




# mHealth Solutions

## COMPANY OVERVIEW

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*Smart mobile devices and applications, working in concert with cloud computing, social networking and big data analytics, will be at the core of global health care transformation. These transformative technologies will continue to lead with ways to help rein in cost, broaden access, change behaviors and improve outcomes.*

**Pat Hyek**

Global Technology Industry Leader  
Ernst & Young



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# MISSION STATEMENT

*Our goal is to improve standards of medical treatment worldwide by providing optimized healthcare delivery solutions through the use of mobile and cloud technology.*

## OUR COMPANY

*AppwoRx is a forward thinking technology company with a focus on mobile health. Our team creates innovative healthcare software which is designed by and for physicians. Our technology is used daily by physicians around the world to catalog images, market services, manage patient data, collaborate with other physicians and engage patients directly through their mobile devices.*

## OUR HISTORY

*AppwoRx was founded by Dr. Ariel Soffer, a cardiologist and venous disease expert. The company came out of a very personal need for a more efficient clinical photography solution. Dr. Soffer saw mobile and cloud technology as a catalyst for optimizing workflow in his multiple offices. Soffer partnered with veteran technologist Chris Cabell to create tools which would optimize healthcare delivery. The multiple offices of the Soffer Health Institute soon became a "Living Laboratory" for the creation of new and innovative healthcare tools, facilitating the rapid development, deployment and adoption of mobile healthcare technology.*

## OUR TECHNOLOGY

*The AppwoRx platform has evolved into a robust ecosystem of mobile and cloud based technology. We offer a wide range of healthcare technology and services that are synergistic in nature. Our platform allows for rapid deployment of customized solutions for organizations of all sizes.*

## OUR FUTURE

*AppwoRx believes that symbiotic relationships are critical to the success of any medical organization. Our close relationships with Physicians, EMRs, Device manufacturers, etc. will continue to be a catalyst for our rapid growth and adoption.*



# EMBRACING MHEALTH

## How mobile technology is transforming healthcare

**Company Name:**

*AppwoRx LLC*

**Industry:**

*Medical Technology  
Clinical Photography  
mHealth  
pHealth*

**Year Founded**

*2011*

**Location**

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Boulevard Suite 210  
Boca Raton, Florida  
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The adoption of mobile technologies in every dimension of life has been phenomenal. In the span of two decades, ever-more sophisticated mobile technology has fundamentally altered the ways in which people communicate and conduct business. The disruptive power of these new technologies and the accompanying waves of innovation they have sparked are transforming the health care industry, propelling stakeholders to reassess and repurpose how they provide services.

The health care and life sciences industry is recognized as one of the top three fields (along with consumer products and the financial services industry) likely to propel mobile device growth in the next five years.<sup>6</sup> Transformative trends in the industry are conducive to remarkable growth in mobile applications - population aging, increasing chronic illness, accelerating health costs, new regulatory reforms and increased consumer demand for health information and self-care will drive mobile solution

growth. In addition, the industry is capital-intensive, highly regulated and labor-intensive. Digital technologies, including ubiquitous mobile devices, can play a key role in transforming health care into a more-efficient, patient-centered system of care in which individuals have instant, on-demand access to their medical records and powerful clinical decision support tools that empower them to actively participate in their treatment plans. As applications become more user-friendly and technologies expand their reach to remote populations, they will be seamlessly integral to the provision and financing of health services.

AppwoRx is a company that realizes opportunities for developing new mHealth apps, content, products, and services are emerging daily. We believe mHealth will play a ubiquitous role in transforming the U.S. and global health systems, expanding access to decision support that permit consumers to engage effectively with their systems of care.

**Christopher L. Cabell**  
Co-Founder & CTO



# EXECUTIVE OFFICERS



## ARIEL SOFFER

*Position:* **Founder & Chief Medical Officer**

*Experience:* **25 years medical**

Dr. Ariel Soffer is the founder and CEO of the Soffer Health Institute and its three divisions: Soffer Vein, Soffer Heart, and Soffer Rejuvenation. He is Board Certified in Internal Medicine and in Cardiovascular Disease and is a Fellow in the American College of Cardiology. He has served as the Chief of Cardiology for Jackson North Medical Center, the Chief of Medicine of Hollywood Medical Center and as the Official Doctor and Cardiologist of the NHL's Florida Panthers. He is also currently Assistant Professor of Medicine at Florida International University and Nova Southeastern University.

