

**XX PLEXTRA**

## CURRENT ANALYSIS

The vast majority of healthcare transactions in the United States still take place on paper, a system that has remained unchanged since the 1950s.

According to a 2008 survey by the Centers for Disease Control and Prevention, 38.4 percent of doctors reported they were using full or partial EMR systems, and 20.4 percent said they were using minimally functional EMRs, including e-prescribing, the ability to order tests and view lab results, and electronic notes. In a 2006 CDC survey, the corresponding figures were 29.2 percent and 12.4 percent, respectively. Optimists might cite these figures as showing that physicians are really starting to embrace EMRs.

When the CDC asked about EMR systems that conform to interoperability standards and are known as electronic health records (EHRs), just 17 percent of physicians reported having basic EHRs (which do all that basic EMRs do, and can also connect with other systems in a standardized way), up from 11.2 percent in 2006. Only 4 percent of respondents said they had fully functional EHRs, compared with 3.1 percent two years earlier. Even practices with “basic” EHRs may not have the tools they need to use their systems for quality improvement or care coordination.

## FUTURE FORECAST

The 2009 economic stimulus package (HITECH) aims at incenting more physician to adopt EMR. The act promises incentive payments to those who adopt and use “certified EMRs” and, eventually, reducing Medicare payments to those who do not use an EMR. In order to receive the EMR stimulus money, the HITECH act (ARRA) requires doctors to also show “meaningful use” of an EMR system. The role of EMRs in healthcare reform is critical and the development of interoperability standards is at the forefront of the healthcare reform. If all medical payment transactions in the U.S. were handled electronically, America could save \$11 billion annually. The healthcare industry spends only 2% of gross revenues on information technology, which is meager compared to other information intensive industries such as finance, which spend upwards of 10%.

## WHY DEVELOP AN EMR SYSTEM?

- The market potential is huge.
- We want the opportunity to have a voice in shaping healthcare reform.
- We want the opportunity to improve the quality of care for all Americans.

## BARRIERS TO RAPID ADOPTION

The following issues are behind the slow adoption rate of EMR systems:

- **Interoperability:** The lack of a central set of standards by which all systems must be structured so that systems can exchange information with other systems.
- **Privacy:** A major concern is adequate confidentiality of the individual records being managed electronically. According to the LA Times, roughly 150 people (from doctors and nurses to technicians and billing clerks) have access to at least part of a patient’s records during a hospitalization, and 600,000 payers, providers and other entities that handle providers’ billing data have some access. Multiple access points over an open network like the Internet increases possible patient data interception.
- **Incorporation of older records:** To attain the wide accessibility, efficiency, patient safety and cost savings promised by EMR, older paper medical records ideally should be incorporated into the patient’s record. The digital scanning process involved in conversion of these physical records to EMR is an expensive, time-consuming process, which must be done to exacting standards to ensure exact capture of the content.
- **Social and Organizational Barriers:** According to the Agency for Healthcare Research and Quality’s National Resource Center for Health Information Technology, EMR implementations follow the 80/20 rule; that is, 80% of the work of implementation must be spent on issues of change management, while only 20% is spent on technical issues related to the technology itself. Such organizational and social issues include restructuring workflows, dealing with physicians’ resistance to change (or, alternatively, software engineers’ evolving research in deep modeling of the physician’s knowledge and workflow domains), as well as IT personnels’ resistance to design and implementation flexibility needed in the complex healthcare environment, and creating a collaborative environment that fosters communication between physicians and information technology project managers.
- **Technology limitations:** Limitations in software, hardware and networking technologies has made EMR difficult to affordably implement in small, budget conscious, multiple location healthcare organizations.

### **OUR PROMISE**

PLEXTRA will always invite conversations with the market and use our shared knowledge to intelligently evolve our electronic medical records systems and applications.

### **WHAT IS PLEXTRA?**

PLEXTRA Healthcare Information Solutions delivers secure, integrated and real-time healthcare information solutions and services (PLEX WARE) in the most cost effective manner.

We are an advanced healthcare information technology company that provides complete medical office systems to assist physicians and their staff in managing critical clinical and administrative operations.

Our unique combination of platform, programming language and framework results in an agile product that permits real-time personalization and continuous upgrades and enhancements automatically delivered via log in.

We can adapt quickly and deliver evolving products that meet the ever changing needs of the healthcare marketplace with unprecedented speed.

A brand is a promise to a meaningful experience ... that occurs on a consistent basis ... and it creates value, resonance, differentiation, and influence over time.

