

**HEALTHCARE  
MARKETING SUMMIT**

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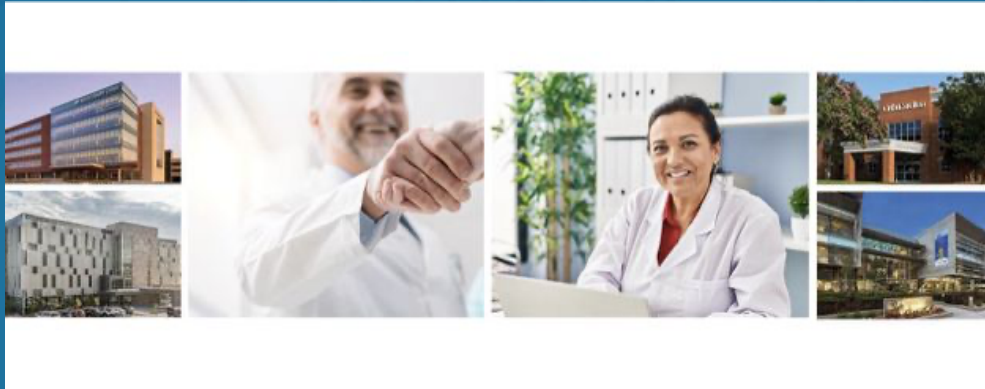
**M<sup>1</sup> M<sup>+</sup> M<sup>2</sup>**

# **The Montecito Modern Healthcare Consulting Platform**

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**Physicians** *take care of everyone*  
**Montecito** *takes care of physicians*



# What is Montecito Medical 1.0?

## Pioneers in medical office real estate.

Since our establishment in 2006, Montecito has grown to become one of the largest privately held acquirers of medical real estate in the country.

We pioneered a unique model that treats sellers of medical office properties as long-term partners rather than mere participants in a transaction. We help them unlock the financial potential of their real estate.

Now, Montecito is the medical community's go-to source for financing, real estate and a host of other services.

**38 states**

**550 Medical Office Buildings**

**\$6B in investment**

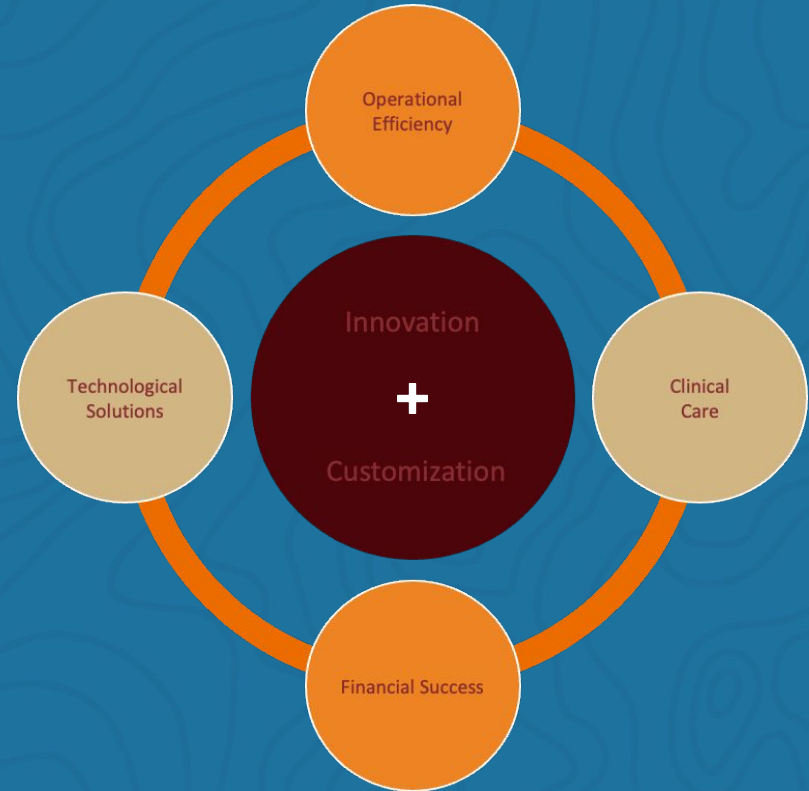
**Currently \$4,986,416,950 AUM**

# What is MontecitoPLUS 2.0?

Through AI, we strengthen practices and help physicians thrive.

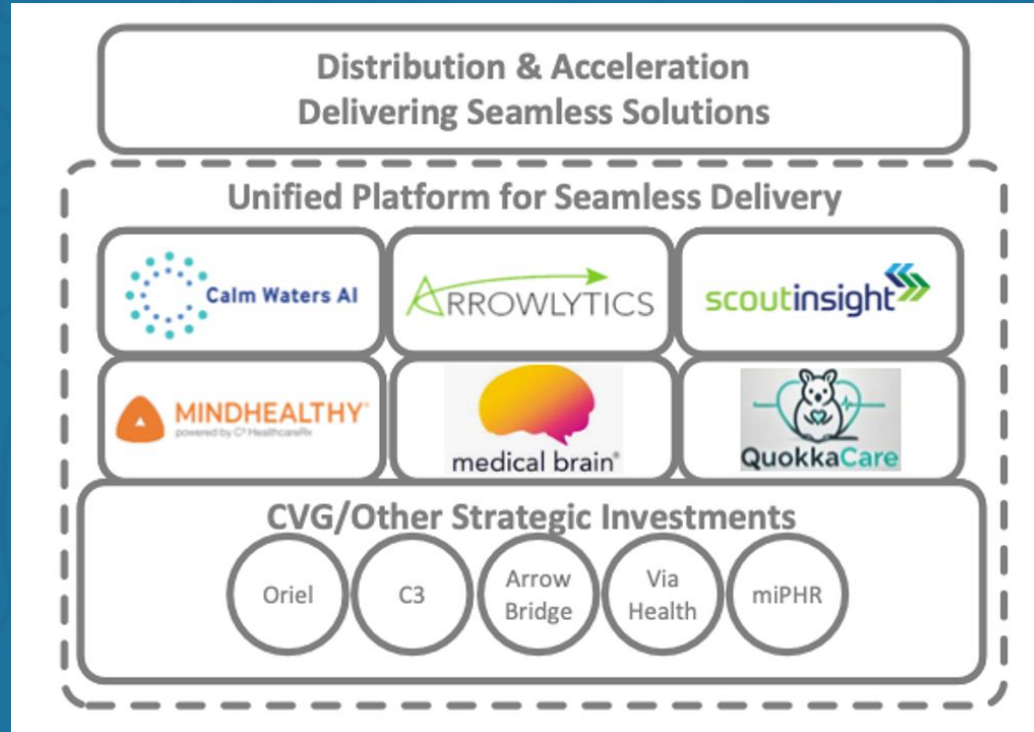
The MontecitoPLUS platform offerings enhance operations and bolster financial health of the practice through innovative and customized solutions. Improve patient experience and outcomes through a range of clinical solutions.

