



Minnesota Hospital Association

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Dear MHA member leader,

The Minnesota Hospital Association's Endorsed Business Partner (EBP) program identifies best in class innovative organizations for partnership with MHA and its members to advance the health of Minnesotans. The selected business partners improve hospital and health system operations by providing value-added services to hospitals and health systems in Minnesota. Through a rigorous and deliberate vetting process, the MHA EBP program matches issue-specific member needs with products and services from innovative, value-added vendor solutions.

I am pleased to introduce you to one of MHA's EBPs, Geacom Inc.

An established Minnesota innovator and producer of market leading medical engagement solutions designed to enable equitable care, novel efficiency, staff accountability and new revenue models. GeaCom's FDA grade platform, Phrazer/Kitsune, provides patented, novel features that enable improved patient flow and granular staff control, top of licensure performance and accountability. New vital capabilities of synchronous/asynchronous and augmented functionality coordinate resources to the point of need and balance patient flow through rostered onsite/remote staff, as needed.

For additional information, please contact:

Katja Kressmann, General Manager, (218) 461-0655 or katja.kressmann@geacom.net

And visit their website at: <https://www.geacominc.com>

MHA is confident that our EBPs will provide exceptional service to meet member needs. To learn more about the endorsed organizations, visit www.mnhospitals.org/about/business-partners.

Sincerely,

R. Koranne.

Rahul Koranne, M.D., MBA, FACP
President and CEO

Regain a sense of power, authority and control over your practice.

"Phrazer streamlined my patient care while ensuring for optimal charting and billing. My patients, whether 5 or 95, found it intuitive and easy."

Cameron Berg, MD Medical Director of Clinical Operations, North Memorial Medical Center

"You are looking at new ways of communicating with people and there has to be so many applications for that, that will frankly make peoples lives better."

Art Fry, Inventor of the Post-it Note, 3M Corporate Scientist

"I am very excited about the flexibility and creativity of the GeaCom team, they were able to react quickly to our request for "real-time" patient satisfaction questions on Phrazer. Now we are one of the first hospitals in the country to have the ability to react in "real-time" to enhance the patient's experience."

Ryan Sundermann, MD Medical Director, Unity Point Health

"Communication between patient and provider is a fundamental aspect of providing good, quality care. Phrazer helps me establish trust and makes sure all the needed questions are asked appropriately, which leads to more accurate patient responses."

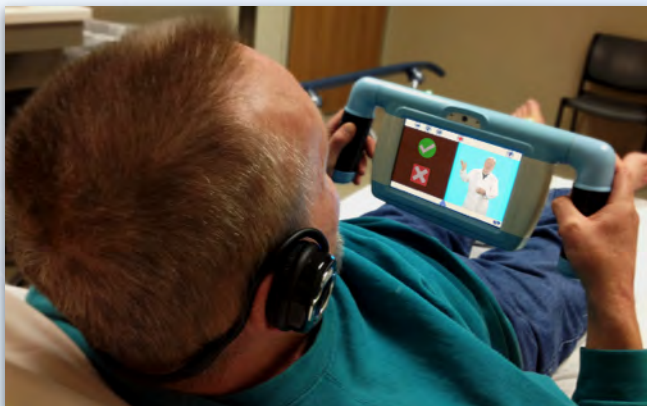
Anne Swendsen, RN Emergency Department, North Memorial Medical Center

"We have a lot of people [in the Somali community] who struggle with language barriers. That stands in the way of them getting good healthcare. I think Phrazer will reduce that barrier. It's simple and very easy to use. It will allow Somali patients to easily communicate their medical concerns to their doctor... I think it's going to break that barrier for the first time."

Somali Patient

"Phrazer is remarkable! I get to spend more time doing what I got into nursing for: taking care of patients."

Brandon Hoffman, RN Cardiovascular Intermediate Care, Essentia Health



Healthcare Tech

OUTLOOK

HEALTHCARE TECHNOLOGY KNOWLEDGE NETWORK

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GeaCom

A smaller version of the gold award badge described above, centered within a white square frame with a gold border.

The annual listing of 10 companies that are at the forefront of providing Patient Engagement solutions and impacting the industry



GeaCom

Offering the Only Medical-Grade Journey Solution: Phrazer/Kitsune

Patient engagement revolves around offering patient-centric care, seamless communication and effective interactions between patients and caregivers to improve healthcare outcomes. However, the biggest challenges are ensuring equal engagement across the entire patient population and facilitating a collaborative patient-doctor relationship that lies in understanding the patients' personal needs, providing a comprehensive care plan that they can follow, and delivering a quality

