timeline:

Month 1: Services provided & documented

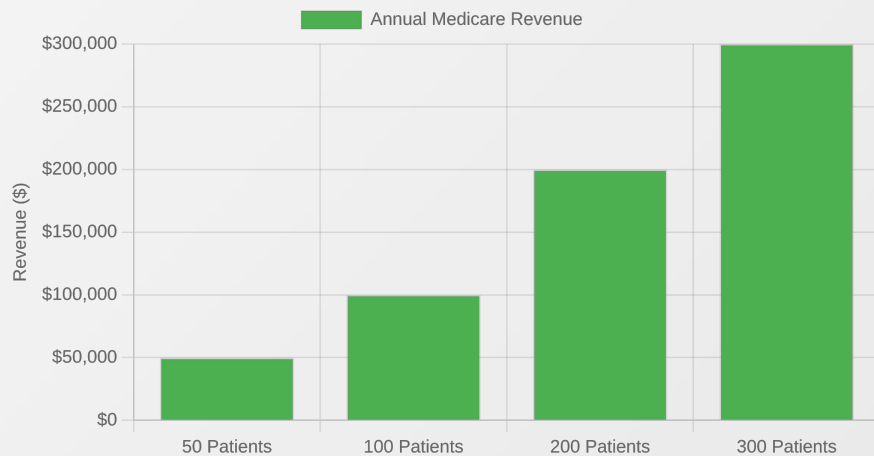
Month 2: Claims submitted to Medicare

Month 3-4: Medicare pays practice, then practice pays 2Morrow Health

The Financial Upside: \$50K-\$200K+

New Revenue

Potential Annual Medicare Revenue by Patient Count



100% Medicare-Funded Revenue

No upfront costs or financial risk to your practice



Increases Practice Valuation

Every \$100K in new recurring revenue could add \$500K+ to practice value (5x EBITDA multiple)



We Only Get Paid After You Do

2Morrow Health invoices only after Medicare pays you



Fund Staff Retention & Growth

Use new revenue to increase staff pay, hire additional help, or upgrade technology

New revenue with **no additional work** for your team

Simple Implementation Process

1

Corporation Agreement

- ✓ Signed at lunch & learn
- ✓ Enables service agreement generation
- ✓ No commitment, just initiates the process
- 🕒 **Timeline:** Same day

2

Service Agreement

- ✓ Lawyer generates in ~1 week
- ✓ Activates CCM/RPM partnership
- ✓ Includes HIPAA-compliant BAA
- 🕒 **Timeline:** ~1 week

3

EHR Access

- ✓ MA permissions granted to 2Morrow Health
- ✓ Enables patient identification & onboarding
- ✓ Required before scheduling onboarding call
- 🕒 **Timeline:** 1-2 days

Payment Timeline



Month 1

Services provided & documented



Month 2

Claims submitted to Medicare (30-day cycle)



Month 3-4

Medicare pays clinic, then clinic pays 2Morrow Health

Get Started Today

Schedule Your 30-Minute Lunch & Learn

Let us show you how 2Morrow Health can help your practice reduce burnout and add \$50K-\$200K+ in new Medicare revenue with no extra work for your team.

Book Your Lunch & Learn

- 1 30-minute presentation to your team (we provide lunch)
- 2 Sign simple agreement to initiate partnership
- 3 We handle everything else - from patient outreach to billing
- 4 Start receiving new Medicare revenue in 60-90 days



Tres Kwilosz, PA-C



tres@2morrowccs.com



(480) 241-5894