

INDUSTRY COMPARATIVE ANALYSIS 6 OF THE TOP 10 REVENUE PRODUCERS OR GROWTH COMPANIES ARE LISTED. NO MATTER THE COMPETITOR THE REUSLTS ARE THE SAME: OUR DISRUPTIVE TECHNOLOGY & SPECIALIZED SERVICES PREVAIL! Pioneers are inefficent & Costly, new firms lack key services	PUBLIC OR PRIVATE/ % MARKET SHARE	NA	private	PRI 11.6%	Priv. 6.7%	Pub. 5.5%	Pub- 3.5%	Pub. 3.3%	Pri. 2%
	2015 REVENUE Disclosed or Est.	NA	\$185M+	\$2B	\$125M	\$429M	\$4.6B	\$924M	\$888M
	REVENUE GROWTH/YR	NA	127%	?	70%	\$351M	??	22	?
	Margin public disclosures or est.	NA	25%	?	?	1.2%	13.0%	2.5%	?
	2015 GAIN OR LOSS	NA	Est 25%+	?	?	\$27M	?	"-\$4M"	?
SERVICE COMPONENT FEATURES	DISTINCT ADVANTAGES	Synergy+	Kareo	Epic	Pr. Fusion	NextGen	Cerner	Athena	Greenway
All-inclusive services even solo DRs benefit!	Designed by top-producing Clinicians	✓	✓	✗	✗	✗	✗	✗	✗
Bundled Services VS. many costly add-ons	Saves clinet 25-40% of service costs	✓	PARTIAL	✗	✗	✗	✗	✗	✗
Net Income Gains range from 25-100%	Disruptive Tech & Unmatched Services	✓	✗	✗	✗	✗	✗	✗	✗
Saves doctors, staff & patients 25-40% of time	Doctor Sees >25-40% patients	✓	?	see 30%<	✗	✗	see 30%<	✗	see 30%<
DRs. & Staff go home minutes after the last pateint	System saves 1.5-2 hours of document	✓	?	✗	✗	✗	✗	✗	✗
Resource Re allocation: staff & office space	Retain valuable staff and optimize spa	✓	✗	✗	✗	✗	✗	✗	✗
HR: Retention Plan & Physician Recruiting	Cuts turnover costs & >Revenue 10-20	✓	✗	✗	✗	✗	✗	✗	✗
Exponential Growth Plan: gain market share	Clients & Synergy Revenue Grows	✓	✗	✗	✗	✗	✗	✗	✗
EHR/RCM SYSTEM	DISTINCT ADVANTAGES	Synergy+	Kareo	Epic	Pr. Fusion	NextGen	Cerner	Athena	Greenway
Built-in Modular + interoperability Communications	Connect to outside systems	✓	✗	✗	✗	✗	✗	✗	✗
EHR+RCM full services; % of collections	Built-in costs 20-40% Less	3.5-6%	4-9%	4-9%	4-11%	4-9%	4-9%	4-9%	4-9%
Speed & Efficiency reduces appointment times	7-10 minutes less per patient	✓	✗	✗	✗	✗	✗	✗	✗
Eliminates Human Coding Errors	Accounts Receivables Optimized	✓	✗	✗	✗	✗	-30%	X	-30%
System cuts overall overhead 25-35%	RCM & Admin expenses cut 25-35%	✓	✗	✗	✗	✗	✗	✗	✗
Modular + full integration & interoperability	Connect equip, services & data source	✓	PARTIAL	✗	✗	✗	✗	✗	✗
Seamless adaptats to RCM mandates (ICD-10, VBC, etc.)	Timely transition with no headaches	✓	✗	✗	✗	✗	✗	✗	✗
Built-in coding & billing, eligibility & pre-auth.verified, + auto: lab, radiology, pathology, next visit & Dx ordering	Enables reduced overhead by 25-50%	✓	✗	✗	✗	✗	✗	✗	✗
Same day implementation & orientation	minimizes expense and lost revenue	✓	✓	✗	✗	✗	✗	✗	✗
Labs, Imaging, Charts, work flow, e- prescribe.	All but E-Proscribe is included	✓	PARTIAL	✗	✗	✗	✗	✗	✗
Built in Clearinghouse - all advanced features	eliminates human error	✓	✗	✗	✗	✗	✗	✗	✗
Same Day Payment of of Services	NO more Aging Account Receivables	✓	✗	✗	✗	✗	✗	✗	✗
Reimbursements Optimized + VBC!	VBC ready 2018- ahead of regulations	✓	✗	✗	✗	✗	✗	✗	✗
DATA SECURITY & REGULATIONS	DISTINCT ADVANTAGES	Synergy+	Kareo	Epic	Practice	NextGen	Cerner	Athena	Greenway
Supports Data Security & Analysis	Reduces risk management headaches	✓	✓	✓	✓	✓	✓	✓	✓
Cloud Based Secure Service	Risk analysis and mgt plan approved b	✓	✓	✓	✓	✓	✓	✓	✓
Strong Certified HIPAA Consultant Network	Our Network is Available to Protect YO	✓	?	?	?	?	?	?	?
Exemplary Reputation for System Stability	Minimizes slow-downs and down time	✓	?	?	?	?	?	?	?
PATIENT ENGAGEMENT - RELATIONSHIP BUILDING	DISTINCT ADVANTAGES	Synergy+	Kareo	Epic	Practice	NextGen	Cerner	Athena	Greenway
Superior Tools and Strategies	Adds value to Website and Portal	✓	PARTIAL	PARTIAL	PARTIAL	PARTIAL	PARTIAL	PARTIAL	PARTIAL
Patient compliance through solid relationships	Healthier patients, refer more patients!	✓	✗	✗	✗	✗	✗	✓	✓

