



# *The REvolution of Retail Clinics*

National Retail Clinic Summit  
March 2, 2010

# Demand Drivers



# Early Barriers

- Retailer acceptance
- Consumer awareness
- Third-party payer acceptance
- Medical community resistance
- New business model

# Path to Retailer Acceptance

Never!

Maybe in some bad stores

Which stores do you want?

How can I support you?

# Path to Consumer Awareness

Early adopters



High levels of patient satisfaction



Good PR



Consumer promotion from retail owners

# Path to Third-Party Payer Acceptance

Never!

Ugly contract with high co-payment

PCP co-payment

Reduced or no co-payments and member/employee promotion to drive utilization

# Path to Medical Community Acceptance

Perhaps they will go away



Perhaps we can make them go away

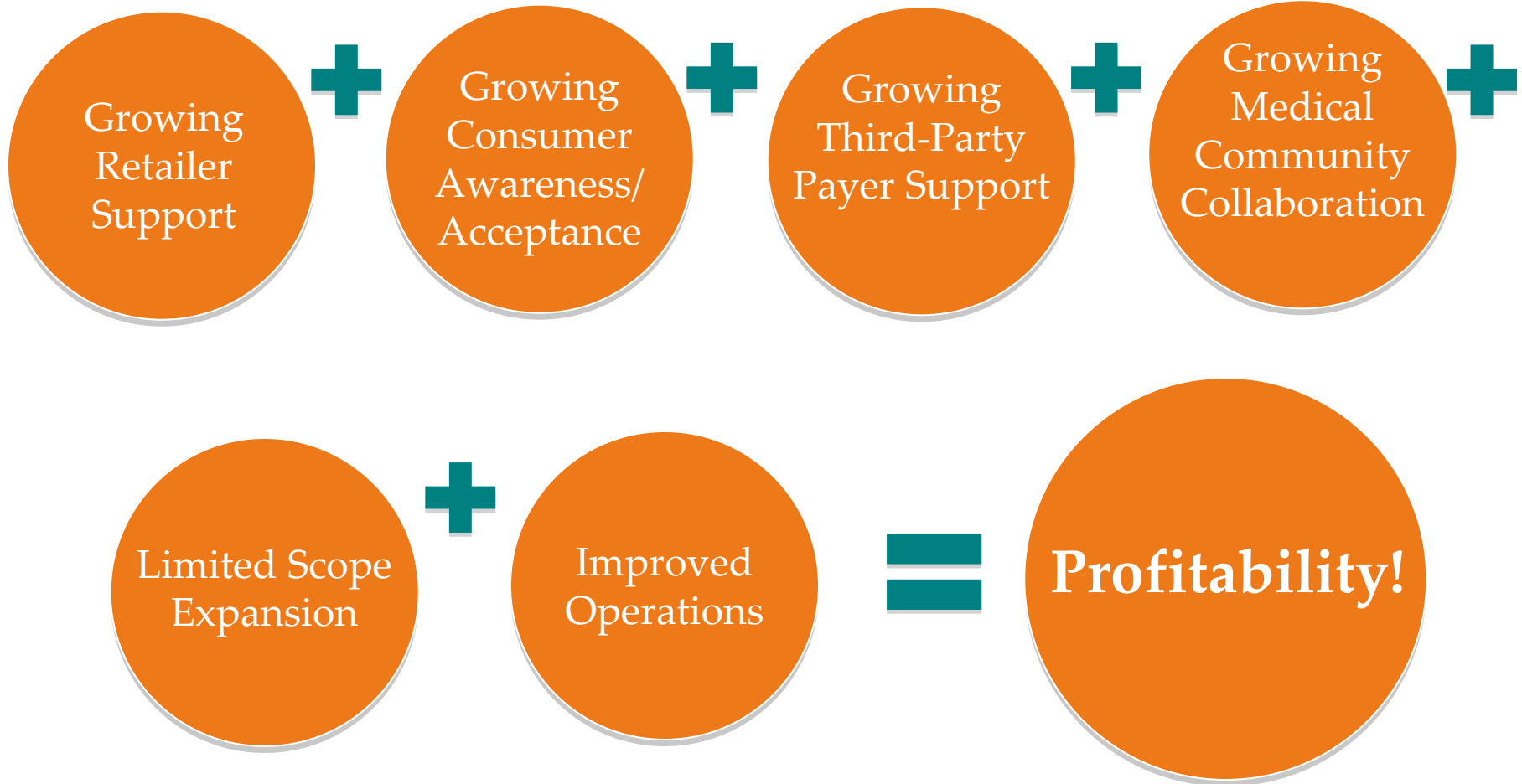


They aren't going away



How can we participate in this business?

# What the Future May Hold







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