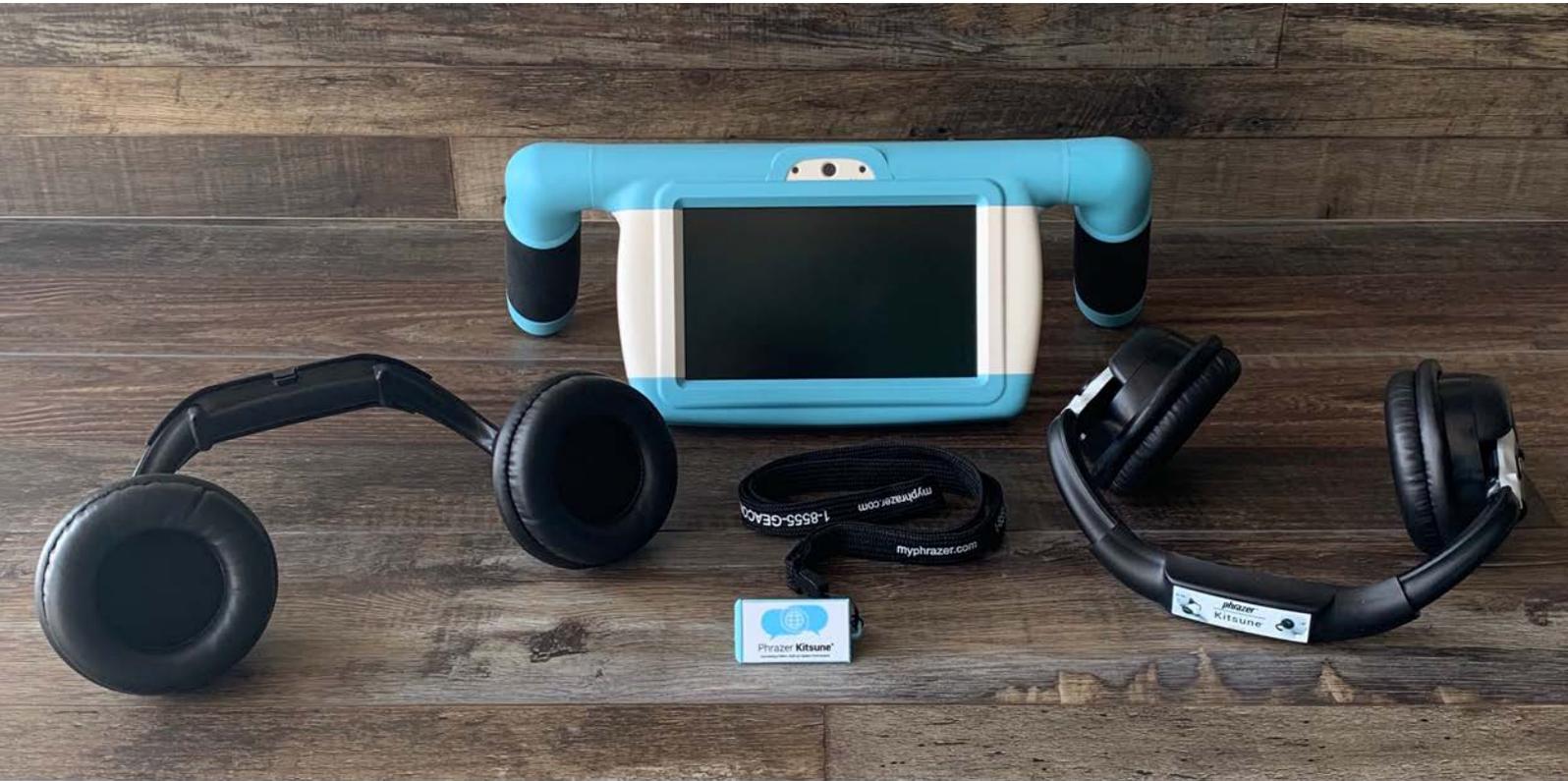


# Validated Breakthrough Solution

## Phrazer/Kitsune Enabled CITE Methodologies



## A Journey Solution Harmonizing Patient, Staff and System Performance.

**GeaCom Canada, Inc.**

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Vancouver, B.C. V6C 3L6  
CANADA



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# GeaCom, Canada

## British Columbia's MedTech Innovation Leader

Inventors, producers and market collaborators on the world's most advanced, proven and deployed medical journey solution. We offer innovation that ensures patient rights, novel care efficiency, operational excellence, staff augmentation, safety and ultimately better community health.