His business background includes training at Harvard Business School, and he was the CEO of one of the largest multi-specialty practices in South Florida for over a decade.



## JIM CLARK

*Position:* **Chief Executive Officer**

*Experience:* **17 years medical technology**

Prior to joining AppwoRx, Mr. Clark was the President and Chief Operating Officer of American Health care Holdings, Inc., a leading provider of multiple EHR, practice management and laboratory software solutions. Prior to AHH, Mr. Clark was cofounder and President of Soft-Aid, Inc. A practice management software company which sold to Visionary Medical Systems, Inc. in 2004. Prior to Soft-Aid, Inc. Jim worked with Catalyst Ventures, a Tampa, FL based strategic consulting firm engaged in mergers and acquisitions.



## CHRIS CABELL

*Position:* **CoFounder & Chief Technical Officer**

*Experience:* **15 years technology**

Chris Cabell is an innovative technology architect, graphic designer and entrepreneur. As co-founder and CTO of AppwoRx, he brings over fifteen years of software development experience to the organization. Prior to forming AppwoRx, Chris was the President and CEO of Appworks LLC, a software development company specializing in enterprise level mobile software. Under his leadership, Appworks LLC developed and launch over 150 mobile and web applications for Fortune 500 companies, world-class brands, and government entities. Mr. Cabell also served as the IT Operations Director for First Magnus Financial from 2003 to 2007. During his tenure, First Magnus was recognized by Inc. magazine as one of the 500 fastest growing companies in the US.



*"There's 5.6 billion people using wireless today in the world. To put that in a health care context, that's more people using cell phones than toothbrushes."*

Paul Jacobs, Ph.D.  
CEO, Qualcomm

*Formed in 2011, AppwoRx was created as a mobile solution to capture, catalog and manage clinical photos. Physicians quickly embraced the software and requested enhancements geared toward patient engagement and provider collaboration. Our technology offerings continue to evolve based on the needs of the physicians we serve.*