# BRAND ENVIRONMENT

## STRENGTHS

Market has helped develop the product  
Ortho specialty is underserved  
Small company, nimble, can react to change quickly  
Suite of products built on .NET platform  
Ongoing conversation with the market

## WEAKNESSES

Lack of development leadership  
Product user interfaces are complex  
Not all products market ready  
Lack of CCHIT certification/funding

Orthopedic surgeons/doctors (20,400 in U.S. today)  
Solve the issue with social/organization workflow  
(80% of implementation) to capture major  
market share  
License ortho components to larger competitors

## OPPORTUNITIES

Larger competitors increasing existing market share  
Current client/investor will  
withdraw all support  
Certification will become mandatory  
as part of healthcare reform

## THREATS

# COMPETITOR ANALYSIS



CCHIT certified

150K physician user base

Allscripts promotes systems integration with established interfaces, industry-standard platforms, open architecture and HL7 compliance. Provides assistance with hardware selection and installation.

No ortho specialties

ClinicalsSM is the web-based EHR solution.

Clinicals allows for clinicians' varied styles of encounter documentation as well, offering a lower-risk adoption path to increase your practice's efficiency, integrity, and control.



CCHIT certified

Unknown subscriber base

Ingenix CareTracker is a web-based practice management, electronic medical record and revenue cycle management service that drives efficiency by fusing clinical, electronic medical billing and administrative workflows together into one seamless system.

CCHIT certified

50K physician user

Next Gen believes that their differentiator is their "absolute, gold standard commitment to supporting customers, establishing trust and confidence as the foundation of our partnerships"



To orthopaedics, PLEXTRA eliminates the fear of change by providing electronic medical record systems that have been designed by orthopaedics for orthopaedics.

**BRAND IDEA**

Establishing a brand idea is the most crucial part of the brand development process. This statement captures the core of PLEXTRA promise to its target market. In addition, through this statement, we have identified who we are talking to, what we do, and how we have differentiated ourselves.

PLEXTRA:  
Shaping Change Together.

**BRAND DRIVER**

This statement is the most important benchmark of the brand development. All communication from this point forward will be measured against this statement. It implies the successful communication model of PLEXTRA in order to create the efficient products of PLEX WARE.

# BRAND STRUCTURE



## WORDMARK

PLEXTRA wordmark will use two colors to create a harmonious composition. The two colors will be from the primary PLEXTRA color palette. There will be a box of clear space around the wordmark and this area is to be clear of any elements besides the company description statement.



## SUB BRANDS

PLEXTRA sub brands, such as PLEX WARE, will be places after PLEXTRA marks in their own sub brand area. The typography will be lighter, and kerned tightly.



## PLEXMARKS

This symbol stands for the core philosophy of PLEXTRA. The conversation between medical professionals and PLEXTRA developers has been the centerpiece of our brand strategy and it is visually represented in our wordmark.



# VISUAL ELEMENTS USAGE

**PLEXTRA**  
HEALTHCARE INFORMATION SOLUTIONS

**FINAL WORDMARK**



**REVERSE SUB BRAND ELEMENT USAGE**



**FINAL PLEXMARKS**



**HEADER**



**FOOTER**

**PLEX**WARE

**PLEX** EMR

**PLEX** CHART  
SCAN

**PLEX** LOBBY

**PLEX** PATIENT  
PORTAL

**PLEX** SUPERBILL

**PLEX** RX

# VISUAL IDENTITY

## COLOR

PRIMARY



C 76/M 34/Y 0/K 7  
R 44/ G132/ B 192  
HEX 2C84C0  
(3399CC)



C 44/M 4/Y 44/K 0  
R147/ G199/ B163  
HEX 93C783  
(99CC99)



C 0/M 0/Y 0/K 30  
R188/ G190/ B192  
HEX BCBEC0  
(CCCCCC)

SECONDARY



C 0/M 100/Y 99/K 22  
R192/ G21/ B28  
HEX C0151C  
(CC0033)



C 0/M 53/Y 81/K 0  
R247/ G143/ B69  
HEX F78F45  
(FF9933)



C 0/M 0/Y 0/K 0  
R0/ G0/ B0  
HEX 000000  
(000000)

## TYPOGRAPHY

BODY COPY

Adobe Garamond Pro Reg  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklm  
nopqrstuvwxyz

1234567890

HEADLINES

**Myriad Pro Black Cond.**  
**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**

**abcdefghijklm**  
**nopqrstuvwxyz**

**1234567890**




## PHOTOGRAPHY THAT SHAPES CHANGE. TOGETHER.

PLEXTRA photography will follow the brand driver and will aim to evoke feelings of inevitable change, communication, partnering and efficiency. Therefore, we have chosen not to use traditional images of medical professionals, and turned to nature instead. These images are iconic and easily understood.



