



A Validated Breakthrough Solution

Phrazer is a game changer. There is nothing on the market like it.

Global Edison Award for best new medical device in the world and many other accolades.

Thoroughly tested with the military, throughout the U.S. and international markets.

ANY LANGUAGE, ANY LITERACY, ANY CULTURE, ANY PROTOCOL: BETTER AND EQUALLY

Addressable Challenges



- Medical error
- Form blindness
- Physician data entry
- Patient Service Harmonization
- Civil Rights Needs

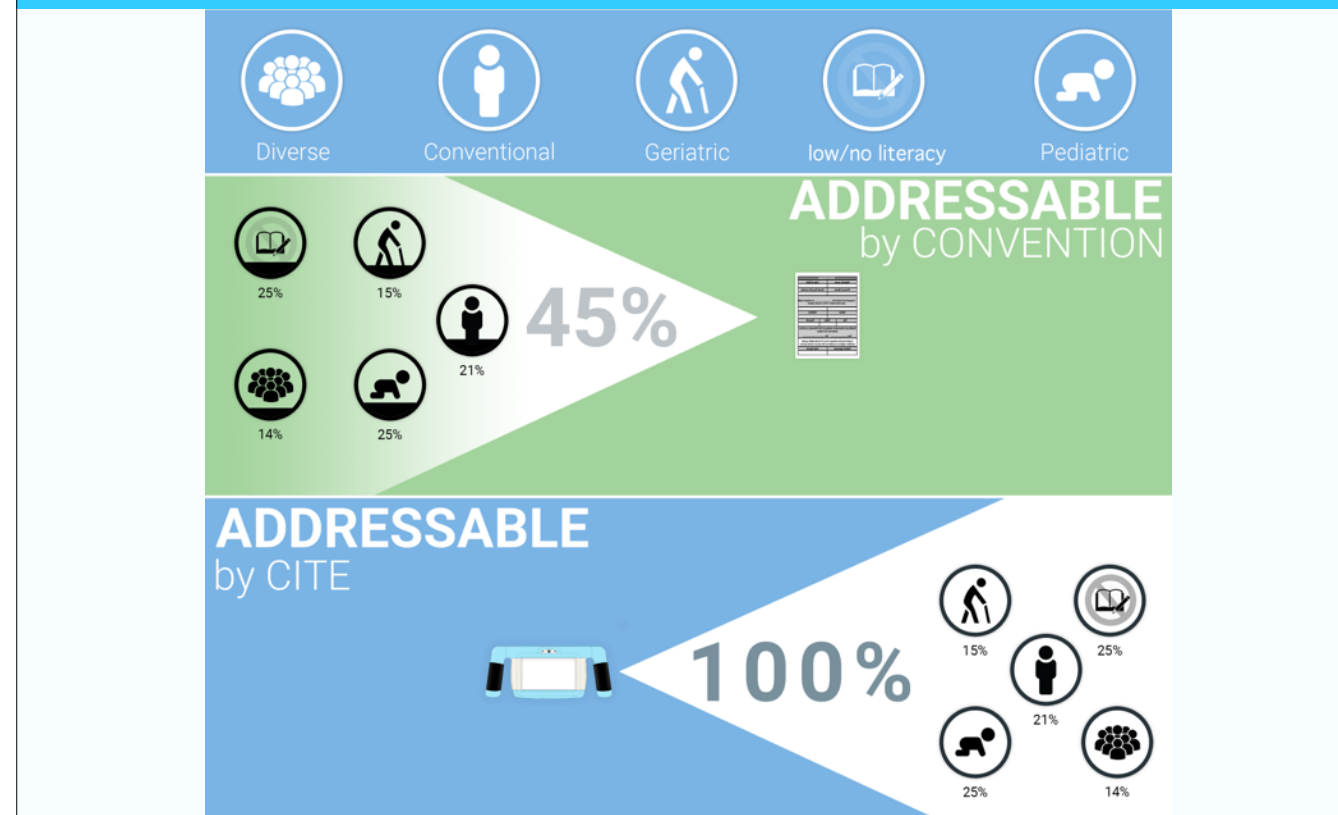


Phrazer enables the best medical error reduction ever achieved.

This is the only system that works in any language equally.

Offers tremendous process improvement opportunities.