Unlock efficiencies with AI technology and best-in-class partnerships while decreasing the cost of doing business.



# What is MontecitoPLUS 2.0?

We strengthen practices, and help physicians thrive.



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MONTECITO  
SMART MOB™

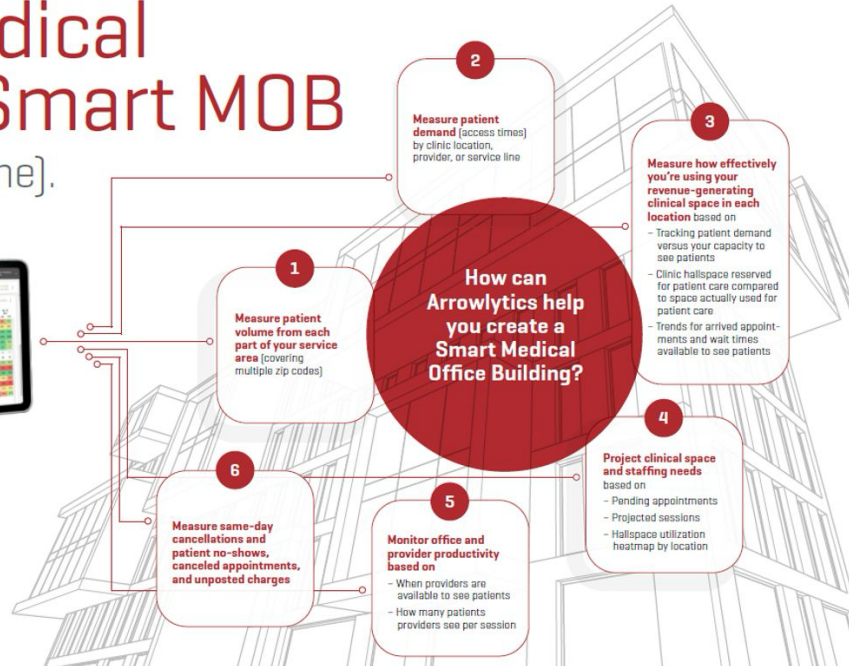


## Turn your medical office into a Smart MOB

[and a more profitable one].

Convert your daily data  
into practice- &  
profit-building  
actions with  
Arrowlytics.

Arrowlytics' easy-to-use Smart MOB product—part of the MontecitoPLUS platform—pulls practice data from disparate sources into one coordinated system, providing real-time insights that empower you to optimize practice performance and increase margin per patient.



# Who is M<sup>2</sup>?

**We exist to help restore joy to health, enabling folks to feel better, live longer, and be well.**

M<sup>2</sup> Core Business Components -

- a. Healthcare Consumerism: Empowering individuals to take charge of their health while making it more manageable. --
- b. High-Value Care Delivery Platform: Educating, collaborating, and deploying services across the healthcare ecosystem. --
- c. Modern Primary Care Division: Leadership, Education, Mentorship, Culture, Operational Excellence, Organizational Development, Strategic Vision, Deployment. --
- d. Technology, Products, and Services: --
- e. Strategic Partnership Development: --

# Montecito Awards and Innovation



Montecito has earned a national honor from the editors of Real Estate Forum and GlobeSt. Partners for the sixth consecutive year, with Chip being recognized as one of the “Best Bosses in Commercial Real Estate” for 2023.



Nominated – Best Tech Startup 2023



Winner – Best Healthcare Startup 2022  
Nominated – Healthcare Market Mover 2023



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## Who We Serve

Small and Large Physician Groups & Healthcare Systems – Over  
250K Physicians in the Montecito Ecosystem



Our secret sauce is the collaboration of the most innovative healthcare delivery groups in the US, and the most innovative medical technology platform and real estate acquisition firm in the US.



# Our prescription plan for practices

We believe your group should be the first line of care in the US. This is a model which is sustainable, scalable and relevant both on its own, and connected to local health systems. In control of its own destiny from a medical and financial point of view.

Whether it's monetizing your real estate, or increasing revenue/decreasing costs, we will help you build wealth.

We have 1100 physicians in our real estate funds achieving returns which dwarf all other market returns.

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## Case Studies

# Case study for Medical Brain 2025:

200 provider multi-specialty doctor group in NC

Impact on costs by eliminating 92% of human interactions between visit follow up

22% decrease in operating expenses

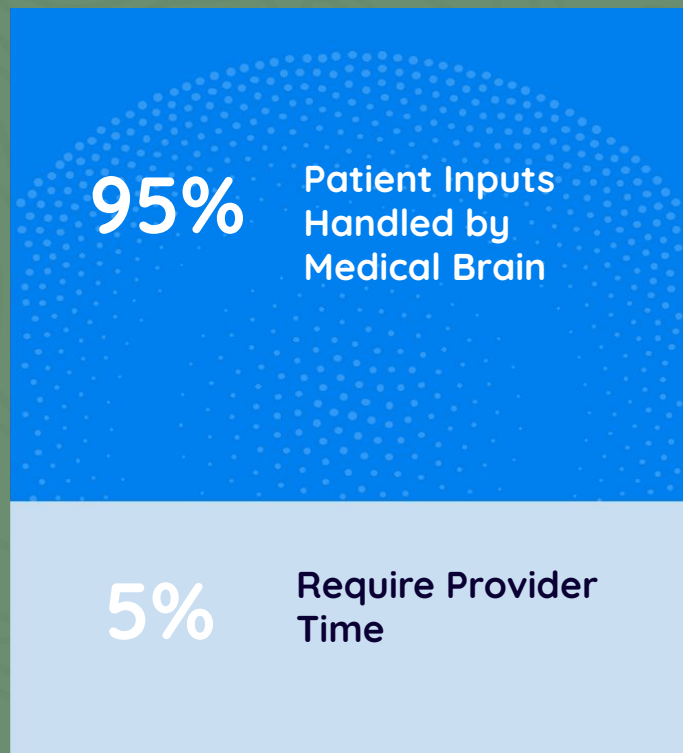
Net increase of revenue in first year: \$1.8M

# Medical Brain Eliminates Majority of Provider Workload





Medical Brain handles patient follow-up and communication requirements for providers and their offices, expanding capacity for other priorities.

