



Phrazer **Kitsune**[®]

Harmonizing Patient, Staff and System Performance!

Phrazer/Kitsune enabled CITE System

Value Proposition
Financial Benefits
Differentiated

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CITE Journey Solutions

CITE Journey Solutions not only enable sacred Civil Rights achievements that come with continuity and quality benefits across demographics but also offer significant economic benefit. The novel, modern method of engagement harmonizes patient, staff and system performance which opens economic opportunity to service and addresses areas of historical steady state cost.

Improving Patient & Staff Experience

With Phrazer/Kitsune, all locations in your facility become active care zones. Patients are engaged equally, empowered to author their own chart and progress care while key health information is immediately available for staff via MRM. Patients are never isolated, the care team is constantly aware of their progress and needs and enabled to perform at top of licensure. The process adherence guidance supports staff as they strive to provide excellent care.

Reducing Per Capita Cost of Healthcare

Phrazer/Kitsune populates the EHR accurately and reduces charting time for staff. With Phrazer/Kitsune, costly medical errors caused by communication barriers are nearly eliminated. Phrazer consolidates language services and costly point solutions while offering novel revenue through reimbursement and pay-per-view services.

Positively Impacting Community Health

Phrazer/Kitsune provides personalized and patient centered engagements across demographics regardless of age, gender, language, or culture. Previously challenging and costly initiatives for community health can now be operationalized and implemented with ease. From health screeners to individualized education, Phrazer/Kitsune ensures equal quality access to care.

Continuous Innovation At Low Cost

Phrazer/Kitsune is the only purpose built system that provides streamlined pathways to innovation at low cost. Ideas become a reality on Phrazer that are operationalized quickly and easily leading to unmatched results in patient health, efficiency, efficacy, and resource coordination.

Equity & Legal Compliance

Provide Patient Equity Across Demographics.
Achieve Patient Bill of Rights & Civil Rights.
Reduce Cost for Language Services.

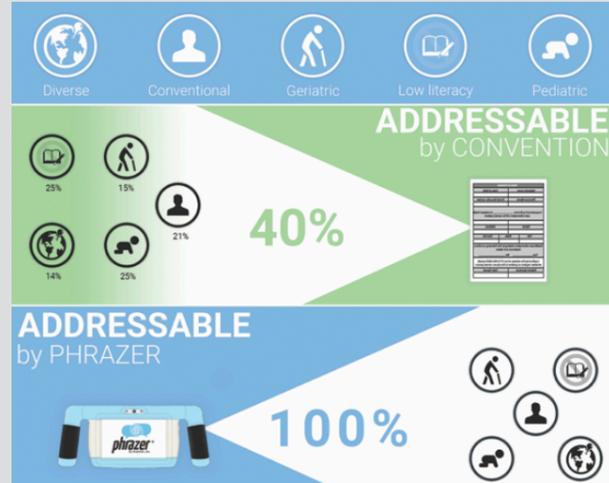
Legal Compliance

In the U.S. every patient is due full equity, constitutionally required by the 1964 Civil Rights Amendment and ACA Requirements.

Any facility accepting federal funds (e.g. Medicaid, Medicare) must show compliance with Title VI of the Civil Rights Act of 1964 by providing equal language services to patients. Phrazer/Kitsune assists facilities in demonstrating meaningful equity of service and in complying with Title VI of the Civil Rights Act of 1964.

Additionally, all interactions with the system are documented, including the patient's agreement to work with Phrazer/Kitsune (video recorded informed consent for treatment). This reduces malpractice exposure and helps facilities avoid litigation over errors in treatment.

The example below illustrates the cost per encounter for conventional methods vs. the modern CITE Method utilizing



Patient Equity Through CITE

The multilingual, multi-demographic capabilities of Phrazer/Kitsune are a value above the calculated cost savings associated with reducing the need for expensive language services.

