



# QUARTERLY SPRING 2019

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## OUR MISSION

*The U.S. healthcare system is in the midst of a major transformation. It's moving from a fragmented, volume-based system where patient data exists in silos to a coordinated, value-based system where data needs to be interoperable.*

*A key part of this transformation is the shift to value-based reimbursement models, such as the patient-centered medical home and episode of care/bundled payment, that are proven to improve outcomes and reduce costs.*

*InXite's mission is to effectively operationalize and optimize these value-based models for payors, employers, and providers.*

## A MESSAGE FROM THE CEO



I have always been the type of guy that needs to be constantly in motion and as we undertake the second quarter of 2019, the pace shows no sign of slowing down. The new CMS interoperability rules may be a huge game changer for InXite® Health Systems and we are ready and able to take them on. As the rules continue to refine themselves we are posed to be a willing partner for all of the providers, payers, and healthcare professionals who need help complying with the new government mandates. The technology we have developed is safe, secure, and comprehensive. The INXITE® data platform is right at everyone's fingertips.

In addition to our reach throughout the United States, InXite® Health Systems is investigating the global arena. I have met with several large healthcare providers, most recently in China. We are looking for an opportunity to make a sizable impact on the Chinese Health System through our cutting-edge technology.

I had the pleasure of being the keynote speaker at the Healthcare Financial Management Association (HFMA) Regional Conference in Mobile, AL. The organization brings together executives, and financial managers from provider organizations, physician practices, and health plan markets to collaborate and address the many financial challenges the US healthcare system faces today. My thoughts were on innovation in the changing healthcare space. In addition, InXite® Health Systems Advisory Board member Eddie Tontaco spoke with me on "improving outcomes for self-insured employers." Dr. Marc Sweeney presented at the conference on the topic of consumerism and how it will be seen in the future.

James Paat  
CEO  
InXite Health Systems

## INTEROPERABILITY MEETS DATA PORTABILITY

The new CMS interoperability rules seem overwhelmingly challenging. The healthcare environment is rapidly changing and InXite<sup>®</sup> Health Systems is leading the pack. The INXITE<sup>®</sup> data platform puts the patient first by allowing access to healthcare information whenever it is needed.

Having healthcare data at your fingertips is a luxury and our data portability allows safe and secure access to vital information. The new CMS Interoperability rules will be in place beginning January 2020. Don't be penalized by not having your technology up and running.

The InXite<sup>®</sup> Health Systems data platform may be the answer to having all your patients records shared and stored in one place. Visit [InXiteHealth.com](http://InXiteHealth.com) and see how the answer to being compliant moving forward may be right at your fingertips.

- InXite<sup>®</sup> Health Systems provides interoperability between payers, physicians, and health systems.
- Enables patient to have complete healthcare data portability through our mobile application.
- Clinical data combined with environmental, behavioral and financial insights.
- Patient-centered, value-based care. Putting patient interaction first.

## INTEROPERABILITY RULES

Recently, the Department of Health and Human Services (HHS) issued a white paper concerning the proposed Interoperability Rules. These rules will go into effect in January 2020. Our entire healthcare system will be changed due to these rules and we at InXite Health Systems want to make sure that all our healthcare partners are aware of what exactly the rules contain.

### SENATOR RON WYDEN

*"The nation is practically drowning in a tsunami of healthcare consumer data. Hospitals have it, pharmacies have it, the government's got it, and our smartphones have it. What consumers want is something that's understandable and user-friendly to help them get better, more affordable care, and they want their data protected."*

## THE GOVERNMENT AND INSURANCE COMPANIES SHOULD STOP PLAYING KEEPAWAY

By Joyce Frieden, News Editor, MedPage Today  
March 27, 2019

Patients need more access to their health data, Sen. Ron Wyden (D-Ore.), ranking member of the Senate Finance Committee, said here Wednesday at the annual Health Datapalooza meeting sponsored by Academy Health.

"The nation is practically drowning in a tsunami of healthcare consumer data," said Wyden. "Hospitals have it, pharmacies have it, the government's got it, and our smartphones have it. My sense is that what consumers want is something that's understandable and user-friendly to help them get better care, help them get more affordable care, and they want their data protected from thieves and ripoff artists and what they call spying eyes."

And yet, powerful people continue to make excuses for why consumers shouldn't be able to get this data, he said. "You've all heard [powerful] interests say, 'The sticker price isn't the real price, you know,' or 'The patients will never understand it; it's all really complicated' or 'Every provider charges something different.' On every issue, when you try to get data, those special interests use those excuses or some version thereof; it's practically 'Wash, rinse, and repeat.'"

