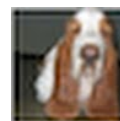


Eric Link <eric@ericmlink.com>  
To: Schwier,Michelle D <MSCHWIER@sw.org>  
Re: Asthma Program

March 20, 2013 10:44 PM



Hi Michelle -

I'll see if I can get in touch with Robin, it does sound like she may have moved on. There are some other folks at Children's that were involved. I'll see if I can contact them in the morning. I'll let you know if I'm successful.

For pricing, I'm working with the outline below as a starting point. The outline is a start at highlighting the high level system features and a simple pricing plan. I really need to chat with you about what the institutions will put the highest value on. I know there are new requirements for re-admissions and patient compliance, that require patients to adhere to programs and require collection of more info like HEDIS metrics, but I am still researching the specifics. Figuring out the best way to position this will be what makes it easy for hospitals to pay for the technology. I'm not sure what budget line items we need to go after to make it a no brainer for the administrative folks. Also, if there are methods used now like per patient / per month billing, that are considered the usual and accepted way, then it may make sense to follow the existing models administrators are familiar with.

The really exciting part is around patient outcomes, and that is where I have focused most of my efforts to date. There are so many great things we can do to engage patients in an ongoing dialogue that educates, helps them adhere, etc. The technology creates a customized program for each person, so it try's to find what they respond to and keep them engaged.

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## **Interactive Patient Compliance and Education - Overview**

- Major Features
  - Interactive Patient Compliance and Education through text messaging and mobile applications on phones and tablets.
  - Real Time Dashboard to manage content, program messaging and compliance metrics
  - Collect Specific Data on compliance, HEDIS metrics, etc.

- Metric reporting on compliance, HEDIS, etc.
- System Modules
  - System Manager to manage content, patient dialogue flows, programs and metrics.
  - Educational Text Messages by area of interest
  - Educational Content accessible through phones, tablets and PCs.
  - Patient Registration Tools to register patients as part of clinical workflow
- Compliance and Operations
  - HIPAA Compliance
  - 24hr Technical Support
  - Scalable Software Infrastructure
  - Integration with existing Patient Management Systems

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## **What are license costs for the Interactive Patient Compliance and Education technology?**

1. For a typical Interactive Patient Compliance and Education Program with daily messaging and data collection throughout the week, cost is \$2 per month / per patient.
2. License costs are billed by credit card monthly.
3. Discounts are available for larger patient volumes and multi-year contracts.

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**Eric Link**  
(214) 641-5465  
<https://ericmlink.com>

On Mar 19, 2013, at 10:48 AM, "Schwier,Michelle D" <[MSCHWIER@sw.org](mailto:MSCHWIER@sw.org)> wrote:

| Eric,

I tried to email Robin with the contact information you gave me, but it was rejected as undeliverable. I don't know if she doesn't work there any longer or what, but I wanted to let you know I tried. I look forward to the information that you can get me and we will go from there.

Sincerely,

Michelle Schwier, RRT, AE-C  
Asthma Outreach Coordinator  
2401 S. 31st Street  
Temple, TX 76508  
Phone: 254-724-5517  
Fax: 254-724-0760  
[mschwier@sw.org](mailto:mschwier@sw.org)

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**From:** Eric Link [[eric@ericmlink.com](mailto:eric@ericmlink.com)]  
**Sent:** Monday, March 18, 2013 10:11 PM  
**To:** Schwier,Michelle D  
**Subject:** Re: Asthma Program

Michelle -

Good luck with your son's surgery Friday, I hope it goes well. I'll try to catch up with you this week but if we don't connect on the phone don't worry about it.

Robin Brown was the primary contact at Children's. She's really passionate about helping out the kids and a super nice person. She was the Program Manager that I worked with on the program design and developed most of the content. Robin would be the right person to talk to about how the program worked and how they used it, as well as the satisfaction survey. She'll know my name, the software I created was called ZipIt!. Here is her info: (214) 456-8159 [robin.brown@childrens.com](mailto:robin.brown@childrens.com)

The day has run out for me so I'll get the pricing info over to you tue/wed. My basic model is ok but I'm trying to make sure it holds up as the number of patients increases. I want this to be easy for hospitals to pay for, with and ROI that is a no brainer for the accountants.

Thanks,

- Eric

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**Eric Link**  
(214) 641-5465  
<https://ericmlink.com>

On Mar 18, 2013, at 10:53 AM, "Schwier,Michelle D" <[MSCHWIER@sw.org](mailto:MSCHWIER@sw.org)> wrote:

Eric,

I am sorry that I am just now getting back with you as I was out of the office Friday. I will only be in the office Monday thru Wednesday this week as my son is having to have unexpected heart surgery at Dallas this Friday. i am available on my cell though Thursday and Friday. Whatever works best for you. I do not have Skype ability on my PC like Dr Ponder. I would like whatever figures you can get for me on the asthma programs. That, of course, will be my hurdle. Also, do you have anyone I could speak with that worked on the program while I am at Children's?? Thought I might be able to accomplish two things at the same time. I look forward to hearing from you.

Sincerely,

Michelle Schwier, RRT, AE-C  
Asthma Outreach Coordinator  
2401 S. 31st Street  
Temple, TX 76508  
Phone: 254-724-5517  
Fax: 254-724-0760  
[mschwie@sw.org](mailto:mschwie@sw.org)

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**From:** Eric Link [[eric@ericmlink.com](mailto:eric@ericmlink.com)]

**Sent:** Thursday, March 14, 2013 7:49 PM

**To:** Schwier,Michelle D  
**Subject:** Asthma Program

Hi Michelle -

It was nice to meet you this morning on the call with Dr. Ponder.

Today, I update the hard costs in the operating models and came up with a few ideas around pricing this as a service. I should be ready to start discussing those ideas tomorrow or early next week. We should discuss what patients you want to address most, which kinds of programs will be easiest to justify (ROI), and what you feel is feasible.

There is a lot of flexibility in what we can do so I am very excited about coming up with something that is valuable to you and also cost effective.

What kind of availability will you have Friday or next week?

Also, here's my info:

**Eric Link**  
(214) 641-5465  
<https://ericmlink.com>

Thanks,

- Eric

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**Eric Link**  
(214) 641-5465  
<https://ericmlink.com>

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