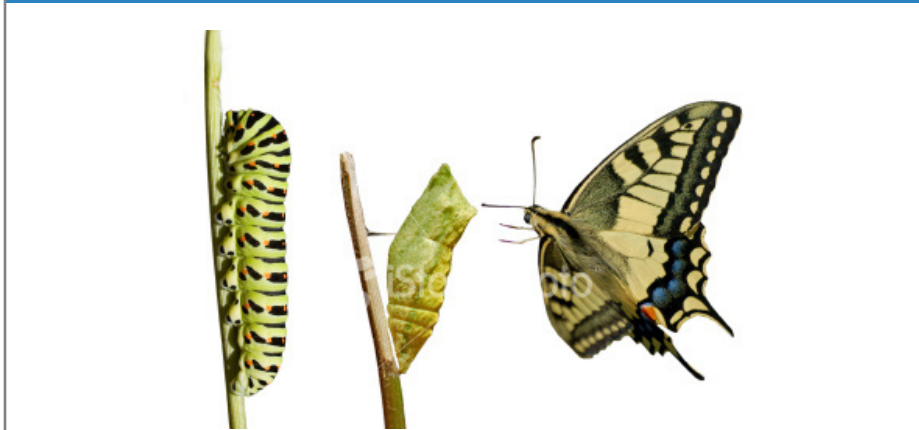
**PLEXTRA**  
HEALTHCARE INFORMATION SOLUTIONS



What are they saying about  
PLEX EMR?

