

## Globally Awarded Phrazer®



The World's Only Medical Grade Engagement System

Breakthrough Method • Extraordinary Experience • Patient Centered



Committed to Phrazer

Committed to  
Equity  
Excellence  
Efficiency

## Phrazer Enabled CITE Methodologies - A Breakthrough Method for Equal Engagement

**G**eaCom is a recognized global innovator that has invented a new, scientifically proven, standard in human engagement that breaks the old model of exclusive service for dominant cultures and races to provide total equity for all patients and staff.

The Phrazer System provides a cohesive platform specifically designed for one purpose - innovative medical engagements that harmonize patient, staff and system performance.

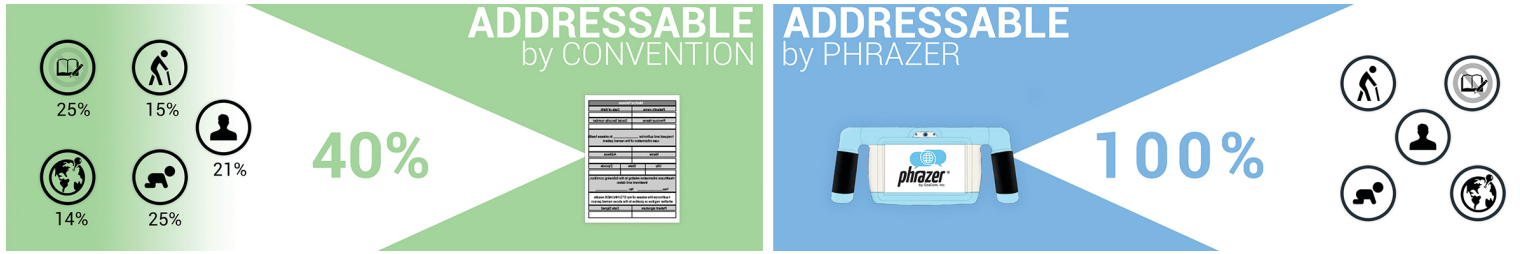
**Equal, Personal, Patient-Centered Engagement to:**

- Reduce Charting Time**
- Provide Vital Regulatory Coverage**
- Engage Novel Revenue Pathways**



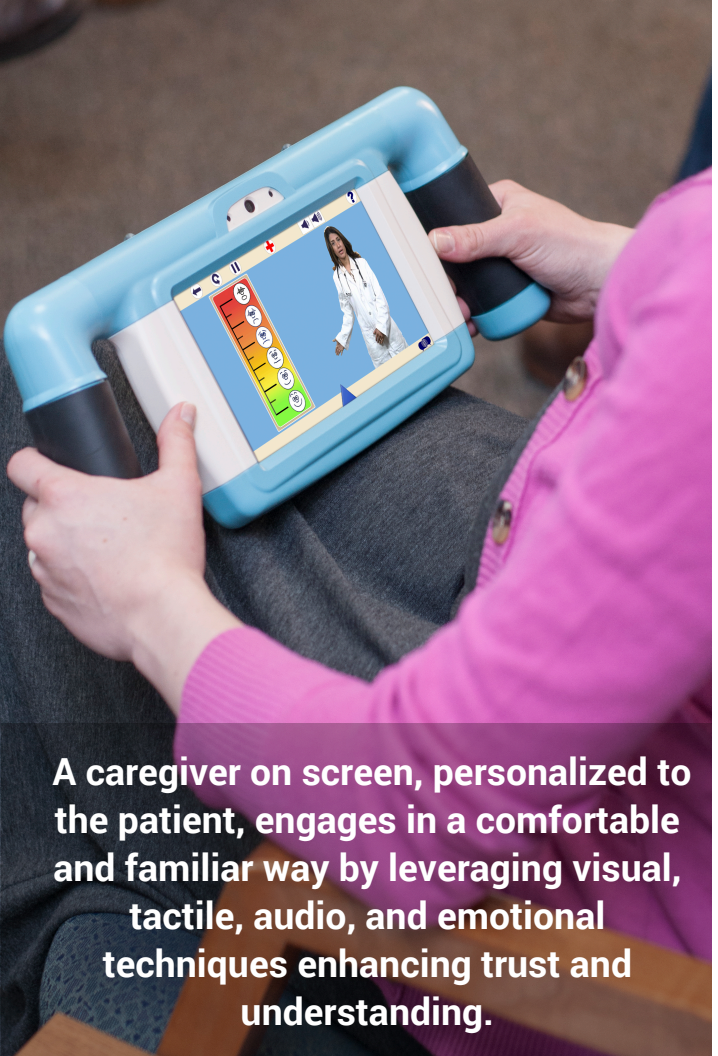
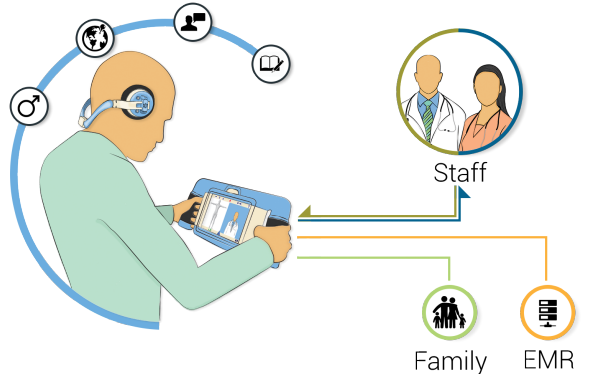
# Why This Matters

