



Collaboration between
Medical Homes and
Urgent Care Clinics

03.24.15

The CITYMD logo is mounted on a white, curved architectural element of the building's facade. The logo consists of a red square icon with a white grid pattern followed by the text "CITYMD" in a bold, sans-serif font. "CITY" is in black and "MD" is in red.

CITYMD

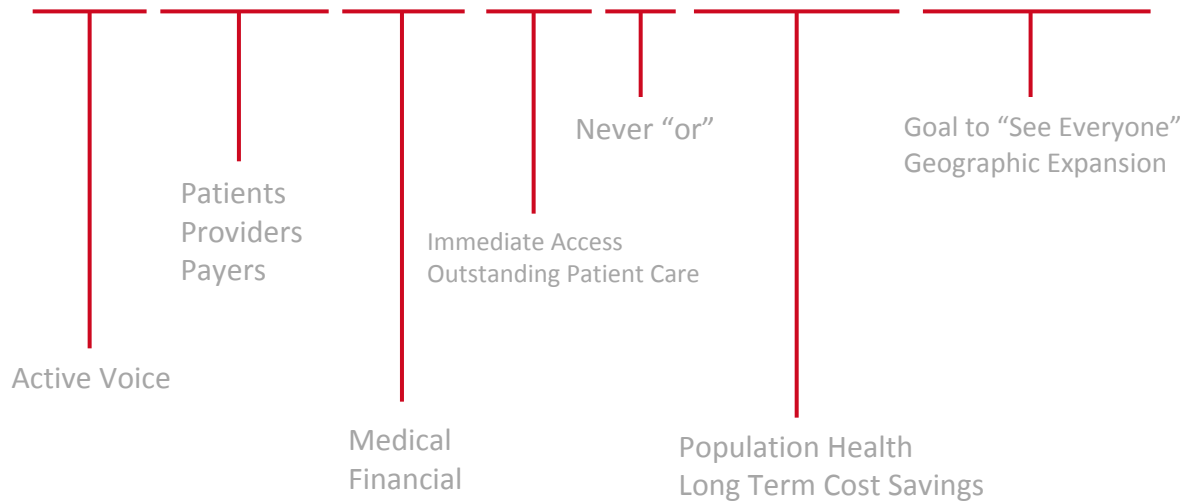
The words "URGENT CARE" are mounted on a white, curved architectural element of the building's facade. The text is in a bold, black, sans-serif font.

URGENT CARE

THE VISION

Our company vision is to have a world in which:

CITYMD MAKES EVERYONE BETTER. TODAY AND TOMORROW. EVERYWHERE.



ACCESS & BRAND AWARENESS



OUR SCALE

1.8 Million
Unique Patients

40
Retail
Locations

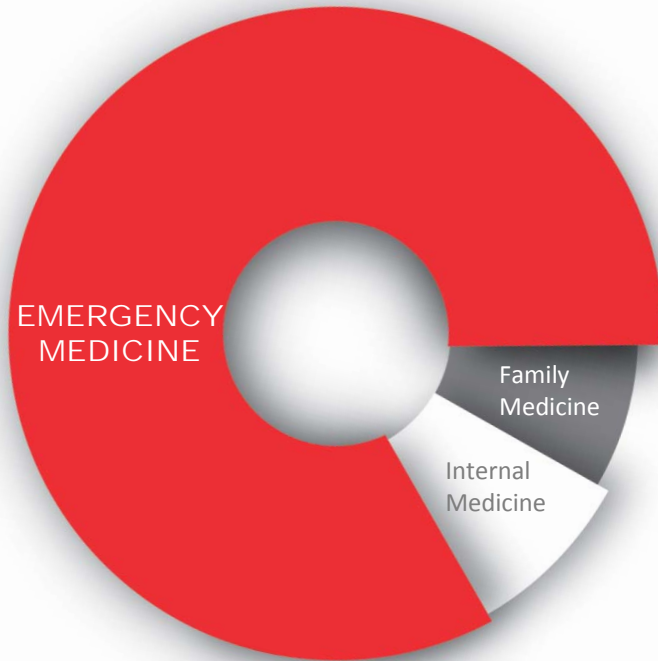
400k
1ST Time
Patients in
2014

1.25
Million
Expected 2015
Visits

10.4 Million
People < 3 Mi
from a CityMD

20
New 2015
Sites

WHAT WE'RE MADE OF



TRAINING AND EXPERIENCE

YOU MIGHT BE THINKING...