- Locations:**
- Headquarters**  
Vancouver BC
  - Software development offices**  
Vancouver BC
  - Sales & Service Offices**  
Richmond BC  
Horseshoe Bay BC



**Harmonizing Patient, Staff and System Performance**

Long standing challenges exist because conventional tools fail to address them

### Strategic Direction

The Government of B.C. is committed to a transformational change process of healthcare services with the following main goals:

- Establish a primary and community care model that provides comprehensive, coordinated and integrated team-based care
- Improve wait times with the best use of resources and effective information management
- Support the health and well-being of British Columbians through the delivery of high-quality health services
- Deliver an innovative and sustainable public health care system

The transformative care model is based on a patient centered system that improves access, quality and continuity of care, patient experience, collaboration, resource coordination and integration across the care continuum. Furthermore, serving isolated and rural communities equally is an important aspect of the Health Authorities mandate.

### Transformative Change to Address Current State Challenges

**B.C. Health Authorities made public their commitment to transforming health care services in alignment with government priorities through innovation to better meet patient needs, provide the highest quality and effective health care services to all of their populations and address the current state challenges including:**

**Diversity:** As the most ethnically diverse population in Canada, British Columbia's health care system is challenged to provide equal engagement services across demographics. 25% of the population is part of a visible minority; the highest proportion in the country by province.

**Overcrowding:** Emergency Departments and hallways are overflowing, patients are experiencing some of the modern world's longest wait times. Staff is overburdened due to the

shortage of hospital beds and new medical record technology isn't resolving the challenges on its own. Solutions must simultaneously address patient and staff concerns.

**Patient Flow:** Patients spend 85% of their time in a care setting isolated, waiting and disconnected. Ineffective coordination of resources without the right care at the right moment is putting patients at risk and increases the burden for staff. Delays to care are having a direct, correlative cost to health outcomes.

**Access to Care:** The B.C. Office of Virtual Health has developed incentives to help improve and expand access to services available across the B.C. Health Authorities and beyond. Improved, effective tools to connect the patient in need to the proper staff and resources are required to succeed in the province-wide initiatives.

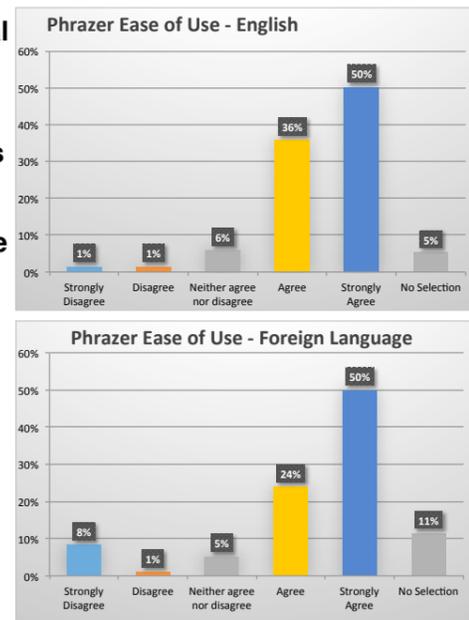
**Operationalization:** Conventional methods and point solutions have shown limitations in attaining longstanding goals, have a "Fantom Load" demand that makes them expensive to maintain and behind on technology potential at all times. A unifying journey solution that normalizes population variables while connecting services effectively is the model required for full initiative operationalization within economic scale.

**Innovation:** Conventional patient education solutions, patient engagement methods, staff competence and accountability programs are expensive, slow to modify and restrict innovation. Innovation is a proven path to modernization and improvement, but remains extremely elusive in the medical world due to the lack of qualified solutions, reluctance to change and overburdened staff. Innovation and invention are the right direction, but choosing the proper qualified platform is vital.

### CITE Technologies Proven Effective within the Province

GeaCom Canada, Inc., a Canadian company offering the world's only purpose built medical journey solution that is FDA qualified, award winning and proven effective within the province. The Company's mission is to bring never before possible equity, new innovation pathways, and harmonization of patient, staff and system performance via breakthrough CITE Methodologies. GeaCom Canada, Inc. is committed to provide world class service and support to match its global leading technology.

