# CLIK°HEALTH OVERVIEW

CLIK°HEALTH is a new service designed to complement existing health care options. We help health care insitutions connect their patients quickly with independent health professionals. PATIENTS
HEALTH CARE PROFESSIONALS
PUBLIC HEALTH CARE
PRIVATE CLINICS
GROUP BENEFITS

## THE NEW HEALTH CARE NETWORK

PATIENTS	CLIK°HEALTH	PROFESSIONALS
DIRECT BOOKING HOSPITAL DISCHARGE CLINICS GROUP BENEFITS GYM, SPORTS, ETC.	SCHEDULING PATIENT RECORDS BILLING QUALITY CONTROL INTERACTIVE	PHYSIOTHERAPY OSTEOPATH CHIROPRACTOR NUTRITIONIST TRAINERS

## PHYSIOTHERAPY

The number of physiotherapists in Canada is growing at a rate of 5.4% per year, which works out to roughly 1,000 new professionals graduating from university programs. The demand for their services is being driven by three long-term trends:

**Shorter hospital stays** require more post-discharge care. Hospitals are pushing this responsibility into the private sector in order to increase patient turnover times.

**Higher survival rates** from operations and incidents lead to more post-operative care. For example, better constructed cars lead to more minor injuries requiring physical therapy, as opposed to death in the past.

Aging populations require more in-house treatment

#### Sources:

- Canadian Institute for Health Information Report, Physiotherapists in Canada (2009)
- Comparing patient characteristics and treatment processes in patients receiving physical therapy in the United States, Israel and the Netherlands: Cross sectional analyses of data from three clinical databases (2008)

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## **NUMBERS**

3,758	Licensed in Québec	
12,800	British Columbia, Ontario & Québec	
17,312	Canada	

#### FIT

No doctor's referall required. Strongly regulated profession. Highly educated work-force.

## **DEMOGRAPHICS**



32% of providers under the age of 40. 40% work independently. 34% of patients are aged from 18 to 44.

## **CLIK°HEALTH**

Clickhealth is a service connecting patients with the very best health care professionals. We make it easy to schedule an appointment at the time and location of your choice.

## CLIK°HEALTH: QUALITY AND EMPATHY

## HEALTH CARE INSTITUTIONS

EMERGENCY
HOSPITAL
CLSC
RE-ADAPTATION CENTER
SENIOR RESIDENCE

## FASTER TURNAROUND

• Discharge patients more quickly from the emergency room and other departments (post-operation, etc.)

## UNCLOG THE SYSTEM

- Maximize utilization of patient's existing care options and insurance coverate.
- Remove patients who don't need to rely on public care from waiting lists.
- Leave more space for those in need of the free option to get care quickly.

#### MAKE IT BETTER

- More efficient distribution of available health care resources.
- No additional cost to the hospital.

## TYPICAL EMERGENCY ROOM FLOW

EMERGENCY ROOM 3,000 PATIENTS/DAY 3% ADMITTED

48% CLSC WAITING LIST (6+ MONTHS)

97% DISCHARGED

52% NO FOLLOW UP CARE

"Having this option for my patients gives me the confidence to send them home sooner. I know they will get the care they need."

## Hospitals

CLIK°HEALTH can improve discharge quality and reduce wait times for home care services.



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# CLIK°HEALTH: IMPROVING CORPORATE WELLNESS GROUP BENEFIT PROVIDERS

INSURANCE COMPANIES
CORPORATIONS
UNIONS
HUMAN RESOURCES
EMPLOYEES

## QUALITY CONTROL

Make sure insurance money is going to quality care Make sure your employees are using their benefits Usage statistics and metrics

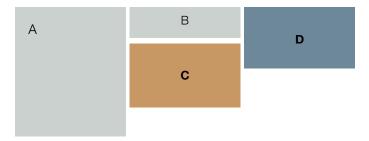
## **EMPLOYEE SATISFACTION**

Improve the general well-being of your employees and reduce potential long-term liabilities

## **CUT COSTS**

Save money by buying blocks of hours and health packages Save money by having volume rebates

## TYPICAL GROUP BENEFIT STRUCTURE



"Industry quote."



# Unions CLIK°HEALTH can help reduce long-term liabilities by encouraging members to participate in preventative care measures.

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## CLIK°HEALTH: FOCUS ON CARE

## HEALTH CARE PROFESSIONALS

PHYSIOTHERAPY OSTEOPATH CHIROPRACTOR NUTRITIONIST ETC.

## YOUR VIRTUAL CLINIC

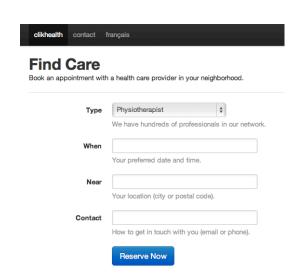
- All the advantages of a private clinic, without the expensive overhead
- Professional marketing of your services
- We provide a steady flow of new patients coming from our partners
- Virtual clinic and shared office space allows all the benefits
  of a private clinic for a much lower price: only pay for time
  you use

#### **NEW TECHNOLOGY**

- Patient-matching algorithm ensures you see the kind of patients you are best at giving care to (injury type, age group, etc.)
- Web-based patient follow up makes sure your patients are compliant
- iPad and web-based record keeping, stop writing notes by hand and transcribing them

## INDEPENDENT, TOGETHER

- Audit assistance package, provide transparency to regulators and make audits easy
- Invoice management and payment processing (credit cards)
- More money in your pocket we are more efficient than private clinics and the government so we can be profitable with a lower percentage of your billing





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