Phrazer/Kitsune

Leading Medical Engagement Solution

Patient Equity.
Staff Operating Joy.
Process Efficiencies.
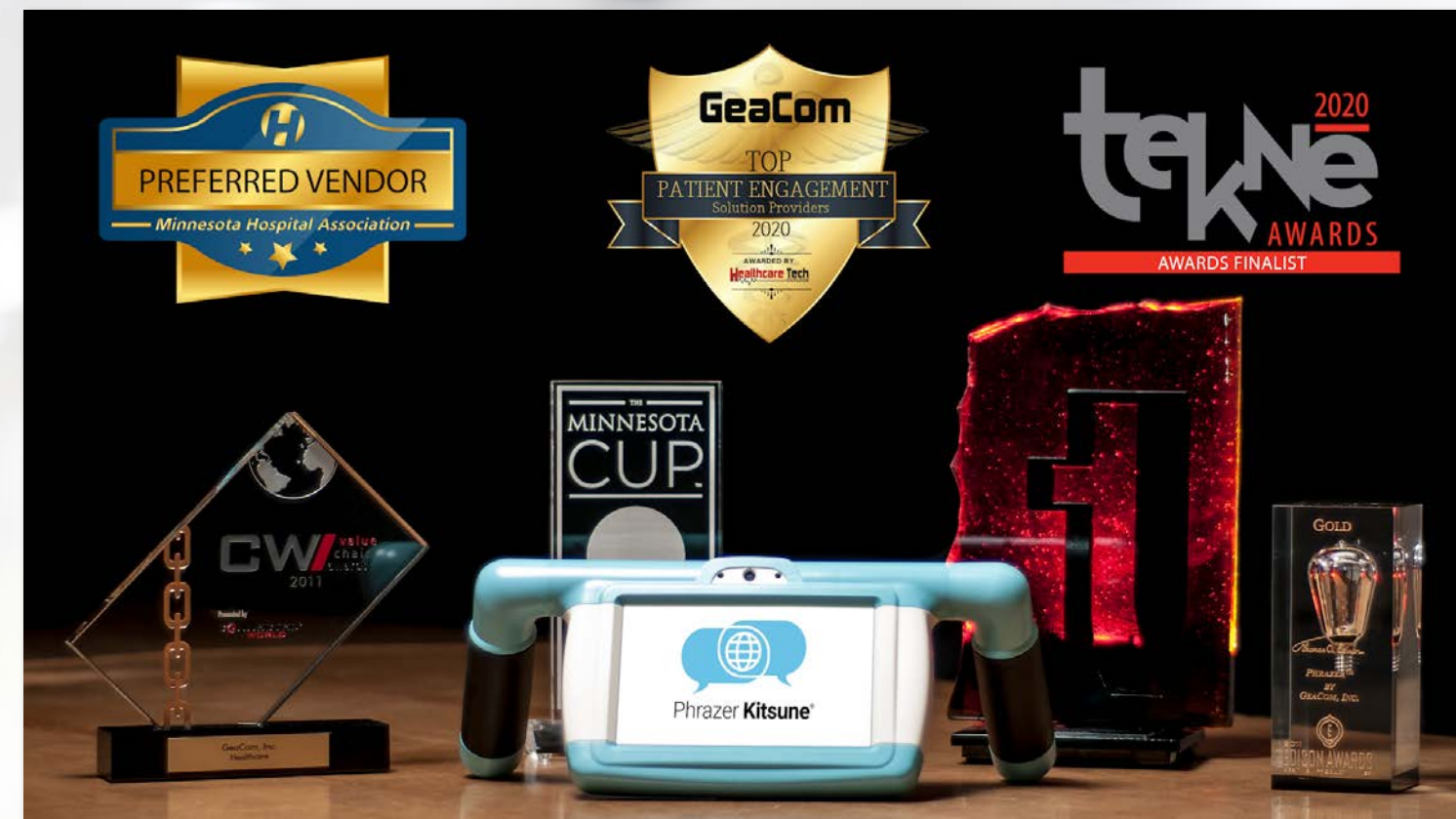
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GeaCom, Inc.