- ✓ First proven example of equal engagement across demographics
- ✓ Continuity and quality across demographics
- ✓ Patient appreciation and ease of use across demographics
- ✓ Harmonized throughput and control of patient flow
- ✓ Secure EHR integration and data transfer
- ✓ System capabilities and supplier qualities proven
- ✓ Platform for innovation

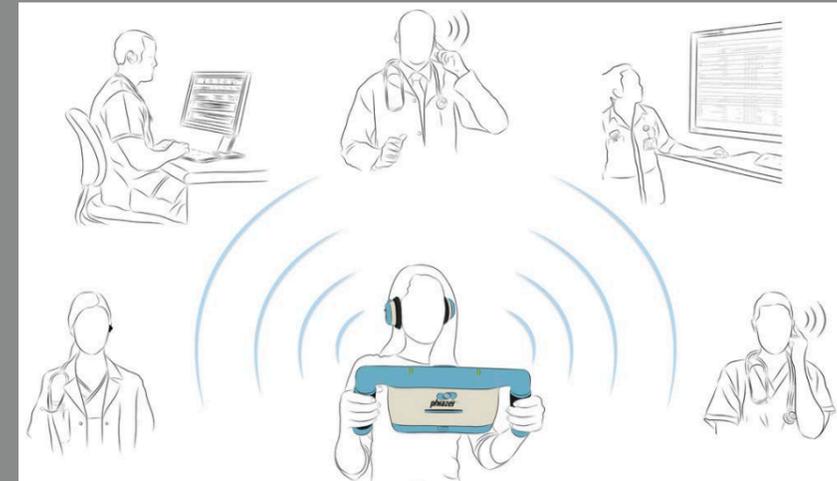


**Phrazer Kitsune**  
Harmonizing Patient, Staff and System Performance!

## Achieve Longstanding Goals with Proven CITE Journey Solutions

### CITE SYSTEM BENEFITS

- Engaged
- Advancing care
- Connected
- Informed
- Respected
- In control



- Improved experience
- Fastest speed to treat
- Increased understanding and compliance

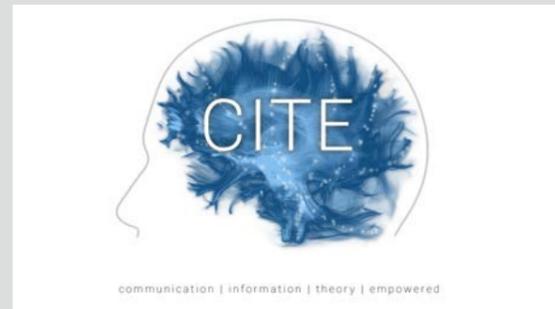
CITE Systems effectively harmonize patient, staff and system performance utilizing the patented Multipath Realtime Messaging (MRM) feature and providing the following unprecedented benefits:

GeaCom's Communication & Information Theory Empowered (CITE) Systems, consisting of medical grade CITE Technology utilizing totally differentiated CITE Methodologies, enables new levels of engagement, accuracy and performance in vital medical services, while keeping patients and staff safe. CITE's breakthrough, strongly supported in scientific research, offers an opportunity for reinvention of processes to yield significantly improved outcomes for patient, staff and system performance.

CITE Systems empower medical enterprises to employ the modern value-based journey solution to effectively achieve longstanding goals and objectives including:

- **Normalizing the patient population (Patient Bill of Rights)**
- **Patient centered, team-based care approach**
- **Standardizing best bedside manner and staff process adherence**
- **Effective resource coordination (human, infrastructure, technology, community services)**
- **Reducing the complexity and burden of multiple modalities**
- **Operationalizing and streamlining new processes**
- **Empowering rapid, low cost and safe innovation**
- **Novel revenue pathways**

### Equity Via CITE Methodologies The Key For True Transformation



CITE Journey Solutions offer the only proven engagement method that provides complete equity across demographics - regardless of language, level of literacy, age, gender, or cultural background.

