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PharmD Live (PDL) Investor Summary

July 2020

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Value Proposition…

Chronic Care Management (CCM)

(A new approach in the Value Based Healthcare Model)

- In 2015 Medicare created a new and separate CCM program with billing codes for the **40 million** Medicare beneficiaries with two or more chronic health conditions.

- Over the last 4 years, PDL has positioned itself to uniquely deliver this service utilizing Pharmacists with a focus on medication management and supported by a patented software technology.

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Problem…

Cost of chronic conditions are 86% of the total health care expenses in the US.

Medicare has authorized $40Billion in CCM funding to combat the problem, yet less than 1.5% was spent in 2019.

Time, training, and technology limits physician practices in providing this additional STRUCTURED service.

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What is Medicare's CCM Program?

- The Center for Medicare/Medicaid Services (CMS) believes that it is important for chronic care patients to have a monthly review of their overall treatment plan that is independent from any single disease state management preformed by their physician.
- This review is to be delivered as a **Telehealth** service.
- The program elements are defined by CMS and will be reimbursed at a fixed rate per month (based on level of complexity)

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Solution…

Partnering with Physicians to deliver the telehealth outsourced CCM service as a seamless extension of the physician practice.

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Why Pharmacists?

- Medication is involved in **80%** of treatment plans, but **50%** of medications are **not taken as directed**.

- **3 in 4 patients age 65+** take multiple medications for multiple chronic conditions and those on **7 or more medications** face an **82% risk** of an Adverse Drug Event. (The CDC found 1.5 million ADEs that were preventable last year.)

*"**Medications are the cornerstone** of chronic disease management. As **medication experts**, **PharmD Live pharmacists are uniquely qualified** to **optimize chronic disease management** and **improve medication adherence**, while taking into account the **complexities of interactions between medications, disease states, genetics, nutrition**, and other variables such as the social determinants of health."*

Dr. Cynthia Nwaubani, CEO & Founder of PharmD Live

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Why NOT Physicians?

The time and effort to provide and document CCM is extensive. Without proper tools and training, the physician's office may incur significantly more time than is billable and most likely provide a less effective service.

Outsourcing PharmD Live's CCM provides many tangible benefits:

- **Allows providers to focus on clinical care**
- **Alleviates physician Medicare paperwork workload**
- **Improves MIPS/APMS performance measures (Medicare's Incentive Program +/-)**
- **Access to clinical pharmacists 24/7 for complex medication related consults**

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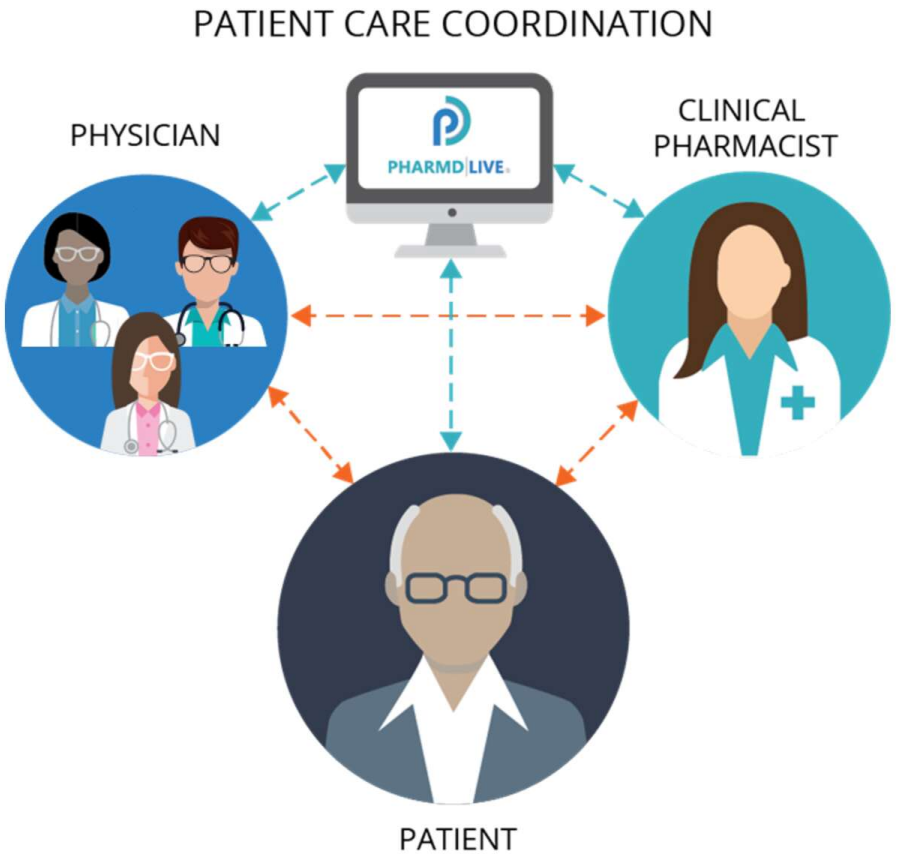
Product Offering…