Traditional Knocks on Urgent Care

Fractured Care



Low Quality



“Premium” Patients



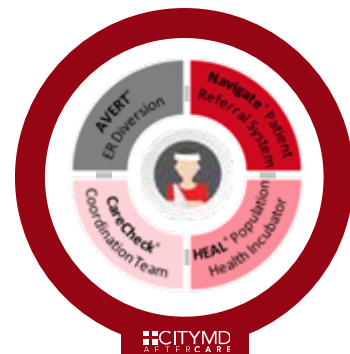
Too Accessible

CARE COORDINATION

Turning Episodic Care Into Coordinated Care



AfterCare: OUR INVESTMENT

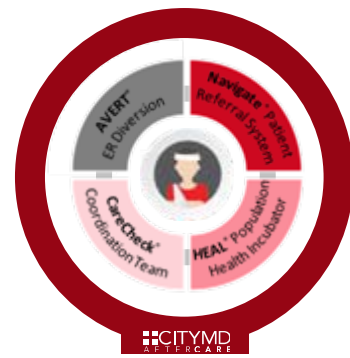


Our Long Island Site and Staff Who Work Behind the Scenes



CARE COORDINATION SOLUTION I: AVERT

A Formalized Way To Be The ER Alternative



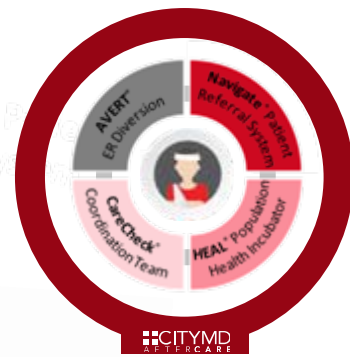
A Real-Time ER Diversion Platform:

- Collects Patient Data
- Calculates Patient Risk Scores
- Alerts CityMD Doctors and AfterCare team
- Triggers Automatic Response and Focus



THE CARE COORDINATION SOLUTION II: NAVIGATE

Directing Patients to The Best Providers in the Right Networks



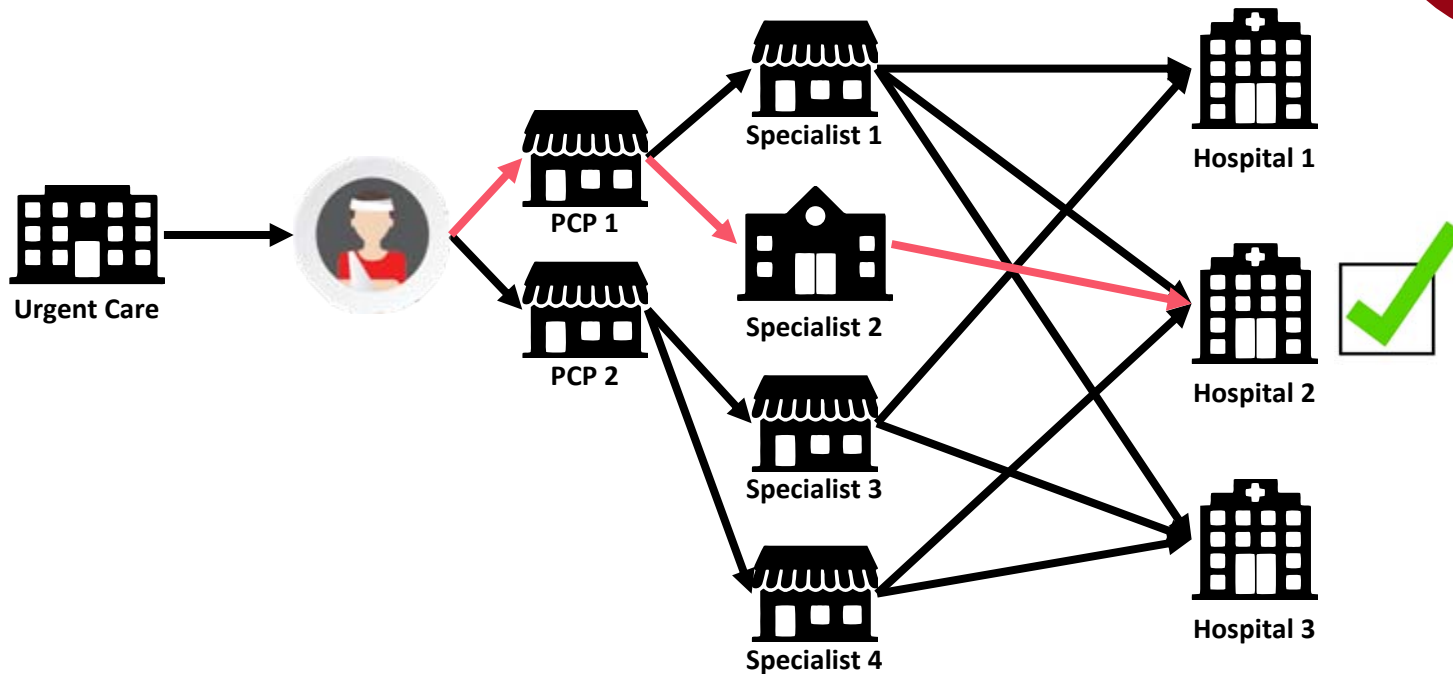
True Referral and Direction For Patients and Providers:

- Collects Key Information:** Required Doctor Type, Neighborhood, Insurance Plan, Practitioner Power Score
- Proactively Notifies:** Partner Health Systems, Physicians, and Plans Receive Notifications of Patient Visits
- Discovers Invisible Patients:** Offers new PCP relationships to unattached patients

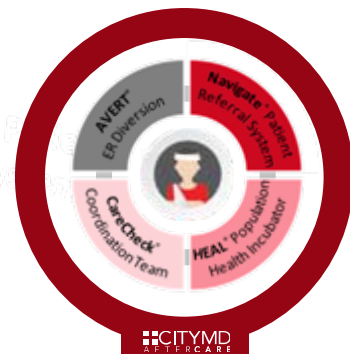


THE CARE COORDINATION SOLUTION II: NAVIGATE

The End Goal Of Channeling Patients to The Right Providers

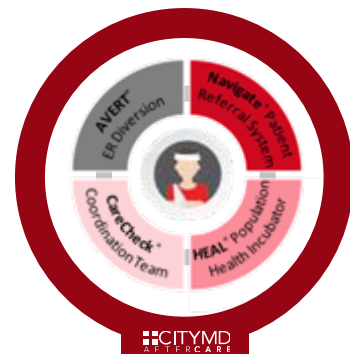


Navigator
Referral System



THE CARE COORDINATION SOLUTION III: HEAL

Exploring and Implementing Long-Term Solutions for the Greater Good



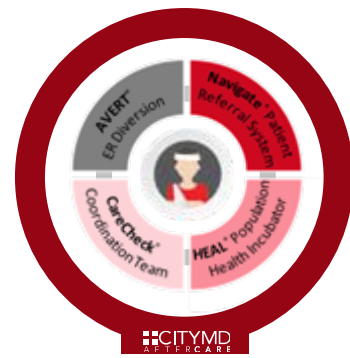
Testing New Care Platforms to Heal the Not-Yet-Sick:

- **Studies Population Health:** Dedicated in-house team led by the Chief Medical Officer
- **Forms Collaborative Partnerships:** Inside our organization and with outside healthcare companies
- **Invests in the Future Of Care:** Forms initiatives designed to treat the undiagnosed, newly diagnosed, and “not-yet-sick” populations