- Each Phrazer/Kitsune can enable over 1,500 languages
- CITE Engagements are customized to fit each facility's unique language, infrastructure and process needs
- Phrazer/Kitsune can recognize the language of the user within seconds

Resource	Rate	Triage							
		English				Non-English			
		w/o Phrazer/Kitsune		With Phrazer/Kitsune		w/o Phrazer/Kitsune		With Phrazer/Kitsune	
Qty (Hrs)	Cost	Qty (Hrs)	Cost	Qty (Hrs)	Cost	Qty (Hrs)	Cost		
RN	\$60.00	0.09	\$5.40	0.03	\$1.80	0.15	\$9.00	0.03	\$1.80
MD	\$250.00	0.00	\$0.00	0.00	\$0.00	0.00	\$0.00	0.00	\$0.00
Scribe	\$20.00	0.00	\$0.00	0.00	\$0.00	0.00	\$0.00	0.00	\$0.00
Interpreter	\$85.00	0.00	\$0.00	0.00	\$0.00	0.10	\$8.50	0.00	\$0.00
Phrazer/Kitsune	\$1.00	0.00	\$0.00	0.09	\$0.09	0.00	\$0.00	0.09	\$0.09
Cost per Encounter			\$5.40		\$1.89		\$17.50		\$1.89

Accuracy/Quality/Continuity

Achieve Uparalleled Accuracy.
Establish Continuity and Quality of Care.
Reduce Cost of Medical Error.

99.9% Accuracy

Accurate information exchange prevents unneeded procedures and tests, errors and injuries, and costly lawsuits. This results in reduced costs, improved quality of care, increased patient satisfaction, etc.

- Phrazer/Kitsune reduces the potential for misdiagnosis and incorrect treatment that is often associated with interpretation errors.
- Questions posed by Phrazer are easier for patients to understand and therefore result in more accurate answers.
- The significantly higher level of accuracy of the collected information allows the caregiver to provide a more accurate diagnosis.
- Phrazer/Kitsune improves the speed and quality of decision making for providers.

Highest Continuity and Quality of Care

Phrazer/Kitsune offers additional elements in improving patients' quality of care and patient health resulting in improved patient retention and satisfaction.

- Phrazer improves the quality of care a patient receives by increasing their level of health literacy.
- Best bedside manner every time carries accuracy and satisfaction benefits.
- Cultural elements in scripts and media help providers gain the trust of non-native patients more quickly and provide a culturally sensitive level of care.
- CITE engagements provide accurate insights into the patient's issues resulting in fewer tests and better outcomes.
- Phrazer/Kitsune positively impact community health.

Phrazer/Kitsune dramatically reduces the number of expensive medical complications that are the result of communication barriers including

- o Misdiagnosis
- o Patient misunderstanding of diagnosis and treatment
- o Decreased patient adherence to treatments
- o Hospital Admissions and Readmissions
- o Unnecessary tests and procedures

Prior to Phrazer/Kitsune there has never been an example of 99% equal patient engagement. The ability to engage the entire population effectively and efficiently changes every calculation of a health enterprise. With 99% of the patient population continually and effectively engaged, while staff is effectively tasked, enterprise productivity enters a new level of performance excellence.

Harmonization & Efficiency

Reduce Charting Time.
Perform at Top of Licensure and Improve Experience.
Coordinate Resources Effectively.

Revenue Yield Through CITE

When patients are constantly progressing their care and use Phrazer/Kitsune to author their own medical chart, the record is completed for the documentation process as a full time equivalency. With Phrazer/Kitsune, the percentage of time spent on billable activities is increased from 30% to over 90% which leads to a significantly increased revenue yield.

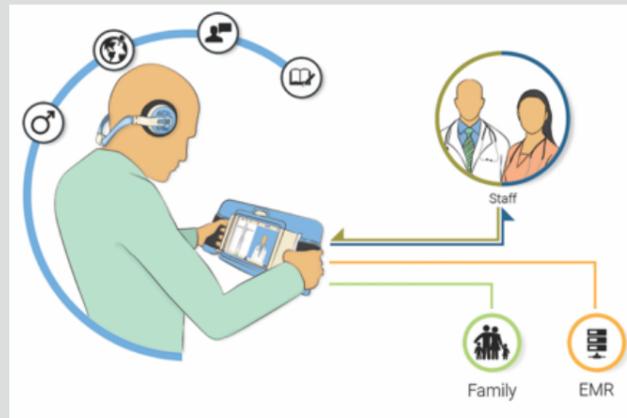
Harmonized Patient Flow and Throughput

The optimized patient flow via CITE not only enables staff to perform at top of licensure, it also significantly improves key measures including length of stay, "door-to-provider" time, "speed-to-treat" and much more.

