

GeaCom, Inc.

Medical CITE Journey Solutions

A system that engages patients throughout their entire medical journey. Phrazer/Kitsune constantly connects patients with medical stakeholders; patients are never alone, always advancing their care, staff is constantly aware of patients' progress and a new horizon of service and efficiency opens.



GeaCom developed and employed proprietary, patented Communication and Information Theory Empowered (CITE) Technologies in Medical Journey Solutions.

As the only Civil Rights solution, CITE Systems ensure complete patient equity across demographics and quality and continuity across the care continuum.

With Phrazer/Kitsune patients are constantly connected to their care team, are empowered to author their own chart while staff engages at top of licensure and infrastructure is fully leveraged. The patented Multi-Path Realtime Messaging (MRM) feature coordinates resources to the point of need in the most effective manner.

The only purpose built, interoperable and qualified medical engagement platform

Antimicrobial, intrinsically safe, secure and benchmarks faster than any consumer device. CITE Systems exceed infectious disease standards keeping patients and staff safe.

Unmatched patient engagement coverage and accuracy levels

CITE Systems personalize to patient's age, language, culture, gender, and level of literacy and simultaneously share actionable information with staff and populates the EMR.

Proven platform for rapid, broad and cost effective innovation

CITE Systems have the lowest cost of ownership in the market and allow enterprises to consolidate costly point solutions while offering unparalleled innovation and process improvement potential.

Leader in harmonizing patient, staff and system performance

Special patient, staff and system harmonization enables new levels of operational excellence and efficiency.

Committed, innovative, single source company

An ethical business that supports fair labor, fair trade and sanctity of human value.

Company Snapshot

- Incorporated in 2007
- Duluth, MN GeaCom headquarters with development, sales and service team
- Oakdale, MN and Duluth, MN production centers
- Vancouver, BC GeaCom Canada headquarters with IT development, sales and service team
- Arizona, Virginia, South Carolina, Florida reseller offices



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GeaCom invented a totally differentiated solution for the medical industry that provides breakthrough, transformative benefits for patients, staff and system.

Differentiation	Description
Intellectual Property	High value patents filed throughout the PCT (world-wide)
Regulatory	Only system to meet U.S. constitutional Civil Rights and ADA requirements
Market Proofs	Peer reviewed, published results verify the novel performance
Referential Customers	Blue chip entities in the U.S. and Canada are committed
Hardware	Phrazer/Kitsune II are the only FDA grade, mass production systems to not only meet but exceed market requirements
Software	Single source, fully secure OS with dynamic adaptation capabilities
Unique Features	Multi-Path Realtime Messaging enables patient, staff, system coordination
Verticals	Growth in medical and K-12 with opportunity in transportation and security
Recognition	MN Cup, Tekne, Edison Award among others
Leadership	Recognized innovators, committed managers and strong partners

Improved Community Health

CITE enabled SBIRT+ is an early intervention approach for individuals with nondependent substance use to effectively help them before they need more extensive or specialized treatment.

Easy to operationalize with new revenue pathways

This CITE enabled SBIRT+ program is engaged now in 14 states and growing fast. Reimbursements are averaging over \$100/patient of new revenue.

Secure Payment Gateway

Patients can purchase entertainment services through a secure payment gateway. As an authorized JP Morgan Chase Card Services merchant, the CITE System accepts all major credit cards, ACH, and other payment methods.

Shared Revenue Pathways

The CITE Systems's PEPS offer novel revenue avenues to the health system. Revenue generated through these programs is shared with the health system on a quarterly, monthly or daily basis. Furthermore, sponsorships and advertisements can be enabled within PEPS creating novel revenue pathways for GeaCom and health systems.

SBIRT+ Service and Found Money

Screening, Brief Intervention, and Referral to Treatment (SBIRT) services are an evidence and community-based practice designed to identify, reduce, and prevent problematic substance use disorders while addressing depression. SBIRT offers tremendous benefits and reimbursement value however many medical systems struggle to operationalize this federal program. With Phrazer/Kitsune, SBIRT services can now be easily operationalized and offer immediate benefits to communities, healthcare operations and revenue.

Medical CITE Journey Solutions in Concert with Modernized Entertainment

GeaCom has incorporated a Patient Entertainment Portal and Services (PEPS) to the base extended features of CITE Solutions.

Phrazer/Kitsune modernizes in-room patient entertainment with access to 'basic cable' and local channels while expanding to a la carte on-demand entertainment in all languages. Phrazer/Kitsune enables patients to access a vast library of services from Netflix to Hulu and YouTube while providing audio books, gaming, social networks, video conferencing with

family and friends and much more. By leveraging WiFi for PPV options, medical systems can use the same platform to engage new revenue opportunities. Designs for this activity are modeled with Phrazer/Kitsune's massive library of demographically matched features. The PEPS program replaces all TVs in rooms and waiting areas to engage true, realtime entertainment, patient education, food services and more on one reliable and stable platform.