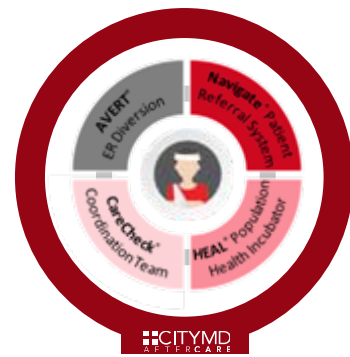
SAMPLE HEAL PROJECT: NOOM HEALTH

Compounding Care Value Through Partnerships



THE CARE COORDINATION SOLUTION IV: CareCheck

The Invisible Care Network Behind Our Doctors



On A Mission To Elevate Outcomes:

- Complete Team Located on Long Island:** Dedicated team of 100+ local MDs, PAs, and Scribes
- Clinical Follow-Up Powerhouse:** AfterCare makes 2.2 clinical calls per visit, to make visits more valuable
- A System of Tools and QA:** Closing episodic care loop, ensuring compliance with directives, and coaching patients



AFTERCARE IS HALF OF CARE

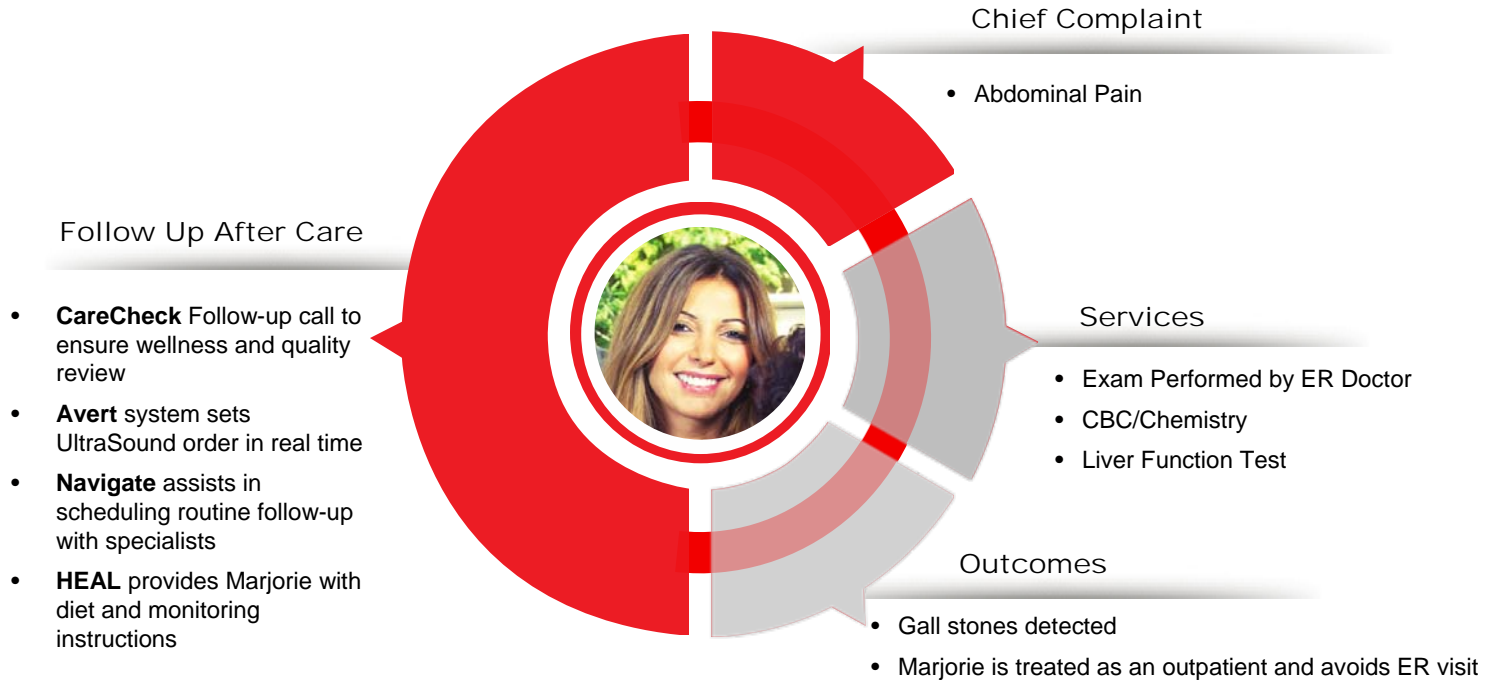
Why AfterCare Changes The Value of an Urgent Care Visit

