

MID-ATLANTIC HEALTH CARE IT FORUM

May 17, 2018
3:30 - 7:30 PM

Pepper Hamilton's Philadelphia Office
3000 Two Logan Square
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Philadelphia, PA 19103



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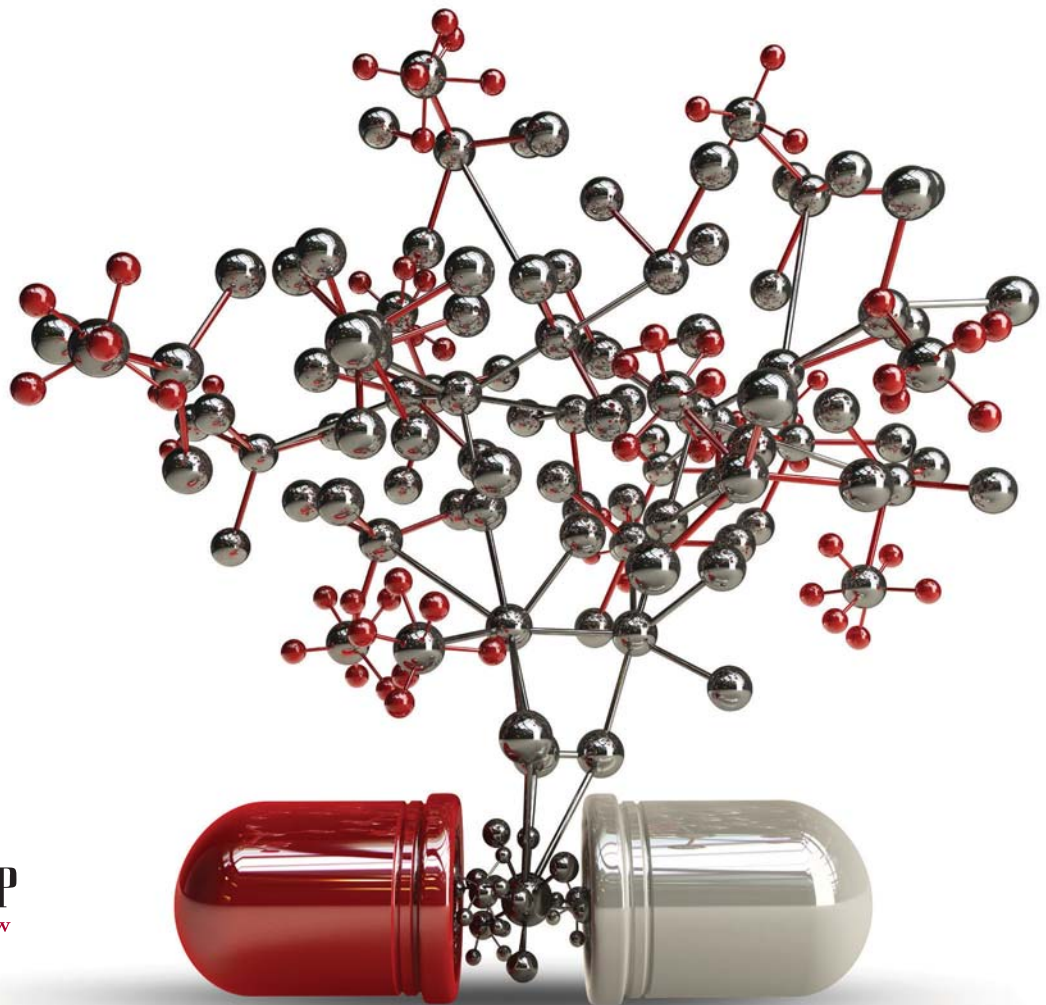
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May 17, 2018

On behalf of Pepper Hamilton, the Philadelphia Health IT Circle, this year's planning committee, and our sponsors, welcome to the Mid-Atlantic Health Care IT Forum.

We are pleased to bring this community together to hear from leading voices in the field of health care technology, as well as for a showcase of the most cutting-edge companies in the health care technology space.