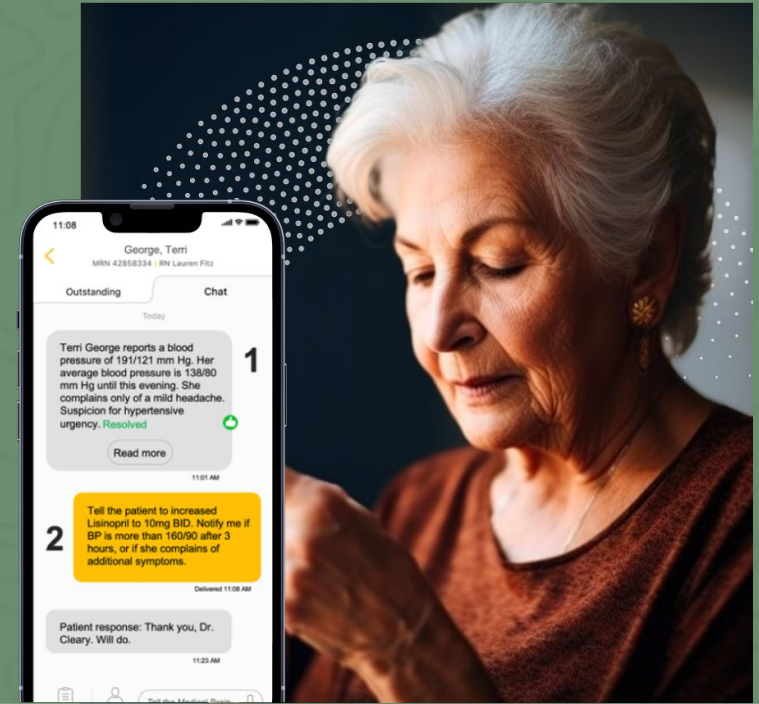
Clients Example:

- 3,227 patients communicated with the MB
- 63,838 patients' messages to the MB
- Only 3,686 (5.8%) MB messages sent to the providers
- Only 2,631 (4.1%) MB messages sent to the office staff
- 94.2% patient inputs are solved by the MB without provider actions
- 95.9% of patient inputs handled by the MB without office staff



# 24/7 Health Assistant for Patients

-  Engages with patient 24/7 with personalized, emotionally engaging clinical conversations
-  Monitors patient data and guides patient with real-time patient-centric decision support
-  Orchestrates care in real-time with providers, when needed Supports patients in achieving better health status
-  Assures easy access, efficiency and satisfying experiences to eliminate barriers and improve ratings



Practice Profile	
<b>Patients</b>	
# of Providers	1
Patient panel per provider	1800
Patient panel per Practice	1800
New Revenues	
<b>Increased FFS revenue</b>	
Provider hours saved per provider	0.75
Provider hours saved per day	0.75
% Increase in Provider Capacity	9%
Additional patient visits captured per day	2.00
FFS revenues per patient visit captured (CPT 99213)	\$154
Monthly new revenue capture	\$6,554
Annual new revenue capture	\$78,642
<b>APP</b>	
FFS revenues per patient visit captured (CPT 99213)	\$45
Monthly new revenue capture	\$1,916
Annual new revenue capture	\$22,996
<b>RPM</b>	
RPM Patient %	1.5%
RPM Patients Per Provider	27
RPM Patients Per Practice	27
CPT 99453	\$18.32
CPT 99454	\$43.68
CPT 99457	\$46.47
Each Month After Go Live	3.0
Monthly RPM Revenues	\$2,434
Annual RPM revenues	\$29,209
<b>CCM</b>	
CCM Patient %	1.5%
CPT 99490	\$59.81
CPT 99490 %	50%
CPT 99487	\$127.64
CPT 99487 %	50%
CCM Patients Per Provider	27
CCM Patients Per Practice	27
Each Month After Go Live	3.0
Monthly CCM Revenues	\$2,531
Annual CCM revenues	\$30,367

Pricing	
Platform license	\$2,500
RPM license	\$900
CCM license	\$1,000
Cost Savings	
<b>FTE reduction/reassignment</b>	
Annual Care Coordinator or CMA Cost (fully loaded)	\$85,000
Staff Reduction Per Provider (% of 1 FTE)	5%
Annual FTE cost savings	\$4,250
<b>FTE reduction/reassignment</b>	
Call Center	\$57,200
Staff Reduction Per Provider (% of 1 FTE)	2.5%
Annual FTE cost savings	\$1,430
<b>Total Medical Expense / Total Cost of Care (TCC) savings</b>	
<u>Diabetes savings</u>	
% of patients with DM	12%
Total patients with DM per Practice	21
Annual per patient DM MedEx savings	\$3,824
Medical Brain improvement over national A1c control average	9.60%
Annual savings	\$7,665
<u>Avoidable IP admissions</u>	
% of patients with avoidable admissions	1%
Cost of each admission (3-day average)	\$8,046
Number of patients with avoidable admissions - practice	2
Annual savings	\$14,483
<u>Avoided Urgent Care visits</u>	
% of patients with avoidable ER visits	3%
Cost of each admission (3-day average)	\$1,738
Number of patients with avoidable admissions - practice	5
Annual savings	\$9,385
<b>Total savings retained by practice</b>	<b>\$15,767</b>
<b>Star Ratings increases (MA Contracts)</b>	
Old Star rating	3.4
Star rating improvement with Medical Brain	4.0
PMPM increase in Star bonus	\$2
PMPY increase in Star bonus	\$24
Star attributable population %	5%
Star attributable population - Practice	90
Annual increase in star ratings bonuses	\$2,160



	6-Month Pilot	Year 1	Year 2	Year 3
Platform	\$135,000	\$1,137,900	\$4,772,000	\$4,860,000
CCM	\$73,808	\$253,058	\$281,175	\$379,586
RPM	\$75,115	\$249,588	\$275,946	\$365,108
<b>Medical Brain Fees</b>	<b>\$283,924</b>	<b>\$1,640,546</b>	<b>\$5,329,121</b>	<b>\$5,604,694</b>
<b>Revenues</b>				
FFS	\$846,983	\$3,340,095	\$7,753,443	\$7,753,443
CCM	\$147,617	\$506,115	\$759,173	\$759,173
RPM	\$150,230	\$499,176	\$730,215	\$730,215
<b>Total Revenues</b>	<b>\$1,144,830</b>	<b>\$4,345,386</b>	<b>\$9,242,831</b>	<b>\$9,242,831</b>
<b>One Health Expense Reduction</b>				
Value Hub	\$20,660	\$70,833	\$106,250	\$106,250
Call Center	\$23,833	\$106,416	\$231,660	\$231,660
EMR InBasket Charges	\$0	\$0	\$0	\$0
<b>Total OH Expense Reduction</b>	<b>\$44,493</b>	<b>\$177,249</b>	<b>\$337,910</b>	<b>\$337,910</b>
<b>Net to Practice (+/-)</b>	<b>\$905,399</b>	<b>\$2,882,089</b>	<b>\$4,251,620</b>	<b>\$3,976,047</b>