Required Elements of Medicare CCM

- Structured Recording of Health Information
- Comprehensive Care Plan
- Access to Care 24/7
- CCM Services
- Transitional Care Management

Click here to watch a 7-minute product demonstration video.



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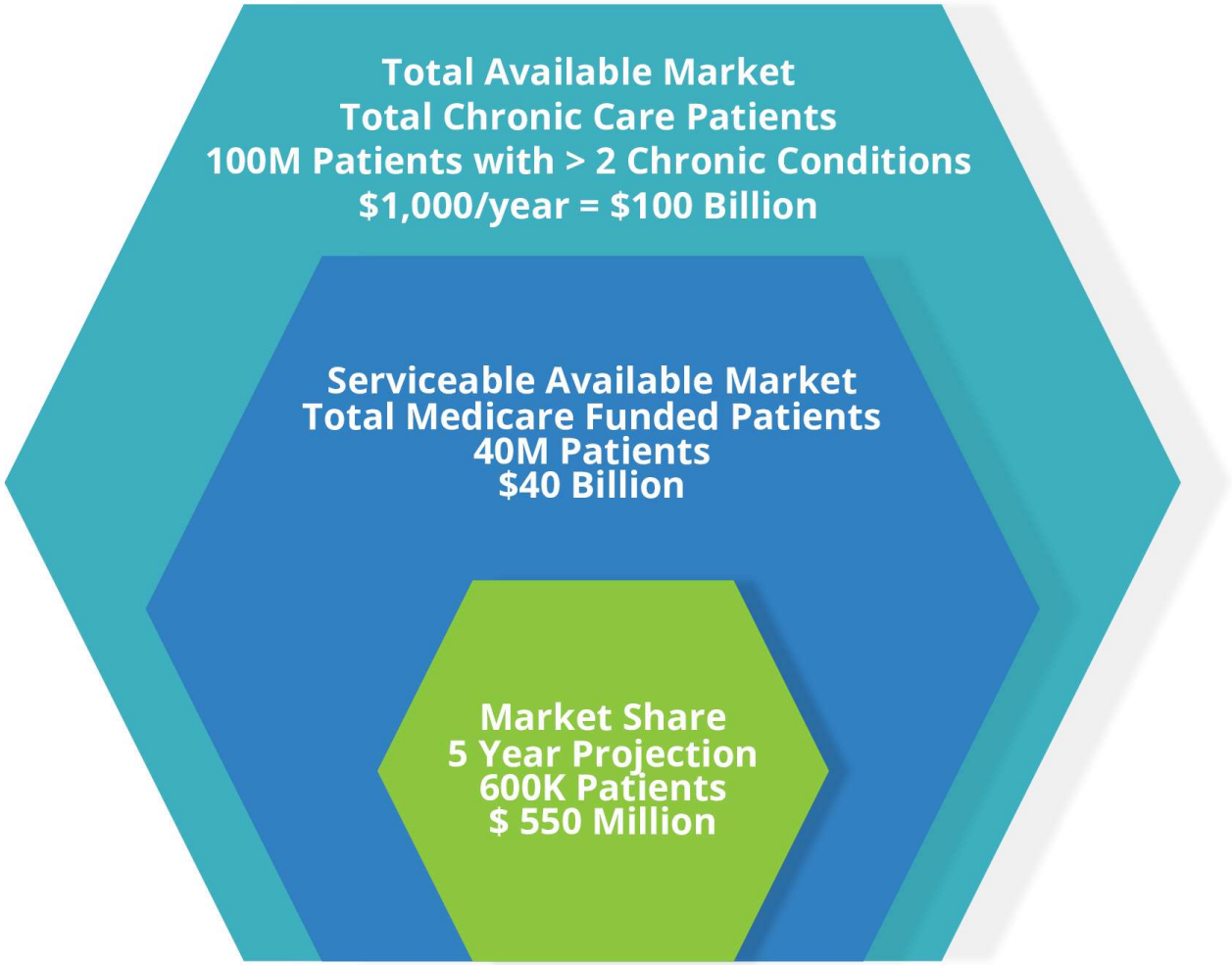
Market…