Here are some of the highlights of this year's event:

- You will hear from our investor panel on what the strategic and financial environment is looking like and what they expect in 2018 and beyond. Our panel includes:

Nishita Cummings, Partner, Kayne Anderson Capital Advisors

James Hill, Senior Associate, Edison Partners

Matthew Plevelich, Vice President, NewSpring Healthcare

Jeff Smith, Vice President, Ballast Point Ventures

- Following the investment panel is the company showcase. We have assembled six interesting and diverse companies to present to our forum:

Cloudnexa

Lazarus 3D

Proscia

Quantitative Radiology Solutions

RistCall

Saturn Care

We would like to thank our sponsors, selection and planning committee members, and all of the innovative companies that applied to present at this year's event. Tonight's participants and attendees are evidence of the outstanding growth in the Mid-Atlantic health care technology industry, and we cannot wait to see what you achieve in the coming year.

Best,

A handwritten signature in black ink that reads "Thomas P. Dwyer".

Thomas P. Dwyer, Partner, Pepper Hamilton
Member, Steering Committee, Technology Group
Member, Health Sciences Department

A handwritten signature in black ink that reads "CS Miller".

Christopher S. Miller, Partner, Pepper Hamilton
Managing Partner, Berwyn Office
Chair, Technology Practice
Co-Chair, Emerging Growth Group
Member, Leadership Team, Health Sciences Department

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Moderator



Thomas P. Dwyer
Partner, Pepper Hamilton LLP

Tom is a partner in the Corporate and Securities Practice Group of Pepper Hamilton, resident in the firm's Philadelphia and Berwyn offices. He serves on the steering committee of the firm's Emerging Growth Group and Technology Group, and is a member of the firm's Health Sciences Department.

Tom's practice focuses on advising and executing mergers and acquisitions, as well as private equity and venture capital transactions. He also serves as outside general counsel to a number of emerging, middle market and public companies that rely on his advice regarding general corporate matters, and for which he coordinates additional firm resources in areas including intellectual property, regulatory matters, litigation, tax and government relations. Tom actively advises and assists clients in achieving their legal and business goals, including

making appropriate introductions to potential financing sources, accountants, investment bankers, consultants and potential key employees. Tom's HCIT experience includes:

- ColdLight Solutions, a company that simplifies data science for everyday business including several health care and health sciences customers, using predictive analytics and machine learning, in its growth equity investment from Kayne Partners, the growth equity group of Kayne Anderson Capital Partners, a \$24 billion alternative investment firm
- Infor, a leading provider of enterprise software, in its acquisition of GRASP Systems International, a leading provider of automated patient acuity, workload management, patient assignment systems and consulting services to health care organizations in the United States and Canada
- a well-known, Philadelphia-based private equity firm with respect to its initial investment in, and \$55 million recapitalization of, a leading HCIT company
- a nutritional bioscience company with respect to corporate and licensing matters in connection with a settlement and licensing agreement covering bioscience patents
- a family-owned medical device manufacturer in its sale by merger to a private equity-backed platform company
- the venture financing and ultimate exit of Greenphire, an HCIT company in the CRO space
- the angel financing of an HCIT company in the digital pathology space
- the angel financing of an HCIT company in the autism space
- Nuvon, Inc., a leader in medical device integration, interoperability and clinical intelligence, in its merger with Cardiopulmonary Corp., a leader in real-time connected health care
- Core Solutions, an innovative software provider in the mental/behavioral health space, in its Series B equity raise
- Insight Strategy Advisors, a market access consulting firm to the biopharma industry, in its sale to Precision Value & Health.

Tom earned his J.D. from the University of Baltimore School of Law (1994) and his B.A. from Brown University (1990). He is admitted to practice in Maryland, New Jersey and Pennsylvania. Tom can be reached at dwyer@pepperlaw.com, 215.981.4603 (Philadelphia) or 610.640.7804 (Berwyn).

Investment Panel



Nishita Cummings

Partner, Kayne Anderson Capital Advisors

Nishita Cummings is a partner for Kayne Anderson Capital Advisor's growth private equity activities. She identifies, analyzes and executes on investment opportunities and monitors portfolio companies in health care and technology.

Nishita has led direct investments in health care companies that are focused on specific niches in the health care vertical while providing a strong ROI to their end customers. Investments include Circle Cardiovascular Imaging, Azalea Healthcare, rfxcel, ColdLight, Andover Healthcare and Careworx. She takes an active approach through board involvement, thinking strategically about the

growth of these businesses, adding value through introductions to customers and partners, and focusing on maximizing the exit potential. Nishita currently serves on the board of Azalea Healthcare.