Equal Engagement. Unparalleled Accuracy. Highest Continuity and Quality of Care.



Equal patient service regardless of age, level of literacy, social/cultural background and language is proven on Phrazer, which is an ethical breakthrough that is modernizing healthcare. The Phrazer CITE Methodologies enable health systems to achieve their core mission, finally and completely. Phrazer opens innovative pathways to address long standing operational challenges, financial state and big initiatives, quickly and effectively.

- Immediate and equal patient engagement
- Zero delay in service - fastest speed to treat
- Patient is never isolated
- Staff is constantly cued with actionable information
- Medical Record is populated automatically and accurately



A caregiver on screen, personalized to the patient, engages in a comfortable and familiar way by leveraging visual, tactile, audio, and emotional techniques enhancing trust and understanding.

# CITE Methodologies



GeaCom has developed a breakthrough medical engagement method called CITE (Communication and Information Theory Empowered).

**CITE on Phrazer offers total regulatory coverage for all departmental medical interactions.**

Every patient has full equity, quality and continuity of care as constitutionally required by the 1964 Civil Rights amendment and ACA requirements.





# Enhanced Flow and Efficiency

With Phrazer, all locations in your facility become active care zones. Patients are always providing relevant information or experiencing interactions meaningful to their visit, while key health information is immediately available to staff. From registration to discharge - Phrazer empowers the patient to progress care and be the author of their own chart.



**Harmonized Patient, staff and System Performance.**



# Multi-Path Real-Time Messaging

MRM on Phrazer enables far more than high productivity for patients; it is a conduit to staff at the point of care and at the time of need. MRM keeps the whole system on task while it guides with proper procedures and use of equipment and accountability. Full coordination and system harmonization is a big start to the innovative potential of this patented feature.



**Empowering staff to innovate and work at top of licensure while reducing the burden of the EMR.**



# Pay-Per-View Revenue

Phrazer includes extensive patient access to a la carte services such as high speed internet and entertainment. These are specialty services that patients can purchase through Phrazer's payment gateway. Revenue from these programs is shared and your patient population greatly appreciates these special services.



Phrazer is an authorized JP Morgan Chase Card Services merchant. Phrazer accepts all major credit cards, ACH and other payment methods.

Services include industry leading fraud protection and reporting tools.