# Case studies for Arrowlytics 2025:

- 34 Physician Orthopedic group in TN
- Annual contribution margin per doctor: \$229,089
- 150 Physician Orthopedic group in NC
- Annual contribution margin per doctor increase: \$154,950



# Our Arrowlytics & Consulting Solutions

Presented To:  
Prospective Groups



# Return on investment: Actual results 2019

Actual Annual Financial Benefits	Per MD	One-Time Fees
Reduction in No Show/Canceled Appointments by <b>11.21%</b> - MD	\$ 58,130	
Reduction in No Show/Canceled Appointments by <b>5.36%</b> - PT	\$ 9,514	
Reduction in No Show/Canceled Appointments by <b>13.99%</b> - MRI	\$ 10,146	
Coding Opportunities - New Patients	\$ -	
Coding Opportunities - Established Patients	\$ -	
Increase in Hallspace Utilization - <b>11%</b>	\$ 157,461	
<b>Total Financial Benefits</b>	<b>\$ 235,251</b>	
<b>Annual Financial Costs</b>		
Dashboard Average Fee per MD/Year (Weighted for Non-MD Providers)	\$ (6,162)	
New Client Implementation Fees		\$ (7,500)
<b>Total Recurring Operational Costs</b>	<b>\$ (6,162)</b>	
<b>Financial Contribution Margin per MD</b>	<b>\$ 229,089</b>	

Case study summary - 34 MD orthopedic practice

## Dashboard Financial Benefits Summary

	<u>Per MD</u>
<b>Financial Benefits</b>	
TOS Collections Performance / Bad Debt Reduction	\$11,892
Revenue Cycle Mgmt - A/R > 120 Days	\$758
Accounting / Finance Staff Savings	\$3,784
Increased Hall-Space Utilization	\$36,219
Clinic Staff Labor Management Savings	\$82,556
Ancillary Services Profit Maximization - MRI Truck-Day Margin	\$18,926
Minimize Meaningful-Use Adoption & Compliance Costs	\$3,501
Reduce Risk of Non-Compliance - Missing Dictations	\$1,358
Streamline Charge-Entry Audit Process	<u>\$1,411</u>
<b>Total Financial Benefits</b>	<b>\$160,405</b>
<b>Financial Costs</b>	
Dashboard Average Fee per MD/Yr (Wtd. for Mid levels)	(\$5,455)
One-Time, New-Client Implementation Fee (Estimated)	<u>(\$5,455)</u>
<b>Total Recurring Operational Costs</b>	<b>(\$5,455)</b>
<b>Financial Contribution Margin per OC MD</b>	<b>\$154,950</b>

# **Calm Waters AI: 8 Location Rural-Hospital System Review of Results**



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## Calm Waters AI

REVOLUTIONIZING E/M CODING  
WITH AI THAT ACTUALLY WORKS

# Our Proprietary AI Model Automates E/M Coding by Understanding Clinical Documentation and Applying Guidelines to Generate the Supported Code



## Clinical Documentation Review

Our AI engine reads the clinical documentation in the chart.

Key components needed to support coding are identified and quantified by the AI.



## Code Generation

Applying the latest medical coding guidelines, the AI determines the appropriate code(s) based on the key components identified when it reads the chart.

The key components are documented for future reference.



## Compliance

Calm Waters AI generates a PDF that is attached to the patient chart documenting the key components used to generate the E/M code.

Documentation provides the compliance support should an audit occur.



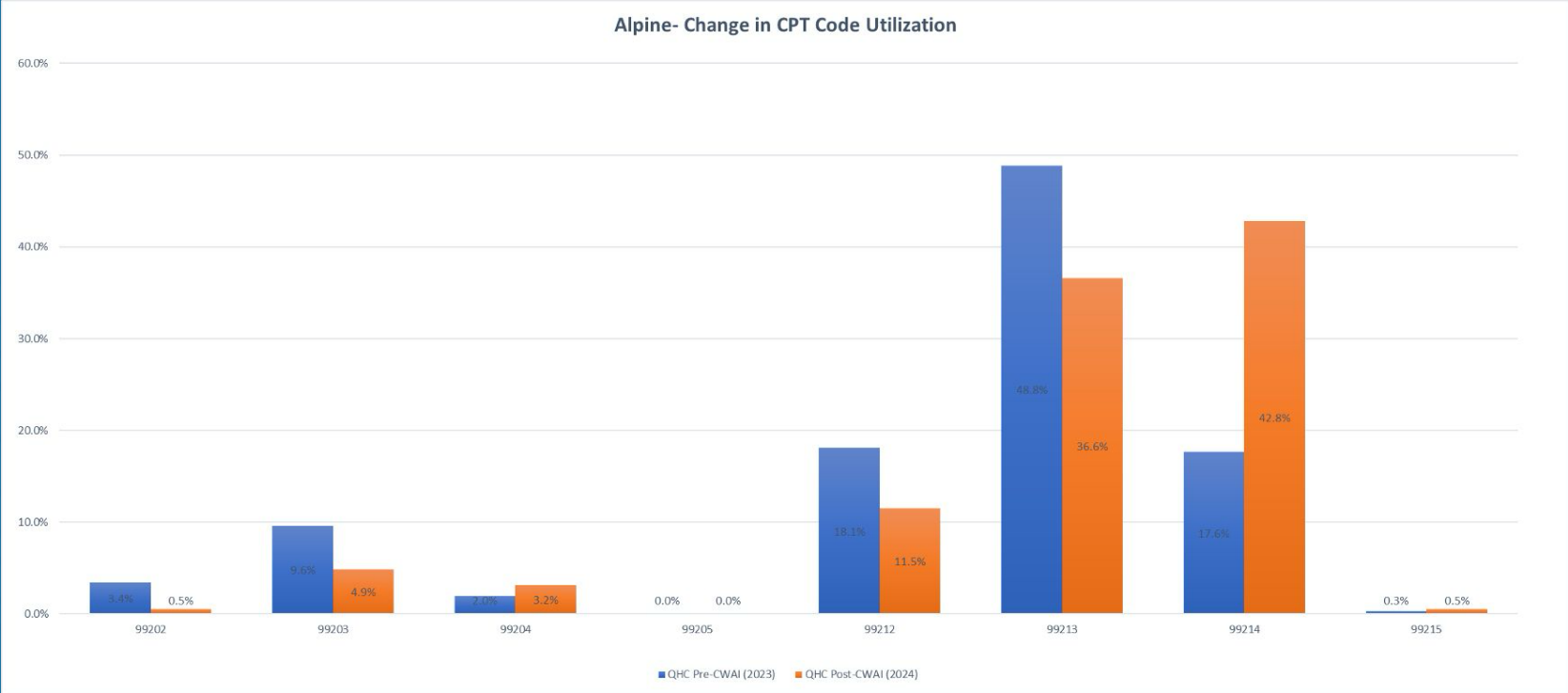
# Calm Waters AI Results

- Overview
  - 8 Locations
  - 2023 E&M Encounters 211,557
- Average Results (Financial)
  - Average revenue increase per CPT \$7.98
  - Estimated annual revenue increase for doctors \$1,538,295
  - Calm Waters AI Subscription \$85,824
  - Annual Net Profit Increase \$1,461,411
  - Average Increase %10.46
  - Multiple on Investment 17.0X
- Pilot Results (Coding Accuracy/Risk Trends)
  - Lowest provider accuracy 60% (*based on his encounters entered via CWAI which were over/under coded based on documentation*)
  - Industry standard accuracy 75%
  - CWAI Accuracy 95%