James Hill

Senior Associate, Edison Partners

James Hill is the senior associate of Edison Partners. James focuses most of his time on sourcing investment opportunities for health care IT, one of Edison's longest investment practices. Secondly, he manages and supports emerging and growth-stage investments within the health care IT portfolio in both director and observer capacities. Additionally, he is chair of the Edison Director Network, the largest director network in the country. James performs diligence across all sectors and supports multiple portfolio companies through project-oriented

engagements. James has led and performed diligence on many of Edison's investments, totaling more than \$75 million in deployed capital.



Matthew Plevelich

Vice President, NewSpring Healthcare

Matt Plevelich is a vice president at NewSpring with the firm's dedicated health care fund, NewSpring Healthcare.

Matt joined NewSpring in 2008 and has more than 10 years of experience focused on the sourcing, underwriting and execution of new investments as well as the monitoring of existing investments. While completing his degree, Matt spent considerable time as an intern in the Office of the Vice Chairman at Washington D.C.'s largest full-service investment bank, Ferris Baker Watts, where he performed in-depth research for high-net-worth clients. He also spent a summer as an intern at NewSpring.

He received a BBA with a concentration in finance from The George Washington University.



Jeff Smith

Vice President, Ballast Point Ventures

Prior to joining Ballast Point Ventures in 2016, Jeff worked for three years at Arbor Investments, a Chicago-based private equity firm. While at Arbor, Jeff focused on investments in the food manufacturing, packaging and distribution sectors. He also worked previously as an analyst at Bank of America Merrill Lynch in New York covering the basic materials and insurance sectors.

Jeff holds a B.A. in finance from Michigan State University, where he graduated with highest honors, and an M.B.A. from the Kellogg School of Management at Northwestern University. During business school, Jeff worked for Benford Capital Partners, a Chicago-based private equity investment firm focused on leveraged buyouts and recapitalizations of smaller, lower middle market companies.

He currently serves on the board of directors at Theragen.



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Ben Franklin proudly supports the Pepper Hamilton Mid-Atlantic Health Care IT Forum and our presenting portfolio companies Cloudnexa and RistCall.

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Presenting Company Introductions



Christopher S. Miller
Partner, Pepper Hamilton LLP

Chris Miller is a partner and member of the Leadership Team of the firm's Health Sciences Department. Chris is co-chair of Pepper's Emerging Growth Group, chair of the Technology Practice, and the managing partner of the Berwyn office. He concentrates his practice in the areas of mergers and acquisitions, private equity, venture capital, securities, technology law and general corporate matters.

Chris regularly represents U.S. and foreign public and private companies and private equity funds in merger and acquisition transactions. He also represents private equity funds and emerging companies in venture capital, growth equity and debt financing transactions, including numerous financings of LLCs. Chris represents companies in private and public securities offerings, as well as public companies in ongoing reporting and compliance matters. He also regularly counsels public and private companies in the information technology and life science industries on general corporate matters and in connection with licensing and commercialization agreements.

Chris is an adjunct professor in the graduate program of Lehigh University's College of Business and Economics. He also lectures regularly to private equity and venture capital organizations. Chris regularly serves on the Steering Committee for the annual IMPACT Capital Conference and the Program Committee for the ACG's annual M&A East Conference.

Chris is a former member of the staff of the U.S. Securities and Exchange Commission, where he worked just prior to joining Pepper in 1997. Before working for the SEC, he was a commercial associate with Cadwalader, Wickersham & Taft.

Chris earned his J.D., *magna cum laude*, from the University of Miami (1992) and his B.A. in economics from the College of William and Mary (1988). He is admitted to practice in Pennsylvania and Florida and before the U.S. District Court of the Southern District of Florida.

Chris can be reached at millerc@pepperlaw.com or 610.640.7837.

Cloudnexus

Presenter: MJ DiBerardino, Chief Technology Officer

mjdiberardino@cloudnexus.com

Founded in 2012

www.cloudnexus.com



Business Summary: Cloudnexus, a Premier Consulting Partner of Amazon Web Services (AWS), provides a managed solution for business and government clients moving applications to AWS Cloud and GovCloud. Cloudnexus is an experienced Cloud Service Provider dedicated to managed services on AWS since 2008. With our proven experience deploying scalable, secure cloud infrastructures and migrating and managing critical applications across private, public and hybrid clouds, we provide the necessary value-added services customers need to realize the true cost savings and technical values of Cloud Computing. Our team is expert in infrastructure architecture, migration engineering, deployment and management. We migrate applications such as SharePoint, Mobile, ERP, CRM and custom applications with ease to the cloud, leveraging our revolutionary vNOC™ Managed Services Platform.