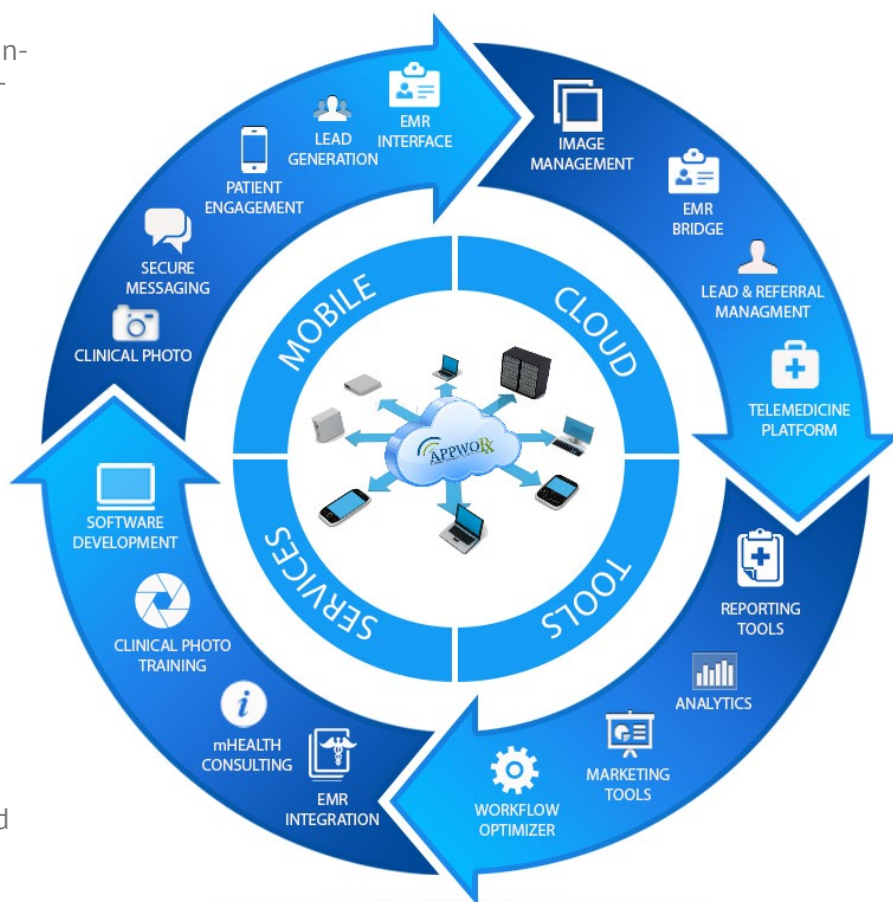
## The AppWoRX ECOSYSTEM

Today, AppwoRx boasts one of the industry's most advanced medical photography platforms. Our software enables "anywhere, anytime" viewing, sharing, and collaboration of patient cases involving clinical photos.

This optimizes the workflow for physicians and other health-care providers, which in turn lowers costs, engages patients, and improves care.

AppwoRx's innovative platform seamlessly integrates photo capture and management, provider collaboration, secure messaging and patient engagement tools.

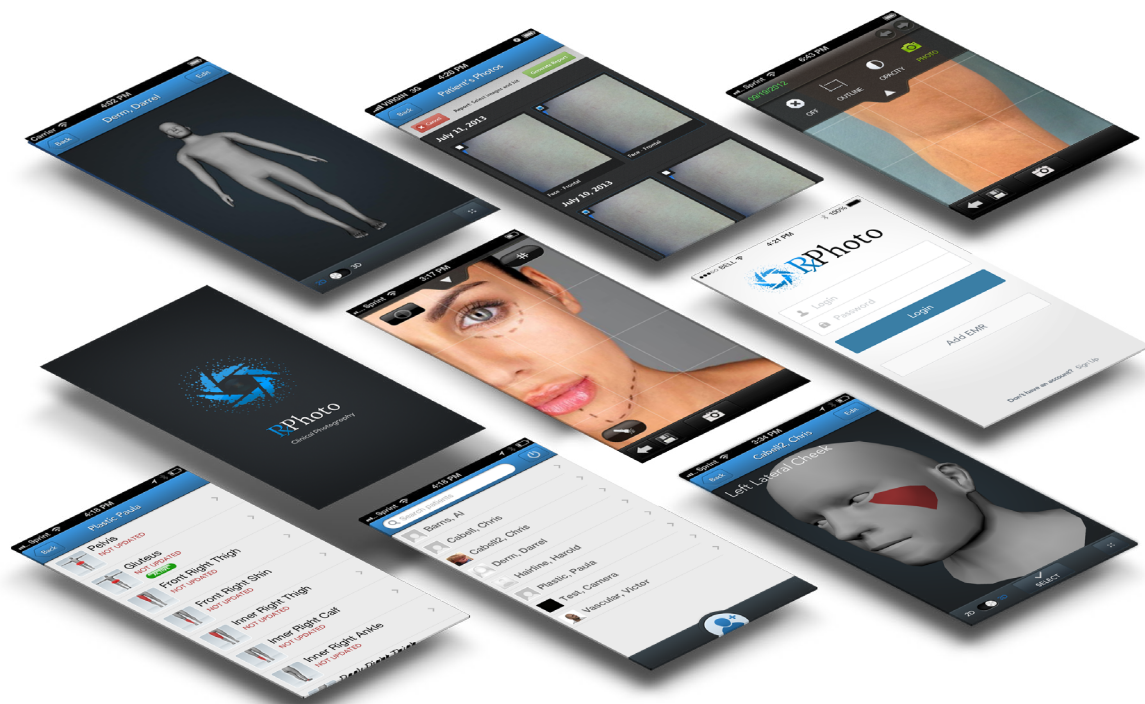
Our product offerings are synergistic in nature and can be used independently or paired as needed to provide a wide range of customized solutions.



## CLINICAL PHOTOGRAPHY APPLICATIONS

AppwoRx is revolutionizing the field of clinical photography by bringing to the market one of the biggest advances in clinical photography since the introduction of the digital camera.