21st Century Method



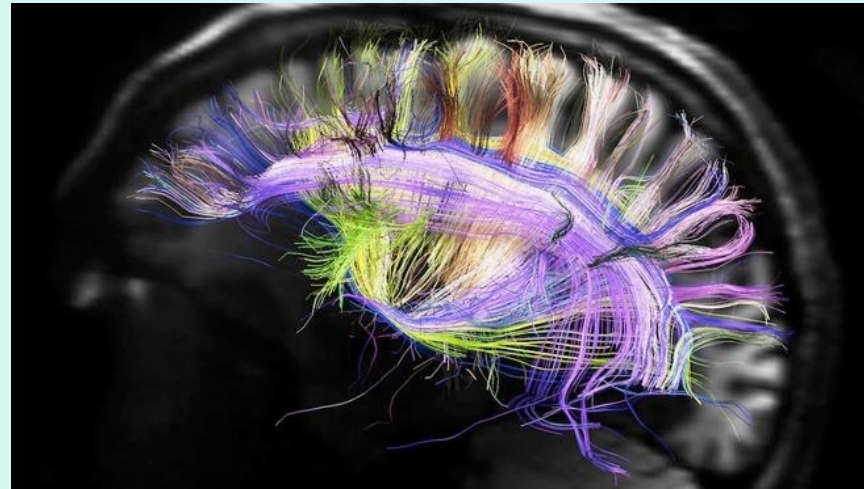
Through conventional methods only about 45% of patients can be addressed fairly.

Phrazer is the first and only system to harmonize performance and service for all patients.

Increased throughput and performance is are vital benefit for the system.

Higher comprehension, compliance and efficacy are vital benefits for patients.

Science of Communication



**FMRI BRAIN SCANS
HELPS UNDERSTAND WHAT IS REALLY GOING ON
WHEN COMMUNICATION BREAKS DOWN.**

$$I(X; Y) = \mathbb{E}_{X, Y}[SI(x, y)] = \sum_{x, y} p(x, y) \log \frac{p(x, y)}{p(x)p(y)}$$

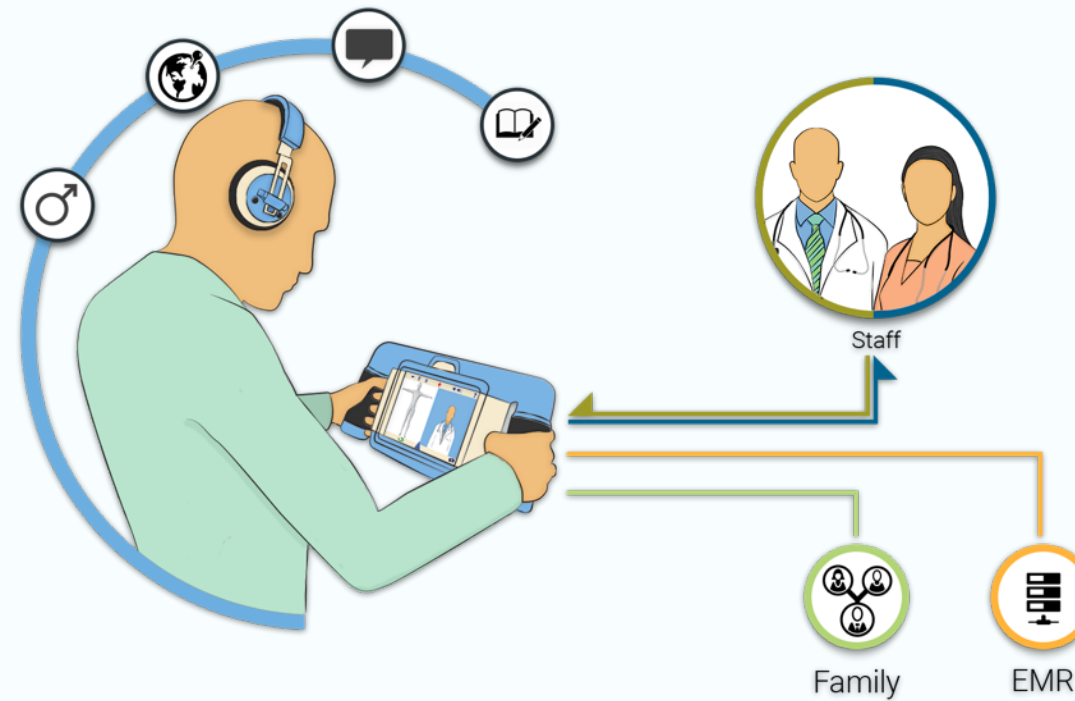


Phrazer pioneers Communication Theory benefits tested/proven in FMRI scans.

Phrazer provides staff pure information (not junk data) in realtime.

Greater accuracy, efficacy and patient harmonization is achieved every time.

