



**PRECISION**  
HEALTHCARE TECHNOLOGY  
Changing Healthcare  
to Lifecare

**PRECISION PATIENT ENGAGEMENT - YOUR DELIVERY BACKBONE**

## **THE TRUTH ABOUT HEALTHCARE DATA** UNLESS FUNCTIONAL & ACTIONABLE IT'S WORTHLESS

The joke is that video, data, and children don't lie.

With Precision Healthcare Technology you will have ongoing access to your RAF score & the top 16 Quality Measures for you to track your progress.

On average each provider only has valid contact information on 48.63% of their patients, meaning they are primarily seeing them after they are sick.

If your patient engagement program and process is not creating revenue, you're missing compliance and patient attribution as well.

**No upfront cost and you pay only a small, fixed rate for those who respond.**

### **TOO MUCH DATA HOLDING YOUR ORGANIZATION BACK?**

Like a good referee or official at a sporting event, you know they are doing a great job when you don't notice them. Put your data in the background away from your workflow with [Precision Patient Engagement](#)! In our patient engagement pilot program for 20 small to medium first-time users, we drove \$515,168 in revenue & value at a cost of \$64,063 on one communication.

**No technology to learn & no staff learning required.**

- Value based care requires getting in front and staying in front of big disease states.
- To that end, CMS considers Chronic Care Management (CCM) its greatest tool because it requires patients to engage monthly.
- Almost every CCM program fails to sustain because patients don't want to make a commitment to a virtual visit each month.
- Our Electronic Visits use proprietary technology and processes to make billable encounters for you monthly that has proven to produce ongoing patient engagement.
- A combination of our carrot and stick compliance messaging creates urgency to complete these tasks and demonstrates a very high engagement rate.

## INTERESTING CASE STUDY

**Problem:** No matter how much you try you don't have the technology and labor assets required to stay on top of the many changing compliance requirements, much less incorporate them into your daily workflow. One executive of an organization with 700+ providers told us, "We are already doing all these things. We have 70 people who do patient engagement and 50 who work on RAF scores". To which their attorney replied, "Then why are your scores so horrible?"

**Solution:** Compliance, Patient Engagement & Revenue (CPR) With Precision – Many organizations fail to adequately address the specific individual patient needs of their three base business models: Medicare, Shared Risk, and Fee for Service. For the provider, your Risk Assessment Factor, or RAF score, is a publicly available version of your medical report card.

Our proprietary AI embedded Precision Healthcare Technology evolution began in 2007 in direct collaboration with CMS (Medicare) about what value-based care measurement will look like. Since that time, every new measurement metric has been migrated live to our platform.

We have access to current compliance and performance data on 1,040,000 physician providers. These records are individually updated every 90 days and we get the latest updates nightly.

This includes your Risk Assessment Factor (RAF) score, how you stand on 16 quality measures and what services and value you have failed to perform based on medical necessities as determined by these payers.

From within the results of each subsequent patient encounter, medical necessity and care plans are automatically updated to the CMS Standard of Care, the gold standard in healthcare. **Only Precision owns or has access to this technology!**

### Here is what we can do for you!

- Demonstrate your ranking and standing with Medicare/payers as well as missed revenue for failure to act on medical necessity found by these systems that are always grading you in the background.
- Now that you know where your gaps are, we must identify which patients need which services. We do this via electronic patient engagement for your entire patient population. This is a billable event, assists with your attribution for shared risk contracts and triages your patient based on risk level.
- Our process and compliance statements give us a 45% to 65% patient response rate, while updating current contact data of your patients.
- Patients found to be at moderate risk, based on medical necessity, require a virtual or in office visit. Patients at high risk require an office visit and follow up.
- We charge a compliant small flat fee only for those patients who respond. Your shared risk and Medicare Advantage patients are free if that organization is registered with us. If not it's only \$2.
- Economics show that conservatively for every 100 patients engaged you will receive \$12,100 in new revenue for a cost of only \$2,000.
- We can launch in 72 hours.

[FOR MORE INFORMATION, PLEASE CLICK THIS LINK.](#)