Experienced MedTech Innovation Leader

The only North American designer, manufacturer and marketer of qualified medical engagement solutions; GeaCom, Inc. and its innovation partners are totally focused on transformative breakthroughs for health enterprises. The developed solutions provide totally differentiated synchronous, asynchronous and augmented health engagements that embody the only proven methods to normalize the patient variable, engage onsite/offsite staff resources with process adherence and coordinate system resources for optimal efficiency. Phrazer/Kitsune is in a category of its own as the world's most advanced, awarded, proven and deployed medical journey solution,.

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 demographies with quality and continuity across the care continuum. Through 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.

GeaCom provides the only purpose built, interoperable and qualified medical engagement platform.

Company Snapshot

- Incorporated in 2007
- Duluth, MN GeaCom headquarters with development, sales and service teams
- Manufacturing in Oakdale, and Duluth, MN
- Canadian subsidiary headquartered in Vancouver, BC with IT development, sales and service teams
- Minnesota, North Dakota, Arizona, Virginia, South Carolina, Florida reseller offices

Differentiation Benefits

GeaCom's **Communication and Information Theory Empowered (CITE) Methodologies** are based on hard science that is strongly validated. CITE is demonstrably and remarkably more efficient than standardized linear communication with patients, staff and system.

CITE Solutions offer the only proven engagement method that provides complete equity across demographies - regardless of language, level of literacy, age, gender, or cultural background. Equity across demographies, achieved with breakthrough CITE Methodologies, is the foundation for a normalized patient flow, quality and continuity of healthcare services, a value-based encounter and unprecedented accuracy levels.

GeaCom owns the patents and experience related to effective human decision making, likelihood of successful treatment adherence, informed by patient culture, and CITE realities.

A Totally Differentiated Solution for Transformative Change

Ethical Invention
As the only medical Journey Solution, CITE Systems ensure patient rights and equity across demographies. The first fully qualified ADA and Civil Rights solution.

Unmatched Accuracy Levels
CITE Systems personalize to patient's age, language, culture, gender, and level of literacy while simultaneously sharing actionable information with staff (concurrently populates the EMR).

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

Realtime Resource Coordination
Realtime notification and coordination between staff, users and resources ensures best practices and process compliance to change via Multipath-Realtime-Messaging (MRM).

Rapid, Cost Effective Innovation
With the lowest cost of ownership in the market, PKS allows enterprises to consolidate costly point solutions while offering unparalleled innovation and process improvement benefits.

Journey Solution
PKS meets the patient at the door and remains with the patient throughout the entire medical encounter. At your facility and beyond at the patients home.

Reduction of Charting Time
CITE Solutions empower all patients to actively progress their care and author their own chart. Reducing the burden of the EHR brings staff back to the bedside performing at top of licensure.

Unmatched Safety and Security
Safe, totally data secure, user streamlined technology is only achieved through expert designed, qualified, CITE enabled and purpose built technology.

Committed, Single Source Supplier
An ethical business that supports fair labor, fair trade and sanctity of human value. Designed and produced in North America.
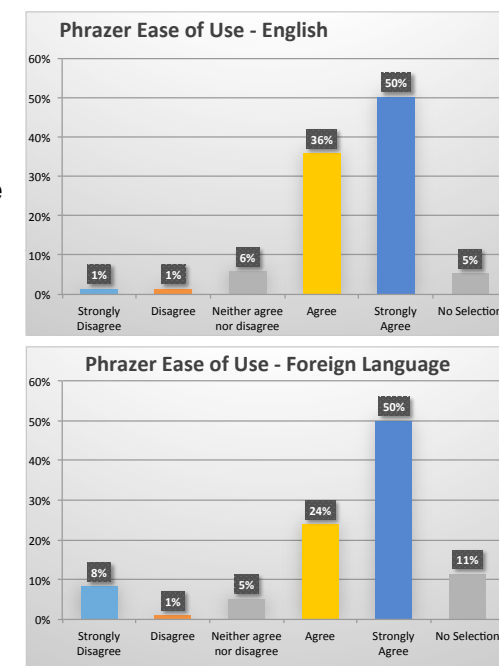
Total Differentiation
From antimicrobial/antiviral materials to massive memory stacks, dynamic onboard network functions, NFC for patient tracking to the CITE Cockpit for finite control of all operations, the values and benefits of this system are unmatched.