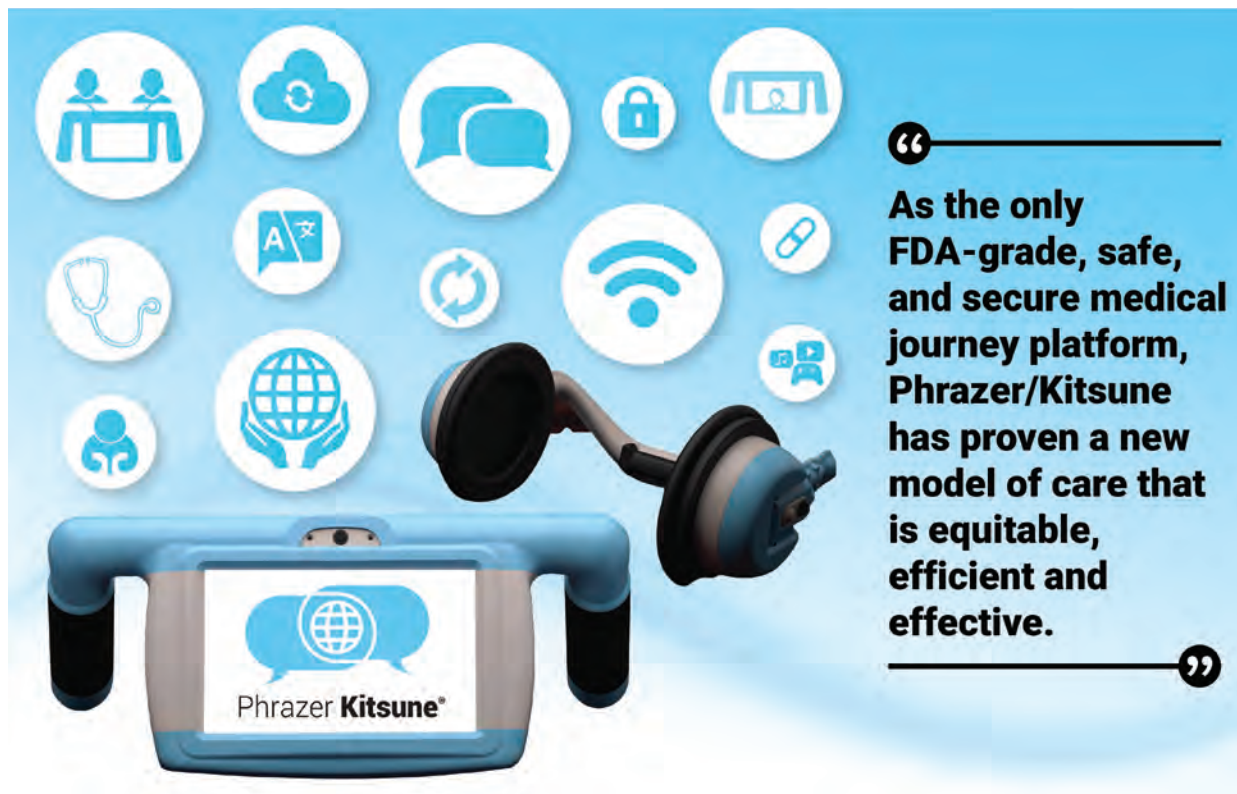
continuum of care. While conventional methods have failed to solve these challenges there is a growing need to employ solutions for equal engagement and adopt strategies that reflect patients' preferences for an effective and collaborative patient-doctor relationship, irrespective of their linguistic background, age, literacy, culture, race, and gender.

To this end, GeaCom—a leading Civil Rights and medical technology company —has designed, developed, and produced the only medical-grade engagement solution, Phrazer/Kitsune, which ensures equal engagement across the entire patient population and guides them through their entire care journey. “We offer a robust, holistic solution that can equally engage the entire population despite language, age, literacy, culture, race, and gender, both for patients and healthcare providers,” states Mat Johnson, CEO and Founder, GeaCom.

GeaCom's offerings are built upon CITE - Communication Information Theory Empowered technologies. These exciting, strong sciences enable the system to dynamically adapt to any patient for a personalized experience. CITE eliminates errors caused by communication barriers and empowers each patient to author their own chart, enabling staff to perform at top of licensure. Phrazer/Kitsune's CITE method presents an individual on screen that matches the patient's demographic so they can share their information comfortably and accurately. As the patient progresses through a variety of medical interactions including triage, past medical history, chief complaint or other, the Phrazer/Kitsune system shares relevant, actionable information with staff, printers, alert boards and the EMR in real time. Additional process adherence guidance to staff supports compliance with policies, creates an awareness of how to work best with a particular patient, and ensures staff is fully aware of the patients' medical needs and cultural considerations. An added advantage of the purpose built, CITE-enabled system is that it can help transform the 80 percent of the non-active spaces in healthcare facilities, including hallways, waiting rooms and staging areas, into active care zones.



Mat Johnson



One of the most significant instances of Phrazer/Kitsune’s relevance is enunciated in its adoption by COVID-19 response centers in a major metropolitan area. Facilities are responsible for mass screenings and care of diverse populations with varied ages, cultures and language backgrounds. Almost 50 percent of patients are non-English speakers, and many are functionally illiterate. Given the situation with conventional methods, the staff members and translators have to speak to each patient on a one-to-one basis that involves gowning up in PPE, screening the patient, disposing the PPE, and then repeating the process all over again. This is extremely time-consuming, ineffective and a challenge for both caregivers and patients. By contrast, GeaCom’s Phrazer/Kitsune engages patients directly, dynamically adjusts to their demographic, and keeps them connected with staff in a safe way that ensures a proper and effective patient flow. The platform’s patents include real time cues to staff members about the patient’s status, symptoms, concerns and best practices to engage with them. Needless to say, it enables them to establish seamless and safe communication between the patient and

staff. When appropriate, the platform initiates a full discharge after patients are marked ‘safe to go home’. In contrast, some patients are sent to the COVID inpatient unit, where they maintain continuous communication with the staff members through GeaCom’s platform. These patients easily interact with physicians and nurses via Phrazer/Kitsune’s secure video conferencing or messaging system, enabling one staff member to effectively and safely provide ongoing and quality care to more than ten patients, simultaneously.

“GeaCom has matured to a point where we can do extremely well in today’s market scenario - during the pandemic and beyond. As the only FDA-grade, safe, and secure medical journey platform, Phrazer/Kitsune has proven a new model of synchronous and asynchronous engagements that is scalable and effective while providing economic benefits. For over a decade, the GeaCom team and its partners have refined, proven, and employed this novel solution to great effect in dozens of use cases with 100s of demographics across all areas of care. The results are groundbreaking with the value found nowhere else,” concludes Katja Kressmann, General Manager at GeaCom. **HT**