Our vNOC platform features a single, consolidated dashboard view for management of all the customer's cloud environments. vNOC provides continuous monitoring, customer account validations, and best practice recommendations across all Cloudnexus client offerings. Our team delivers cloud management solutions with 24/7 monitoring and support so you can achieve lower costs, save time and drive business results.

Customer Problem: Successfully operating to realize the promise and value of Cloud Computing is a challenge for customers. Cloud providers do not offer controls and tooling typically used in data center operations. Cloud Computing offers the promise of cost savings, scalability and shorter deployment cycles; our solution realizes that goal.

Product/Services: Cloudnexus offers four core offerings: Managed Cloud, Cloud Reseller, Hosted Apps and Professional Services.

Managed Services: Our Cloud Management team operates the customer's AWS environment providing 24/7 coverage. Utilizing our vNOC platform, we solve customer needs and provide an SLA, insuring results.

Cloud (IaaS) Sales: Cloudnexus provides all IaaS services through our reseller contract with AWS and Microsoft.

Hosted Apps: Built on vNOC, provides a fully automated deployment on AWS for WordPress and PHP Apps.

Pro Serv: Basic required services, such as migrations and environment building.

Target Market: Cloudnexus has a mid-market primary focus, defined as customers with annual sales under \$2 billion. We also have secondary targets for the public sector in the NGO, NP and SLED markets.

Key Customers: Amtrak, United Nations, Juniper Networks, Beech-Nut Nutrition.

Sales/Marketing Strategy: We have a tiered sales strategy to reach our customers using strategic partnerships. The company is recognized as a Premier Partner with AWS. Additionally we are a reseller for AWS commercial and the public sector. In 2012, we were awarded a GSA schedule.

Competitors: Logic Works, RackSpace, GoDaddy, AWS.

Competitive Advantage: vNOC provides significant automation and autonomous delivery, which gives us a low operating cost relative to our competitors. We built a business to compete against AWS, not other partners. vNOC is in its 4th generation and well positioned to support all AWS features in a complementary, not competitive, model and is tightly aligned with the AWS sales organization. We price solutions at 20% of customer spend, and 99% of our revenue is MRR. Our strategy is to commoditize competitive professional services models, such as with 2nd Watch and Datapipe. Our fees track and align with AWS spend, which encourages AWS sales team referrals and cooperation. We offer a hosted solution, which provides a fully automated customer experience of highly available multi-region deployments on AWS.

Awards: Inc 500 #185, Deloitte Fast 500 #38, Philly 100, Gartner MQ for Managed Cloud.

Lazarus 3D Inc.**Presenter:** Dr. Jacques Zaneveld, President & Founder

zaneveld@laz3D.com

Founded in 2014

www.laz3D.com



Business Summary: Lazarus 3D uses 3D printing to make copies of patient body parts so surgeons can practice upcoming operations and medical device companies can market their products. Our proprietary tech allows us to use many materials with lifelike properties to create copies of actual body parts from CT and MRI data with unparalleled realism and accuracy. The technology is supported by peer-reviewed scientific research, has already helped more than a dozen patients, and is in use by top medical device companies.

Customer Problem: Surgical training is terrible. At one recent medical conference we attended, surgeons were learning how to remove cysts from a uterus by practicing on a green bell pepper. The scary thing is that right after working with the pepper, students will do a surgery on you. That is because previously there was no good way to make copies of bodies with diseases (especially rare diseases) for doctors to practice on. That is because for many surgeries, the training market is too small to be addressed by traditional manufacturing. Since we use 3D printing, we can target these niche markets effectively, and in aggregate the total unaddressed medical training market is quite large (~\$300 million annually). Also, we can use our tech to make copies of individual patients so surgeons can rehearse upcoming surgeries. For every 1% of surgeries that use a \$1,000 rehearsal product, we'd be looking at \$500 million annually in revenue in the U.S. alone.