The only Tested, Proven and Validated Engagement Solution in the Market

CITE System Research and Results
In developing, designing, refining and marketing CITE Solutions, GeaCom and its partners have compiled over a decade of medical , technical, human and process research across 5 continents, with multitudes of cultures, over 20 Million successful interactions and in a wide variety of uses and environments.

✓ **First proven example of equal engagement across demographics**

✓ **Care continuity and quality**

✓ **Patient appreciation and ease of use across demographies**

✓ **Harmonized throughput and control of patient flow**

✓ **Secure EHR integration and data transfer**

✓ **System capabilities and supplier qualities proven**

✓ **Empowering rapid, effective innovation**

Phrazer Ease of Use - English

Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	No Selection
1%	1%	6%	36%	50%	5%

Phrazer Ease of Use - Foreign Language

Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	No Selection
8%	1%	5%	24%	50%	11%

Over 20 Million Successful Interactions

Leader in Safety and Interoperability

Proven 99% Accuracy

97% of Patients Prefer CITE Solutions

Best in Class Medical CITE Journey Solution

Phrazer/Kitsune meets the patient at the point of entry. The patient self registers, co-pays and begins self charting. Staff is made aware of inbound patients, can perform quick 'video check-ins' and guides the patients progress. Vital information for health, coding and decisions are provided automatically as the patient navigates their visit. Upon automatic discharge the Phrazer/Kitsune rotates back to admissions to guide the next patient's journey; or goes home with the patient supporting the continuum of care.

Enterprise Wide Results - Popular Use Cases

CITE Journey Solutions may be applied across all areas of care with immediate benefit for patients, staff and system. As a journey companion all patients are empowered to actively progress their care and author their own chart, staff receives actionable information, cultural cues and process adherence guidance while new efficiencies, throughput and innovation benefits are unlocked.

| Care Area	Use Cases
Emergency Care	Triage, Assisted MedRec, Informed Consents, Patient Education
Primary Care	Self Registration, Rooming, SBIRT+, Cancer Suites, Patient Wellness
Specialty Care	Shared Decision Making (SDM), Assessments, Patient Education
Mental Health	72h Hold (patient/staff), Sensory Suite, MH specific Assessments
Inpatient	Pain Management, Rounding, Entertainment Services
Outpatient Care	Pre-Op Questionnaire, Informed Consents, Patient/Family Education
Pediatric Care	Pediatric Assessments, K-12 Education Modules
Home Health	CHF Daily Check In, Patient Education, Medication Management

