

HEALTHCARE PROVIDERS

Frequently Asked Questions
by Healthcare Providers
17th September 2018

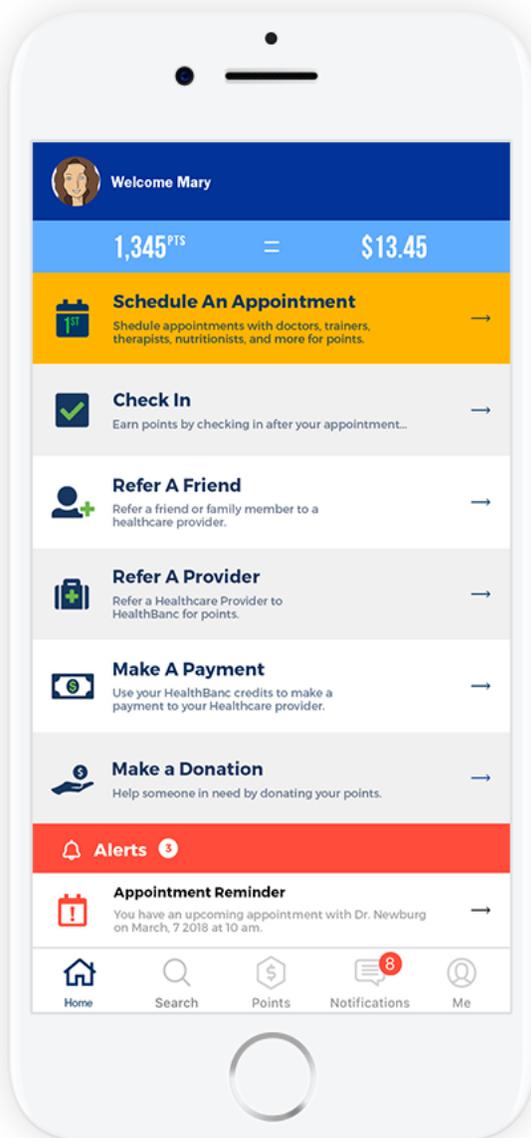


1. What is Healthbanc?

Healthbanc is a booking, rewards and crowdfunding system that helps lower the cost of care to your patients/clients while helping to grow your business through more targeted marketing and referrals. Healthbanc consists of an app for clients and a web based dashboard for providers.

See our video:

<https://www.youtube.com/watch?reload=9&v=BvkR0UejzTA>



2. How does Healthbanc work?

Using the Healthbanc app your clients can earn points for a variety of activities which either, increase their loyalty to you or promote your business. For example your clients can earn points for referring friends to you*, posting messages to their Facebook account about you or providing testimonials. Then your clients can “spend” these points with you as a cash amount, which you simply apply as a discount reducing your client’s bill. When this occurs the points “spent” are transferred from your clients Healthbanc points account to your Healthbanc point’s account, which you can then cash out.

You can also create and accept appointment bookings and send marketing messages via your provider dashboard. The provider dashboard and Healthbanc system is easy to set up and use.

3. Why should I join Healthbanc?

Members join Healthbanc for a variety of reasons which include:

a. Business growth via Referrals and other promotions – Your clients are asked at time of booking and check-in for a referral. They are also asked if they would like to post to Facebook about you, or provide a Testimonial (if you are rated more than 4 star).

b. Lower costs for your clients and better health outcomes – thank your clients for their patronage and keep them loyal. Clients love collecting and spending points, and this helps them reduce their overall healthcare costs. Healthbanc encourages your clients to also visit you and other healthcare professionals more often resulting in better health outcomes.

c. Get paid faster with no fee controls -Healthbanc’s rewards points act as a digital healthcare currency providing payment for health related goods and services that patients might not otherwise be able to afford or that insurance will

not cover. You are paid quickly without tedious application forms and rejections, and you can set your own fees.

d. To be part of something that helps improve our Healthcare System -

Healthbanc has been created by world-leading healthcare professionals over 3 years, with belief in the collective power of providers and patients to create change in the Healthcare system. With Healthbanc, patients freely collect and spend their rewards points resulting in lower healthcare costs for that one patient. However, our vision is to provide a global transfer of points via Crowdfunding (coming October 2018) to help the disadvantage both here in America, and throughout the world. We invite you to join us as we together change healthcare for good.

4. What are all the features and benefits of Healthbanc?

Healthbanc delivers many benefits for its provider members. In fact there are over 18 features and benefits in the Healthbanc system. For the full features and benefits list please see the features and benefits table :

<https://drive.google.com/open?id=1Se12cQa06HxJ8mk8J3p535zk3OiyDpkn>

5. What returns can I expect?

The average active client within Healthbanc generates over \$1000 per year in increased revenue back to the enrolling provider. Note this is an average and to be more certain at your location we will survey your clients during the free trial period and provide a return on investment report.