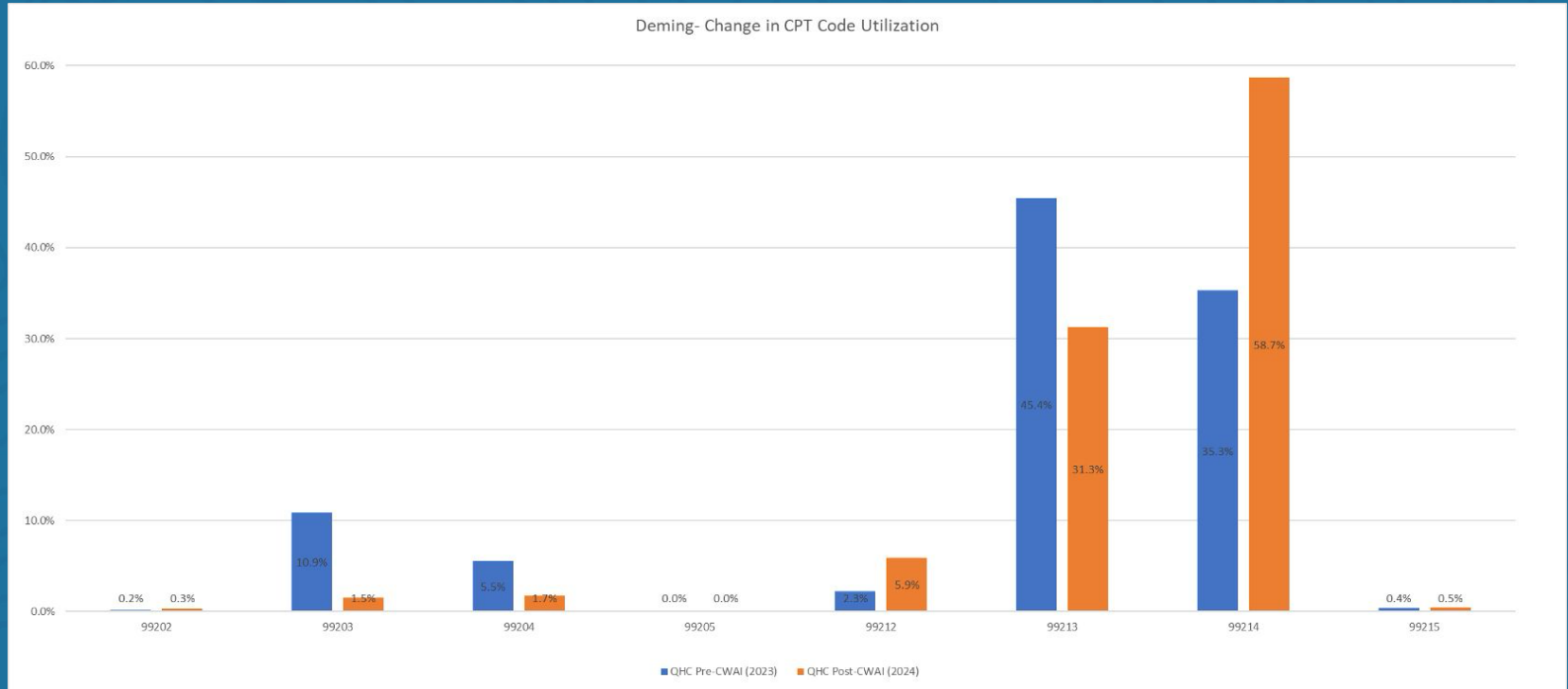
## Overview

- Location 1, 2023 E&M Encounters 10,924
  - Location 1, per encounter lift \$10.64
  - Location 1, 100% adoption lift \$116,231
- Location 2, 2023 E&M Encounters 26,034
  - Location 2, per encounter lift \$2.10
  - Location 2, 100% adoption lift \$54,671
- Location 3, 2023 E&M Encounters 22,909
  - Location 3, per encounter lift \$5.34
  - Location 3, 100% adoption lift \$122,334
- Location 4, 2023 E&M Encounters 10,352
  - Location 4, per encounter lift \$11.29
  - Location 4, 100% adoption lift \$116,874
- Location 5, 2023 E&M Encounters 18,445
  - Location 5, per encounter lift \$15.76
  - Location 5, 100% adoption lift \$290,693
- Location 6, 2023 E&M Encounters 33,304
  - Location 6, per encounter lift \$3.94
  - Location 6, 100% adoption lift \$131,218
- Location 7, 2023 E&M Encounters 54,201
  - Location 7, per encounter lift \$9.74
  - Location 7, 100% adoption lift \$527,918
- Location 8, 2023 E&M Encounters 35,388
  - Location 8, per encounter lift \$5.04
  - Location 8, 100% adoption lift \$178,356