Modernized, Augmented Care

New realities and processes require novel, vetted solutions for the augmentation of synchronous interaction with asynchronous elements. The Phrazer/Kitsune "Cockpit" is a breakthrough control panel for staff that shows the status of all patients, their location and progress, while also providing vital alerts, cultural cues and more --all at a glance. Utilize remote resources effectively, unlock the full benefits of Phrazer/Kitsune and experience an effective cadence to care.
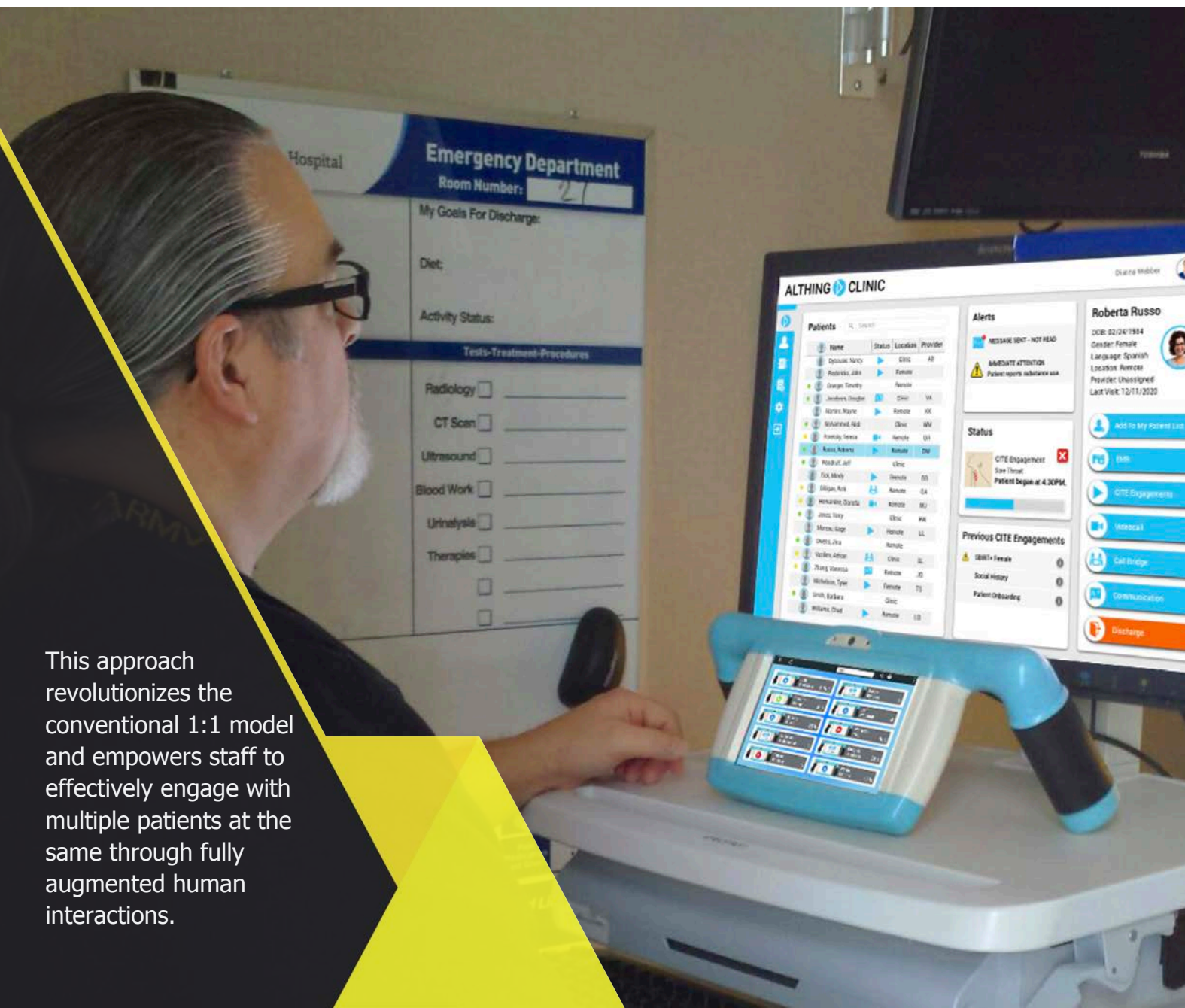
This approach revolutionizes the conventional 1:1 model and empowers staff to effectively engage with multiple patients at the same through fully augmented human interactions.

The Virtual Cockpit

Made to work with the global leading patient engagement system, Phrazer/Kitsune, the Virtual Cockpit is a secure HIPAA interface for qualified healthcare staff that enables them to track, guide and interact with patients anywhere from anywhere.

As patients engage on Phrazer/Kitsune Systems (PKS), they are immediately visible in the Virtual Cockpit interface. From the Cockpit, credentialed care providers are able to:

- **see the demographic details of all PKS patients**
- **determine the exact location/status of your patients**
- **access the medical record**
- **select and initiate CITE medical engagements**
- **see a summary of all information shared**
- **be aware of engagement levels though alerts**
- **navigate the patients to locations/next level of care engage live chat**
- **with patients (any language)**
- **engage live video with patients (any language)**
- **collaborate with other providers using the Cockpit**
- **bring in colleagues on video patient consultation**

This interface enables smooth augmentation of onsite staff with off-site resources. It can be accessed via Phrazer using credentials, computer, tablet or even an Android or iPhone. It is lightweight, utilizes minimal network resources, is secure and fully reliable. A secure, highly sophisticated and responsive back-end design enables the PKS Virtual Cockpit. The robust technology, in conjunction with GeaCom's registered patents provides the most secure and adaptive platform available.