The Phrazer/Kitsune enabled CITE journey solution empowers you to increase throughput and access additional revenue while ensuring continuity and quality across demographics.

Reduce Cost for Documentation

Dictation costs per physician are estimated at \$1,000 - \$1,500 per month (Soyer 2010). Phrazer/Kitsune eliminates approximately 90% of dictation, resulting in an estimated savings of \$1,200 - \$1,400 per physician each month.



The example below illustrates, the lowest estimate, cost per engagement for convention vs. the modern CITE Method utilizing Phrazer/Kitsune with a difference of 65%.

Use Case	Provider	Convention			CITE Method			Difference per patient	
		Provider Rate (Hourly)*	Provider Time (Hrs)	Total Cost/Engagement	Phrazer/Kitsune Rate (Hourly)	Phrazer/Kitsune Time (Hrs)	Provider Time (Hrs)		
Chief Complaint	MD	\$250.00	0.15	\$37.50	\$1.00	0.15	0.07	\$17.65	\$19.85
Triage	RN	\$60.00	0.09	\$5.40	\$1.00	0.09	0.03	\$1.89	\$3.51
Discharge Education	RN	\$60.00	0.25	\$15.00	\$1.00	0.25	0.08	\$5.05	\$9.95
Informed Consent	MD	\$250.00	0.25	\$62.50	\$1.00	0.25	0.08	\$20.25	\$42.25
Medication Reconciliation	RN	\$60.00	0.35	\$21.00	\$1.00	0.35	0.08	\$5.15	\$15.85
			Total	\$141.40			Total	\$49.99	\$91.41

Point-Solution Consolidation

Eliminate Risky Consumer Devices.
Consolidate Costly Point-Solutions.
Coordinate Resources Effectively.

Language Services

The financial costs associated with providing traditional language services are extraordinary and skirting the law and avoiding these services is even more costly. While language services vary, the following prices provide a general idea of the associated costs.

- Interpreters (face-to-face): \$30-\$75/ hour
- Video interpretation: \$2.75/min.
- Phone interpretation: \$2.20-\$3.00/min.

Assuming the average facility treats a patient population that is representative of the North American population, >16% of patients are limited English proficient (LEP) and will require language assistance. This equates to each physician treating, on average, two LEP patients per day.

In-Person Language Services

Facilities that rely solely on in-person interpreters will experience even greater cost savings. As previously explained, many interpreters charge a minimum of a half-day of work (at least \$120) to provide interpreting services to a patient. Time is spent waiting with the patient while they fill out forms and wait, total length of time patient spends in system, plus travel time.

The example below illustrates the, low end potential offset of costs for language services utilizing Phrazer/Kitsune.

25 visits per day X 16% (LEP population) ≈ 4 visits per day involving a language barrier
4 visits X 20 minutes (average length of visit) = 80 minutes per day*
80 minutes X \$=5.00 (average price per minute) = \$400 per day
\$400 per day X 5 days = \$2,000 per week ≈ \$8,000 per month

Patient Entertainment Portal & Services

Phrazer/Kitsune offers a-la-carte entertainment services, demographically matched features, high-speed internet as well as sensory engagements that increase comfort and your patients' experiences.

Additional CITE Systems

Registration, survey, EMR entry, navigation, consents, dynamic discharges and more are integrated into the CITE Journey Solution allowing for consolidation of multiple, expensive point solutions and their overhead.

Revenue Pathways & Innovation

Eliminate Downcoding.
Access Revenue Through Reimbursement & PPV.
Innovate at Low Cost.

Novel Reimbursement Pathways

Phrazer/Kitsune complies with insurance reimbursement requirements for issues such as diabetes and hypertension education. The system will assist each patient in understanding his/her disease and how to mitigate adverse effects. Phrazer/Kitsune keeps an audit trail for each interaction and can automatically send this information to the carrier so that the facility receives the highest reimbursement available. This feature results in improved community health while driving a profit center that returns vital additional revenues for patients with reimbursable treatments.

Phrazer/Kitsune accurately gathers and documents information required for reimbursement, for example Family, Past Medical and Social History.