Our feature-rich mobile applications keeps pace with the increasingly advanced capabilities of today's mobile cameras, transforming the user's mobile device into an advanced clinical tool.



## FEATURES

### + ANATOMY CATALOGING:

3D Image selection allows you to catalog over 300 anatomy areas

### + EMR INTEGRATION:

Photos and patient data integrates directly to patient's EMR record

### + PHOTO GHOSTING:

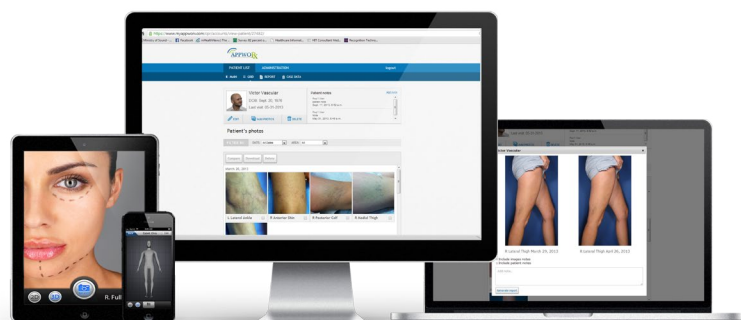
Use previous photo as a guide for new photos to help user take consistent pictures

### + MOBILE GALLERY:

Image gallery allows you to view and manage existing photos

### + HIPAA COMPLIANT:

HIPAA compliant cloud storage means images are never stored to the device





## APPWORX PHOTO MANAGEMENT

Patient photographs are an important part of medical care. Physicians use photos to track and communicate patient treatment and progress, facilitate inter-office referrals, supplement insurance claims, illustrate services and engage patients.

RxPhoto provides a safe and secure online storage solution for clinical photography. Photos can be easily cataloged and integrated directly into EMRs, saving hundreds of hours annually. Cloud technology means staff can access this information from anywhere.



## KEY FEATURES

### ⊕ CLOUD STORAGE:

HIPAA compliant cloud storage means your images are accessible from anywhere

### ⊕ IMAGE FILTERS:

Filter photos by date, anatomy area, diagnosis and treatment

### ⊕ IMAGE NOTES:

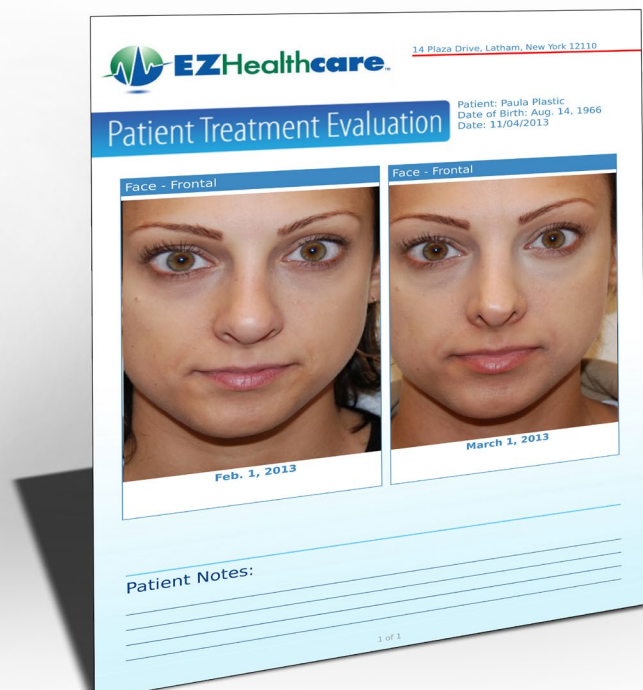
Annotate images with notes, drawings or custom shapes