Transition-Refine-Expand (TRE)

The Phrazer/Kitsune System utilizing Communication and Information Theory Empowered (CITE) Methodologies, is a cohesive platform specifically designed for one purpose: innovative medical engagements that harmonize patient, staff and system performance. Start your transition to the modern CITE Method with a T.R.E. program in 4 steps:

1 Partnership Agreement

Getting started on a T.R.E. program is easy. We work in partnership to define the following elements as the foundation to formalize the agreement between GeaCom and your facility:

- ☐ Department and Use Case
- ☐ Integration Strategy
- ☐ CITE Engagement Sets
- ☐ Demography Coverage
- ☐ Goals, Measures, Expansion Strategy
- ☐ Timeline & Rollout

2 Program Design

GeaCom's implementation experts collaborate with your team to design a program that meets your needs and empowers you to achieve defined goals. Design elements include:

- ☐ Workflow Analysis
- ☐ Reporting Structure & Support Strategy
- ☐ Project Team and Roles
- ☐ Change Agents
- ☐ Stakeholder Engagement
- ☐ Milestones

3 CITE Innovations

Aligned with the overall T.R.E. program design, GeaCom and your clinical and operational experts collaborate on the development of CITE engagements for patients and staff. All CITE engagements are developed in English first and reviewed by your team for quality assurance prior to employment and expansion in other languages/demographies.

4 Training & Go-Live

After efficient staff training, GeaCom provides comprehensive support for your "go-live" and beyond to ensure a smooth transition. Regular milestone meetings, status updates, performance reports and materials are provided to support your communication efforts with stakeholders.

Ongoing Innovation Support

Succeed & Expand

After the successful completion of the T.R.E. Program, GeaCom encourages continued innovation and expansions. With GeaCom, you have a reliable partner that provides a solution for better health outcomes, staff "operating joy"in concert with cost savings and revenue opportunities for your system.

> "I feel empowered by GeaCom because they truly look to me for my medical expertise. Together, we come up with creative solutions and collaborate on achieving goals."

Continued Support Resources

GeaCom provides 24/7/365 access to support resources

On Phrazer/Kitsune

GeaCom offers access to support and training services on the Phrazer/Kitsune platform: from User Guides and "How-to Videos to ticket creation and access to live support service features.

Online Help Center

GeaCom provides supporting materials such as User Guides, How-to Videos, Value Proposition Clips, and much more. Access this information at any time via the following link:

https://phrazer.helpdocs.com/

24/7 Support Portal

GeaCom's provides several paths to connect with Support Specialists:

📞 **+1 (218) 213-9156**

✉️ **support@geacom.net**

Technical Specifications

As a purpose built system with industrial grade components, Phrazer/Kitsune is an elite level technology and a robust foundation for rapid integration - fully single source controlled. As a single source supplier and expert in CITE solutions, GeaCom is the market leader and your committed partner for sustainable and innovative engagement technologies.

- ☐ Patented, Embedded Antimicrobial/Antiviral Enhancements
- ☐ Human Factor Design and ruggedized
- ☐ Chemical Resistant Surfaces
- ☐ Industrial Grade Display (Anti Glare Surface)
- ☐ More than 1 TB Solid State Drive
- ☐ Custom, Military Grade Operating System
- ☐ Unlimited Battery Life with "Hot Swap" Feature
- ☐ 13 Megapixel Camera
- ☐ Open Handset Alliance Compliant
- ☐ GPS and Accelerometer
- ☐ GSM/CDMA Capable HSPA+
- ☐ RoSH, CE, and UL Compliant
- ☐ Wi-Fi 802.11 a/b/g/n/ac 2.4/5.0 GHz
- ☐ Mesh Network Ready
- ☐ Bluetooth 4.0
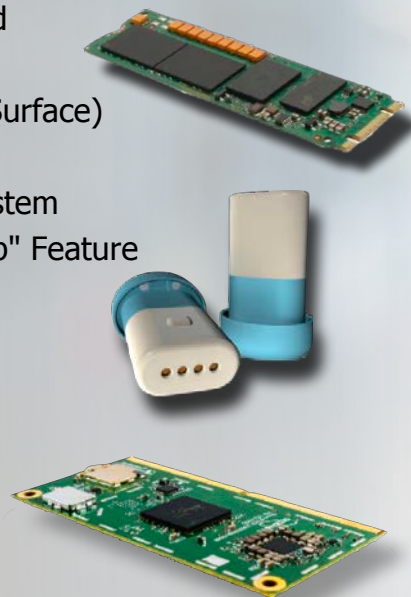
GeaCom produces the only FDA grade, antimicrobial, fully secure engagement hardware. The technology is produced using North American labor, fair trade by tax paying technology producers.