Products/Services: We use 3D printing to create accurate copies of patients so realistic they can be used to practice surgery. Our products are used for medical device demos, student training, and patient-specific surgical rehearsal. As one example, the prostate has nerves running through it that control a man's ability to get an erection and control urination. A common complication during prostate removal is that these nerves are damaged. How much would you pay to give your doctor a chance to practice removing your prostate (or a loved one's) in a way that saves the nerves, given your particular anatomy? With Lazarus 3D's technology, it only costs \$1,000. Our other products include display and demonstration models for new medical devices. As an example, Cooper Surgical is using our models to show off their new Endosee device, an in-office hysteroscopy and cystoscopy device.

Customers: Our customers are primarily medical device companies and hospitals. Our current medical device company clients (more than 2 dozen) include Olympus, Karl Storz, Medtronic, Intuitive Surgical, CooperSurgical and Teleflex. Hospitals using our products (more 1 dozen) include Baylor College of Medicine, Texas Children's Hospital, MD Anderson Cancer Center, Boston Medical Center, the Cleveland Clinic (#2 in hospital in the U.S.) and the Northwell Health system (a conglomerate of ~23 hospitals in New York).

Competitors: We specifically target surgeries where there are no good training models, as our rapid prototyping approach allows us unparalleled flexibility. Companies to keep an eye on include Stratasys (3D printing hard medical models that cannot be cut realistically), Cambridge Group (traditional manufacturing of medical models) and SanDraw (3D printing of silicone, but quite primitive).

Competitive Advantage: We are one of the only companies on the planet that can rapidly manufacture products from MRI and CT scan data in silicone. In addition, our team members are experts in both engineering and medicine, allowing us to provide a robust service to clinicians, many of which have no engineering experience.

Proscia Inc.**Presenter:** David West, Chief Executive Officer

david@proscia.com

Founded in 2014

<https://proscia.com>

Business Summary: Proscia is bringing computer intelligence to pathology, helping labs tap into the value of the new digital paradigm. Proscia builds and markets software that unlocks the data hidden in images, leveraging billions of pixels to drive more efficient workflows, precision diagnostics, and better patient care. Proscia is generating revenue and collecting data from some of the world's top medical centers and commercial labs. This gives Proscia access to millions of slides, powering cancer-specific AI algorithms that sit on top of a software platform that makes them a natural part of the pathology workflow, reducing the uncertainty of cancer diagnosis while driving efficiency in the lab.

Customer Problem: For the past 150 years, pathology has been the center of cancer diagnosis. The industry of laboratory medicine is driven by human pathologists, analyzing hundreds of physical tissue samples every day under the microscope looking for the patterns of cancer. It's an all-analog process, no computer or digital assist. Humans disagree, they make mistakes — mistakes that cost our health care system more than \$750 billion but more importantly, mistakes that impact human lives.

Products/Services: Proscia provides award-winning solutions for digital pathology. Proscia's first offering is a platform for pathology research and education that enables researchers and educators to manage, share and analyze images of tissue biopsies. Proscia's newest offering is a clinical platform for practicing pathologists. Built from its award-winning cloud backbone, Proscia's new offering leverages artificial intelligence (AI), leading the move towards precision medicine and computational pathology. Proscia's platform and AI provide new avenues for generating revenue and improving workflow efficiency, while driving accuracy and increased confidence in results that benefits pathologists and patients.

Target Market & Customers: Proscia's target market consists of three main segments: Academic Medical Centers, Reference & Commercial Diagnostic Labs, and Contract Research Organizations. Proscia's current customers include, but are not limited to, Johns Hopkins University, Agilent Technologies, Thomas Jefferson University Hospital Department of Dermatology, University of Nebraska, Advanced Pathology Associates (Maryland), and Hospital Puerto Montt.

Competitive Advantage: Our #1 competitor is the microscope, which all labs are using in some capacity today. We win because of (a) the limitations of the human eye, (b) increase in pathology demand, and (c) decrease in pathologist supply. However, as digital pathology plays out, there are competitors that are going after the same customers, including PathAI, Paige.AI, Inspirata, Lunit, IBEX-AI, Corista, Sectra and WebMicroscope. Proscia wins in three areas, three critical legs of the stool.

1 - The Data: Proscia has unprecedented access to valuable datasets, with agreements in place with data partners. Our proven success with reference labs has been our "gold mine" for high-volume, high-fidelity data. These reference labs dwarf traditional medical centers in volume and are significantly more financially motivated. With the rollout of our dermpath automation software beginning in 2018, Proscia will be first to market with AI workflow software.