Target Customers

- Physician Practices
- Hospital Systems & Post Acute Care Facilities
- Accountable Care Organizations (ACOs), Integrated Delivery Networks (IDNs), & Medical Homes
- Insurance Companies & Pharmacy Benefit Managers (PBMs)

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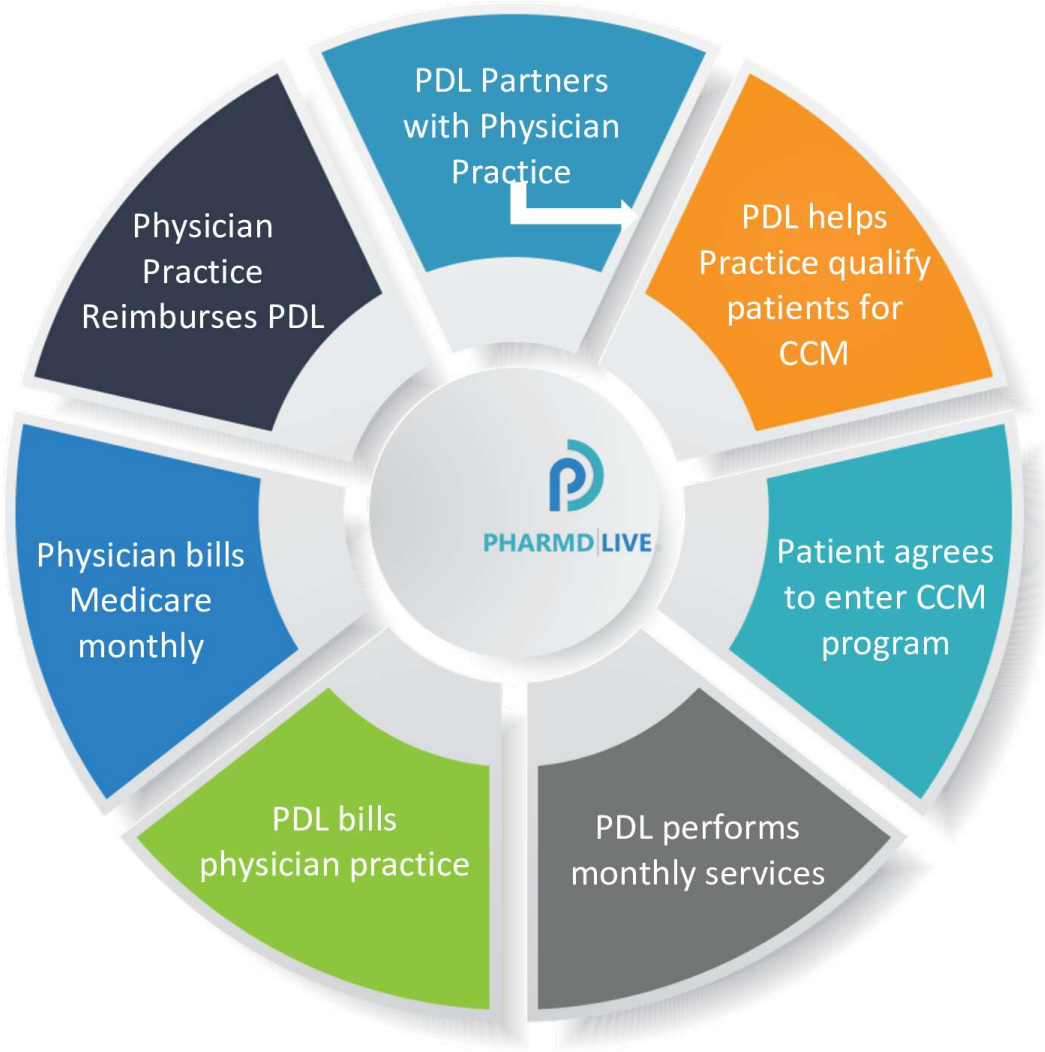
Revenue Generation… (CMS Billing Codes)

Basic CCM (40% of patients)

CPT 99490 (basic) 20 Min
Avg billing = $43/month
plus
CPT G2058 Added 20 Min
Avg billing = $38/Month

Complex CCM (60% of patients)

CPT 99487 (complex) 60 Min
Avg billing = $94/month
plus
CPT 99489 Added 30 Minutes
Avg billing = $47/month



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($ amounts represent cash and hours invested)

PharmD Live Now .....Developed and Ready to Market

Concept & Initial Solution Development

2016
1 employee
($850K)

2017
3 employees
($450K)

PharmD Live LLC, Prototype Completed and Provisional Patent

PharmD Live Corp, Formal Patent, CCM App and Market Plan

2018
10 employees
($1,925K)

2019
34 employees
($3,075K)

CCM App, Market Traction, User Acceptance Testing, & First LOI's

Go Live!

