

AllergywoRx

Introducing the New Needle-Free
Allergy Diagnostic & Therapy
Program That WoRx!

Stop Guessing. Start Testing. Treat Allergies, Not Symptoms!



The traditionally invasive way of testing and treating allergies can be painful, expensive, complex, risky and time-consuming. As a result, most primary care providers have assumed that treating allergies in their office was “outside the scope” of their practice and would rather refer the patients to a specialist. That may have been true yesterday, but not today. Assuming allergies are “hands off” could be a devastating assumption by any primary care provider trying to build a successful medical practice. Here are a few things PCPs need to think about when focussing on allergies...

The Situation: The allergy market is

GROWING! The number of patients diagnosed with allergies and asthma continues to skyrocket every year, as well as the *need* for “allergists”.

The Problem: Fewer medical students are choosing allergy and immunology as their specialty. This shortage of allergists at a time where they are needed the most creates a huge problem in treating the growing volume of allergies & asthma patients!

The Influence: ACOs are now focusing on “Results” that provide *Value over Volume*. The rules of the game are changing and most primary care providers are looking for programs that are easy, affordable and profitable.

The Opportunity: AllergywoRx Can Help! We recognized these trends and have created the perfect solution for primary care providers to learn how to treat allergies in their own practice!

The Difference Between Cost & Profitability

Primary Care as a specialty is taking a brutal beating. Reimbursements drop as cost of running a practice go up. The need for low-cost high-volume ancillary programs are desperately needed, so we created a program that would:

1. **Focus on Primary Care!** 60% of patients see their PCP for allergies, so give them the tools and knowledge to treat allergies “in-house”.
2. **Standardize and simplify** the allergy testing and therapy process found in an allergists office.
3. **Significantly reduce patient pain & risk** as well as any potential liability for doctors.
4. **Makes it affordable and convenient** for doctors and patients to start and maintain a very simple “long-term” program.
5. **Be evidence-based and results oriented** for new Accountable Care Organization standards.
6. **Reduces or eliminates referrals** to an allergy specialist and maintain control of the patient!
7. **Generates NEW revenue streams** with current patient load!
8. **Provide management and billing solutions** to increase efficiency & eliminate in-house hassles & errors.
9. **Exclusive Partnership Program!** Partner with us and you don’t need up-front capital to start AllergywoRx in your practice. Just sign up on our “Per Patient Program”. Ask for more details.

Did You Know?

*58% of patients suffering from allergies visit their primary care provider first!

*54.6% of Americans are allergic to at least two allergens!

* The supply of allergists are expected to decline while the demand for allergists will increase by 35% by 2020

AllergywoRx

*A ClinicalwoRx Program
Powered by
TTY Consulting*

Q1: Which allergy symptoms do you see each day?

☒ **Head, Ears, Eyes, Nose, Throat:**

- ☐ Malaise or Fatigue (780.7)
- ☐ Migraine (346.0)
- ☐ Conjunctivitis (372.0)
- ☐ Otitis Media (381.0)
- ☐ Rhinitis (477.0)
- ☐ Sinusitis (461)
- ☐ Postnasal Drip (784.91)
- ☐ Tonsils/Adenoids (474.0)

☒ **Dermatological:**

- ☐ Atopic Dermatitis (691.8)
- ☐ Diaper Dermatitis (691.0)
- ☐ Urticaria (Hives)(708)



☒ **Upper Respiratory:**

- ☐ Asthma (493)
- ☐ Bronchitis (490, 491)
- ☐ Cough (786.2)
- ☐ Upper Respiratory Infection (465)
- ☐ Pneumonia (495.8, 9)
- ☐ Laryngitis (464)
- ☐ Wheezing (786)
- ☐ Abnormal Chest Sounds (786.7)

☒ **Gastrointestinal:**

- ☐ Allergic Gastroenteritis (558.3)
- ☐ Celiac (579.0)
- ☐ Vomiting, Persistent (536.2)
- ☐ Diarrhea (787.91)

Q2: How do you normally treat these symptoms?

- | | | |
|---|--|---|
| <input type="checkbox"/> Anti-Histamine | <input type="checkbox"/> Nasal Steroid Spray | <input type="checkbox"/> Nasal Decongestant |
| <input type="checkbox"/> Steroid Shot | <input type="checkbox"/> Refer to a Allergist or ENT | <input type="checkbox"/> All of the above? |

Q3: Are you a treating symptoms or treating allergies?