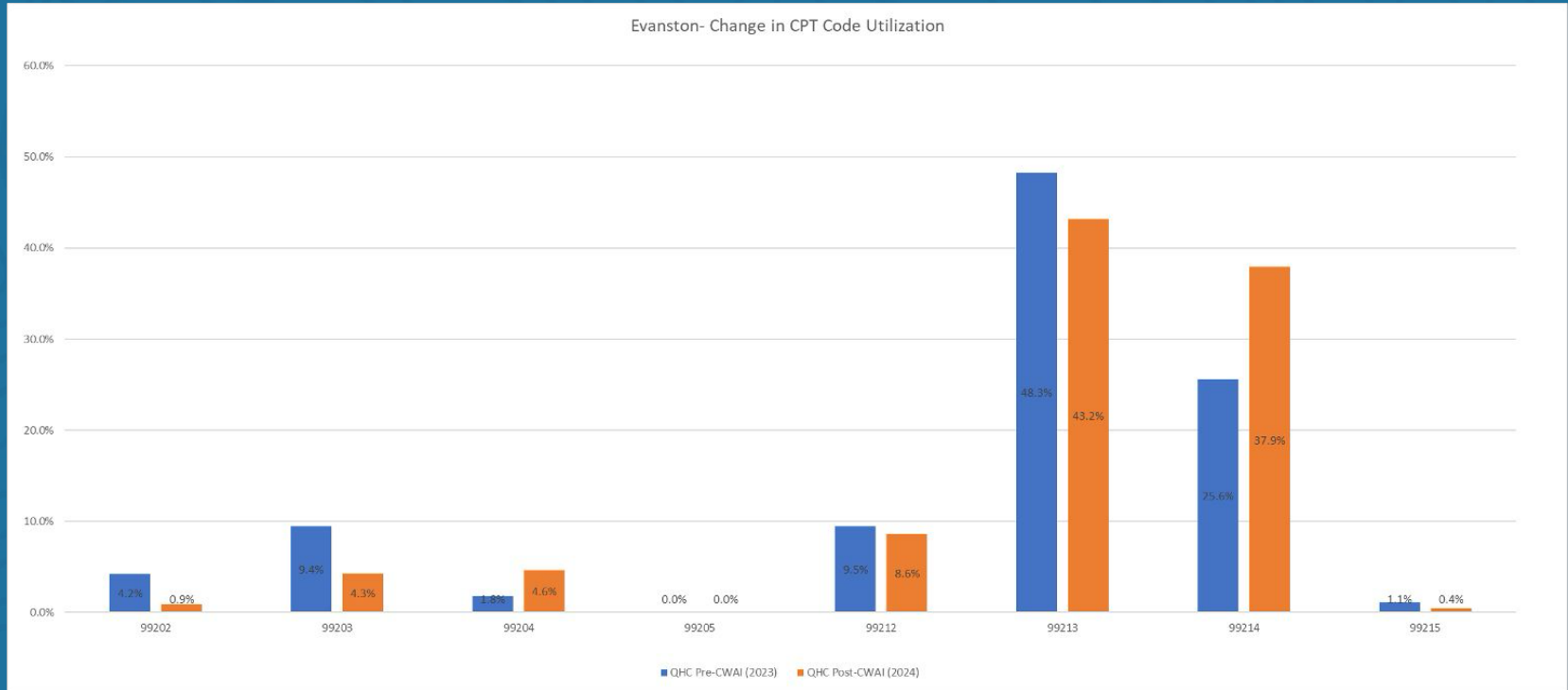
# Pre/post changes - Location 1



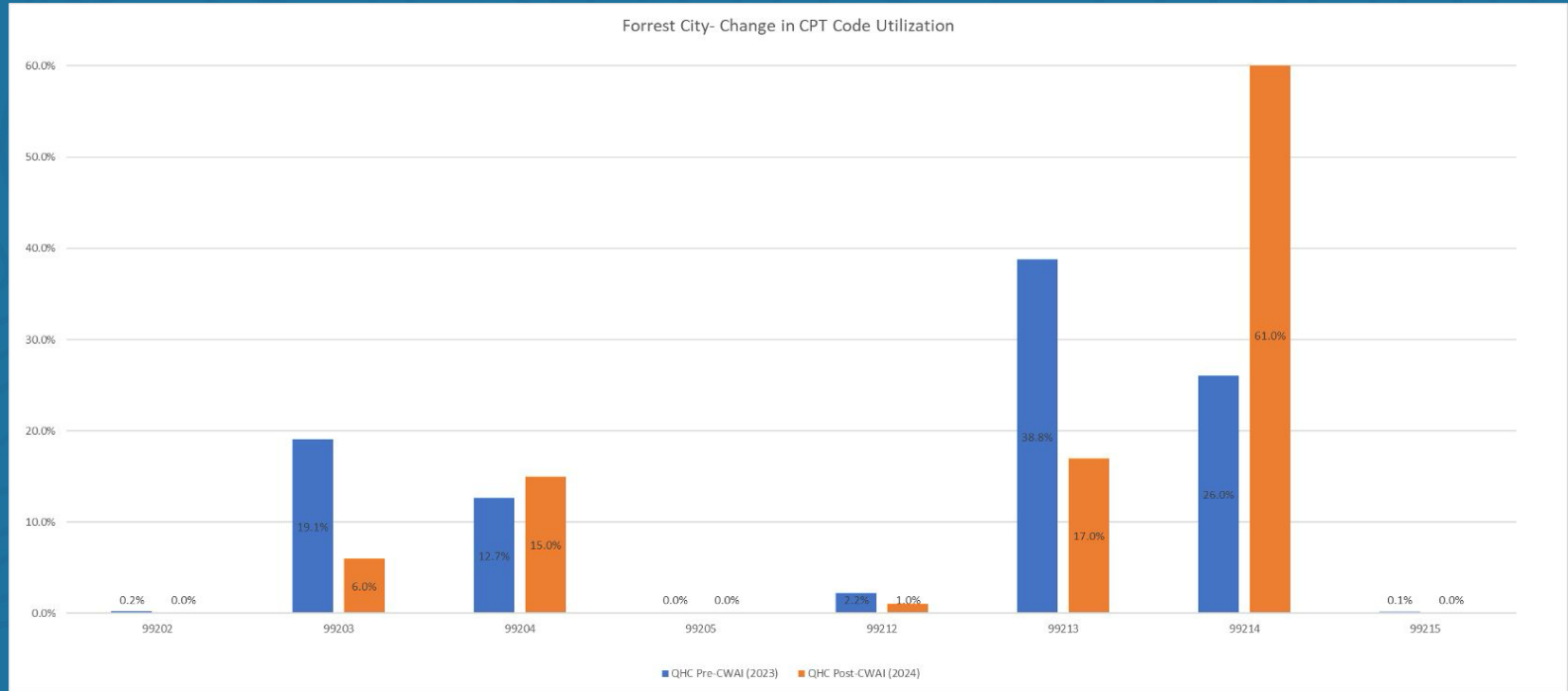
# Pre/post changes - Location 2



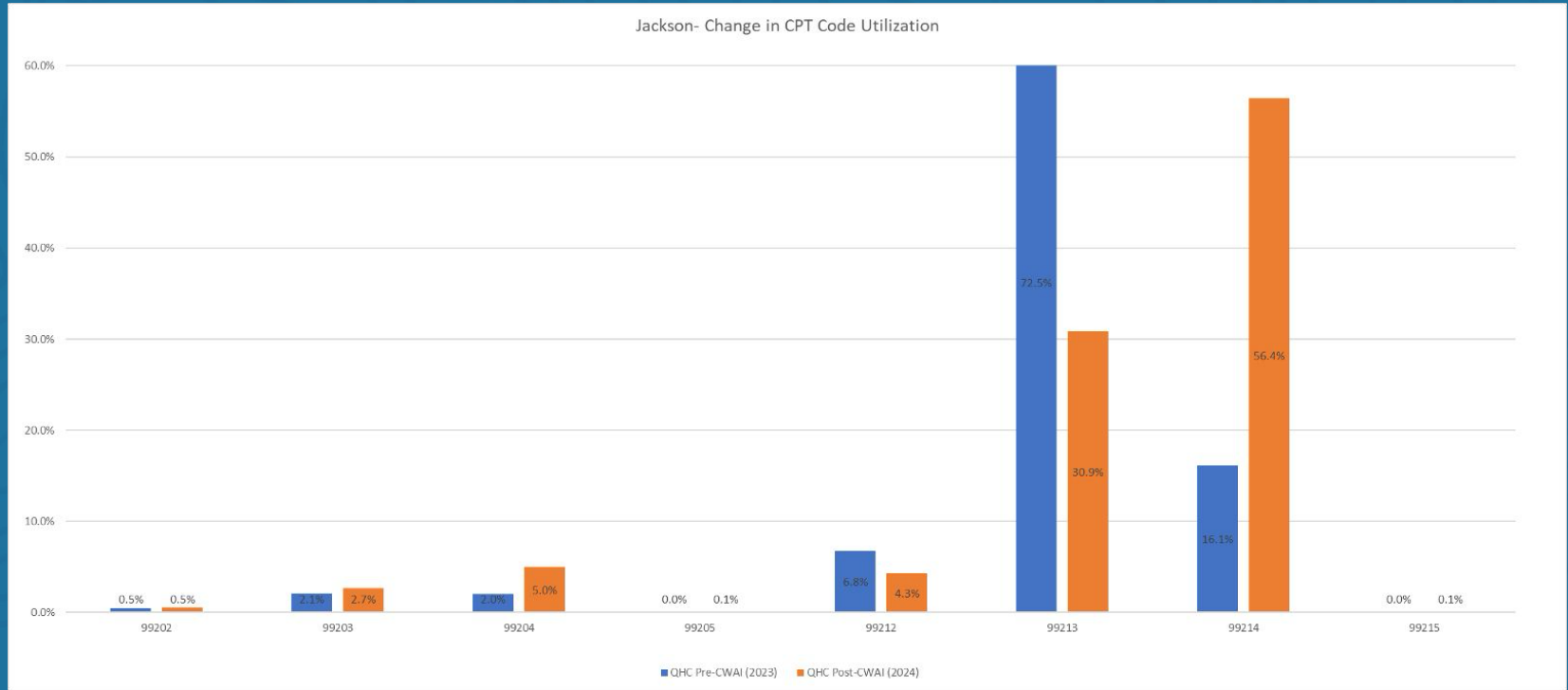