**Modernized In-Room Entertainment. Demographically Matched Features.**  
**Novel Revenue Opportunities.**

# Revenue Through Reimbursement

With Phrazer, Screening, Brief Intervention & Referral to Treatment (SBIRT+) services are easy to operationalize, simple to use and return immediate "*Found Money*". Phrazer SBIRT+ services offer:

- **Positive Impact on Community Health**
- **Pathways to Decrease Severity of Substance Use**
- **Reduction of Risk of Physical Trauma**



SBIRT+ Service	CPT Code (Private insurance/ Medicare)	HCPCS Code (Medicaid)	Reimbursement
AUDIT/DAST (if no)	99408	H0049	~\$24
AUDIT/DAST (if yes)	99409	H0050	~\$60
PHQ-2/PHQ-9	96127	No HCPCS Code	~\$4
Smoking Cessation	99407	No HCPCS Code	~\$55

## Additional Onboard Features

### Medical CITE Engagements

- Patient Education with teach-back
- Patient Assessments
- Health Screeners
- Informed Consents
- Patient Experience



### Additional CITE System Features

- Process Adherence for Staff
- Competency Development
- Vital Sign Functionality
- Near Field Staff Tracking



### Integration of Hospital Systems

- Language Services
- Video/Audio Conferencing
- Nutrition Services



### Patient Entertainment

- Local TV
- Web Browsing
- Social Media Access
- Podcasts and Vodcasts
- Relaxing Sounds & Images



## Consolidate Point Solutions

### Consolidation of Point Solutions

A thousand points of cost. A thousand drains on budget. A thousand tools to learn and maintain. A thousand vendors providing incremental value.

Phrazer solutions consolidate point solutions, eliminate high cost overhead, maintenance fees and reduce the need for translation, scribes and more.





# Benefits for Patients and Staff

## Patient Benefit

The patient is engaged in an attention arresting, relevant and efficient interaction. Phrazer provides a caregiver who is personalized to their own language, literacy, gender, culture, faith and more.

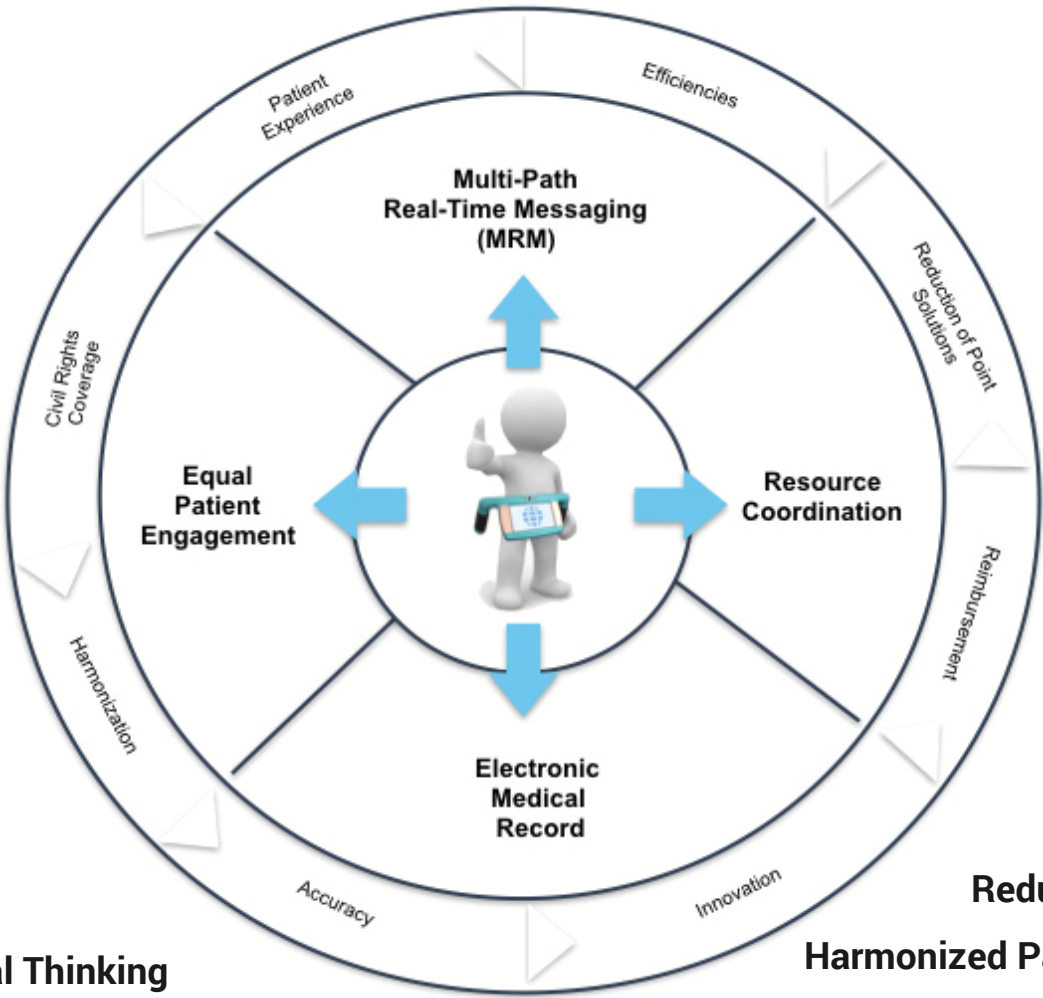
Never alone, never idle, always advancing care, comfortably, respectfully.

