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The 3 P's of Allergy

Dr. Alan Whitehouse

Keith A . Lynn



Overview of Oasis Clinical Integration

| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |
|------------------|------------|------------|------------|------------|------------|------------|------------|
| Allergy Tests | 7,704.00 | 7,786.00 | 9,535.00 | 11,432.00 | 15,856.00 | 19,431.00 | 24,458.00 |
| Vials Mixed | 102,070.00 | 101,456.00 | 107,544.00 | 115,027.00 | 130,031.00 | 155,298.00 | 179,306.00 |
| Total Injections | 358,917.00 | 411,437.00 | 452,082.00 | 513,242.00 | 763,369.00 | 868,785.00 | 991,981.00 |



Oasis CI Safety Record

- 22 practices over 250 physicians
- Errors identified in vial prep 2017-2022
220,783 overall 24%
- Systemic reactions

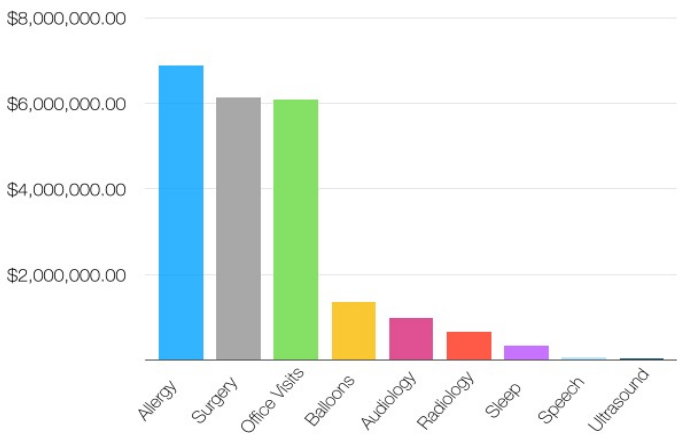
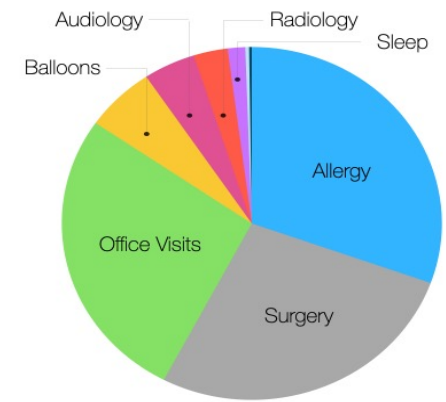
| | | | |
|--------|-----------|------------|-------|
| Visits | 2,158,993 | Identified | 0.02% |
|--------|-----------|------------|-------|



Augusta ENT Revenue

Total Practice 2021

| Revenue Category | Percentage of Total Revenue |
|------------------|-----------------------------|
| Allergy | 30.48% |
| Surgery | 27.18% |
| Office Visits | 26.98% |
| Balloons | 5.98%% |
| Audiology | 4.43% |
| Radiology | 2.91% |
| Sleep | 1.49% |
| Speech | 0.33% |
| Ultrasound | 0.23% |



Allergy Lookback

| | Allergy Charges | Allergy Collections |
|-------------------------|-----------------|---------------------|
| Practice 2021 | \$16,181,301.48 | \$6,874,453.70 |
| 2021-2020 <i>Change</i> | \$3,102,052.49 | \$1,558,058.68 |
| Practice 2020 | \$13,079,248.99 | \$5,316,395.02 |
| Practice 2019 | \$10,988,011.64 | \$4,489,120.88 |
| Practice 2018 | \$7,279,422.00 | \$3,196,989.66 |



Growing Your Practice-The 3 P's of Allergy

Patients

Practice

Profit ?



Market Opportunity-The Patient

There is no cure for allergies. You can manage allergies with prevention and treatment. More Americans than ever say they manage allergies. It is among the country's most common, but overlooked, diseases.

In 2018, 7.7 percent of adults and 7.2 percent of children were diagnosed with hay fever.

Immunotherapy (allergy shots) **helps reduce hay fever symptoms in about 85%** of people with allergic rhinitis.