# Pre/post changes - Location 3



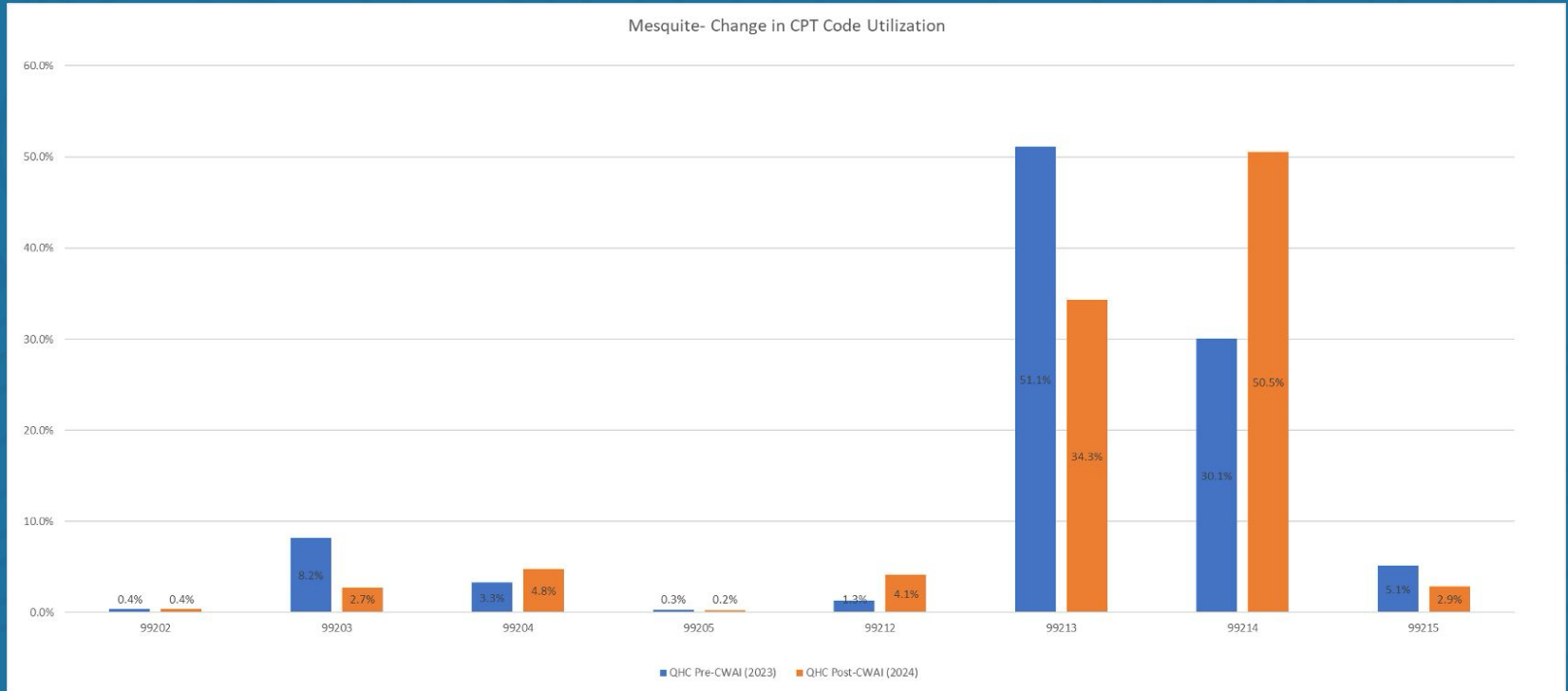
# Pre/post changes - Location 4



# Pre/post changes - Location 5

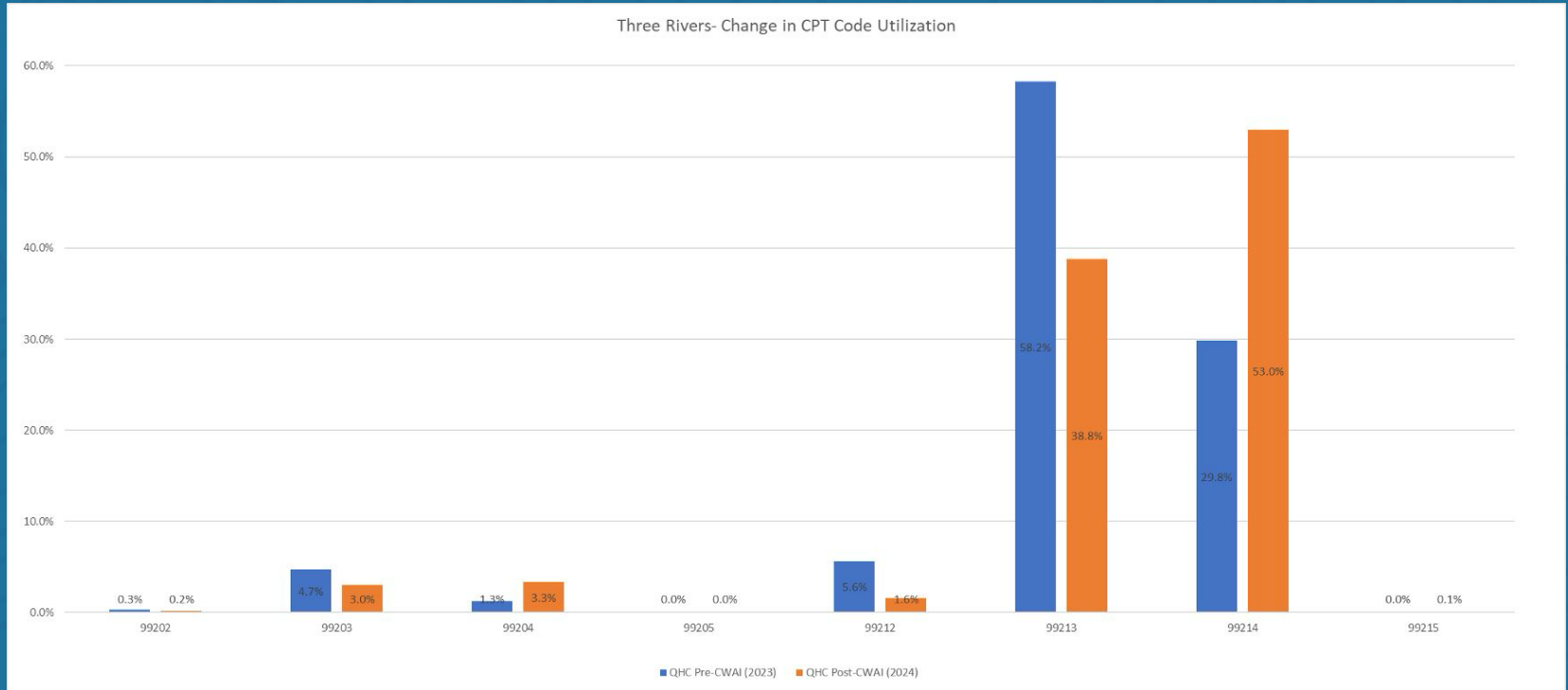


