People's Choice Hospital

People's Choice Hospital is a boutique company that specializes in managing the unique environment of a hospital with its complicated communication and documentation systems. PCH is led by practicing physicians and hospital administrators with expertise in financially distressed facilities. The team understands the daily challenges of operating a high volume, under-funded medical center in a large urban community. Our goal is to restore struggling hospitals to a position of strength in their communities by leveraging superior technology, communications, and business acumen.

Financing of Distressed Hospitals

PCH is able to leverage strategic financial investment to improve all facets of distressed hospital operations.

Maximization of Hospital Operations

People's Choice Hospital provide high-quality, expedient, customer service-oriented medical care by streamlining hospital operations and clinical workflow.

A Senior Administrative Team

The PCH team has extensive hospital management skills comprised of seasoned CEO, COO, CFO, CIO, and CNO. operations.

Proven Expertise

With navigating Joint Commission and Government Agency Compliance & Certifications for all hospital departments (Laboratory, Pharmacy, etc).

Direct Access to Crucial Technology

PCH extends its proprietary ownership of ONC Certified EHR and HIS Software which can be implemented with a patented “Big Bang Approach.”

CMS Stimulus Success

PCH offers tangible expertise in securing Millions of Dollars in ARRA/HITECH Stimulus Incentives (Meaningful Use Dollars) from CMS.
People’s Choice Hospital represents a 21st Century world view of how hospitals should be operated, with a unique focus of providing real-time preventative medicine for financially distressed facilities. While some traditional operations models prove successful, there are constantly evolving realities in the healthcare industries that necessitate new approaches. Enter the PCH management team, comprised of clinical, technical, and administrative experts in their fields. Because hospital environments are unique and both communication and documentation proves to be complex, it is imperative to have the right team who knows how to leverage the right tools. Over time, the PCH team has earned their professional standing and are able to recognize opportunities in the face of clear challenges. Their professional efforts directly contribute saving jobs, decreasing mortality rates caused by limited resources, and addressing potentially inaccessible healthcare for underserved urban communities. People’s Choice Hospital has developed comprehensive plans which leverage advanced ONC Certified Electronic Health Record technology for the management of preventative disease and acute medical care.

Not only does PCH revitalize community hospitals, but also the primary care clinics, physician specialists, and home health agencies that both support and relay upon the main medical center. As the federal government’s ARRA/HITECH mandates proceed from the incentive phase into the penalty phase, many distressed hospitals will find themselves in even more dire financial situations. Unfortunately, they are limited by lack of financial resources needed to acquire ONC Certified Electronic Health Record (EHR) solutions which could increase productivity, workflow efficiency, and level of service billing. Not only will they miss an unprecedented opportunity to improve their bottom line, but they will soon face decreased reimbursement of Medicare and Medicaid, even when complete, quality care if provided. People’s Choice Hospital understands this time-sensitive situation and is uniquely qualified to assist. By assembling an expert management team and funding technology acquisition and operations improvements, hospitals on the verge of fading into oblivion can be brought back to life.

The right technology dramatically improves healthcare efficiency. By leveraging advanced EHR and HIS software with a reasonable operating budget and the right management team, we can turn a distressed hospital into a 21st Century leader.

Seth Guterman, MD FACEP, President of PCH
Methodology

Step 1: IDENTIFY
The Needs of the Hospital & Its Community

People’s Choice Hospital works with a diverse network of physicians, hospital administrators, and healthcare IT professionals who are all dedicated to turning distressed hospitals into facilities that are inspiring to the communities they serve. PCH understands the unique needs of physicians, nurses, administrators, and the patients they serve. This approach is crucial to a successful turnaround of a distressed hospital.

Step 2: ASSESS
The Financial & Operational Realities

Once a facility-in-need is identified, the PCH team reaches out to leadership in an effort to assess the situation and begin conducting due diligence. While many financial situations are determined to be severe, PCH is able to craft vision for revitalization. Key stakeholders become involved in the process, where valuable experience and knowledge of the hospital is put to use. These resources are extremely important to a successful turnaround.

Step 3: DEVELOP
A Viable Financial & Operational Model for Success

Based upon due diligence and assessment of a distressed hospital’s current situation, PCH then crafts an agreement, which includes a detailed financial package for the facility, along with specific recommendations on how the transaction can be achieved. PCH has an extensive network of financial and operations experts able to take creative business strategies and translate them to success.

Step 4: DELIVER
Experienced Clinical, Technical, Operational Teams

Once financial details have been confirmed and the funding process has reached a successful conclusion, PCH can deploy their clinical, technical, and operations team to put the plans into immediate action. EHR and HIS software systems are deployed, clinical workflow is optimized, and Revenue Cycle Management solutions begin to turn a dire financial situation into a true opportunity for success.
Funding

People’s Choice Hospital has direct access to the funding resources necessary for hospital acquisition, restructuring, and long-term capital investment. Efficient partnerships enable PCH to act quickly when time is truly of the essence for a distressed facility.

Profile

<table>
<thead>
<tr>
<th>Capital Access</th>
<th>$100 Million</th>
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<tbody>
<tr>
<td>Target Acquisition Budget</td>
<td>$20 Million+</td>
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<tr>
<td>Structure</td>
<td>Based upon current financial state of the hospital</td>
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<tr>
<td>Securitization</td>
<td>All funding is underwritten by Excellsys and related financial partners</td>
</tr>
<tr>
<td>ROI Timeline</td>
<td>Varies based on hospital fiscal status and patient volume</td>
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Perspective

By partnering with Excellsys, People’s Choice Hospital has direct access to fast-tracked funding. This enables PCH to act quickly when hospitals in distress are in need of immediate restructuring. Acquisition budget is based on a specific set of financial parameters, which take into account the following realities of distressed hospitals.