Symptomatic Approach: No Evidence, Meds Only?



Result: No immune modulation, allergies remain!

AllergywoRx Approach: Better Medicine, Better Value!



Better Result: Build Immunity, allergies disappear!

Help Your Patients "Get Tested. Get Treated. Get Better."

To schedule an appointment, ask for more information, or see a demonstration, contact your ClinicalwoRx Rep Today!
Don't have a rep? Call your ClinicalwoRx Regional at 855-763-8300, Fax 855-548-5558

DO I HAVE THE PATIENT VOLUME?

VOLUME determines POTENTIAL. When looking at any ancillary service, providers need to confirm their patient volume first. Patient Volume will also determine which AllergywoRx program is the best fit for you and your practice.

of Allergy patients per day: _____

% PPO: _____ % MC _____ %MA _____

BETTER MEDICINE IS BETTER BUSINESS!

PROFITABILITY determines SUCCESS.

After patient volume has been determined, we have to evaluate your return on investment. Reimbursement minus cost is profitability, and with AllergywoRx, the reimbursement to cost ratio is impressive!

The programs detailed below will help you determine the best options for your practice.

WHAT IS BETTER FOR MY PATIENTS?

RESULTS determines patient VALUE. The final evaluation for any value-added ancillary service... "Is it safe and effective for my patients?" With AllergywoRx, you can feel secure that our program is designed to be the safest and most comprehensive allergy program available today.

Decisions:

"Which program is the best for my practice?"

OPTION 1: 21-PATIENT TESTKIT. \$2,499 Designed for doctors who are not sure of their volume.

IDENTIFICATION FACTORS	EACH	TOTAL	ADDITIONAL COMMENTS
Conservative Reimbursement	95004	\$5.00	Reimbursement ranges from \$4-9 per prick
AllergywoRx Skin TesKit x 72 units	x 72	\$360	This is the CPT 95004 x the total of skin tests (72)
\$119 cost per test	-\$119	\$241	Reimbursement of \$360 minus \$119 cost is \$241 gross profit.
Number of Patients per day	1	\$241	Total calculated gross profit to the physician per Day
Avg # work-days per month	20	\$4,820	Total calculated gross profit to the physician per Month
Number of Months in a Year	12	\$57,840	Total calculated gross profit to the physician per Year

OPTION 2: 63-PATIENT TESTKIT. \$4,995 Designed for doctors who want to jump right in!

IDENTIFICATION FACTORS	EACH	TOTAL	ADDITIONAL COMMENTS
Conservative Reimbursement	95004	\$5.00	Reimbursement ranges from \$4-9 per prick
AllergywoRx Skin TesKit x 72 units	x 72	\$360	This is the CPT 95004 x the total of skin tests (72)
\$79 cost per test	-\$79	\$281	Reimbursement of \$360 minus \$79 cost is \$281 gross profit.
Number of Patients per day	3	\$843	Total calculated gross profit to the physician per Day
Avg # work-days per month	20	\$16,860	Total calculated gross profit to the physician per Month
Number of Months in a Year	12	\$202,320	Total calculated gross profit to the physician per Year

OPTION 3: 21-PATIENT TESTKIT. "Per Patient Shared Risk" Program. Invoiced \$1,249, 45-Day terms.

IDENTIFICATION FACTORS	EACH	TOTAL	ADDITIONAL COMMENTS
Conservative Reimbursement	95004	\$5.00	Reimbursement ranges from \$4-9 per prick
AllergywoRx Skin TesKit x 72 units	x 72	\$360	This is the CPT 95004 x the total of skin tests (72)
Per Patient Billing Percentage (Fee)	50%	\$180	We do the PPO billing and discount the cost per test by \$50.
\$119 cost per test X 50%	-\$59.50	\$121	\$1,249 cost per kit is 50% of purchase price for PPO business.
Number of Patients per day	1	\$120.50	Total calculated gross profit to the physician per Day
Avg # work-days per month	20	\$2,410	Total calculated gross profit to the physician per Month
Number of Months in a Year	12	\$28,920	Total calculated gross profit to the physician per Year

Better Medicine is Better Business! Start AllergywoRx Today!