### WYDEN OUTLINED FOUR IDEAS FOR HELPING PATIENTS ACCESS HEALTH INFORMATION:

#### 1. Making it easier for patients to find out how much their care will cost

For the 200 million Americans who get their health insurance either through Medicare or through a private health insurer, "with one call or going to one place online, these 200 million plus Americans could find out how much they'd have to pay for each service or procedure." While this may sound far-fetched, it's not, because Medicare and health insurers already have the needed data, Wyden said.

"It's not like we're out there trying to invent toilet paper or something like that -- it's out there ... So the government and insurance companies should stop playing keepaway from the American consumer." The cost information would include the entire episode of care -- such as post-surgical followup care.

#### 2. Giving more information on provider quality

"Americans don't just want affordable care, they want the highest quality care. It doesn't do someone much good to get cheap treatment that's lousy, because they'll just end up needing more care later," he said. "We also don't want patients unknowingly throwing good money after bad care. So [any price information dispensed should] include data on quality collected by Medicare or health insurance companies, so people can compare options not just on price but also on quality."

#### 3. Empowering patients and doctors to get their best deal on drugs

"I've put a big focus on the Finance Committee on the need to get lower list prices for unaffordable prescription drugs, to shine a bright light on patents and pricing schemes that the pharmaceutical CEOs guard like Gollum guards his rings," said Wyden. "And [I want to] hold Big Pharma accountable when they are gouging people with price increases that are unjustified ... We're going to get real with these companies in this session [of Congress] and hope we can get a bipartisan package to stop price gouging."

Wyden also argued for patients to get more real-time price information. Today, patients who see their doctor "are out the door on the way to the pharmacy with exactly zero idea of what's ahead in many instances. They don't know what their bill is going to look like, whether the lowest-cost drug was prescribed, and whether they'll get a better deal at the pharmacy down the street," he said. "I propose making it possible that when physicians log into their electronic health records to prescribe a medicine, a screen would pop up to tell the doctor and the patient what's available, what the prices are, and where it is."

#### 4. Letting patients control their data

Privacy is another important area of healthcare, Wyden said. "The reason privacy is especially important right now is none of the old limits exist. It used to be that Americans got a measure of privacy with healthcare data and everything else because there were things technology couldn't do -- things that technology, by virtue of its limits, was incapable of taking spying eyes in that direction. That's not the case any longer ... I've proposed a major privacy reform law... built around the idea that it's time to stop slapping CEOs on the wrist for violating privacy."

He noted that these ideas -- including the privacy bill -- are all non-partisan. "I want to work with you all to make sure privacy protections are iron-clad while allowing for research that improves the health of all Americans," he said. "That's where I think we have an opportunity."



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## NEW PARTNERSHIPS

This quarter has seen the beginning of several new partnerships. In addition to our venture into the rural healthcare area with Ignite Health, we have begun new relationships in the pharmacy arena with ApproRx, Pharmaneek, and Moler.

ApproRx is a Pharmacy Benefit Manager (PBM) company based out of Waynesville, Ohio. They have contracted with InXite Health Systems to bring greater value to their clients in population health management and improved patient outcomes. Given the complexity of drug therapy and the challenges of maintaining health information in one location, InXite will assist ApproRx clients and patients in improving their health and reducing costs.

Moler, based out of Indianapolis, IN, has recently partnered with InXite Health Systems to assist its clients and patients in providing chronic care management. Moler will be working with Pharmaneek and other partners to deliver high quality care coordination and disease management. InXite Health Systems will be used to improve patient communication, patient engagement, and interoperability of patient information.

Pharmaneek Pharmacy provides specialized services to patients with individual needs. The standard of service provided to patients and the facilities that care for them go far beyond a retail pharmacy. These specialized services keep patients healthier, safer, and help payers control pharmaceutical costs. As one of Moler's partners, Pharmaneek is a natural fit for InXite Health Systems. Moler will help deliver the INXITE<sup>®</sup> platform to Pharmaneek helping them keep patients' records, engage patients, and keep costs down.

InXite Health Systems looks forward to partnering with organizations that have the same mission. The work we do with pharmacies allows us to bring great value through value-based, patient-centered care. We look forward to continuing to build on these partnerships moving forward.