| Actual Partial Bill Run - Detail on Next Tab  |                    | 100 of a 606 Claim Run    |         |    |          |
|---|--------------------|---------------------------|---------|----|----------|
| Encounters = 100  | 100                | Different Payment Amounts |         |    |          |
| \$60 - \$72 Paid  | 24 - 24%           | 1                         | \$72.00 | 3  | \$216.00 |
| \$40 - \$59 Paid  | 51 - 51%           | 2                         | \$66.47 | 10 | \$664.70 |
| \$25 - \$39 Paid  | 25 - 25%           | 3                         | \$65.06 | 7  | \$455.42 |
|   | 100 - 100%         | 4                         | \$61.58 | 2  | \$123.16 |
| <b>Different Payment Amounts</b>  | 45                 | 5                         | \$61.47 | 1  | \$61.47  |
| Highest Payment   | \$72.00            | 6                         | \$61.20 | 1  | \$61.20  |
| Lowest Payment  | \$25.83            | 7                         | \$59.82 | 1  | \$59.82  |
| Average Payment   | \$46.80            | 8                         | \$59.45 | 1  | \$59.45  |
| Patient Engagement Paid   | \$4,680.10         | 9                         | \$56.47 | 1  | \$56.47  |
| High Risk Paid - 99423 (50) - Needs office visit + follow-up  | \$9,000.00         | 10                        | \$53.18 | 1  | \$53.18  |
| Moderate Risk - 99424 (50) - Needs 1 virtual/office visit   | \$4,500.00         | 11                        | \$52.34 | 1  | \$52.34  |
| <b>Gross Revenue to Practice</b>  | \$18,180.10        | 12                        | \$52.00 | 1  | \$52.00  |
| Precision Cost  | \$2,000.00         | 13                        | \$51.58 | 1  | \$51.58  |
| <b>Net to Practice</b>  | <b>\$16,180.10</b> | 14                        | \$51.47 | 1  | \$51.47  |
| Value/Patient   | \$181.80           | 15                        | \$49.26 | 1  | \$49.26  |
| Cost/Patient  | \$20.00            | 16                        | \$47.56 | 3  | \$142.68 |
| <b>Net Profit/Patient</b>   | <b>\$161.80</b>    | 17                        | \$47.00 | 3  | \$141.00 |
|   |                    | 18                        | \$46.61 | 2  | \$93.22  |
|   |                    | 19                        | \$46.47 | 2  | \$92.94  |
| <b>How We Are Paid</b>  |                    | 20                        | \$45.00 | 5  | \$225.00 |
| 1-Precision is not paid from insurance claims payments.   |                    | 21                        | \$42.01 | 2  | \$84.02  |
| 2-Our compliant flat rate is \$20 per patient response.   |                    | 22                        | \$42.00 | 2  | \$84.00  |
| 3-We provide daily, weekly or monthly superbills to expedite your ability to be paid from insurance. We also guide and assist with claims adjudications.  |                    | 23                        | \$41.47 | 1  | \$41.47  |
|   |                    | 24                        | \$40.30 | 14 | \$564.20 |
| 4-We don't invoice you for 60 days to allow you bill and collect for our assessments and visits driven to your office via our schedule facilitation.  |                    | 25                        | \$40.72 | 7  | \$285.04 |
|   |                    | 26                        | \$40.50 | 1  | \$40.50  |
|   |                    | 27                        | \$38.94 | 4  | \$155.76 |
| 5-The assessments themselves are not billable, only the encounters where they are contained.  |                    | 28                        | \$37.20 | 1  | \$37.20  |
|   |                    | 29                        | \$36.58 | 1  | \$36.58  |
| 6-Follow up visits are driven by medical necessity and we do not share in that revenue. A Moderate Risk Patient requires a virtual or live visit. A High Risk Patient requires an office visit and a follow up. |                    | 30                        | \$35.83 | 2  | \$71.66  |
|   |                    | 31                        | \$33.94 | 1  | \$33.94  |
|   |                    | 32                        | \$33.91 | 1  | \$33.91  |
|   |                    | 33                        | \$33.61 | 1  | \$33.61  |
| 7-No charge for ACO/MA programs registered with us. We charge only \$2 for those patients not registered.   |                    | 34                        | \$33.34 | 1  | \$33.34  |
|   |                    | 35                        | \$32.58 | 1  | \$32.58  |
| 8-Providers are required to take these actions to be compliant. Now you get paid to do so.  |                    | 36                        | \$31.58 | 1  | \$31.58  |
|   |                    | 37                        | \$31.51 | 1  | \$31.51  |
| 9-We conservatively quote \$12,100 in revenue to the practice for each 100 patient responses for a cost of \$2,000  |                    | 38                        | \$30.01 | 1  | \$30.01  |
|   |                    | 39                        | \$29.76 | 3  | \$89.28  |
| 10-To learn more go to <a href="#">Precision Healthcare Technology here</a>   |                    | 40                        | \$29.28 | 1  | \$29.28  |
|   |                    | 41                        | \$29.25 | 1  | \$29.25  |
| To see how you're viewed in the eyes of payers and signup <a href="#">go here to PVBM Health</a>  |                    | 42                        | \$29.16 | 1  | \$29.16  |
|   |                    | 43                        | \$27.56 | 1  | \$27.56  |
|   |                    | 44                        | \$26.47 | 1  | \$26.47  |
|   |                    | 45                        | \$25.83 | 1  | \$25.83  |