2020

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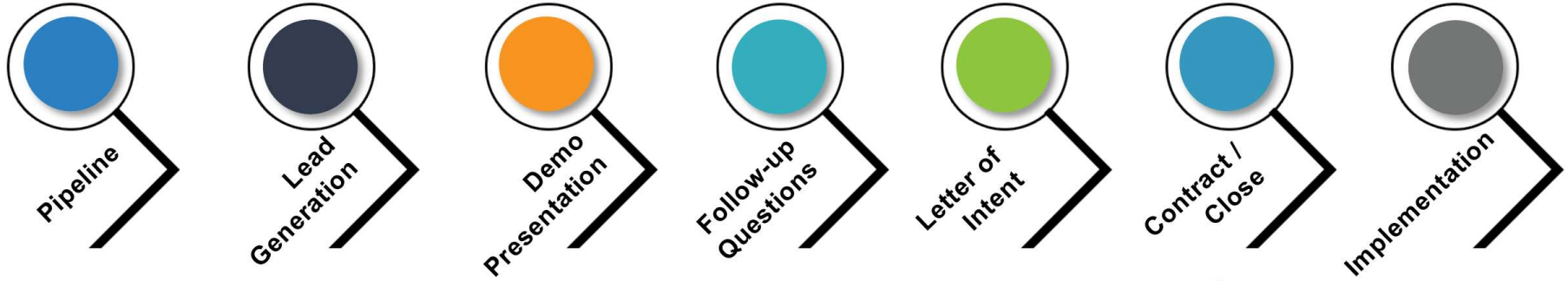
Market Traction…



Academic Medical Center
- Presentation scheduled for late January 2020 to learn more about their needs and share PDL capabilities

Primary Care Association
- 22 FQHCs
- ~200 PCPs
- 8-10K Medicare Patients
- $2.07M rev/yr

Internal Medicine Group
- 8 Physicians
- ~3,360 Medicare Patients
- $1.86M rev/yr

Internal Medicine Group
- 5 Physicians
- ~2,400 Medicare Patients
- $1.3M rev/yr

Internal Medicine Group
- 6 Physicians
- ~2,300 Medicare Patients
- $1.28M rev/yr

Emerging Medicare Advantage Plan
- MAP helps them attain 4star CMS rating goal
- $1.5M rev/yr