Manufactured in Minnesota, the technology is purpose built for healthcare use. The multi processor systems are the fastest and most capable in the category. The memory stacks are the largest and most secure in any portable medical system. Phrazer/Kitsune technology is the only platform to employ CITE, bringing novel, vast benefits to the marketspace.

Integration Essentials

Behind Phrazer/Kitsune is a robust architecture and management platform that provides secure EMR interchange as well as easy management and configuration of CITE tools and feature.

Seamless, secure and low maintenance hallmarks of CITE System interoperability. To that end GeaCom solutions are pre-configured with all major EMR distributions and integration entities (Redox, Capsule, Lyniate, etc) to perform easy, reliable and ongoing EMR exchange services.

GeaCom is also a member of the CareQuality HIE program so many interchanges are immediately available without integration. If your system is not already CareQuality compatible or integrated with one of the hundreds of connections with 3rd party solutions, then we will be pleased to help get your program up and running in short order.

|	
Connection Type:	VPN
Data Exchange Type:	HL7 · Secure WebServices · JSON · HTTPS
Data Placement:	Form Fields · Flowsheets · PDF · Print · On Device
Connection Ready EMRs:	Epic · MediTech · Cerner · eClinicalWorks · Greenway · AllScripts · PracticeFusion · GE Health · Athena · more...
Versioning:	Current release and historic (call for specifics)
Custom Interfaces:	GeaCom's partners are provifient in supporting and developing custom interchanges; please call for more detail
Interchange Points:	Note · ADT · Calendar · Form Fields · History · Flowsheet

Process Integrated

CITE Systems include immediate secure WiFi connectivity, device tracking, extensive print drivers and rapid alert system integration. This process requires a simple secure WiFi established access point and print server details.

The result is Phrazer/Kitsune patient engagements that produce paper charts, MSP codes, patient engagement summaries and decision aids for the care team. The process is light weight, typically takes only an hour or less to complete and the full services are up and running.

EMR Integrated

Phrazer/Kitsune services are integrated with all major EMR programs with ease and success. The integration is fully complete within 6 weeks (includes form fields, testing and custom configuration). The fully integrated solution enables patients to author their own chart, reducing the staff data entry burden while also greatly reducing error across all demographies. The fully integrated solution enables top of licensure performance and back-to-the-bedside performance for staff. Full integration plans are available upon request.