\$4,680.10

**Patient Engagement Beta/Pilot /Favors**

| #  | Client                   | Location      | TOTAL Encounters | Low Risk |        | Moderate Risk |         | High Risk |        | TOTAL     | TOTAL            | PHT      |
|----|--------------------------|---------------|------------------|----------|--------|---------------|---------|-----------|--------|-----------|------------------|----------|
|    |                          |               |                  | 99421    | %      | 99422         | %       | 99433     | %      | PE Billed | Value            | Invoice  |
| 1  | Family Practice/ Walk In | Denver        | 187              | 5        | 2.67%  | 23            | 12.30%  | 159       | 84.96% | \$8,646   | \$39,320         | \$3,743  |
| 2  | Family Practice/ACO Lead | NC            | 437              | 7        | 1.60%  | 113           | 25.86%  | 317       | 72.54% | \$19,706  | \$86,204         | \$8,745  |
| 3  | Family Practice          | Phoenix       | 44               | 2        | 4.55%  | 11            | 25.00%  | 31        | 70.45% | \$1,962   | \$8,200          | \$886    |
| 4  | Family Practice          | Michigan      | 166              | 10       | 6.02%  | 49            | 29.52%  | 107       | 64.46% | \$7,278   | \$30,948         | \$3,327  |
| 5  | Family Practice/ Walk In | New Hampshire | 218              | 9        | 4.13%  | 72            | 33.03%  | 137       | 62.84% | \$9,564   | \$40,704         | \$4,367  |
| 6  | Family Practice/ Walk In | New Hampshire | 661              | 15       | 2.27%  | 334           | 50.53%  | 311       | 47.05% | \$28,040  | \$114,080        | \$13,211 |
| 7  | Family Practice          | New York      | 25               | 2        | 8.33%  | 10            | 41.67%  | 12        | 50.00% | \$1,012   | \$4,072          | \$490    |
| 8  | Family Practice          | New York      | 51               | 0        | 0.00%  | 16            | 31.37%  | 35        | 68.63% | \$2,288   | \$10,028         | \$1,026  |
| 9  | Family Practice/IPA Lead | Michigan      | 238              | 24       | 10.08% | 185           | 77.73%  | 28        | 11.76% | \$9,046   | \$31,280         | \$4,758  |
| 10 | Family Practice          | Arizona       | 18               | 3        | 17.65% | 11            | 64.71%  | 3         | 17.65% | \$340     | \$2,176          | \$356    |
| 11 | Family Practice/IPA Lead | New York      | 356              | 50       | 14.04% | 168           | 47.19%  | 137       | 38.48% | \$14,360  | \$54,140         | \$7,112  |
| 12 | Family Practice          | New York      | 49               | 3        | 6.25%  | 35            | 72.92%  | 10        | 20.83% | \$1,894   | \$6,844          | \$976    |
| 13 | Family Practice          | New York      | 16               | 0        | 0.00%  | 8             | 53.33%  | 7         | 46.67% | \$640     | \$2,620          | \$311    |
| 14 | Family Practice/ Walk In | New York      | 106              | 5        | 4.85%  | 89            | 86.41%  | 11        | 10.68% | \$4,050   | \$14,040         | \$2,118  |
| 15 | Family Practice          | New York      | 42               | 5        | 11.90% | 34            | 80.95%  | 2         | 4.76%  | \$1,110   | \$5,176          | \$840    |
| 16 | Family Practice          | New York      | 113              | 7        | 7.69%  | 96            | 105.49% | 9         | 9.89%  | \$4,276   | \$14,536         | \$2,260  |
| 17 | Mental Health            | Northeast     | 53               | 6        | 11.32% | 40            | 75.47%  | 6         | 11.32% | \$1,976   | \$6,656          | \$1,057  |
| 18 | Pilot for Big Project    | Midwest       | 130              | 34       | 26.15% | 92            | 70.77%  | 3         | 2.31%  | \$4,630   | \$13,540         | \$2,599  |
| 19 | Pilot for Big Project    | Southeast     | 294              | 75       | 25.60% | 212           | 72.35%  | 6         | 2.05%  | \$10,444  | \$30,604         | \$5,880  |
| 20 | Hospital - APRIL 1       | Midwest       | 0                |          |        |               |         |           |        |           |                  | \$0      |
|    |                          |               | 3,203            | 262      | 10.32% | 1,598         | 66.04%  | 1,331     | 43.58% | \$131,262 | <b>\$515,168</b> | \$64,063 |

|                  |
|------------------|
| Paused to Resume |
| Active           |

**48.81%** PHT Bill to Invoice    **12.44%** PHT Cost to Value

3,644 Total Completed Encounters in this Test Stage

**\$72,680**

**NOTES**

1-Billed - 99241 = \$28, 99242 = \$38 & 99243 = \$48

2-Average Expected Collect = \$42.31

PHT Charge = \$20

1-Moderate risk drives medical necessity for a virtual or office visit = \$90

**VALUE**

2-High risk drives medical necessity for an office visit and a follow-up visit = \$180 Total

Most of these accounts combined other services which limited our access to the full patient population