Patient equity achieved with breakthrough CITE Methodologies is the foundation for a normalized patient flow, quality and continuity of healthcare services, a value-based encounter and unprecedented accuracy levels.

#### Normalizing the Patient Variable:

Normalizing the patient population and providing continuity and quality across demographics is the most important breakthrough in terms of equity, efficiency, population health and ethical service. It is a Patient Right in Canada and an inalienable right of humanity. The normalization of patient variables, coupled with an efficient engagement platform for innovation opens new horizons of medical performance potential.

#### Throughput and Efficiency:

MSP codes, incentivized and supported both by the Office of Virtual Health and the Provincial Health Services Authority, enable integration of CITE Solutions for immediate service, throughput and efficiency benefits.

#### Operationalization:

Conventional methods and point-solutions have shown limitations to achieve longstanding goals. CITE Systems consolidate costly point solutions and provide a pathway of innovation that enables operationalization of previously challenging processes.

#### Harmonized Patient Flow:

CITE Systems are designed to enhance and improve human engagement in vital interactions and as such have potential to provide its special value propositions within existing infrastructure without extensive foundational modification of resources. CITE Systems harmonize patient flow and transform 90% of your facility into active care zones where patients progress their own care. The patented Multipath Realtime Messaging (MRM) feature keeps staff updated on patients' progress and needs, offering new workflow and throughput enhancements. Experience the fastest "speed-to-treat" and coordinate resources more effectively to engage patients during load times.

#### Top of Licensure Performance:

With CITE Systems, patients are empowered to author their own chart and actively progress care, reducing the burden of documentation for staff. Staff is back to the bedside performing at top of licensure, leveraging critical thinking skills. Experience for patients and staff is improved while operational excellence is accomplished.

#### Access to Services:

As the only purpose built medical engagement solution designed to FDA specifications in the market, CITE Systems offer new engagement techniques including virtual health services, staff load balancing and more to increase access to high quality and effective health care services.

#### Innovation:

CITE Systems offer a streamlined source for innovation that is fast and cost effective. Connect to virtual health codes that bring economic benefit, employ innovative home care programs and improve your patients' journey.

#### Safety and Security:

CITE Solutions exceed infectious disease standards as well as safety and security regulations. Phrazer/Kitsune keeps your patients, staff and records safe.

#### Easy Implementation:

CITE Systems provide immediate benefits and may be applied across all medical departments and areas of care. CITE Systems are fully configurable to departmental or facility needs and can be implemented quickly and easily.



## Phrazer/Kitsune PEPS - Validated, Budgeted Provincial Solution

Phrazer/Kitsune not only provides patients of all backgrounds an empowered care journey solution, but it also provides patient driven education, therapy and personalized entertainment options.

Phrazer/Kitsune's PEPS is a validated provincial platform for patient entertainment, language services, virtual engagements and basic medical engagements offering immediate revenue through Pay-Per-View and MSP services. Patient Entertainment Portal & Services via Phrazer/Kitsune are a budget positive technology enabled engagement solution.

### Modernized Entertainment:

- Equal entertainment across demographics
- Patient entertainment will be inline and in location with patient's service and journey
- Revenue and a no-cost model

### Virtual Health Services:

- Medical specialists can video conference billable engagements with patients
- Patients have access to connectivity throughout their journey
- Patients will have network strong enough for audio/video conferencing with family and friends



## A Novel Solution Empowering Patients, Staff and System Innovation

As reimbursement models and care delivery shift towards patient centered and value based journey solutions, health systems are challenged with the operationalization. While conventional methods reached the ceiling and only provide limited results in one category, CITE Solutions, as the world's only medical grade engagement system, enables enterprises to:

- **Engage all patients equally and meet Patient Bill of Rights**
- **Encourage top of licensure performance and reduce charting time**
- **Boost revenue through Phrazer/Kitsune's Patient Entertainment Portal & Services (PEPS)**
- **Empower system innovation, efficiency and revenue pathways**

As the only holistic engagement solution, Phrazer/Kitsune harmonizes patient, staff and system performance. CITE Systems offer personalized engagements for your patient population with continuity and quality across demographics. The patented MRM feature supports a care dialogue between patients and staff with actionable information and procedural guidance resulting in effective coordination of resources. Departments and the entire organization are empowered to innovate at no additional cost, boost current and future initiatives and establish a new level of patient experience, health outcomes, staff performance and system operation. A truly transformative solution for patient equity, efficiency, and efficacy.