Market Opportunity-The Patient

According to AAAAI 50 million people suffer from allergies (Hay fever)

Average ENT patients per doctor 3,500

14.9 % are known to have allergies 522

Average Reimbursement per allergy patient per year \$1,100

Treatment time 2-4 years

Possible revenue \$574,200 per year



Market Opportunity-Testing and Converting More Patients

- Augusta ENT has captured 3.83% of all patients for treatment in allergy. However, 11% of known allergy patients are not being treated?

| | Allergy |
|--------------------------|---------|
| Practice 2021 | 4.12 |
| <i>2020-2018 Average</i> | 3.83 |
| Practice 2020 | 3.87 |
| Practice 2019 | 3.78 |
| Practice 2018 | 3.86 |



What could that mean in Practice Revenue ?

| Year | Total Patients | 11% | Revenue |
|------|----------------|------|-------------|
| 2021 | 60,344 | 6638 | \$7,301,624 |
| | | | |
| | | | |
| | | | |
| | | | |

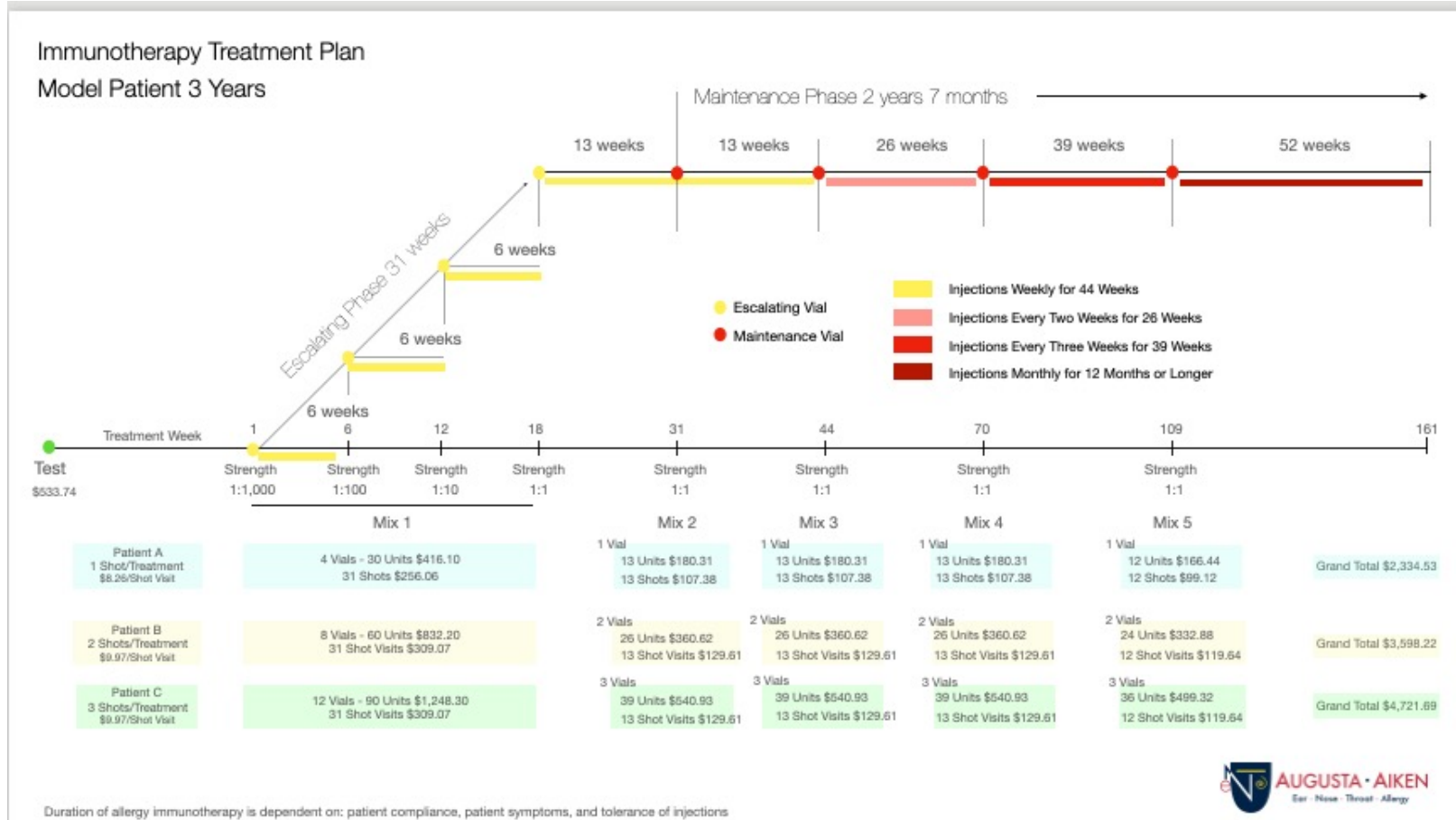


What have we Changed ?

- Changed our mixing process and treatment
 - 10 Fold
 - Reduced mixing trays
- Improved our process of scheduling of patients
- Began a campaign of patient engagement and compliance



Treatment



Practice Barriers-Compliance, Retention, and Engagement.

- ENT allergy practices lose 50% of patients within first year.
- Patients no-show treatment compliance not carefully managed.
- Patients suffer with co-morbid nasal and sleep issues continue to experience symptoms during (and after) treatment.
- Patients are busy, skip shots, and “disappear.”
- Not enough time to engage patients, follow-up on issues and opportunities.