Family Practice Group
- 1 Physician
- ~250 Medicare Patients
- $138K rev/yr

Family Practice Group
- 10 Physicians
- ~3,300 Medicare Patients
- $1.8M rev/yr

Family Practice Group
- 4 Physicians
- ~2,600 Medicare Patients
- $1.4MK rev/yr

Family Practice Group
- 20 Physicians
- ~6,400 Medicare Patients
- $3.5M rev/yr

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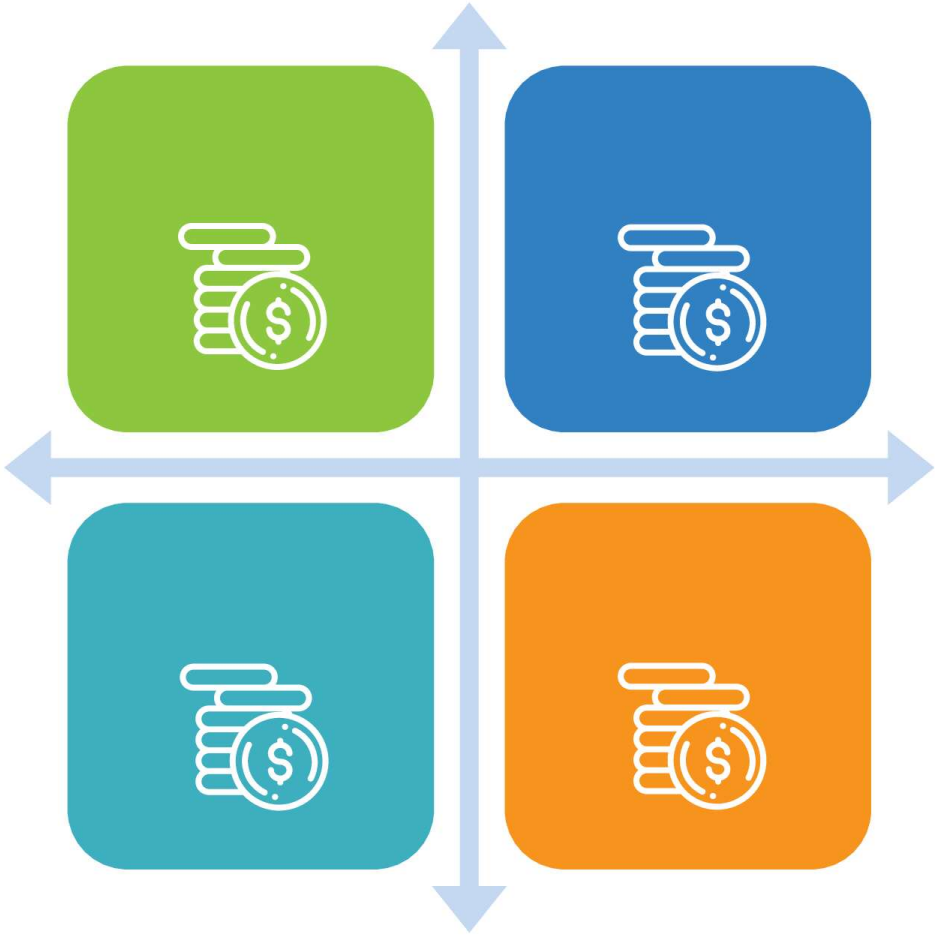
CCM Competitive Landscape…

1 ChartSpan Greenville,SC

- Founded 2012
- $37M in 5 raises, mostly PE
- RN Delivery
- Don't highlight technology

2 Orb Health Richardson,TX

- Founded 2014
- $4M in raises
- RN Delivery
- Technology limited



3 Wellbox, Inc. Jacksonville,FL

- Founded 2015
- Unknown funding
- RN Delivery
- Technology focus

4 Signallamp Health, Inc.

- Founded in 2015
- $1.7M in 3 raises
- RN, and aide Delivery
- No tech, use physician EHR

All competitors lack Medication Risk Management Technology and Data Analytics for risk stratification

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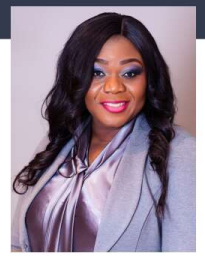
Leadership Team…



Cynthia Nwaubani
CEO & Founder

- Board Certified Geriatric Pharmacist
- Experience designing & implementing medication therapy management and chronic care solutions
- Multiple practice settings including ACOs, MCOs, payors, and hospitals
- Expert in value-based population health management

Matt Dichard
VP Sales

- Experienced leading new business teams across software, technology, and government industries, including leading sales teams
- Recognized as an industry expert for developing new streams of revenue and valuable partnerships

Trang Flores
CTO & Interim COO

- Completed four joint venture partnerships and successful exits
- Former CIO of Emerus and former CAO/CTO of Tandem Health Partners
- Epic Certified and nominated for Becker's CIO of the Year List

Anup Vora, MD
VP Population Health & Innovation

- Medical Director for Chesapeake Urology Associates
- Graduated from the University of Alabama School of Medicine, Residency at Georgetown University, Urology Fellowship at Cleveland Clinic Florida, MBA from University of Massachusetts, and certification in Clinical Research from the National Institutes of Health

William "Skip" Townsend
Chief Financial Officer

- 25 years as a Business Unit CFO in Fortune 100 companies.
- 19 years as an entrepreneur working in startups, early stage, and growth phase privately held companies
- Successful exits and M&A experience

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Summary…

PharmD Live is ready to go to market

- After four years of effort by 34 individuals, PharmD Live is poised to sign service contracts and can be generating revenue within 4 months of investment funding.
- Medicare's CCM is a very structured program and the difference in services provided is going to be the skill set of the provider and the technology available to them.
- Pharmacists are the secret weapon to a comprehensive offering where medication risk management is the key element to effective results.

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Contact Information

William D. “Skip” Townsend

CFO

stownsend@pharmdlive.com

Cynthia Nwaubani

CEO & Founder

cnwaubani@pharmdlive.com

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