### CITE Methodology

- Equity
- Quality and continuity of care
- Patient empowerment



### Phrazer/Kitsune PEPS

- Revenue through sponsorships
- Revenue through PPV
- Improved patient experience



### Virtual Health Features

- Throughput and patient flow
- Reduced wait times
- Revenue via MSP Code reimbursements

### MSP Services & Basic Medical Engagements:

- Perform virtual and basic medical engagements
- Experience total continuity and quality of care
- Increase patient flow and experience with basic medical engagements and health topics

### Language Services:

- Immediate access to language service
- Elimination of risky consumer devices
- Patient Bill of Rights is fully accounted for

## Consolidate Costly Point Solutions, Eliminate Risky Consumer Devices, Modernize Patient Entertainment and Explore Novel Revenue Pathways

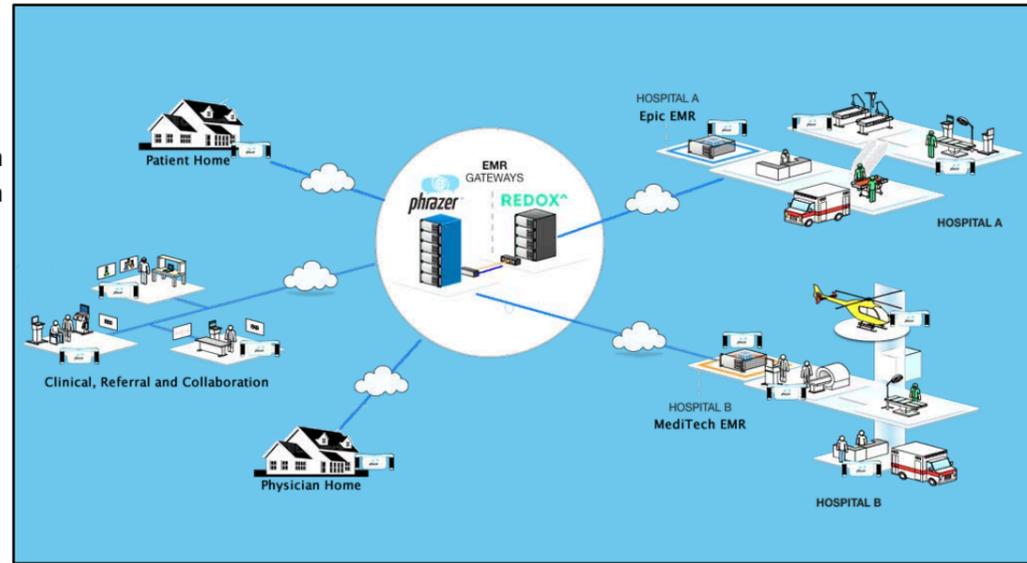
CITE Journey Solutions offer the only proven engagement method that provides complete equity across demographics - regardless of language, level of literacy, age, gender, or cultural background.

Patient equity achieved with the breakthrough CITE Methodologies is the foundation for a normalized patient flow, quality and continuity of healthcare services, a value-based encounter and unprecedented accuracy levels.

## The Only Safe, Secure and Interoperable Solution

CITE Systems are employed and integrated across all sites, in rural and urban areas and engage patients throughout their journey. The interoperability of CITE Solutions enables seamless information management across the care continuum.

Establish a modern, effective, ethical and economical care model that focuses on patient-centered, high quality and effective health care services. Use virtual health services effectively to engage rural communities, to improve patient flow, care transition and more.

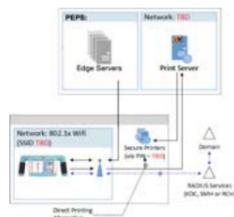


CITE Systems can immediately be used for synchronous and asynchronous patient engagements in all languages without the need for IT integration. Three levels of integration, starting with the simple print and PEPS services ranging to the more involved but highly rewarding EMR integration are summarized here.

