Better Value & Outcomes at a Better Cost.
Better Medicine is Better Business.

ClinicalwoRx.com
Toll Free: 855-763-8300
The Accountable Care Act: “The initiatives and incentives that the law has put into place for Medicare reflects the recognition that the gaps in quality and unrestrained cost are results of a delivery system and payment methodology that is in need of significant restructuring.”

“Three Part Aim”: improving the experience of care for individuals (value), improving the health of populations (quality), and lowering per capita costs. In order to achieve those goals, the existing payment models and health care delivery system need reform.

ClinicalwoRx to the Rescue! We have designed our programs to be ACO compliant by focusing on building patient value with better results at a lower cost… but still driving revenue into the practice.
58% of patients suffering from allergies visit their primary care provider first.

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

**Allergies & Asthma are the most common yet overlooked disease states**

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!

**Common Symptoms**

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

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**VOLUME creates 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.

**PROFITABILITY creates 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!

**RESULTS creates 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.

ClinicalwoRx LLC.  ClinicalwoRx.com  855.763.8300
**AllergywoRx** Treat Allergies. Not Symptoms. Make $.

**OPTION 1: 21-PATIENT TESTKIT. $2,499**

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

Reimbursement calculations are conservative and based from average EOBs. Actual reimbursement varies by state and by carrier.

**OPTION 2: 63-PATIENT TESTKIT. $4,995**

<table>
<thead>
<tr>
<th>IDENTIFICATION FACTORS</th>
<th>EACH</th>
<th>TOTAL</th>
<th>ADDITIONAL COMMENTS</th>
</tr>
</thead>
<tbody>
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<td>AllergywoRx Skin TesKit x 72 units</td>
<td>x 72</td>
<td>$360</td>
<td>This is the CPT 95004 x the total of skin tests (72)</td>
</tr>
<tr>
<td>$79 cost per test</td>
<td>-$79</td>
<td>$281</td>
<td>Reimbursement of $360 minus $79 cost is $281 gross profit.</td>
</tr>
<tr>
<td>Number of Patients per day</td>
<td>3</td>
<td>$843</td>
<td>Total calculated gross profit to the physician per Day</td>
</tr>
<tr>
<td>Avg # work-days per month</td>
<td>20</td>
<td>$16,860</td>
<td>Total calculated gross profit to the physician per Month</td>
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<tr>
<td>Number of Months in a Year</td>
<td>12</td>
<td>$202,320</td>
<td><strong>Total calculated gross profit to the physician per Year</strong></td>
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</tbody>
</table>

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.

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!

Get Tested. Get treated. Get Better

AllergywoRx Therapy Drops

* Needle-Free
* Safe (no anaphylaxis risk)
* Affordable ($60 per month)
* Convenient (Daily drops)
* Compliant (90%)  
* Fast Acting & Long-Term Effective

AllergywoRx Test Kit

* Needle-Free
* Simple
* Painless
* National Panel
* No Food Allergens
* Profitable

Turn-Key System

AllergywoRx is a simple, affordable and needle-free program allowing primary care providers to test and treat common environmental allergens without having to refer patients to an allergy specialist.
Stop Guessing & Start Testing! PGx Testing Is Easy and Free to the Clinic!

PGx Testing is now Standard of Care at Scripps, Harvard, Mayo Clinic, Vanderbilt & Columbia.

Patients are physically, psychologically and genetically different. Therefore, not all patients respond to a “one-drug-fits-all” therapy. New advances in genetic testing can identify what medications will work, what medications won’t work, which medications could cause risky side effects, and which drugs could cause addiction...all based on the patient’s genetic code. The PainwoRx program provides the genetic testing supplies and service FREE of charge for physicians & covered by Medicare & commercial insurance!

**Q:** Has a patient ever told you “This drug isn’t doing anything for me.” What did you do? Prescribe a stronger dose or switch the patient to another drug and say “Let’s see what happens with this one.”? You might as well flip a coin...you are guessing!

**Q:** Ever have a patient with a major side effect or become toxic from a medication you prescribed? What did you do about it? Change the dosage or change the medication? You are guessing again!

**Why Do DNA Testing?** All enzymes are created by specific genes that contain the DNA code for the construction of each enzyme. Every once in a while, these genes create “variations” in the DNA sequence. These variants result in enzymes that have a “loss of function” (poor metabolizer) or produce an enzyme that has a high metabolism (ultra rapid metabolizer). Genetic testing determines the patient’s sensitivity to medications which will predetermine the drug effectiveness and safety.

**Better Medicine is Better Business:** Not only is PGx testing better medicine, it is also an unexpected revenue source for the practice. We provide kits at no charge and providers can charge an interpretation fee for the report and a 99213. That’s a little more than $100 per patient, and the patient will value your care.