## Staff Benefit

Staff quickly learns vital information about each patient as they interact with Phrazer. The data is accurate, actionable and timely.

Because Phrazer performs the vast majority of data entry, staff gets 'back to the bedside' and works at the top of licensure, leveraging critical thinking.

**98% of Patients Prefer Phrazer**  
**More Meaningful Time with the Patient**  
**Process Adherence Support**  
**Focus on Human Interaction and Critical Thinking**

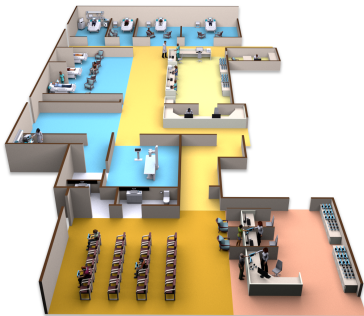


## System Benefit

Patient authored records are vastly more accurate. Elimination of scribes and translators further reduce cost and major points of error.

The consolidation of 'point solutions' provides a single, more effective and cohesive platform with a lower cost of ownership. Total flow control and accountability are cornerstone benefits.

**Efficient Processes**  
**Operational Excellence**  
**Reduction in Costs for Point Solutions**  
**Harmonized Patient, Staff, System Performance**



# System Benefits

## CITE System Benefits

GeaCom empowers you to innovate and solve current challenges around MedRec, Pain Management, Triage, Opioid Abatement, Readmissions and much more.

Your innovative ideas become a reality on Phrazer and previously challenging processes can easily be operationalized.

# Purpose Built System

Built to FDA specifications, the medical grade Phrazer System is 100% designed and owned by an innovation leading Minnesota Company.



# CITE Tools: Phrazer/Kitsune

Totally secure, exceeds infectious disease standards, near zero IT footprint and turn-key EMR integration are hallmarks.



# Purpose Built, Safe, Secure & Versatile Medical Solution

Ruggedized, fully antimicrobial casing. Chemical resistant and completely sealed. Safety for staff and patients.

High definition camera/microphone for images, video conferencing, ID card, credit card and badge reading.

American designed, patented, made to FDA medical grade specifications with fair labor, military grade security, medical OS and no 3rd party requirements.

Staff alert and patient interaction LEDS with multiple speed and color variations.