Phrazer Model



Personalized • Requires no assistance • Never isolates

Phrazer is personalized to the patient language, gender, culture and literacy

Civil Rights are met, patient service is harmonized

The EMR is automatically filled by the patient and interactions.

Staff is kept abreast of patient issues, concerns and progress in real/relevant time.

Staff is informed of proper procedures and best practices at the time of need.

CIVIL RIGHTS COVERAGE

- Title VI of the Civil Rights Act of 1964, as amended (42 USC §200d) & (45 CFR 80)
- Section 504 of the Rehabilitation Act of 1973, as amended (29 USC §794)
- Programs and activities receiving federal assistance from HHS (45 CFR 84)
- Programs or activities conducted by HHS (45 CFR 85)
- Titles VI and XVI of the Public Health Service Act (45 USC §§291 & 300) & (42 CFR 124, Sub G)
- ADA Title III section 504



First time Civil Rights coverage with objective care

Undue Burden becomes Deliberate Indifference (ADA) without Phrazer

Efficacy, innovation and brand value.

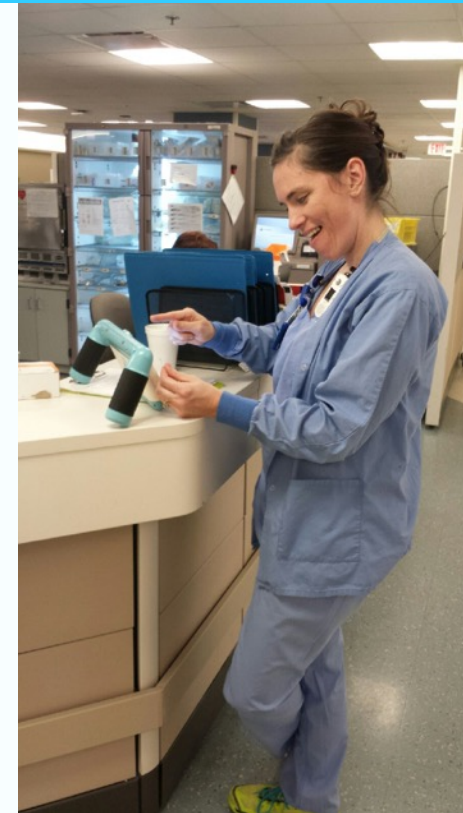


Here we see a Phrazer system. One physician is able to track well with many patients. Patients are able to progress their own chart and care. There is no wait time; only progress. Staff is able to better engage patients, knowing their cultural, literacy and health needs in advance.

Phrazer: A Unique Solution



- Communication and Information Theory Empowered (CITE™)
- Operationalizes challenging processes
- 99% accuracy in any language
- Provides equal, consistent, effective care
- Adapts to your workflow, not the other way around
- Multi-stream communication
- Requires no patient training



Areas where Phrazer shines - No one else does these

Patients more willing to share sensitive information

Single Source dev, manufacturing, implementation and support of Phrazer

Phrazer Features



- Best antimicrobial, not a vector
- HIPAA compliant, non-compromised OS
- No open ports for unauthorized access
- Has plastic hardware embedded with antimicrobial particles
- Easy EMR Integration



The only FDA grade engagement tool.

Integrated K-18 / K-22 molecule supports infectious disease control (kills C. Diff too)

Highly encrypted, secure, custom OS

All inclusive model for IT and protocol updating
(no hidden costs or enabling technologies needed)

Requires no training for patients and under an hour with staff

Ability to provide realtime performance measures

Multiple Challenges, One Solution

Innovative healthcare systems use Phrazer to operationalize previously challenging processes better with CITE:

- Informed consent
- Real-time readmissions / Discharge
- Realtime pain monitoring & management
- Shared decision-making
- Education protocols
- Pre-op questionnaire
- Depression screeners
- Registration
- HCAHPs and many more



There are many use cases in play today at major medical systems.

All use cases have strong ROIs

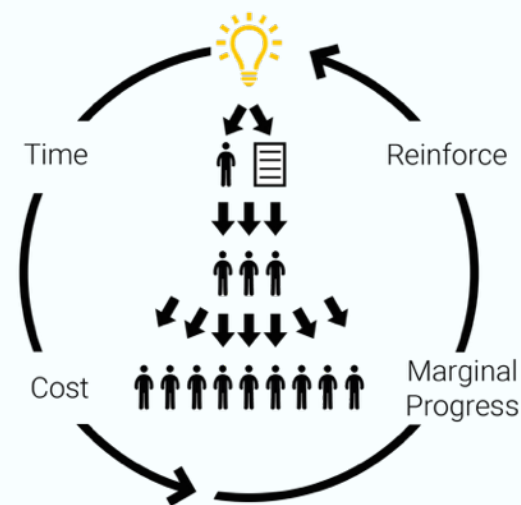
All use cases operationalize challenging interactions extremely well.