2 - The Platform: Algorithms alone don't have teeth. Our modular platform architecture is a launchpad for algorithms and gets us to tap into that multibillion-dollar market in four key ways: (a) the potential for upselling, (b) the ability to amass data, (c) integration into existing workflows, and (d) a source of revenue for sustained growth.

3 - The People: Our team's expertise is at the intersection of medicine, math and computers. We have ties to some of the world's top cancer centers, including Johns Hopkins, Moffitt, Vanderbilt and MSK. We've assembled partnerships and a recognized advisory board that give us deep pathology expertise and testing grounds for AI-powered workflows. We're dedicated, hungry, and capital efficient; we've spent only \$1.4 million to get where we are today.

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Quantitative Radiology Solutions

Presenter: Joe Camaratta, President & Chief Executive Officer

joe.camaratta@quantitativradiologysolutions.com

Founded in 2013

www.quantitativradiologysolutions.com



Business Summary: Our technology helps reduce patient complications resulting from radiation therapy by providing automatic contouring of anatomical structures that need to be protected from radiation exposure. We offer our technology as a standalone solution to approximately 2,300 radiation treatment centers or integrate it into existing radiation treatment planning systems. We participate in the \$800 million global market for treatment planning systems.

Customer Problem: Annually, more than 1 million newly diagnosed cancer patients will be treated using radiation therapy. Thirty percent (30%) of those patients will experience a side effect leading to an ER visit or inpatient admission, and 50% of side effects are due to suboptimal treatment planning. The process of protecting healthy tissues from radiation is time-consuming and has variations that expose patients to greater risk of toxicity and unwanted side effects.

Products/Services: Automatic Anatomy Recognition (AAR) automates recognition and delineation of anatomical structures and diseased tissues in multiple body regions using medical images. When applied to the field of radiation therapy planning, AAR significantly improves the speed and accuracy of healthy tissue contouring to reduce probability of complications resulting from toxicity of critical structures.

Target Market: The market for treatment planning systems and image analysis tools in radiation therapy is growing at 9.6% annually and will be approximately \$800 million globally in 2019. Increasing concerns about quantity of dose received by patients is creating demand for systems that plan delivery of accurate dose to the tumor site without damaging normal tissues. Additionally, integration of advanced imaging process and analysis is driving growth in the market.

Customers: There are two primary customer segments that would benefit from our technology: (1) radiation treatment centers - academic medical centers, community hospitals and independent oncology centers that comprise 2,300 radiation therapy centers in the U.S. and (2) companies that develop and distribute radiation treatment planning systems, such as Varian Medical Systems, Elekta and Philips Healthcare.

Competitors: Technical competitors include radiation treatment planning systems and image analysis tools offered by manufacturers of linear accelerators and independent software providers. They integrate automatic contouring into treatment planning workflow. However, these existing automatic contouring approaches have proven to be unreliable, and require extensive manual editing by skilled clinical personnel.

Competitive Advantage: Our patent-pending technology significantly improves speed and accuracy of contouring by leveraging anatomical models and artificial intelligence to recognize and delineate objects in medical images. The approach works on all anatomical structures in multiple body regions. Unlike competitive approaches requiring an unacceptable number of manual adjustments, our technology contours anatomical structures with a minimal amount of human involvement.

RistCall LLC

Presenter: Srinath Vaddepally, Chief Executive Officer & Founder

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Founded in 2014

www.ristcall.com



Business Summary: RistCall's mission is to improve patient safety, experience and nursing workflow, which we achieve by simplifying patient-nurse communication using smart watches. RistCall currently offers its services on a monthly subscription of \$30-\$60/device/month. Pricing varies based on number of devices, services and length of duration of contract. With this price point, if we look at the number of facilities that could benefit, we see a total untapped market of \$1billion/year total recurring revenue in the United States alone. RistCall has two paid contracts from two health systems and two paid contracts from two nursing homes. Recently, we deployed RistCall in a leading nursing home in Pittsburgh, where we reduced more than 30% of falls. To date, RistCall has raised a total of \$530,000 and generated revenue of \$55,000. RistCall has one approved patent in the United States and pending patents in EU and CA. Current burn rate is \$20,000/month and run rate is \$4,000/month. Currently, we are looking for \$2 million of seed funding to establish a run rate of \$30,000/month in the next 18 months through deployment across 18 facilities.