**Stop risking your patients.** Order your LabwoRx PGx supplies and get started today!

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**FDA Meds with a Black Box Label Warning!**

<table>
<thead>
<tr>
<th>CYP2D6 Enzyme Pathway.</th>
<th>CYP2C19</th>
<th>CYP2C9</th>
</tr>
</thead>
</table>
LabwoRx PGx

DNA Basics: Metabolizer Phenotypes

Knowing a patient’s genetic profile can help a prescriber adjust patient drug therapy to improve therapeutic outcomes and reduce the risk of adverse drug events (ADEs). Our pharmacogenetic test report categorizes a patient into four metabolizer categories for each genetic enzyme pathway. The way a patient metabolizes medication will determine the best drug and starting point. PGx eliminates any guessing when it comes to prescribing the best medication for each patient. This is called “Personalized Medicine.”

<table>
<thead>
<tr>
<th>Ultra Rapid</th>
<th>Extensive</th>
<th>Intermediate</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased risk of treatment failure from non-prodrugs* due to increased metabolism</td>
<td>Normal drug metabolism</td>
<td>Often a reduced dose of non-prodrugs is suggested with close monitoring for ADE’s</td>
<td>Increased risk of toxicity from non-prodrugs due to lack of metabolism.</td>
</tr>
<tr>
<td>Increased risk of toxicity from pro-drugs* due to excessive formation of active metabolites</td>
<td>Administration of inhibitors could result in poor metabolizer ability; administration of inducers could improve metabolism</td>
<td>Unlikely to benefit from prodrugs* due to reduced formation of active metabolism.</td>
<td></td>
</tr>
</tbody>
</table>

If you are still not convinced, take a look at the following statistics...

1. Identify patients at risk of an ADE.
   * An estimated 20-30% of pain patients have a genetic opined metabolic defect (GOMD)
   * 2.2 Million ADEs occur yearly with over 100,000 cases resulting in death.
   * 1 in every 5 hospital injury or death is related to an ADE.
2. Increase drug efficacy with PGx
   * Only 58% of patients who take prescription pain medication receive pain relief.
   * Patients with reduced-function alleles have a 3.5-8 times greater risk for major adverse cardiovascular events, with the greatest risk in poor metabolizers of Plavix.
   * Drug treatment of psychiatric disorders is troubled by severe adverse effects, low compliance and lack of efficacy in about 30% of patients.
3. To Improve patient compliance with PGx
   * Knowledge of their genetic test results has been proven to make patients more likely to take medications as prescribed.
4. Reducing ADEs reduces healthcare costs.
   * An estimated $136 billion is spent on treating ADEs annually. More than Diabetes and Cardiovascular disease.
   * Prescription Opioid analgesics are among the most common causes of ADEs.
   * *ADRs increase exponentially after 4 Rx per day. The average Medicare Patient takes:*
     * 89.2% Daily Prescription
     * 46.1% < 5 Prescriptions/day
     * 53.6% > 5 Prescriptions/day
5. Reduce chance of addiction to medications
   * According to the National Institutes of Drug Abuse (NIDA) and the American Society of Addictive Medicine (ASAM), up to 60% of substance abuse is due to genetic factors
   * *American Pain Society: “A physician’s ability to predict who will become dependent or toleration to their pain medications is about 50% -- no better than flipping a coin.”*
6. Reduce provider liability.
   * Now that PGx testing is available & FDA’s Black Box Label on 43 medications is well documented, doctors can no longer claim “I didn’t know.” Stop putting you and your patients at risk. Start PGx today!

PgX Testing is Used for

1. Mental Health
2. Pain Management
3. Post MI Surgery
4. Acid Reflux
5. Cancer
6. High Blood Pressure
7. Heart/Cholesterol
8. Depression
9. Asthma/COPD
10. Migraines
11. ADD/ADHD
12. Enlarged Prostate

ClinicalwoRx.com 855.763.8300
The AllergywoRx program is a two prong approach to test and treating allergies inside the clinic. The AllergywoRx TestKit is a needle-free skin test for the top 70 allergy causing environmental triggers in North America. See the attached AllergywoRx product sheet for more info.

AllergywoRx Therapy Drops: Now that a patient has been tested, the drops are a sublingual vaccine prescription that replaces allergy shots. This vaccine essentially turns the allergy process “off” like a light switch.

LabwoRx PGx: Case managers already identify the prescriptions patients are taking, but now they can do a DNA swab to identify if those medications are working (or not) the way they should, or are the causing a toxic risk to the patient? See that attached LabwoRx PGx information for details.

Contest Begins October 31st and Ends December 31st!

Case Managers are the heart and soul of any PBS Clinic...this is for YOU! Without the dedicated effort of the case managers to drive services through their respective clinics, the clinics would not be as successful as they are.