### Process Integrated

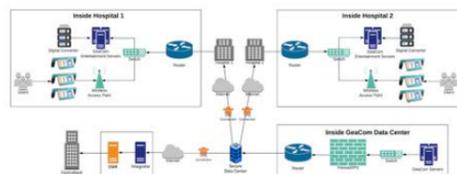
CITE Systems include immediate secure WiFi connectivity, device tracking, extensive print drivers and rapid alert system integration. This process requires a simple secure WiFi established access point and print server addresses.

The result is Phrazer/Kitsune patient engagements that produce paper charts, MSP codes, patient engagement summaries and decision aids for the care team. The process is light weight, typically takes only an hour or less to complete and the full services are up and running.



### EMR Integrated

Phrazer/Kitsune services are integrated in dozens of Cerner programs with ease and success. The integration is fully complete within 6 weeks (includes form fields, testing and custom configuration). The fully integrated solution enables patients to author their own chart, reducing the staff data entry burden while also greatly reducing error across all demographics. The fully integrated solution enables top of licensure performance and back-to-the bedside performance for staff. Full integration plans are available upon request.



### PEPS Integrated

Patient engagement services on Phrazer/Kitsune are in the 2019 budget, enable immediate patient entertainment and services in all languages, include CITE engagements and enable revenue generation. The process requires a secure internet access point, placement of simple edge servers and access the public subnet in the facility (if not available this may be included). The process is revenue positive, budgeted and takes less than 3 days to fully integrate, test and engage.



## Relevant MSP Codes for Immediate Integration

Priorities: There are now existing, accepted codes for service that apply effectively to the use of CITE Solutions and reimburse staff and system.

These codes, incentivized and supported both by the Office of Virtual Health and the Provincial Health Services Authority enable integration of this superior solution for immediate service benefits.

These codes, both virtual health and direct health services, are extensive. Below is a subset example of the codes automatically generated by Phrazer/Kitsune to ensure service reimbursement upon use:



According to Provincial Health Directive: "Remember that family and friends should not be used as interpreters. The role of the family in an interpreter-assisted appointment should be one of support, similar to the role of family in an appointment in which the health care provider and patient speak directly." The CITE System is a current eligible choice as a source for any language services needs. The toolset allows for higher accuracy, instant service, cultural cues and realtime translation with live interpreters as needed.

### Subset of Phrazer/Kitsune Eligible Virtual Health MSP Codes\*

<b>50510</b> Consultation: review of history, findings, and info necessary to render a written report	\$222.11
<b>50515</b> Consultation: review of history, findings, and info necessary to render a written report	\$288.66
<b>50516</b> Consultation: review of history, findings, and info necessary to render a written report	\$355.29
<b>00505</b> Emergency visit when specially called	\$125.75
<b>22008</b> Subsequent hospital visit	\$48.36
<b>22007</b> Subsequent office visit	\$35.39
<b>32270</b> Consultation: info necessary to render a written report	\$166.35
<b>32276</b> Directive care	\$71.32
<b>32277</b> Subsequent office visit	\$49.71
<b>32278</b> Subsequent hospital visit	\$28.71
<b>33114</b> Prolonged visit for counseling (maximum four per year)	\$60.21
<b>33106</b> Directive care	\$63.79
<b>33107</b> Subsequent office visit	\$62.41
<b>33108</b> Subsequent hospital visit	\$49.19
<b>00103</b> Home visit	\$114.29
<b>G14077</b> Conference Fee - per 15 minutes or greater portion thereof	\$40.00
<b>G78717</b> Discharge Care Plan for Complex Patients – extra	\$75.00

### Non-Virtual Health MSP Coding for Phrazer/Kitsune\*

<b>P13013</b> Assessment for opioid agonist treatment (OAT), every month per patient	\$42.65/15 min
<b>P00039</b> Maintenance against (OAT) for opioid use disorder. every visit	\$23.42/15 min
<b>12110</b> Consultation - in office: (age 0-1)	\$83.82
<b>00110</b> Consultation - in office: (age 2 - 49)	\$76.20
<b>15310</b> Consultation – in office (age 50 - 59)	\$83.82
<b>00116</b> Special in-hospital consultation	\$161.91
<b>12210</b> Consultation – out of office (age 0 – 1)	\$100.59
<b>13210</b> Consultation – out of office (age 2 - 49)	\$91.44
<b>15210</b> Consultation – out of office (age 50 - 59)	\$100.59
<b>G14043</b> Mental health planning fee	\$100.00
<b>0064 - 0065</b> Mental health act forms 3,4 or 6	\$102.22 (each)

