



DrossmanCare Backgrounder

DROSSMANCARE

Mission: To change the effectiveness of healthcare by changing the dialogue between practitioner and patient.

Summary

DrossmanCare provides education, resources, and mentoring related to doctor-patient communication derived from decades of work in medicine and psychiatry:

- 1) Education and training that increases patient and doctor satisfaction, and positive outcomes and reduces malpractice suits. We will create a certification program that assures quality patient care.
- 2) A resource website for doctor-patient communications.
- 3) Mentoring programs for hospitals, clinics, and private practices to improve communications skill.

Opportunity

There is a healthcare crisis. Rising costs force doctors to spend less time with patients, reducing the impact and purpose that they studied medicine for in the first place. By improving doctor-patient communications, practitioners can better diagnose and treat patients, resolving issues faster and more economically, and treating patients with more dignity. By improving outcomes and communications, this may also lead to reductions in malpractice insurance rates for physicians.

Management Team

Dr. Doug Drossman, *CEO* – Gastroenterologist and Professor Emeritus of Medicine and Psychiatry at UNC School of Medicine; Founder of the Rome Foundation

Dr. Alben Halpert, *Director of Educational Programs* – Asst. Professor of Medicine at Boston Univ.

Ceciel Rooker, *Manager of Operations* – Director of PR with the Rome Foundation

Dr. Dennis Novack, *Educational Advisor* – Professor of Medicine and Associate Dean of Medical Education and Drexel University College of Medicine

Mark Drossman, *Creative/Marketing Advisor* – Former Chief Creative Officer at Extrovertic

Patrick Furey, *Business Development Advisor* – CEO of ConsumerSphere

Product/Service Plans

- Communications training program has been deployed around the world, and is being refined for greater distribution and impact. We expect to finalize the program for scale within two months.
- Resource website and online community can be developed within six months of funding.
- Dr. Drossman and trained practitioners will provide a mentoring program for medical practices, hospitals, and clinics focusing on improved doctor-patient communication. This will be offered stand-alone, or as part of a service package to provide a total solution.

Financing

To date, DrossmanCare has been self-funded. We will need additional funds to refine and expand our offerings and go to market, and expect to need \$200,000 to get us to profitability within 12 months. We are seeking equity/debt partners who can see the power that improved communications can have in the healthcare arena, and who can provide contacts to medical facilities and practitioners. We expect to provide a 3X return within 3 years, or 5X within 4 years, and expect to provide a payout rather than have an exit.

Outlook

We expect to be cash flow positive by Q1 2014 or before, with expected revenues of \$500,000 in 2013, scaling up to \$12 million by 2017. Our addressable market is 691,000 physicians, 29,454 hospitals and clinics, and 2.8 million PAs and nurses. The total addressable market is approximately \$360 million, assuming 5% of practitioners and facilities will be interested.