6. How much does it cost?

We offer a 1 month free trial after which you can elect either the “Essentials package” for \$50 per month, the “Growth package” \$200 per month or the “Limitless package” at \$500 per month. Each level of membership has additional benefits which can be found in the link below. Additionally fees can be reduced by

sponsorship, potentially reducing the cost of Healthbanc. **That's right Healthbanc could be free for some members depending on your usage of Healthbanc as your booking app.**

For more on Fees see:

<https://drive.google.com/open?id=17e7p8tQab2VlvqmHXEESr7bYffab4iJ>

7. What work is required of me?

We ask you use the Healthbanc app as your booking app. Why? Because many of Healthbanc's marketing features occur at, or after a booking has been made and approved by you. For example once a booking is made the client is asked if they would like refer someone to you by "SMS" or "Email"? And at their appointment time they are checked in for points and asked if they wish to post to Facebook about you and or provide you a testimonial. All this activity also increases your chances of acquiring a point's sponsor.

If you already use an app to do your bookings Healthbanc may be able to sync with your system. This will minimize your implementation effort and maximize Healthbanc's effectiveness at your location. For more information on implementation see:

<https://drive.google.com/open?id=1YoZ-DirPFVekqYGUh7Sg7cS8eu0gdsnC>

8. Do you have testimonials and case studies?

Yes we do. Please see the link to the case study below - Cat Fitness, Oakland CA. After only 1 month implementing Healthbanc Cat Fitness had 3 new referrals. Each active client enrolled into Healthbanc on average returns over \$1000 per year in increased sales.

https://drive.google.com/open?id=1YHx0lZVt3oqcM6YFB4-VKOTjZbS00t_6

9. What's in it for clients/patients?

Lower out of pocket costs saving your clients money. The ability to book appointments via the app saving time. Patients can also crowdfund to receive cash or points (which are paid out as cash) in times of need. By being part of Healthbanc you are providing your clients with better healthcare affordability and accessibility.

10. Why should I recruit my own patients/clients?

Firstly, for direct referrals to you and incentivized promotions. Patients today have untapped incredible marketing power, for example the average person now has over 330 Facebook friends *. Your satisfied patients are also your best “sales engines”. Healthbanc harnesses your patient’s positive sentiment and leverages this, using social networks like Facebook. **This gives you and your advertising messages tremendous influence and reach.** Just imagine when someone says this is a great movie you should see it...you’re more likely to right? Well it’s the same when healthcare providers are referred. With Healthbanc you can receive indirect referrals via client posts to Facebook or direct referrals via the Healthbanc app. In both cases patients are incentivized by points to refer *.

Secondly, to protect your reputation online. As Healthcare professionals our personal brand is very important but with the internet and the increasing presence of “feedback sites” our personal brand can be unfairly tarnished. This does not represent real life where the vast majority of patients are happy with your services. So we incentivize patients who give you a 4 or 5 star rating to place their testimonial on a website of your choosing. This will protect and enhance your online brand. Healthcare professionals have told us that this is of “immeasurable value”.

Lastly, by enrolling your own clients you are protecting their health and wealth by giving them the gift of priority crowdfunding in case of an emergency. If your clients need to raise money for their healthcare needs (even in the case of funding your fees) their crowdfunding case will appear each time the Healthbanc app is opened. Our aim is to reduce medical bankruptcies and encourage preventative health programs.

But of course none of this can happen unless you recruit your patients into Healthbanc.

11. How does the free trial work?

We provide a month free trial inclusive of all Healthbanc features. You will need to nominate a key administration person for the Healthbanc program and they and any client facing team member will be required to go through an online induction process .

During this time the only cost to you is to give your patients a discount on their bill if they “spend” points with you.

12. How did it start and who is behind it?

The origins of Healthbanc start with Ken Lee, pharmacist back in the late 1970's. Ken's parents owned a small pharmacy in one of the poorer parts of Sydney, Australia at the time. As a young child working by his parent's side he saw how some patients could not afford medications. Kens parents would “loan” these patients money to buy their medications and posted an “IOU” on a note board. As he saw the size of this note board grow, some patients did not return to pay their debts and no longer took their medications...he thought this was a “disaster” for patients and the business so he made a vow from that point onwards to help patients, while improving business practices.

Ken met Professor Coiera at the University of New South Wales where Ken was doing his Masters. The two have a shared vision of improving Healthcare via the use technology and trialed a variety of ways before Healthbanc was created after 3 years of research.

13. What is Healthbanc's Vision and Mission?

Our vision is to create a world where there is HEALTHCARE FOR EVERYONE, EVERYWHERE.

Our Mission to save a minimum of 20 million lives per annum by providing 1 billion people with improved healthcare. On order to achieve this our aims are to:

1. Provide a global transfer of points to help the disadvantage both here in America, and throughout the world.
2. Improve the access to better healthcare via technology.
3. Reduce the costs of healthcare via technology.
4. Harness the collective power of healthcare providers and patients to make positive changes within the healthcare system.

We invite you to join us as we *Together Change Healthcare for Good*.

14. What are the next steps?

If anything you have read interests you then why not find out more on a no obligation call? Please contact your Healthbanc business development representative or Paul Wedlake (Recruitment Director and Co- Founder) paulwedlake@healthbanc.com or call 916 458 2515.

*Certain professions do not allow rewards for referrals Healthbanc can disable this feature.