Industry leading processor package, massive memory stack, industry leading hardware encryption, full WiFi & cell network and closed system functionality.

Hot swappable batteries for week long power, in elegant CITE articulating handles with tactile vibrators.

High resolution screen with touch interface that works with medical gloves.

### Purpose Built Medical Hardware

- To FDA standards
- Strong infectious disease control
- No open ports or access points
- More speed, memory and functionality
- Integrates with other hospital systems
- Costs less than any other solution

### Innovation Benefit

A cohesive system designed with innovation in mind to make your ideas an affordable reality. The OS allows total control over hardware opening vast opportunities for unique solutions that happen fast and affordably. The low cost of ownership and service, opens more budget. The rugged, stable system galvanizes confidence in this platform that makes your visions a reality.

### Purpose Built Operating System

- Military grade security (never hacked)
- Fully and easily configurable
- No superfluous systems and programs
- Total control over all hardware features
- No 3rd party licensing or upgrades
- Self updating and zero maintenance





## Purpose Built Medical Hardware

- To FDA Standards
- Strong infectious disease control
- No open ports or access points
- Only works with Phrazer
- Wearable private and group speaker
- Intrinsically safe



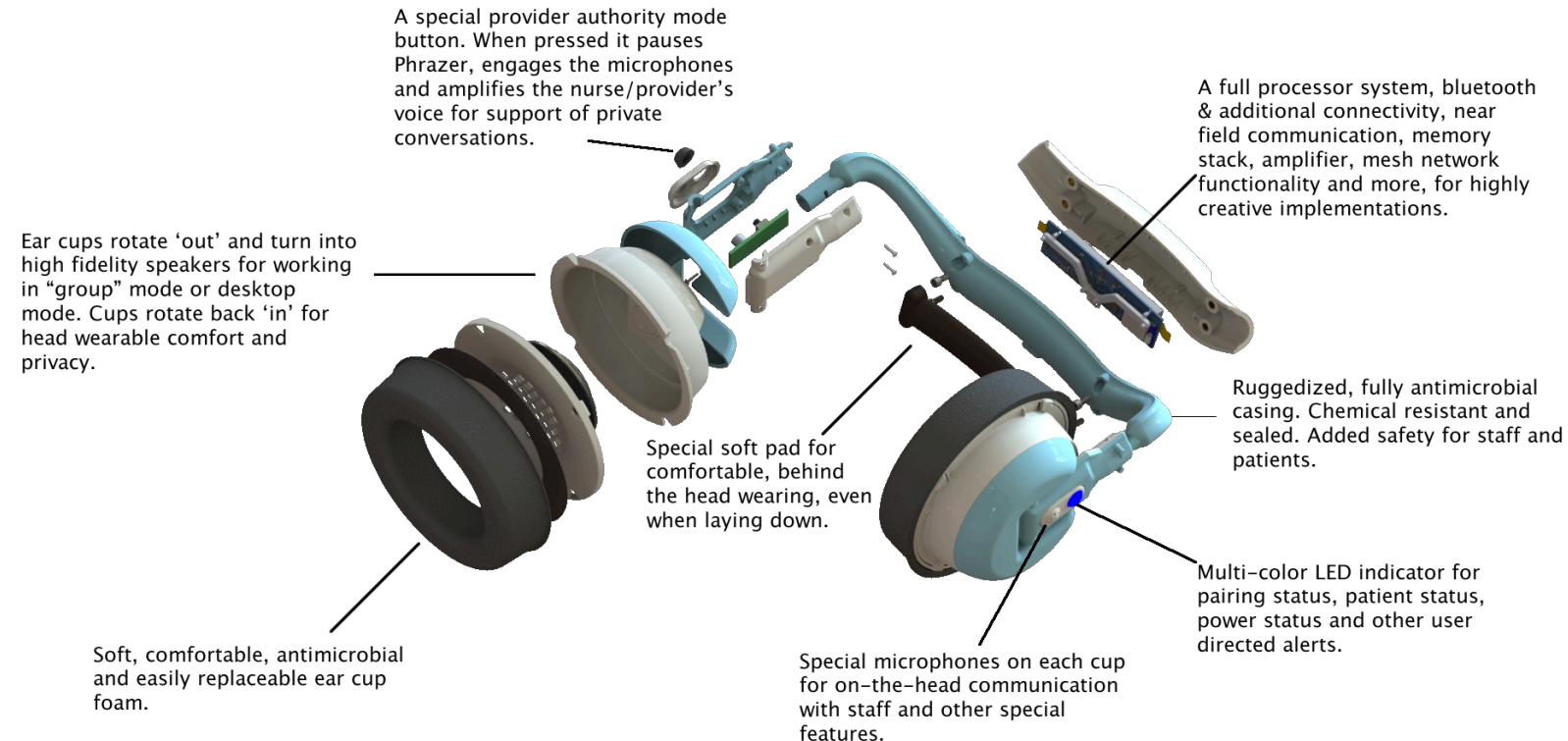
## Purpose Built Operating System

- Track when staff enters/exits rooms
- Help patients navigate your halls
- Staff can pair to multiple Phrazers
- Proximity pairing
- GPS and proximity tracking
- Tracks staff, patients and services

## Innovation Benefit

This is a "new to the world" product with amazingly effective, unique and creative design. Kitsune supports both private and group interactions on one platform. Patients and loved ones can work together on one Phrazer with designated moments of privacy for the patient in the same CITE engagement. Staff can more easily interact with patient and family and engage in new ways.