FIND OUT AT [PARTNERWITHPLEXTRA.COM](http://PARTNERWITHPLEXTRA.COM) OR CALL (877) 633-2373

**PLEXTRA**  
HEALTHCARE INFORMATION SOLUTIONS

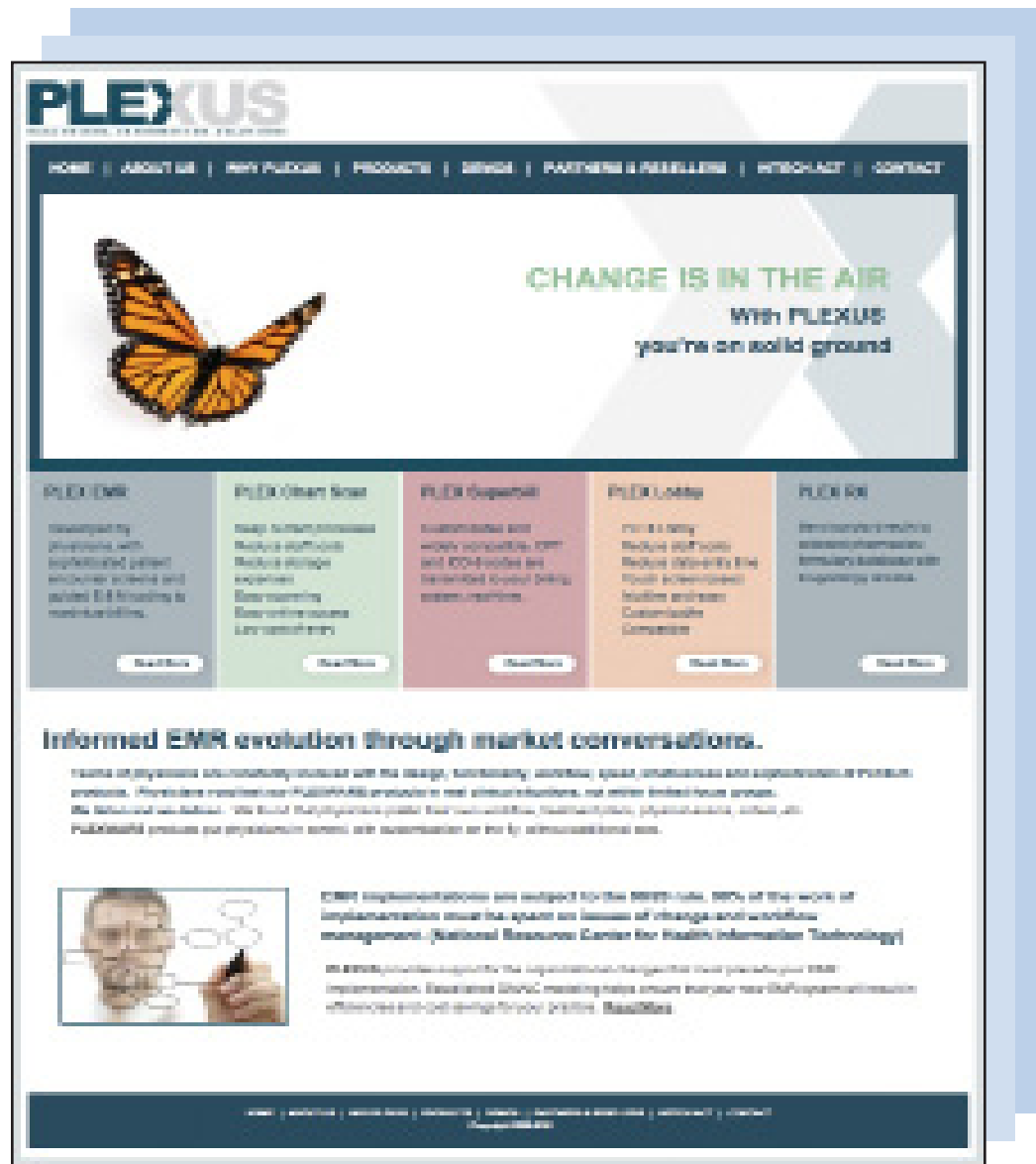


Don't be afraid of change.  
Call and talk to us about EMR.

FIND OUT AT [PARTNERWITHPLEXTRA.COM](http://PARTNERWITHPLEXTRA.COM) OR CALL (877) 633-2373

**ADVERTISING COLLATERAL**


PLEXTRA advertising pieces will follow the brand driver and will underscore our availability and willingness to engage the market and remove fear of change. Advertising pieces will use iconic images taken from nature that are easily understood.



**APPROACHABLE SITE THAT ENCOURAGES CONVERSATION.**

PLEXTRA' site underscores the brand identity with graphics that support the concepts of change and collaboration, and messaging that reassures the audience and invites interaction. Online demonstrations of PLEX WARE, Contact Forms, and eventually, community destinations will keep our audience involved with PLEXTRA and engaged in the site. We will avoid "techno-speak" and our content will appeal to a broad range of technical and non-technical audiences.

## LETTER HEAD

**PLEXTRA**  
HEALTHCARE INFORMATION SOLUTIONS  
2502 NORTH ROCKY POINT DRIVE | SUITE 970 | TAMPA | FL | 33607

July 12, 2009

Dave Smith  
123 Main St.  
Tampa, FL 33614

Dear Mr. Smith,

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Sincerely yours,  
Maja Kazazic


[www.PARTNERWITHPLEXTRA.COM](http://www.PARTNERWITHPLEXTRA.COM) (877) 633-2373

## BUSINESS CARD

**RAYMOND E MURRAY**  
PRESIDENT

**PLEXTRA**  
HEALTHCARE INFORMATION SOLUTIONS  
2502 N ROCKY POINT DR | SUITE 970  
TAMPA FL | 33607  
[RMurray@plextra.com](mailto:RMurray@plextra.com)  
O (877)633-2373  
F (813)555-4444

## ENVELOPE

**PLEXTRA**  
HEALTHCARE INFORMATION SOLUTIONS  
2502 NORTH ROCKY POINT DRIVE  
SUITE 970 | TAMPA | FL | 33607

[www.PARTNERWITHPLEXTRA.COM](http://www.PARTNERWITHPLEXTRA.COM) (877) 633-2373

## SHORT TERM

Retain FOI as partners/users

Develop corporate and sales materials

Develop online flash presentation for the website

Development and testing complete on all PLEX-WARE components and collateral by September 15, 2009.

Editorial coverage in selected media week of Sept. 21, 2009.

Press release to area newspapers/business journals week of Sept. 21, 2009.

Direct mailing to Tampa Bay area orthos week of Oct. 12, 2009

Call to action: Request a demo

Technique: Easy PURL custom URL

Creative: To be determined

Display ads in targeted special interest periodicals throughout November 2009 and January 2010

Outlets to be determined

## LONG TERM

Search Engine Optimization to promote organic search results.

Schedule recurring online demos; encourage participation through email marketing and promotions on site.

License (white label?) PLEX-WARE components to competitors seeking to expand orthopedics user base and achieve residual income.

Partner with a logical vertical partner (Dex Imaging?) to sell additional practice units.

Event(s) - March/April 2010

Develop user base beyond FOI and orthos. Targets to be determined.

Exit strategy execution to be decided