\*Source: B.C. MSC Payment Schedule

## Immediate Benefits & Revenue Pathways

### Sponsorship on PEPS and Derived Revenue

At the completion of all provider initiated CITE medical engagements the patient is given instructions either for progression or notice that staff will initiate next steps soon. At completion of a stage of engagements, where a natural time gap occurs, Phrazer/Kitsune automatically offers PEPS. When accepted, PEPS self introduces and shares a sponsorship notice, ie "This free entertainment portal is brought to you by General Mills. Eat healthy, exercise and carefully follow the instructions of your care providers" or "Provincial Health Authority is here for you and now offers these new services...". From the sponsorship, the patient is offered all the services and entertainment, in their native language, uninterrupted for a full hour.

Additionally some content, specifically health and education, will be offered by sponsored sources. In this case the patient may choose to view information on stress management, healthy eating, benefits of exercising, etc, that is provided by a sponsored source. In this case again, the content is free, meets Phrazer/Kitsune quality and ethical standards and yields additional revenue available to the medical system at no cost to the patient. Not all content may be available in all languages.

Min. Revenue per System/hour	# of Systems	Revenue/day	System Cost/day	Additional Revenue/day
\$5	100	\$12,000	\$2,200	\$9,800

### Pay-Per-View and Purchase Services on PEPS and Derived Revenue

Phrazer/Kitsune PEPS includes a secure credit card payment gateway that enables premier entertainment services and transactions. Specialty content and services include, but are not limited to:

- Premier movies, sports & entertainment
- High speed WiFi services (tethering)
- Secure video chat services
- Media services (Netflix, Hulu, etc)
- Gaming services
- Commercial services such as access to food services, gift shop, etc.
- CoPay services and more
- Charitable gifts (such as donations to the medical system)



All major credit cards are accepted via a secure JP Morgan payment gateway. Should the medical system desire to offer any additional payment services these can quickly be enabled via Phrazer/Kitsune PEPS inclusion or, if appropriate, within the CITE Medical System.

Proper management and inclusion of the PPV and PEPS features offer additional services to patients that they greatly appreciate and that improve community health while simultaneously offsetting CITE System costs and adding significant revenue to the medical enterprise. Calculations of anticipated revenue and services can be provided based on available services, patient population and patient engagement times.



**GeaCom Canada, Inc., offers B.C. Health Authorities a pathway to establish CITE Solutions and Phrazer/Kitsune PEPS to achieve transformative results in alignment with provincial initiatives.**

Differentiating Benefits & Features	
✓	Equal Engagement Across Demographics
✓	Quality and Continuity
✓	99.9 % Accuracy
✓	Reduction of Medical Error
✓	Virtual Health Engagements
✓	Secure Data Exchange (EHR)
✓	Throughput and Efficiency
✓	Unmatched "Door-to-Provider" time
✓	Patient Appreciation
✓	Modernized, Personalized Patient Entertainment
✓	Revenue Pathways
✓	Meet Infectious Disease Standards
✓	Medical Grade Engagement Solution
✓	Interoperable System (EHR, printer, exiting infrastructure)
✓	Innovation Platform
✓	Point-Solution Consolidation and Cost Reduction
✓	Reduction of Charting Time
✓	Staff Process Adherence Support and Competency Development
✓	Nurse-Call System
✓	Resource Coordination
✓	Ease of Use (patient and staff)
✓	Way Finding Capabilities
✓	Harmonized Patient Flow

### Differentiating Benefits & Features

Many point solutions have tried to improve the patient-staff-resource interaction, but none have proved to be widely effective.

The breakthrough CITE Technology, manufactured in North America and supported by a Canadian company, offers unprecedented benefits and novel features that are unmatched.

Long standing challenges can not be effectively addressed with conventional methods and tools.