**"If everyone  
is moving  
forward  
together,  
then success  
takes care  
of itself."**

-HENRY FORD



## IGNITE HEALTH

Recently, we had the pleasure of having Marty Lotito and his team from Ignite Health visit us at our corporate headquarters. It was such a pleasure meeting with a group of people who have the same vision as InXite® Health Systems. Ignite Health brings healthcare options to areas of the US that do not have easy access to healthcare. Ignite health's mission is simple: Ignite Health exists to improve the health of the communities we serve, by leading a "personalized" approach to Population Health, with strategic national partners who believe in the power of working together. Ignite is initially focusing on improving the health of the Appalachian Region, where Heart Disease, Diabetes and the Opioid Addiction Crisis has greatly affected the health of the population and economy of the region.

They view Population Health, as not only the capturing of data from "physical" health risk factors, but also consider mental health, and the stress that comes from community members who are financially struggling to pay for health services and delay or postpone much needed care.

Like InXite® Health Systems, Ignite Health believes that one of the keys to better healthcare is the effective use of technology. Technology is and will be key for successful data management and operational efficiency, but improving the health of the population will also greatly depend on engaging a network of local people with key community stakeholders leading by example. By partnering with INXITE® and making sure that their patients utilize the data platform correctly, Ignite Health knows that complete healthcare records will be created and utilized by all necessary healthcare professionals. Patients will be receiving individualized care developed with their specific needs in the forefront. InXite Health Systems is happy to be a part of Ignite's healthcare initiative.

**"The dictionary is the only place that success comes before work."**

-VINCE LOMBARDI



## 30 DAY CAMPAIGN

InXite Health Systems recently began an unusual journey. We are giving away our premium product for free. Sounds a bit crazy to you? Not at all. We believe in the value of our product 100% and want to share it with as many people as we can. We launched a marketing campaign that is simply called the 30-day campaign. Each day for 30 days we posted a different ad on social media that lets people scan a QR code and be directed to either Google Play or the Apple App store so they can directly download the INXITE® App on their mobile phone.

In addition to getting the INXITE® application, people also receive the INXITE® emergency medical card with the application. The card contains vital information such as allergies to medication and food, doctor's name, birth date, serious illnesses, and emergency contact. Each family member receives their own emergency medical card with their individual information.

The goal of our 30-day campaign is to expose a new group of people to the value of the INXITE® data platform. For people to have all their healthcare records in one place is extremely valuable. Each individual will control who has access to their records and they are stored in a safe and secure manner. By scanning the QR code with their mobile phone, many people will be improving their life and the life of their family by having complete access to medical records. The INXITE® application can help save lives in an emergency.

**“ Innovation distinguishes between a leader and a follower.”**

-STEVE JOBS



## HEALTHCARE DATAPALOOZA 2019

Recently, one of the largest healthcare data conference took place in Washington, DC. The 10th annual Healthcare Datapalooza brought together leaders in the healthcare data field. The Health Datapalooza was born out of the Federal Government's commitment to open data, and continues to enjoy the greater and deeper engagement from the leaders of the Department of Health and Human Services and its agencies than any meeting of its type. As a result, the Health Datapalooza offers participating patients and private sector innovators more and better insights into how regulation and policy impact the use of data to improve health and health care delivery.

As a program of AcademyHealth, the Health Datapalooza is grounded in evidence and real-world application of innovation to health care delivery. In an industry driven by hype and buzzwords, the Health Datapalooza is where the in-depth data discussions take place.

Datapalooza attendees not only hear about the real-world concepts and actionable steps they can take back to their workplace, they can also jump into on-site "working sessions," using real data, to tackle a problem or introduce a new idea to their peers.

Attendees included: C-Suite Executives, Technology Developers, Venture Capitalists, Health Plans, Insurers, Academics, Researchers, Data Experts, Startups, Incubators, Data Experts, Clinician, Consultants, Policymakers, and Federal Government leaders. Our CEO, James Paat, and VP of Marketing Christopher Stets, enjoyed sharing ideas with other leading innovators in the data field. "We are on the brink of life-changing advances in healthcare data. The innovative advances being made today will bring improved healthcare to the patients who need it most," said James Paat. I truly enjoyed talking with thought leaders about innovative technology and solutions that improve healthcare delivery," Paat added. To learn more about the INXITE<sup>®</sup> data platform go to [InXiteHealth.com](http://InXiteHealth.com) and request a demo.

**"Do not follow  
where the path  
may lead. Go  
instead where  
there is no path  
and leave a trail."**

-RALPH WALDO EMERSON