Every Phrazer customer is highly satisfied and recommends it.

Implement New Processes



Conventional Model



Stifling to innovation,
expensive and slow

Phrazer Model



Quick to implement
and measure

Innovating on Phrazer is fast, easy and effective.

Phrazer has proven it can do much more...

Repeatedly proves the ability to quickly and effectively implement innovation.

Staff isn't adversely impacted with added use cases

The product can be expanded quickly and effectively throughout the system

Immediate continuity and quality of care with best bedside manner every time

EMR Integration Benefits



Overview

Integrating Phrazer with an Electronic Medical Record (EMR) unleashes countless benefits. From workflow optimization to staff satisfaction, everything gets easier once Phrazer is “talking” to your EMR.

Epic Integration: timeline and cost

The initial work includes setting up the connection between GeaCom’s integration partner and the customer, configuration and mapping of messages, as well as appropriate testing leading into go-live. The estimated hours for an integration are approximately 15, but may vary based on the level of complexity. Each additional doc flowsheet integration takes one to three IT hours. There are no per transaction costs; all Phrazer maintenance, upgrades and service are included and require no IT resources, other than a stable, secure network connection.

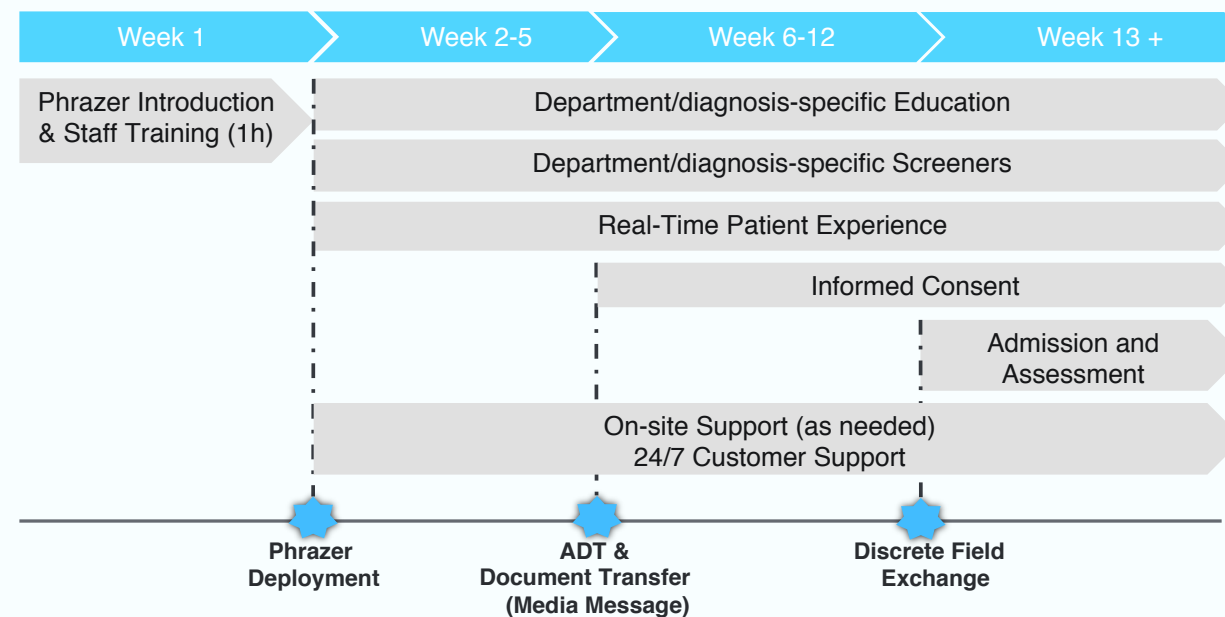
WEEK	1	2	3	4	5	6
CONNECTIVITY						
TESTING						
GO-LIVE						

EMR integration into all major solutions is pre-packaged with Phrazers.

Implementing is fast and has significant benefit.

Many systems are already connected via our partners (Redox, Capsule)

Roadmap: Any Nursing Unit



*Timeline begins when staff available

There are many protocols that don't require EMR integration.

Any nursing unit has immediate value opportunity from Phrazer.

Pilots are fast, affordable and non-disruptive to initiate, measure and grow.