To schedule an appointment, ask for more information, or see a demonstration, contact your ClinicalwoRx Rep Today!
Don't have a rep? Call your ClinicalwoRx Regional at 855-763-8300, Fax 855-548-5558

AllergywoRx Program

TestKit Order Form

Clinic Name: _____ # Locations: _____ Total #Providers: _____

Ship Address: _____ City: _____ St: _____ Zip: _____

Bill Address: _____ City: _____ St: _____ Zip: _____

Dr Name: _____ NPI#: _____ DEA# _____ LIC# _____

Main Contact: _____ Title: _____

Office: _____ Fax: _____ Email: _____

Prescriber Signature: _____ Date: _____ ClinicalwoRx Rep: _____

Training Date: ____/____/____ ClinicalwoRx Regional Director: _____ # Posters: _____

Credit Card Type: _____ Card #: _____ Exp: _____ CVV: _____

Authorized Signature: _____ Date: _____ I authorize payment to my credit card for price below.

Paying by check? Authorized for billing terms: [] Invoice Net 30-Days [] Split Payments (1/3 down, 1/3 at training, 1/3 30-days after install)

Notes: _____

QTY	Item Description	Price	Total
	AllergywoRx 21-Patient Starter Kit (\$119 per patient)	\$2,499.00	
	AllergywoRx 21-Patient Refill Kit.	\$1,995.00	
	AllergywoRx 21-Patient Starter Kit. Shared Risk Program.	\$1,245.00	
	AllergywoRx 21-Patient Refill Kit. Shared Risk Program.	\$1,245.00	
	AllergywoRx 63-Patient Starter Kit. (\$80 per patient)	\$4,995.00	
	AllergywoRx 63-Patient Refill Kit.	\$4,495.00	
	AllergywoRx Zip Code Marketing Program every 45-days (10,000 homes)	\$3,500.00	
	AllergywoRx On-Site Full Day Training & Implementation	\$1,500.00	
	AllergywoRx TestCream Diphenhydramine 2% Hydrocortisone 2% 40g	\$40.00	
	<input type="checkbox"/> Customized AllergywoRx Response Cards. Email logo to Georgia.		
	<input type="checkbox"/> Call Georgia at 855-763-8300 for your initial on-boarding consultation	Total	

Please fax this order form to ClinicalwoRx affiliated Pharmacy at **855-548-5558**.

If you have any additional questions, please contact your Clinicalworx Regional Director at 855-763-8300

topic	AllergywoRx drops	allergy shots	prescriptions
method	Drops under the tongue	Shots in the arm	Inhale, nasal spray, SVN, swallow, drink
risk	Possible tingling of the tongue or possible nausea.	Swelling, itching, hay fever, life-threatening anaphylaxis	Drowsiness, restlessness, dry mouth, increased infection, side effects often worse than allergy.
# of visits	Once every 30-days for first 4 months at primary care doctor, then again at 12 months.	1-2x's every week, (48-96 x's a year) at allergy specialist office (means significantly more costs)	Many for medication refills, acute flareups, Rx side effects
testing	Yes. Needle-free skin test. Pain-free results in 15 minutes. Evidence-Based medicine.	Yes. Prick tests then specialized intradermal tests @ allergist office with (many) needles	Recommended but not always done. Should confirm allergies prior to prescribing medication.
patient limitations	Severely immunodeficient patients.	Patients on Beta blockers, history of anaphylaxis, kids under 5, severe asthmatics, severe immunodeficiency	Medication-dependent but may include hypertension, immunodeficiency, other medications, side effects
covered by insurance	AllergywoRx TestKit: Yes. AllergywoRx Drops: No Flexible Spending Account eligible, still less than shots.	Test: Yes Allergy Shots: Yes, but cost of office visits is often times more expensive than drops	Yes, but all medications will required prescription deductible per prescription.
cost	\$60.00 per 30-Day Script.	Co-pay each week (\$60-120/mo), cost of gas, cost of missing work, can't put a price on massive inconvenience.	Co-pay per office visit & for each med prescribed (\$50-200/month)
convenient	Yes. Dose in the morning from home. Only 4 follow up visits over the year.	No. Weekly medical visits, conflicting schedules, sit around & wait for anaphylaxis reaction	Side effects cause inconvenient sluggishness, dangers during driving, missing work.
duration	1-3 years, depending on decreased sensitivity	3-7 years, depending on decreased sensitivity and limited dosing from anaphylaxis	Continuous long-life dependency (allergy never goes away, so medication is required)
time	Each morning, add drops under the tongue.	2-4 hours a week (visit plus drive to and from doctor)	1-30 minutes per day (depending on qty & type)

AllergywoRx is a ClinicalwoRx Ancillary Program. For More information, contact your ClinicalwoRx Representative.