Parameters

» Existing Cashflow
» Operating Budget
» Status of A/R
» Pending Legal Action & Collections
» Patient Volume by Facility and Department
» Historical Payor Mix
» Existing Vendor Contracts
» Historical Medicare/Medicaid Reimbursements
» Condition of Facility Furniture/Fixtures/Equipment
» Staff and Outsourced Clinician Group Relationships & Contracts
Technology

People's Choice Hospital utilizes EmpowerSystems™ ONC Certified Comprehensive EHR and Advanced Core HIS solutions to immediately elevate distressed facilities to the cutting edge of clinical and operational documentation. The proven solutions support improved communication, increased net collections, and full governmental compliance on all levels.

empowerInpatient+Ambulatory™

» ONC Certified Comprehensive ERH for Inpatient, Ambulatory, and ED Environments
» 100% User Acceptance and Meaningful Use Compliance
» Proven Success with CMS Stimulus Programs

Empower Inpatient+Ambulatory™ is an advanced ONC Certified Comprehensive EHR Built By Clinicians, For Clinicians. The unique workflow requirements and clinical perspective delivers user acceptance on Day One.

empowerED™

» ONC Certified Emergency Department Information System
» Joint Commission Acclaimed ‘Success Story and Role Model’
» Developed by EM Professionals in a Live Hospital Environment

Empower ED™ delivers 100% User Acceptance and Government Compliance on Day One. The inherent workflow technology is built for the unique needs of the Emergency Department.

empowerHIS™

» Laboratory, Radiology, Pharmacy Information Systems
» ADT/Patient Registration and Hospital Scheduling Systems
» Billing, Coding, Insurance, and Contract Management Systems

Empower HIS™ is built upon cutting-edge system architecture with scalable solutions for facilities of any size. Intuitive design & robust features allow facilities to integrate previously disparate modules to a seamless platform.
Telemedicine

People’s Choice Hospital leverages cutting-edge Telemedicine solutions in conjunction with Empower Systems™ ONC Certified Comprehensive EHR and Advanced Core HIS solutions to immediately provide Rural and Inner City hospitals with access to leading medical professionals, regardless of geographic limitations.

Overview

Telemedicine is the use of telecommunication and EHR technology to provide clinical health care at virtually any distance. By removing current barriers of geographic proximity and lack of local resources, it quickly improves access to medical services that are not currently available in rural and inner city communities. People’s Choice Hospital utilizes the best physicians available to create a National Hub for comprehensive Telemedicine services for financially distressed Rural and Inner City hospitals. This is accomplished with a unique combination of EHR clinical documentation technology + a vast network of physician specialists. This enables patients to receive ongoing care in the comfort of their local CAH hospital without sacrificing quality or specialization.
Telemedicine

Clinical Care Methodology

» Deliver 21st Century medicine to financially distressed Rural and Inner City hospitals.

» Ensure patients will have a local Physician, Physician Assistant, or Nurse Practitioner to assist with the Patient History, Examination, Vital Signs, and all other necessary medical tools needed for patient evaluation.

» Create a national network comprised of Telemedicine physicians from all medical specialties, including Elective Invasive Procedures and Elective Surgical Procedures.

» Create a robust, centralized cloud environment for Electronic Health Record (EHR) access by hospitals and doctors’ offices to alleviate the need for complex IT infrastructure at remote and/or under-funded facilities.
Telemedicine

General Workflow & Procedures

» Telemedicine physicians on-call for PCH are alerted by real-time messaging with the contact information of the hospital requesting their services. Response time is within 20 minutes of the alert.

» PCH Telemedicine physicians evaluate patients via Video Conferencing (Apple® FaceTime™) technology and medical chart evaluation via the EmpowerSystems™ ONC Certified comprehensive Electronic Health Record (EHR) for Inpatient and Ambulatory departments.

» Physicians provide and bill for professional services for Emergency Department or Initial Hospital Consultations.

» Physicians provide and bill subsequent professional fees for Evaluation and Management.

» PCH bills and collects professional fees based upon proper EHR documentation completed by the consulting physician(s).

» Patients pay for the aforementioned Telemedicine services with 3rd party insurance, Medicare, Public Aid, or via credit card if they are Self-Pay.

» PCH provides cost coverage of state medical licensure, hospital credentialing, malpractice insurance, billing, and collections.

» Additionally, PCH provides Apple® iPads as the mobile technology tool of choice for Telemedicine and On-Site consultation.

» PCH provides cost coverage for physicians who elect to travel on-site to hospitals and perform Elective Invasive Diagnostic Procedures or Elective Surgery.
Telemedicine

Physician Specialist Areas of Accessibility

» Cardiology  
» Neurology  
» Psychiatry  
» Surgery  
» Oncology  
» Rhumatology  
» Infectious Disease  
» Pulmonology  
» Preventative Care  
» Pediatrics  
» Trauma Surgery  
» Emergency Medicine

Access to Elective & Invasive Procedures

» GI – Endoscopy and Colonoscopy  
» General Surgery – Hernia Repair, Tumor Bx  
» Urology – Uroscopy, Renal Bx  
» Orthopedics – Hip, Knee, and Shoulder Replacement  
» Cardiology – AICD Placement, CA Catheterization