Practice Opportunities-Augusta's Using Virtual Patient Management

- Send patient reminders in real time as patients miss injections.
- Automated remote patient monitoring, measuring symptoms, function, and health changes.
- Highlight opportunities to staff for meeting patients' needs.
- Alert staff and physicians to un-improved symptoms and functions that are tied to common co-morbid conditions (sleep and sinus).
- Computerized workflow to manage patient symptoms and clinic follow-up.



Practice Opportunities-Augusta's Using Virtual Patient Management



Increase Compliance

Reduce No Shows

**Grow Practice
Revenue**

Improve Outcomes

- Identify patients as they miss injections
- Classify patients at key treatment milestones to gather information.
- Automatically texts and email patients that miss injections.
- Without staff time, securely engage patients to measure symptoms and functions.
- Automate workflow to make it easier for staff and physicians to address patient needs.



Augusta's Virtual Patient Management Results

Patient Reminders Impact Compliance

Reminders sent to patients day after they miss second consecutive injection.

- 71% increase in injections delivered for two months following reminder.

Patient Reminders Impact Compliance

Patients provide feedback as to why they miss injections, allowing staff to respond.

- Specific examples include employment changes, location issues, timing concerns, as well as health issues. We have been able to address concerns and maintain patients who would otherwise be gone, without a trace.

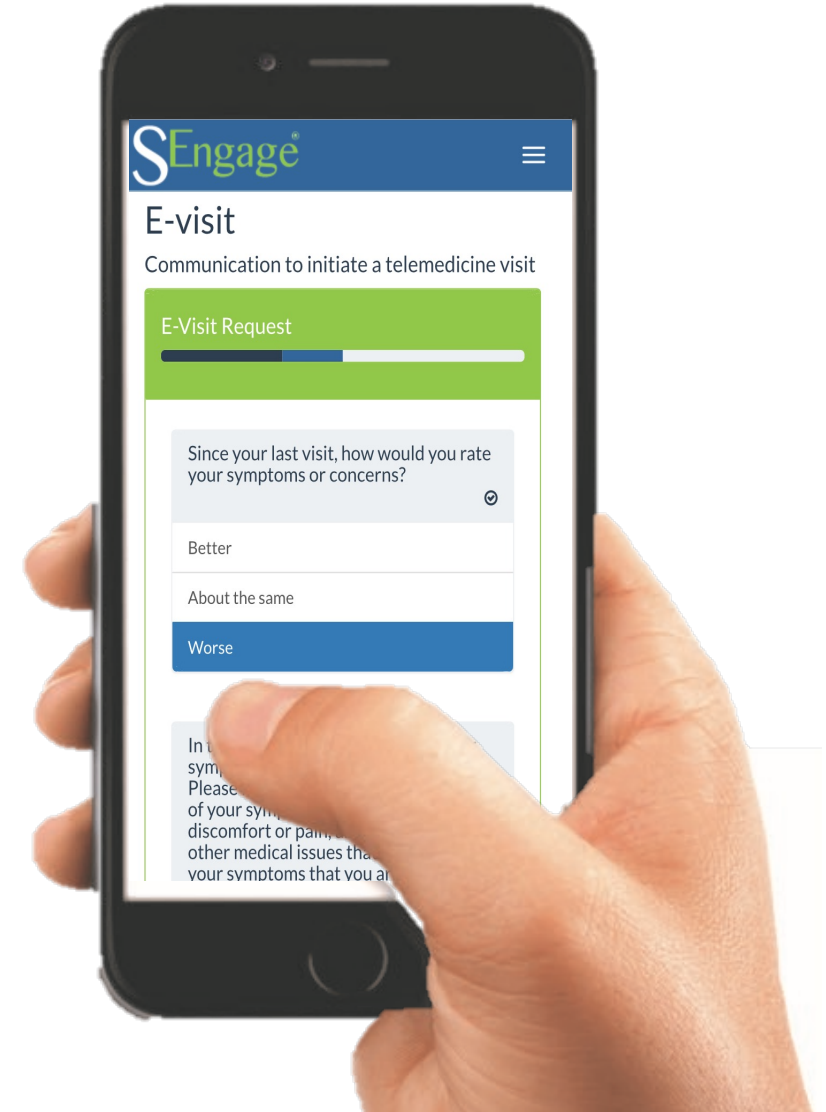


Augusta's Virtual Patient Management Results

Patient Check-ins Yield Treatment Opportunities

SNOT 20s are sent 2x per year and Check-ins 4x per year.

In the first 3 months, 1000 patients completed “virtual visits”, the system alerted staff of more than **200 treatment opportunities**, leading to sleep diagnosis and treatment, referral for sinus consultation, and more.



Questions