Go to ClinicalwoRx.com or call 855-763-8300, Fax 855-548-5558

1. SAFETY: Sublingual Immunotherapy (SLIT) has a higher safety profile than subcutaneous (SCIT) allergy shots.

- a. SLIT is considered a viable alternative to injection (SCIT) therapy and is endorsed by the World Health Organization. 1
- b. Clinical trials have demonstrated that SLIT is an effective and safe treatment. 2
- c. The effects of SLIT appear to be long-lasting with studies showing continued efficacy 4 to 5 years after discontinuing therapy.3
- d. SLIT appears to have less risk of systemic side effects and anaphylaxis.3
- e. SLIT is well tolerated and most side effects are mild to self-limiting.4
- f. The SLIT Joint Task Force reviewed data on 1,181,654 doses administered to 4378 patients and found NO fatalities with an estimated systemic reaction of 0.056% which included asthma, Urticaria's and gastrointestinal symptoms. This is in comparison to systemic reaction rate of non-accelerated SCIT, which ranges from .05% to 3.2% of injections.5
- g. The relevance of immunotherapy in treatment of allergic respiratory diseases is further underlined by the fact that it can exert a preventative effect on the progression of respiratory allergy in children, thus acting as a secondary prevention. The use of sublingual immunotherapy was proposed about 20 years ago with the main rationale of minimizing the risk of severe adverse events, possibly related to the injection route of administration. After some years in many controlled trials performed on adults and children, SLIT is finally accepted as a viable alternative to traditional subcutaneous administration route.
- h. The satisfactory profile of SLIT was repeatedly confirmed in both clinical trials and post marketing surveys, even in children under 5 years of age. Of note some double dummy studies failed to detect significant difference between SLIT and subcutaneous route of administration as far as clinical efficacy was concerned.
- i. SLIT is currently used in routine clinical practice in many European countries, and numerous standardization vaccines are available. The US FDA is going on with the registration procedure in several phase 2 studies have been initiated in the United States a task force of the American Academy of allergy, asthma, and immunology American College of allergy asthma and technology have acknowledged the efficacy of SLIT in 2006 and an extensive review.
- j. FDA CLAIM: although not FDA proved in the United States, SLIT is frequently used in off-label manner to treat inhalant allergies. Therefore, at this time insurance companies do not cover SLIT and is considered an out of pocket expense for those who wish to seek the convenience of this treatment.

2.COMFORT. CONVENIENCE. COMPLIANCE: CONVENIENCE leads to COMPLIANCE which leads to RESULTS!

- a. SLIT is attractive to many patients because it is tolerable, safe, convenient, and for the most part is done at home.
- b. SLIT It is an attractive option for young children who were opposed to injections.
- c. SLIT is the preferred method for patients who find it hard to stick to schedules or routines. Simply place the AllergywoRx dropper conveniently near the toothbrush and self-administer the dose prior to brushing your teeth. Hold for 2 minutes under the tongue, then swallow. No pain, no hassles, no worries.

3. COST EFFECTIVE: AllergywoRx SLIT Vaccine is only \$60.00 per vaccine per month. No co-pay is required. Auto-ship & Auto-rebill.

- a. The cost of allergy shots depends on the type of insurance plan, percentage of coverage for the injections and serum vials, weekly co-pay amounts, and deductible that has to be met. In addition, time, lost work productivity, and travel expense add to the cost of subcutaneous shots. Therefore depending on an individual's insurance plan and calculated cost for the travel and lost work expense, SLIT may be comparable or even a better cost-effective solution than shots.
- b. Co-pays deductibles for insurance companies can range anywhere between \$0-\$7000 per year. The average yearly cost of Allergy shots is calculated by combining the weekly co-pay + weekly injection fee + serum file fee. None of these costs apply with allergy drops...thus making it more affordable for both patients and insurance companies.
- c. If a primary care provider refers an allergy patient to an allergist, weekly visits could require a minimum \$15 co-pay. \$15 times 4 weeks is \$60 per month, not including time off work, lost productivity, fuel costs, and massive inconvenience. AllergywoRx is only \$60 per month with no travel, no-copays, no inconvenience, no shots!
- d. When a primary care provider refers analogy patient to an allergist, the allergist will do the same skin testing done as the AllergywoRx TestKit, as well intra-dermal test, a weekly office visit fee, a serum fee, a weekly injection fee, which is paid for by the insurance company. With AllergywoRx, the insurance company only pays for the skin test, thus lowering overall healthcare costs.