The example below illustrates documentation requirements and associated rates for the provided level of care. Phrazer/Kitsune empowers your patient to authorize their history charts and requirements are met to bill for the higher level of care.

Additional services also provide avenues for the enterprise to market and engage with patients for multiple income streams. Revenue from these programs is shared with the health system and offers a novel revenue stream. These services include

- High speed network access
- Tethering
- Video conferencing
- Premium entertainment services

Continuous Innovation

Implementing new initiatives on Phrazer/Kitsune is cost effective, enables quickly, includes integrated staff process adherence and provides daily measures. As a Journey Solution that is engaged at the point of care and that is in constant communication with staff (by role) via the MRM, the CITE systems enable control and modification of processes inline. With the ability to provide realtime adjustments to patient's, flow and staff coordination; innovation becomes highly applicable and efficient.

Description	Rate	Requirements	CPT Code	Relative Value Units (RVU)
Level I ED Exam	\$21.51		99281	0.6
Level II ED Exam	\$41.94		99282	1.17
Level III ED Exam	\$62.73	1 out of 3 elements required (Family/Social/Past Medical History)	99283	1.75
Level IV ED Exam	\$119.00	2 out of 3 elements required (Family/Social/Past Medical History)	99284	3.32
Level V ED Exam	\$175.63		99285	4.9

Sources of ROI & Financial Benefit

Immediate Revenue Pathways.
Significant Cost Reductions.
Better Health Outcomes.

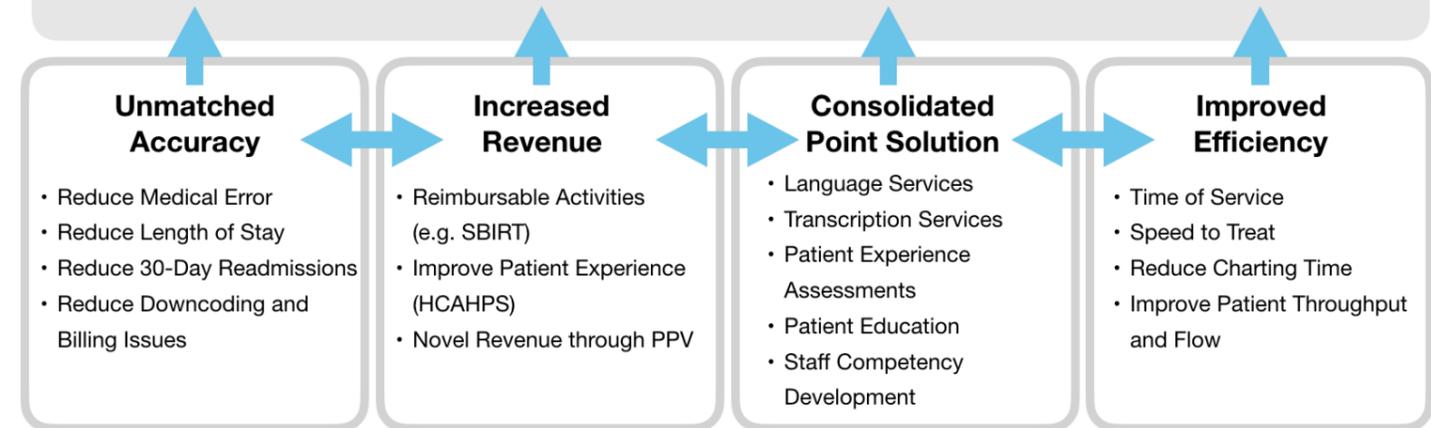
Phrazer/Kitsune utilizing CITE Methodologies is the only medical grade solution that **normalizes the patient variable** through equal engagements across demographics offering continuity and quality of care.

The **cost of engagement** for Phrazer/Kitsune is \$0.02 per minute vs. \$1.66 per minute for conventional methods.

All areas in your facility become **active care zones** where patients are empowered to authorize their own chart and progress care.

Phrazer/Kitsune's patented MRM features offer effective **improvements of staff application** and top of licensure performance.

Reduced Cost + Increased Revenue + Better Health Outcomes





Phrazer **Kitsune**[®]

Harmonizing Patient, Staff and System Performance!

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