



Experiential Reality – Healthcare

Sales Play For Internal Use Only



SOLUTION AREA: Virtual Reality Visualization Platform to Improve Patient Engagement/Patient Satisfaction/Surgical Planning/Resident Education

OVERVIEW

Create an engaging experience for patients, enhance surgical planning and navigation, and provide an evolutionary environment for collaborative educational for medical professionals

QUALIFIED LEAD DEFINITION & TARGET VERTICALS

- + Clinical Champion: Department Chair with Influence
- + C-Level Champion: CEO/CIO/CMIO/CTO/CXO
- + The economic benefit of Patient Engagement is understood and actively promoted
- + Coach within the account identified who will help navigate the process and stakeholders
- + Budget with a clear path to funding

OPPORTUNITY DRIVERS

- + Incremental Growth/High Margin In-Patient Procedures
- + Reduction in Outmigration
- + Improved Patient Satisfaction

TARGET DEPARTMENTS

- + Neurosurgery
- + Cancer Surgery
- + Complex Spinal Deformity
- + ENT
- + Cardiothoracic
- + Digestive Health (Pancreatic/Hepatobiliary)
- + Pediatric (Orthopaedic, Cancer, Neurosurgery, Cardiac)

KEY BENEFITS

- + Enhance Patient Engagement and Satisfaction
- + Increase Surgical Conversion Rates
- + Improve Patient Retention and Reduce Outmigration
- + Improve Surgical Efficiency and Safety
- + Health System Differentiation, Marketing and PR
- + Facilitate Multi-disciplinary collaboration and education
- + Integrates with existing OR technologies

WHAT CAN WE OFFER THE CUSTOMERS?

- + VR Control Room for VR technician to develop 3D constructs
- + OR Navigation, integration with clinical modalities in the surgical field
- + VR Visualization in Clinic/Consultation Rooms
- + VR Visualization within the OR for surgeons
- + VR Visualization in Conference Rooms for demonstration and training

WHAT CAN WE OFFER THE CUSTOMERS?

- + Onsite and Remote Service
- + Implementation and Configuration
- + Testing and Validation
- + Orientation and Training
- + Onsite VR Technician

FOR MORE INFO PLEASE CONTACT:

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Precision Virtual Reality – Surgical Theater

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WHO TO TALK TO?	WHAT DO THEY NEED?	QUALIFYING QUESTIONS	REVENUE AND MARGIN OPPORTUNITY
CIO	Enterprise Wide VR Solution for Clinic and Hospital	Most C-Level Hospital executives are always looking for ways to increase high margin procedures volumes and improve patient satisfaction – Have you seen any technologies worthy of investment toward these pursuits?	<ul style="list-style-type: none">• Increase High Margin Procedure Volumes• Reduce Outmigration (Patient Leakage)• Improve Patient Satisfaction (HCAHPS Scores)• Potential First-to-Market Opportunity• Marketing & PR-Incremental Patient Volume• May Improve Operating Room Efficiency• May Improve patient safety & enhance clinical outcomes
CEO	Technology used to prevent patient leakage and improve Patient Satisfaction Scores	What tools are you currently using to improve the patient experience starting in the clinic or during the consultation process?	
Chair of Dept	Increase high margin procedure volumes and enhance Resident Education	When thinking about outmigration (patient leakage), what technology has been deployed to reduce the impact this has on a hospital surgical department?	
CMIO	Enable better ways of physician-to-patient communication: Improve patient experience	What tools have you provided the medical staff to improve patient communication and demonstrate the organization's commitment to technology?	
Foundation Executives	Intuitive Technology solutions that inspire grateful families to give back	How can technology that your surgeons utilize to improve lives of members in this community be leveraged to inspire grateful families to give back?	