### ⊕ EMR INTEGRATION:

Integrate with many popular EMRs

### ⊕ CUSTOM REPORT:

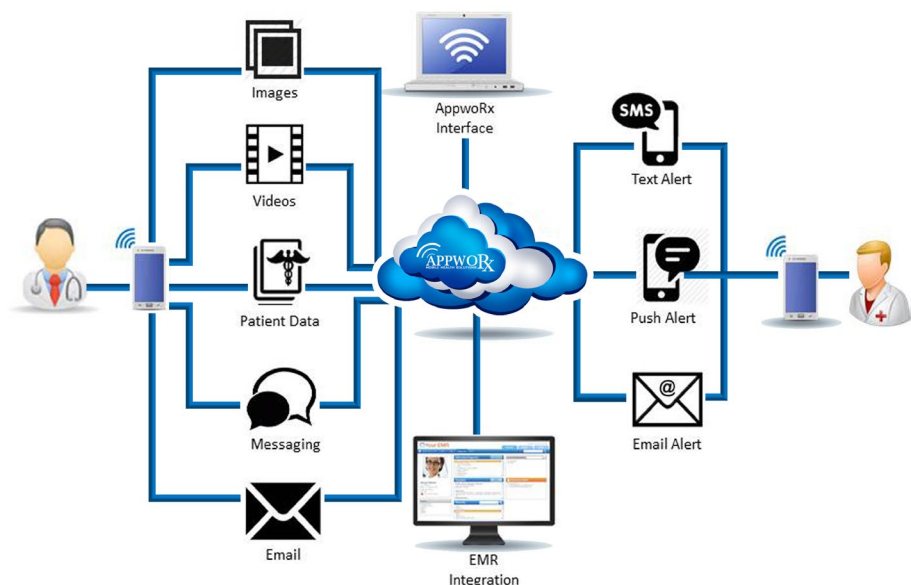
Easily create custom reports with photos and content



## APPWORX PROVIDER COLLABORATION

AppwoRx technology enables physicians to collaborate quickly, accurately and securely. Our users can coordinate care in real time from their computer or mobile device. Images and video can be sent to individuals or groups

utilizing a staff directory. Recipients are notified via email, SMS or Push Notification. Delivery receipts can be sent back to the sender to alert them that the message was received or read.



## FEATURES

- Securely send messages, images and videos to individuals or groups
- Select recipients from staff directory
- Accessible from web and mobile devices
- Full audit trail
- Active acknowledgment message receipt



## APPWORX PATIENT ENGAGEMENT

No other device is as personal or constantly within reach as a mobile phone. AppWoRx empowers healthcare organizations to take full advantage of modern mobility by offering highly functional and easily managed consumer facing mobile applications. Our technology is as diverse as the patients it serves.

We create secure, reliable, scalable, and extensible healthcare applications for patients and their care teams. Our applications have demonstrated increased patient compliance and adherence, improvement of data quality and timeliness, and improvement of overall health outcomes. This results in lower costs of care.



## KEY FEATURES

### + PHOTO GATEWAY:

Photo gateway allows patients to securely send images directly to physician

### + DIRECT MESSAGING:

Direct patient messaging via SMS or Push Notification

### + ENGAGEMENT MODULES:

Patient engagement modules such as questionnaires and reminders

### + REFERRAL GATEWAY:

Referral gateway allows referring physicians to send referral information

### + DIRECT MESSAGING:

Secure messaging allows you to communicate directly with your patient on their mobile device.





# ANGIODYNAMICS®

INCORPORATED

## VEIN CONSULTS

PATIENT ENGAGEMENT PLATFORM FOR VEIN DISEASE

### PURPOSE

Create a “Mobile call to action” for individuals suffering from venous disease and wishing to take an active role in their diagnosis and treatment.

### THE NEED

Angiodynamics (NYSE: ANGO) manufactures lasers and laser fibers used in endovenous laser vein treatment. With facilities in the United States, Europe and Asia, Angiodynamics boasts 1,400 employees worldwide and through direct sales and distributors currently sells in more than 50 markets.

Angiodynamics provides innovative products to its network of physicians. Additionally, Angiodynamics has always taken a proactive role in generating awareness around vein disease. Their vein education campaigns have helped sufferers understand that spider and varicose veins are more than a mere cosmetic issue, they may be an indicator of a deeper underlying problem. By promoting this awareness, Angiodynamics assists in fostering new business for providers using their products by selecting specific markets, generating leads, and targeting the selected demographics with public awareness campaigns focused on vein disease.

Angiodynamics saw the need to complement their awareness campaign with a specific call to action in the form of a tool that would enable individuals suffering from vein disease to take the first step toward addressing their venous issues. Angiodynamics partnered with AppwoRx to create Vein Consults.