As we first launched AllergywoRx into the PBS system in October, we quickly realized how vitally important case managers are to introducing new services to the current patient base and potential patients. Case managers are the first to identify a “need” for a patient to feel better, and that’s where we fit in.

The ClinicalwoRx Ancillary Programs are perfectly suited for the PBS model. These services are targeted for common ailments and services, such as allergies, that are not normally found in a primary care or physical medicine setting.

Our unique programs are also very easy to acquire and implement into the current workflow of a PBS clinic. They do not require an extraordinary amount of time or money to add to current workflow, which makes earning points not only easy, but also valuable to the patients, fun for the staff and profitable for the clinic. The patients win, the clinic wins, ClinicalwoRx wins, and now the case managers literally win!

We wanted to introduce a fun way to get excited about ClinicalwoRx and our ancillary services. By offering a contest for the case managers, we feel that it provides additional incentive to be successful! Enroll today and get started!

Three ways to earn points:

1. AllergywoRx Test
2. AllergywoRx Drop Rx
3. LabwoRx PGx

Every point earned over 25 is a chance to win the Grand Prize...
Contest Rules:

1. Enroll in the Contest
   The entry sheet on the left must be faxed to ClinicalwoRx to qualify for the contest. Once you have been enrolled, you will get a T-shirt in the mail that says “Stop Guessing! Start Testing!”

2. Study the Materials!
   Enclosed in your ClinicalwoRx PromoPack, you will find additional information regarding the AllergywoRx and LabwoRx programs. We also suggest that you watch the training videos on our ClinicalwoRx Vimeo page [https://vimeo.com/user20531198](https://vimeo.com/user20531198)

3. Start Testing TODAY!
   Inside the PromoPack, you were given your first 25 LabwoRx PGx tests. If you are serious about winning, go ahead and fill out the LabwoRx Account Registration Form and send it in with this Contest Enrollment Form. You will receive another box (or two) of 50 PGx tests AT NO CHARGE! Send the tests into the lab at the end of each week and keep track of the number of points you have earned!

You will get a report for each patient’s Genotype & Phenotype for a doctor to review with the patients.

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Start Earning Points TODAY! Enroll Now!

### ClinicalwoRx

**Name of Clinic:**

**Shipping Address**

**City**

**State:**

**Zip**

**Work Phone and Extension:**

**Name of Case Manager:**

**Email:**

**Company Website:**

**Clinic Supervisor:**

**Medical Director:**

Would your clinic supervisor or medical provider like to have more information on AllergywoRx and LabwoRx PGx?

[ ] Yes [ ] No

**Email:**

**Ph:**

Does your clinic supervisor or medical provider give permission to participate in this contest? [ ] Yes [ ] No

What is the most satisfying part about your job as a Case Manager?

How many patients per day does your clinic see? New Patients: 

Returning Patients:

Does your clinic do community health fairs? [ ] Yes [ ] No

Would like to. If so, how often? Enter frequency

**Frequency:**

Promoting AllergywoRx & LabwoRx can bring many new clients into the practice!

How many patients do you see each day that are on multiple medications? Identify the most common:

# [ ] Statins [ ] Beta-Blockers [ ] Pain [ ] Hypertension [ ] Mental health

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[ ] ADD/ADHD [ ] Acid Reflex [ ] Diabetes [ ] Elevated Blood Pressure

Hint: These are all medications that would qualify for PGx testing and earn points.

Identify common allergy symptoms patients have: (You may want to add these to your patient survey)

[ ] Fatigue [ ] Migraine [ ] Rhinitis [ ] Post nasal drip [ ] Sinusitis [ ] Dermatitis [ ] Hives

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[ ] Asthma [ ] Bronchitis [ ] Cough [ ] Upper Respiratory Infection [ ] Wheezing

Hint: These are all reasons to do an AllergywoRx Skin Test and earn points.

Would you like to join a webinar to learn more about AllergywoRx and LabwoRx? [ ] Yes [ ] No

Would you rather watch a Vimeo Training about AllergywoRx and LabwoRx? [ ] Yes [ ] No

What is your point goal per day? [ ] 1 per day [ ] 2 per day [ ] 5 per day [ ] 10 per day [ ] 10+

If you win the grand Prize, who are you bringing with you? Name:

[ ] Spouse [ ] Boyfriend/girlfriend [ ] Friend [ ] Colleague [ ] Goin’ stag!

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**Grand Prize Drawing: January 15th, 2014**

**Atlantis, Paradise Island, The Bahamas**

* Includes airfare
* Hotel accommodations
* $1,000 spending cash
* Group excursions with ClinicalwoRx

Must have a minimum of 25 points to qualify for grand prize trip.