# Pre/post changes - Location 6

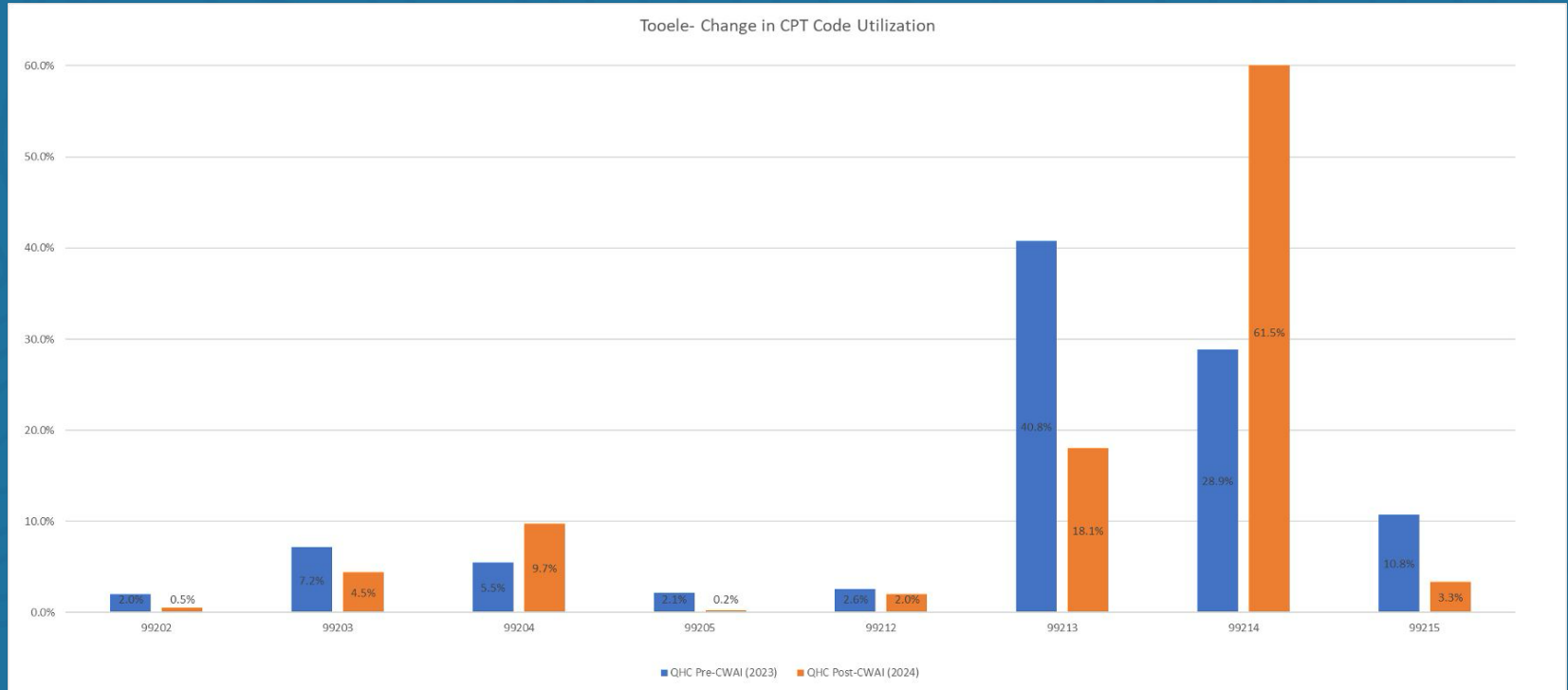




# Pre/post changes - Location 7



# Pre/post changes - Location 8



# Questions?

**Thank you!**