### THE SOLUTION

Using Vein Consults, patients suffering from vein disease are able to access educational information about causes of the condition, frequently asked questions, and treatment options.

Additionally, a “Consultation Gateway,” allows a patient to submit photos of their vein disease directly from their smartphone to a cloud-based clinical aggregator. The photos, along with pertinent contact information are then routed to an Angiodynamics-affiliated physician, who can utilize Vein Consults’ lead tracking mechanism to track and manage their leads. From there, providers are also able to add lead dispositions which help to track the progress of treatment.

In addition, AppwoRx has created an administrative management tool which allows Angiodynamics to track the effectiveness of awareness campaigns by tracking analytic data relevant on regional lead conversion.

### THE RESULTS

Affiliated physicians receive leads from patients who wish to take an active role in their own health care. Angiodynamics is able to track ROI from specific marketing campaign, and individuals suffering from vein disease receive education and treatment from qualified physicians.



# MIAMI'S CHILDREN

PROJECT DATE: 2013

ENABLE FAST, SECURE COLLABORATION AMONGST PROVIDERS

Miami Children's Hospital® is South Florida's only licensed free-standing specialty hospital exclusively for children. The 289-bed hospital is renowned for excellence in all aspects of pediatric medicine and leader in its effective use of IT, having been ranked fifth in the nation on this year's InformationWeek 500 – a list of the top technology innovators in the U.S. Information Week.

## THE NEED

The Miami Children's Hospital Emergency Department serves over 10,000 patients a month. It is distinguished as one of the most technologically advanced emergency rooms in the United States. The Emergency Department has a team of board-certified and board-eligible attending pediatric specialists and subspecialties on call, 24 hours a day.

Serving the needs of pediatric patients and their families, Miami Children's Hospital ("MCH") sought a more effective, efficient and secure method for allowing their providers to collaborate with each other. Physicians commonly seek the advice of their peers and experts when faced with a challenging or special patient case. Many providers had indicated their need for an easy to use solution to share pertinent case information when discussing a patient with another provider.

In order to solve the need, MCH sought a collaboration platform that would provide their local and remote physicians with secure, remote access to clinical images. Additionally, physicians needed the ability to answer questions, provide instructions or otherwise comment on the cases.

## THE SOLUTION

Miami Children's Hospital explored many options, but chose to implement the AppwoRx. The AppwoRx-MCH platform allows on call Emergency Department providers and support staff to use their mobile devices to quickly capture and catalog clinical photos and document additional clinical information. The user then accesses a physician directory to request collaboration and share pertinent information, including images and clinical notes. Recipients are alerted, either individually, or as a group via SMS, email or push notification. Receiving physicians can view photos & messages and respond in real time from their mobile device or PC.

## THE RESULT

Emergency Department physicians are now able to effectively diagnose and treat patients in a timely and efficient manner. On call providers are able to participate remotely in providing care and make treatment recommendations from anywhere. Users can track their own activity and see what was received and responded to. The collaborative process is streamlined because the images, messages and audit trails are integrated directly into the EMR. Patients and their families are well served and MCH has further defined themselves as an innovator in creative and effective IT deployment.

# MVL MIDWEST VEIN AND LASER

DAYTON, OH



**Kandy Hammond**  
RN BSN MBA/HCM

We have been taking clinical photographs for 19 years in our vein practice. We started with a Polaroid camera followed by various other camera's. When we graduated to digital photos, we were taking our disc to CVS, printing out the pictures then inserting into our paper charts. Very labor intensive and costly! The quality was poor and often times, we were unable to show patients just how great their legs looked.

At the IVC show I saw AppworRx and was so impressed that I signed up immediately. It didn't take long for us to realize we could cut down on the time it took to take great pictures, as well as having the ability to share these easily with the patients

Since implementing the system, our photos are high quality and our patients and referral sources are more engaged. We are able to show them before and after pictures easily. One of my favorite features is being able to easily send before and after comparisons to referring physicians. This is a case when a picture is truly worth a 1000 words. As a result, we have seen an increase in our patient referrals, which is incredibly valuable. We are also very pleased that we will be able to input these directly into our EMR.