Name: Marjorie

Insurance:  VERIDIAN

ID Number: A12090B7

DOB: 6/1/79



DATA INTERGRATION

CityMD's Data Collection Capability



DATA INTERGRATION

Our Data Distribution Team and System



THE RECIPE

The "Above and Beyond" Components of Care



Outstanding
Access



The Best ER
Doctors

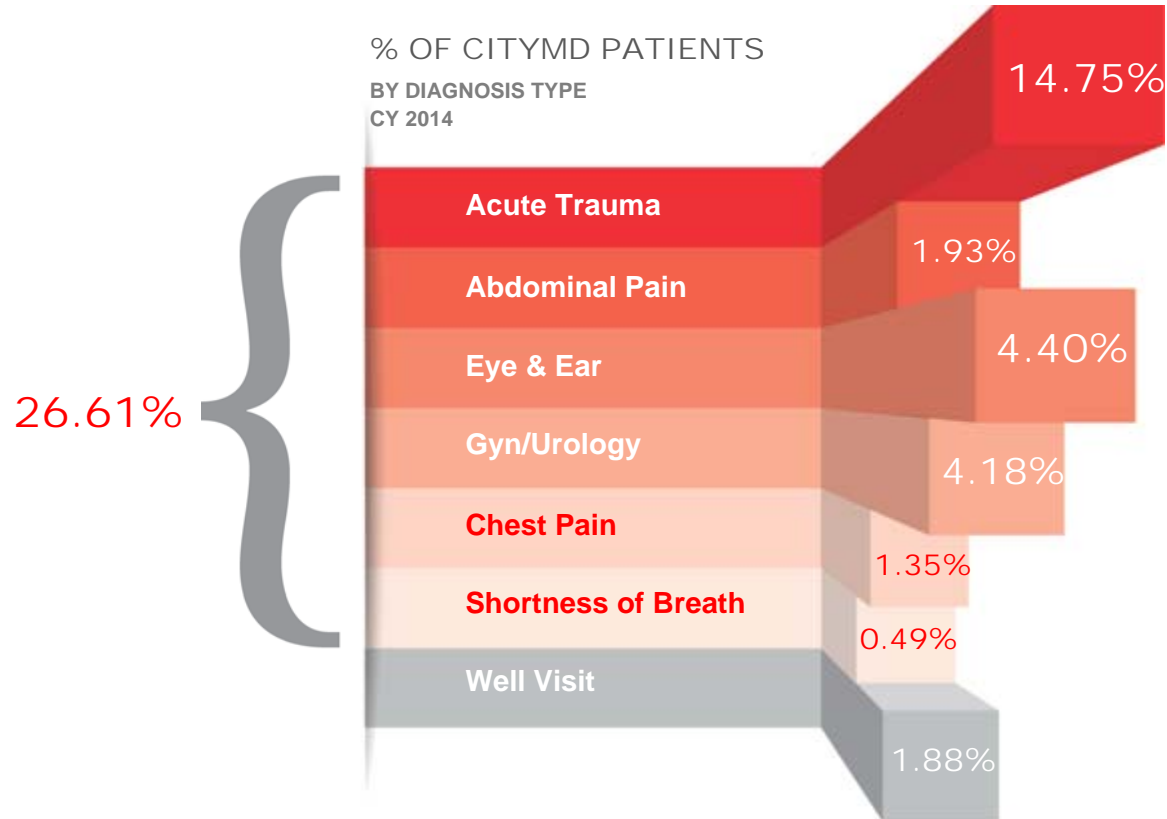


Forward Care
Coordination



THE PROOF IS IN THE PERCENTAGE

Evidence That Our Recipe Provides a True ER Alternative