Guardian plan-all patients covered	Covers 23% non internet users	✓	✗	✗	✗	✗	✗	?	?
Superior Patient Education Resources	Free 'A Wellness Update' subscription	✓	PARTIAL	PARTIAL?	PARTIAL?	PARTIAL?	PARTIAL?	✗	✗
Built-in Patient Communications: phone, text, e-mail	For individual & public health initiative	✓	✓	?	?	?	?	?	?
Full offline engagement services	No Patients 'Fall Through the Cracks'	✓	✗	✗	✗	✗	✗	✗	✗
Patient Portal, Expedited Apt. Finder, Mobile Apps.	> engagement = advanced healthcare	✓	PARTIAL	PARTIAL	PARTIAL	PARTIAL	PARTIAL	PARTIAL	PARTIAL
Marketing consults	Optimized patient volume	✓	✓	?	?	✓	?	✓	?
Online 'Triage' service - starts june 2017	Cost-effective care	✓	✗	✗	✗	✗	✗	✗	✗
Annual Wellness Visit & Chronic Care Management	Healthier patients, healthier bottom line	✓	✗	✗	?	✓	?	✓	?
Preventative & affordable Self Care	Inspires Patients- Improves outcomes	✓	✗	✗	✗	✗	✗	✗	✗
DATA ANALYSIS:	Starts June 2017						Cerner	Athena	Greenway
Built-in so more affordable, efficient & accurate	Focused on Optimizing PHM	✓	✗	✗	✗	✗	✗	✗	✗
POPULATION HEALTH MGMT - Starts June 2017	#1 investment: Tripling to \$38B by 2020	Synergy+	Kareo	Epic	Practice	NextGen	Cerner	Athena	Greenway
Built-in: more affordable, scalable PHM services	More efficient and costs less	✓	✗	✗	✗	✗	✗	✗	✗
Comprehensive Data of all Methods of Treatment	Gives more options patients demand	✓	✗	✗	✗	✗	✗	✗	✗
In-house Clinical Experts: evaluate all known methods	> quality of care & reduces chronic disease	✓	✗	✗	✗	✗	✗	✗	✗
SUMMARY OF KEY VALUES									
Private Payers anticipates 80% VBC reimbursements by 2020. When added to CMS.Gov plan doctors need all-inclusive services or sustain major losses.									
EHR systems must be integration-ready & highly interoperable, or doctors may have to use costly HIE services controlled or influenced by competing interests.									
Novoclinical is the only system known to greatly reduce RCM and Administrative costs.									
Synergy+ highly specialized services enhance revenue and cut costs. Our unique combination of services is hard to beat!									

BY COMBINING NOVOCLINICAL'S DISRUPTIVE TECHNOLOGY + SYNERGY+ 'S SPECIALIZED SERVICES = EXPONENTIAL SYNERGESTIC EFFECT
 THAT NO COMPETITOR CAN EASILY MATCH. WE LIKE OUR POSITION!