## Wearable, Convertible and Private Patient Engagement

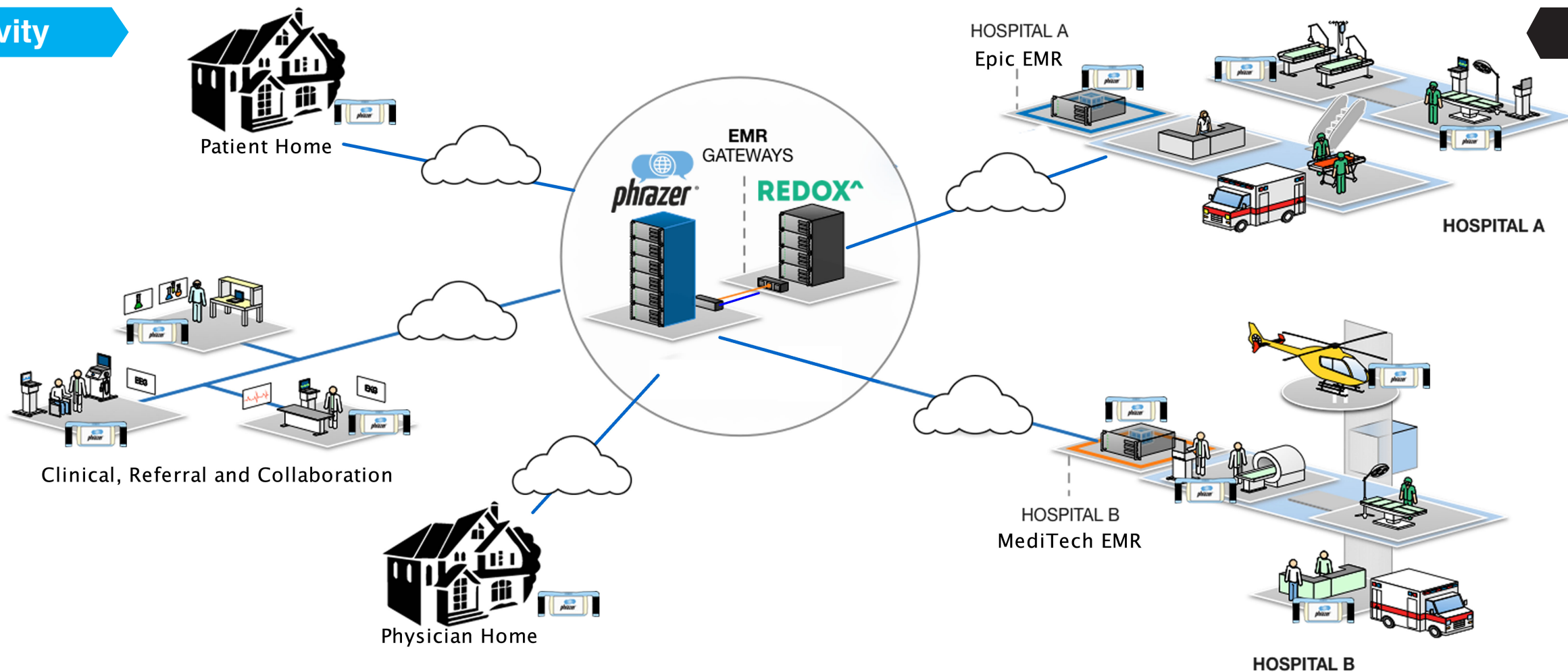




## EMR & Connectivity

### Low Cost, High Speed Integration

Phrazer is pre-connected to all major EMRs and requires only a single VPN access point. Typical time to connect is <3 hours (followed by a test period). The preferred connection is enabled via Redox, GeaCom's integration partner. Once integrated, all facilities and even home care and offsite locations become points of effective record functionality.



## Safe, Easy, Efficient

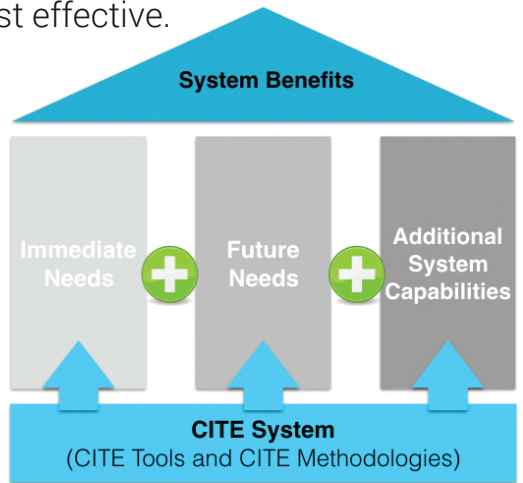
### Security for Records

Phrazer is the only medical grade system that allows patients to author their own record. To ensure total safety Phrazer offers a military grade OS with the industry's highest security, zero open ports for nefarious access or hacking and complete software and hardware encryption with novel special measures.

# Implement with Ease

The Phrazer Systems are up and running immediately and do not require any infrastructure adjustments. GeaCom's solution quickly addresses your current needs and offers new, effective pathways to meet your future goals.

Phrazer is the only highly adaptive, consolidated hardware/software/CITE system that offers a single, streamlined source for innovation that is fast and cost effective.



**\$22/day per Phrazer**  
**- All Inclusive -**  
for Programs with 25+ Phrazer Systems

- Phrazer/Kitsune System
- EMR Connectivity
- Network Connectivity
- Medical CITE Engagements
- CITE Messaging
- Any Protocol in Any Language
- Training/Implementation
- 24/7 Support Services

# GeaCom's Solution



**Easy to Implement. Immediate Benefits.**  
**Extraordinary Experiences for Patients and Staff**



# GeaCom, Inc.

A healthcare professional with curly hair, wearing blue scrubs and a necklace, is holding a teal and white handheld device with the 'phrazer' logo. A male doctor with grey hair and a beard, wearing a white lab coat over a blue shirt and a stethoscope, is looking at the device. They are in a clinical setting with a window and medical equipment in the background. A woman is lying on a gurney in the background.

**For More Information**

PHONE: 1-855-5GEACOM

WEBSITE: [www.myphrazer.com](http://www.myphrazer.com)