AllergywoRx

SLIT Drops

- NEEDLE FREE!
- CONVENIENT
- SAFE (LOW RISK)
- SIMPLE
- AFFORDABLE
- LONG-LASTING
- AT-HOME USE
- UNIVERSAL
- MULTI-REGIONAL
- RELIABLE
- EFFECTIVE
- COMPLIANT
- ALL AGES
- LOW COST
- SHIPPED TO YOU

Treat Allergies. Not Symptoms.

Allergies & Asthma are getting worse every year, and kids are the largest growing population! Ear aches & infections, eye infections, throat or sinus infections, gastrointestinal problems, dermatitis (eczema) or hives are part of the Pediatric Allergy March. Get clinical evidence, then safely & effectively treat the problem at the source!



Your Family Is Just a Few Drops Away From an Allergy-Free Life!

Thank your doctors for bringing AllergywoRx into their practice!

When it comes to allergies, statistics say that almost 60% of American patients depend on primary care providers to treat their allergies. The problem is that most PCPs are trained to treat allergy "symptoms" and not the "allergy" itself! Your healthcare provider had an important decision to make about your health;

1. Continue to medicate allergy symptoms without finding out what you were allergic to (or if you were allergic at all).
2. Refer his most valuable asset (you) to someone else (allergist or ENT).
3. Start treating allergies within the practice with the AllergywoRx program.

Being that you are now reading this AllergywoRx info sheet, it is obvious that your doctor chose your well being and quality of life over the "same 'ol medicine" other doctors do. That's important!

What Makes AllergywoRx Different?

AllergywoRx is a completely needle-free program, meaning no needles are ever required to test or treat our patients!

Comfort & Safety: Not long ago, almost all allergy patients were scratched with needles for testing, then injected with needles for immunotherapy. Modern European countries now think of this practice as "barbaric" since they prefer sublingual (drops under the tongue) over injections. In fact, Great Britain converted to drops way back in 1986 because of the

poor risk/benefit ratio (i.e. multiple deaths) caused by allergy shots. See the additional safety details in the blue section below regarding safety of SLIT.

Cost & Compliance: AllergywoRx Therapy Drops are extremely easy to use, costs only \$60 per month, and are shipped to your front door every 30-days. When compared to shots, each office visit could ring up \$30 copays for each weekly visit which is \$120/month (not counting gas and time to get to the doctors office each week). AllergywoRx is half the price and weekly office visits are not required! These factors help patients stay compliant to their therapy, which increases results!

AllergywoRx is the allergy immunity program that woRx!

The World Health Organization
Endorses Sublingual Therapy!



1998

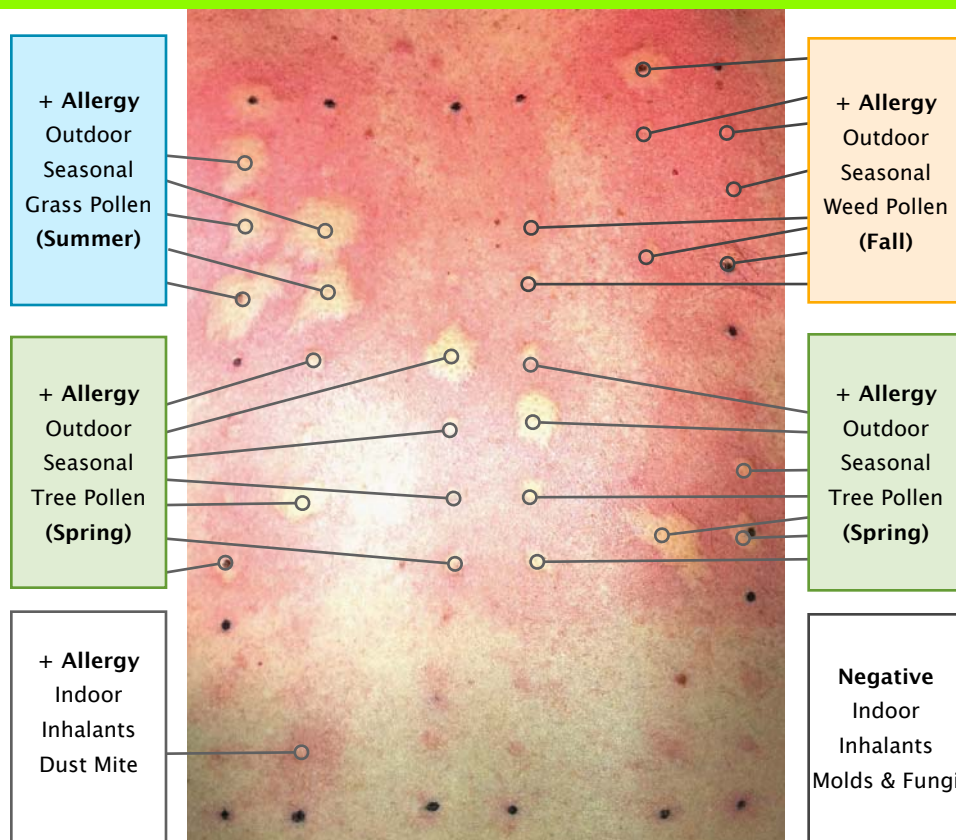
The safety of SLIT (sublingual immunotherapy) over SCIT (sub-cutaneous) is well worth noting. In a comprehensive review of 104 articles on SLIT, there were 66 studies that provided some information on safety and tolerance, representing 4,378 patients who got nearly 1.2 million total doses. There were no fatalities or anaphylactic events reported using SLIT, and only 1.4 significant adverse events (SAE) per 100,000 SLIT doses. By comparison, according to the World Allergy Organization, there are an estimated 3.4 fatal and 22.8 near-fatal reactions caused by subcutaneous allergy shots every year.