Problem and Solution: When it's you or your loved one in a hospital bed, and you're in pain or need help to the bathroom, the wait for an answer to that call bell can seem eternal. Yet on the other end of that call bell, the nurse has no idea what prompted this call, or the other calls from other beds. Whose need is more urgent? Who has been waiting the longest? How can a nurse know?

RistCall, a smart watch-enabled solution, solves this problem with nurse-patient communication flow. RistCall allows the nurse to prioritize requests based on acuity, urgency and the time of the call. Before answering, the nurse can know the time, place and reason for the call — without the annoyance of buzzers or alarms. Properly ranking patient requests means that the most acute needs are handled first. RistCall makes patients safer by reducing falls, addressing pain and adhering to their care delivery protocols. Patients have a better hospital experience. And of equal importance, RistCall improves staff members' job satisfaction, efficiency and nursing spirit.

Target Market: Currently, there are 1 million beds in acute care hospitals and 1.6 million beds in long-term care markets, with a total staff requirement of 0.5 million. At a price point of \$30/device/month, the total addressable market is \$1 billion per year and the total immediately solvable market is \$330 million/year (30%). Current customers include Penn Medicine and Allegheny Health Network in the hospital market and the Jewish Association on Aging and Kane Regional Centers in the nursing home market.

Competitors: Existing wall-attached (Jeron, Rauland) nurse call buttons, wrist- or pendant-enabled (Heritage) emergency respond devices are competitors for patient devices, whereas smartphone-enabled nursing workflow tools (Vocera, Ascom, Voalte) are direct competitors for nursing staff devices. As of today, there is no system in market that enables communication from patient to staff without any middle wares at one-third the combined cost as RistCall through a single solution.

Competitive Advantage: The RistCall platform has one approved and one pending international patent. The RistCall platform has a competitive advantage with (1) low upfront cost with its HaaS (Hardware as Service) model; (2) an integrated admin dashboard without any middle wares; (3) exclusive rights on manufacturing; and (4) backward compatibility with existing nurse call systems.

Saturn Care

Presenter: Philip Heifetz, Co-Founder & Chief Executive Officer

pheifetz@saturncare.com

Founded in 2015

<https://www.saturncare.com>



Business Summary: Saturn Care uses data and patient engagement to help primary care solve diabetes (and related chronic disease).

Customer Problem: The U.S. will spend \$400 billion in 2020 on diabetes, and this number is growing at 7% per year, with virtually no end in sight. Most of the cost is tied up in \$100,000+ to treat complications that can include heart attacks, strokes, amputation and blindness. The majority of these incidents are avoidable through better self-care and self-management, and primary care providers have the most influence over patients to do this – yet they are not given the time or resources to accomplish this critical goal.

Products/Services: Saturn Care sells a clinically proven technology called CDMP (Chronic Disease Management Program). We have identified a business model where Diabetes Educators use CDMP to partner with primary care providers to work with patients in-between office visits to improve self-management and outcomes.

CDMP is the result of 12 years and \$50 million of grant-based research. The program began with a collaboration between our tech co-founder and a consortium including Joslin Diabetes Center, Baystate Health, the U.S. Department of Defense, the Veterans Administration and the Indian Health Service. Results from NIH-funded clinical studies showed a doubling of the number of patients reaching their blood sugar target, and a more than five-fold drop in Diabetes Distress versus usual care.

Target Market: Approximately 10,000+ primary care practices with two or more clinicians, who deliver care for 10-12 million Americans living with diabetes.

Customers: Saturn Care's customers include primary care organizations in Pottstown, PA and Hawaii.

Physician customers love CDMP because:

- It represents a new source of billing revenue through Medicare.
- It gives them insights into patient behavior that they can't get today, and that can help drive better outcomes.
- And they get this inside of their existing workflows because CDMP can be integrated with the electronic health record.

Competitors: A number of diabetes-specific mobile apps, wellness apps and disease management programs.

Competitive Advantage: Compared to others in our space, we excel at addressing both the clinical and behavioral aspects of chronic disease, being part of existing clinical workflows and having support from multiple peer-reviewed published clinical studies.



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Pepper Hamilton LLP
Attorneys at Law

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Special Thanks to the Planning Committee and Company Selection Committee

Planning Committee

Thomas Dwyer
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Christopher Miller
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Jennifer Hartt
Ben Franklin Technology Partners of Southeastern Pennsylvania

Akber Pabani
Fire Engine RED

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