**B.C. Health is faced with unique and urgent challenges. Politicians, healthcare leaders and stakeholders have publicly committed to addressing the challenges.**

Collaboration of healthcare leaders with legitimate, proven innovators, partnering on new solutions capable of addressing and adapting to B.C.'s specific challenges is the only path to sustained success. Here is why GeaCom Canada, Inc. is the right, qualified innovator:

**1 Service delivery areas requiring strategic re-positioning**

**\*Goal 1, Objective 1.1 A primary care model that provides comprehensive, coordinated and integrated team-based care.** CITE Method is the only solution that informs staff of patient need and progress, in real/relevant time. Furthermore, the patented MRM alerts staff to process, efficiency and performance requirements specific to the moment, patient and resources. The Phrazer/Kitsune system makes it easy for staff to perform live video interventions, inline with the patient's journey, so that seamless team-based care can be achieved. Further, the Kitsune system helps engage patients' families in the care plan to ensure better sustained results.

**2 High quality health services**

**\*Goal 2, Objective 2.1 Effective population health, health promotion, and illness and injury prevention services.** The CITE System is the only proven breakthrough solution capable of normalizing the patient population upon entry and effectively managing it throughout the entire encounter. Phrazer/Kitsune is proven in province to engage all languages, literacies and populations equally with continuity and quality of care. This is relevant to the following priorities:

- Wait time reduction (immediate engagement within 3 min. or less)
- Efficiency and cost reduction (point solution consolidation)
- Equity across demographics and UN Rights of Indigenous People

**3 Innovative and sustainable healthcare system**

**\*Goal 3, Objective 3.1 Effective health sector resources and approaches to funding.** Empowering every patient to accurately author their own chart, in any language and literacy, is a breakthrough innovation that offers tremendous ethical and efficiency benefits never before possible. Staff engagement at top of licensure, improved patient experience and newly documented benefits of patient outcomes are hallmarks of CITE. The innovation also engages new pathways to "found money" unobtrusively.

- The PEPS feature on Phrazer/Kitsune provides a sought after, vital benefit to all patients while engaging cost free revenue to the health system.
- The inline virtual engagement pathways empower more effective use of staff and infrastructure via reimbursable virtual physician check-ins at the point of care.
- Streamlined language services, and Pay-Per-View features provide fast, reliable and effective pathways for throughput and revenue.

\*Ministry of Health 2019/20 - 2021/22 Service Plan

**B.C. Virtual Health Initiative** focused on connecting patients, families and providers using technology to optimize wellness, specialty care and outcomes. Enable patients to access clinical services anywhere, at any time. *\*[...] retaining physicians [...] in practice, and through medical on-call availability program, which compensates physicians for being on call".*

\*Ministry of Virtual Health

**GeaCom holds the innovative Canadian Patents for realtime and relevant time virtual engagements.**

With Phrazer/Kitsune supporting patient Journeys, staff can track, control and virtually engage in realtime, with patients anywhere in the system or beyond. As patients progress their care, all staff can view or cue progress via relevant information so when desired, a quick live video intervention can efficiently be engaged. One fine example of utilization of this feature is the "waiting room" where patients author their concerns, history and more while staff locally or remotely accesses the status and engages in a fully reimbursable live consultation with the patient.

The Phrazer/Kitsune virtual engagement solution includes all MSP codes for reimbursement and provides a safe, secure way for staff to be virtually anywhere needed, using their preferred utility to connect (computer, phone or conference system).

**Complete and actionable interchanges with patients provides efficiency "in system" and ultimately improved patient experience and outcomes.**

**A qualified, tested and adaptive solution that performs equally in both legacy and modernized infrastructure**

The CITE Systems are fully FDA complaint, support infectious disease requirements, exceed security standards and perform the highest level of data privacy in market. The solution is pre-configured to perform with paper charts, Cerner, Meditech and other electronic medical record systems out-of-the-box.

The CITE Method on Phrazer/Kitsune provides the special benefits without infrastructure requirements or enabling technology outlays.



**Support and incentivization of regional economic growth**

GeaCom Canada, Inc. is the only B.C. local provider of engagement solutions. The fully medically qualified solution isn't just offered as a local branch of a multi-national entity; the operating system, hardware components, additional software features and support services are fully developed, sourced and provided in province.

Growth with GeaCom Canada, Inc. supports the economy with high value Health IT sector growth in British Columbia. GeaCom Canada sources fair labor, fair trade, environmentally conscious, quality North American production, support and services.

**GeaCom Canada, Inc.**

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