AllergywoRx

PCP-TestKit

- NEEDLE-FREE
- COMFORTABLE
- INSURANCE OK
- QUICK
- SIMPLE
- MULTI-REGIONAL
- ENVIRONMENTAL
- RELIABLE
- EFFECTIVE
- ALL AGES
- LOW COST
- CONVENIENT
- IMMEDIATE
- ACCURATE
- INFORMATIVE

What Does This Test Tell Us?



Stop Guessing If You Have Allergies. Get Tested and Find Out!

54.6% of Americans are Allergic to at least 2 allergens! Do you know what yours are?

Finally someone has made allergy testing in a primary care office easy, comfortable, and quick! Your primary care provider has chosen the AllergywoRx TestKit as the premier needle-free allergy testing device to help identify if and what causes your allergy symptoms.

What Makes AllergywoRx Different?

AllergywoRx is a completely needle-free program, meaning no needles are ever required to test or treat our patients!

Comfort & Safety: AllergywoRx uses disposable plastic applicators to apply small drops of test antigens (protein extracts) for the 70 most common

allergens in North America. These droplets are placed on the back and gently pricked into the skin 8 droplets at a time. No blood is drawn and the skin is never penetrated.

In 15-minutes, the allergic reaction of your skin to the antigens (shown above) will cause an inflammatory response that is measured and recorded by your doctor. In 12 months, you will do this test again and find out how well the AllergywoRx Therapy Drops have been working by comparing this year's test measurements to next years test measurements. Patients have quickly reduced or eliminated their reaction within a 12 month period!

The AllergywoRx TestKit DOES NOT include food allergens. For safety reasons, we have chosen not to risk our patients.

Cost & Compliance: The AllergywoRx Skin TestKit is covered by most insurance companies and is FDA approved for testing in your doctor's office. The 1st page of your AllergywoRx Patient Packet will pre-authorize your provider to perform the test and submit to your insurance.

Comprehensive: The AllergywoRx Skin TestKit is the only test kit that covers the entire North American Continent! Everyone travels these days, and people move from one state (or country) to the next, so we created the only master multi-regional environmental panel using the latest scientific information from the worlds largest antigen manufacturer. With AllergywoRx, no matter where you live, you're covered!



"The Season" is what it's called in South Florida. Canadian snow birds head south for the winter to enjoy the sun and white sand of the Floridian coast. They spend half of the year in the mountains (where certain plants live and pollenate) and the other half in the tropical air (where different plants live and pollinate). This is a perfect reason as to why AllergywoRx created the first multi-regional North American panel. Our "One-Size-Fits-All" approach for testing is also the same reason we created our AllergywoRx Sublingual Vaccine (the top 90-allergens across north America). **Standardize vs Regionalize! Simplify vs Complicate!**

Stop Guessing, Start Testing! Treat Allergies, Not Symptoms!