Patient Entertainment Portal & Services
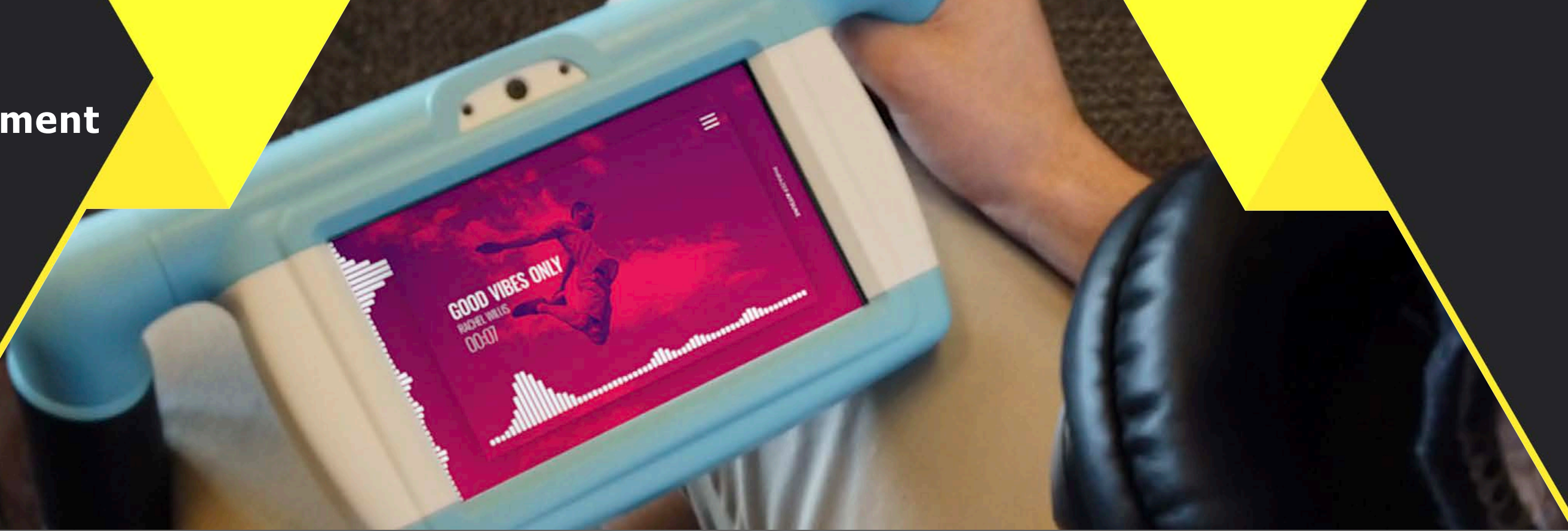
Experience Enhancing

Phrazer/Kitsune not only provides patients of all backgrounds an empowered care journey solution, but it also provides modernized, patient driven entertainment and wellness options in the patient's own language.

- **On Demand TV**
- **Premium Movies**
- **Podcasts/Vodcasts**
- **Wellness & Education**
- **E-Books/Audio Books**
- **Shopping Services**
- **Tethering & More**

Revenue Generating

Phrazer/Kitsune's PEPS is a validated platform for patient entertainment, language services and patient services. Patient Entertainment Portal & Services via Phrazer/Kitsune are a budget positive technology enabled on this engagement solution.

Revenue through Sponsorships

Revenue through Donations

Revenue through Pay-Per-View

Phrazer/Kitsune is an authorized JPM Chase Merchant with a secure payment gateway. The Phrazer/Kitsune PEPS offers novel revenue avenues generated through premium entertainment and services as well as innovative sponsorship/advertisement opportunities that boost cash flows.

Return on Investment

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 zone**s where patients are empowered to author their own chart and progress care.

Phrazer/Kitsune provides achieves **accuracy levels of 99.9% compared to 70% average** with conventional methods.

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

As a purpose designed and manufactured medical engagement system, Phrazer/Kitsune provides efficiencies and financial benefits not found anywhere else. A streamlined integration into your full system results in lowest cost of service and effective engagement with your entire patient population.

While patients are empowered to progress their own care, safely and accurately, Phrazer/Kitsune's patented MRM feature ensures staff involvement leading to increased reimbursement pathways. Costly point solutions are consolidated into one, medical grade platform with proven innovation capabilities provided at no additional cost.

Achieve Civil Rights.
Improve Flow & Efficiencies.
Apply Staff Effectively.

Eliminate Downcoding.
Increase Revenue.
Consolidate Point-Solutions.

CITE Solutions are the only proven pathway to harmonize the patient variable, reduce medical error while offering novel process improvement and efficiency benefits. With CITE Solutions, the conventional 1:1 patient staff ratio is transformed into 1:many with staff empowerment to perform at top of licensure. Reduce the charting burden for staff and utilize onsite and remote resources in the most effective way possible.

Phrazer/Kitsune is loaded with specialty technology that opens opportunity for rapid, efficient innovation. From massive memory stacks that reduce network reliance, to pre-integration for the EMR; from CITE engagements for all patient languages to dynamic onboard network functions; from NFC for patient tracking to the CITE Cockpit for finite control of all operations in realtime; this is a medical grade solution with forward ready features.

GeaCom, Inc.

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