OUR "DON'T SEND TO ER" RATE

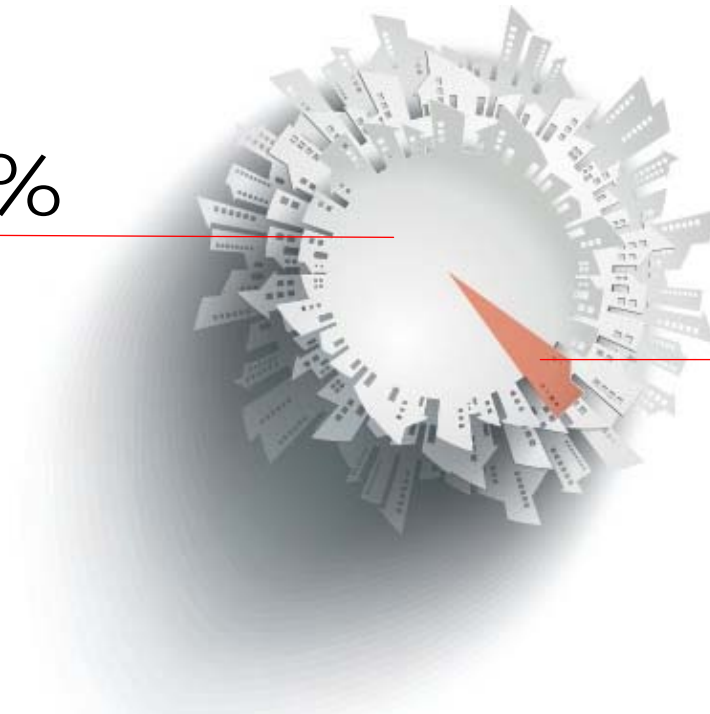
Despite Higher Acuity, We Get Patients Home

98.4%

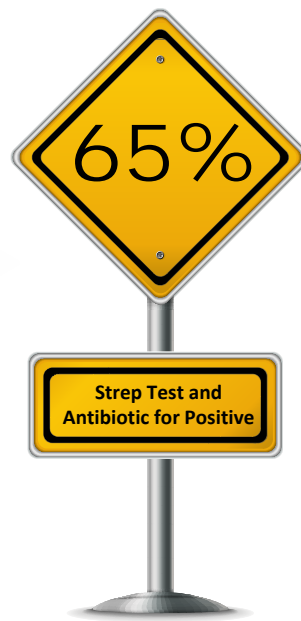
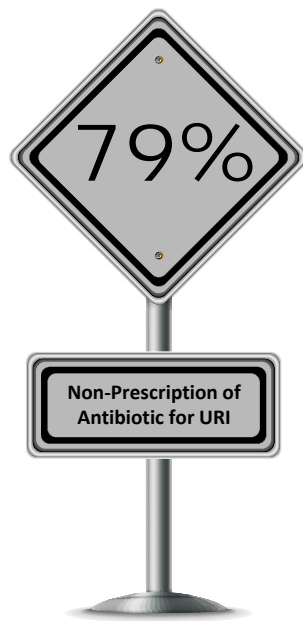
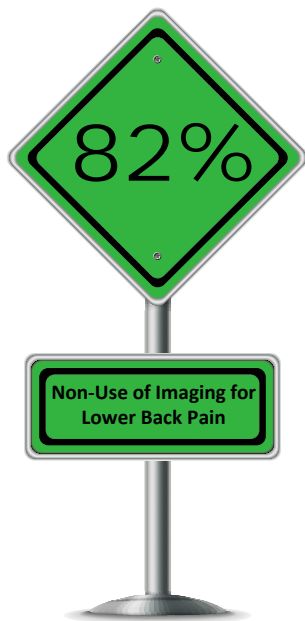
SENT HOME

1.6%

Send To ER



PARTNERING FOR QUALITY: HEDIS



PARTNERING FOR QUALITY: PATIENT CONTROL

Compounding Care by Directing Patients

REFERRALS BY THE NUMBERS:

SINGLE SITE TEST

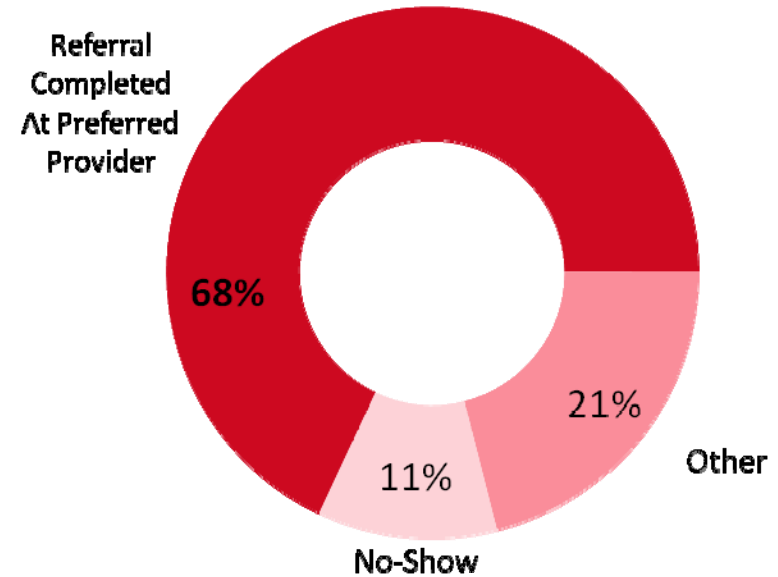
Q1 2015

	Soft Referral	Managed Referral
	407	267
AVERT	N/A	22%
PCP	19%	15%
Ortho	12%	15%
ENT	14%	6%
Cardiol	<0.1%	5%

WHERE THEY GO: REFERRAL POWER

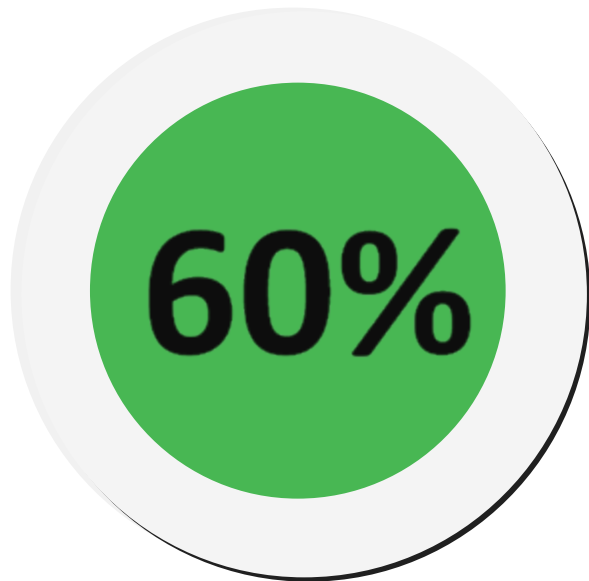
SINGLE SITE TEST

Q1 2015



PARTNERING FOR QUALITY: PATIENT CONTROL

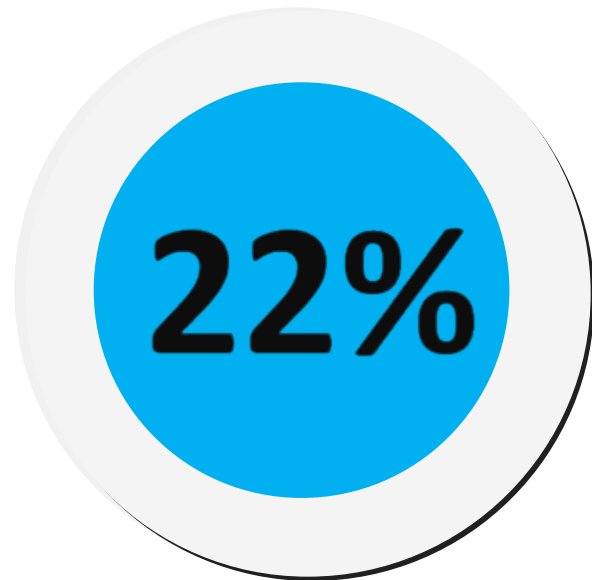
The Two Numbers That Make All The Difference



REFERRALS WITH NO KNOWN
PCP OR NETWORK AFFILIATION

SINGLE SITE TEST

Q1 2015



% OF REFERRALS FOR
"STAT" FOLLOW-UP

SINGLE SITE TEST

Q1 2015

Thank
You!

Q&A

 CITYMD

URGENT CARE

