

The SmartWheel

Clinical Business Model Summary



The Business Opportunity

Over 2 Million Manual Wheelchair Users

- Under-marketed population, not targeted
- Attract new patients with leading edge services
- Leads to referrals in other areas:
 - Orthopedic Evaluation and Treatment
 - Conditioning and Strength Training
 - Neuro Rehab

Opportunity to Increase Revenue and Profit



SmartWheel Business Model

Measures functional outcomes

Justifies skilled therapy time

Multiple Billing Codes for SmartWheel Usage

- PT Evaluation: 97001
- PT Re-evaluation: 97002
- OT Evaluation: 97003
- OT Re-evaluation: 97004
- Wheelchair Management and Training: 97542
- Physical Performance Test or Measure: 97750

Who should be tested with the SmartWheel?

Any person that is going to be a long term manual wheelchair user

The Analogy is Blood Pressure:

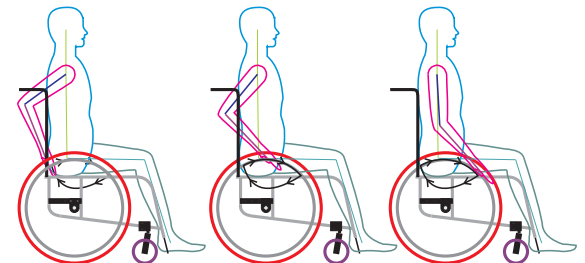
- You do not know if there is an issue without testing

Weight:

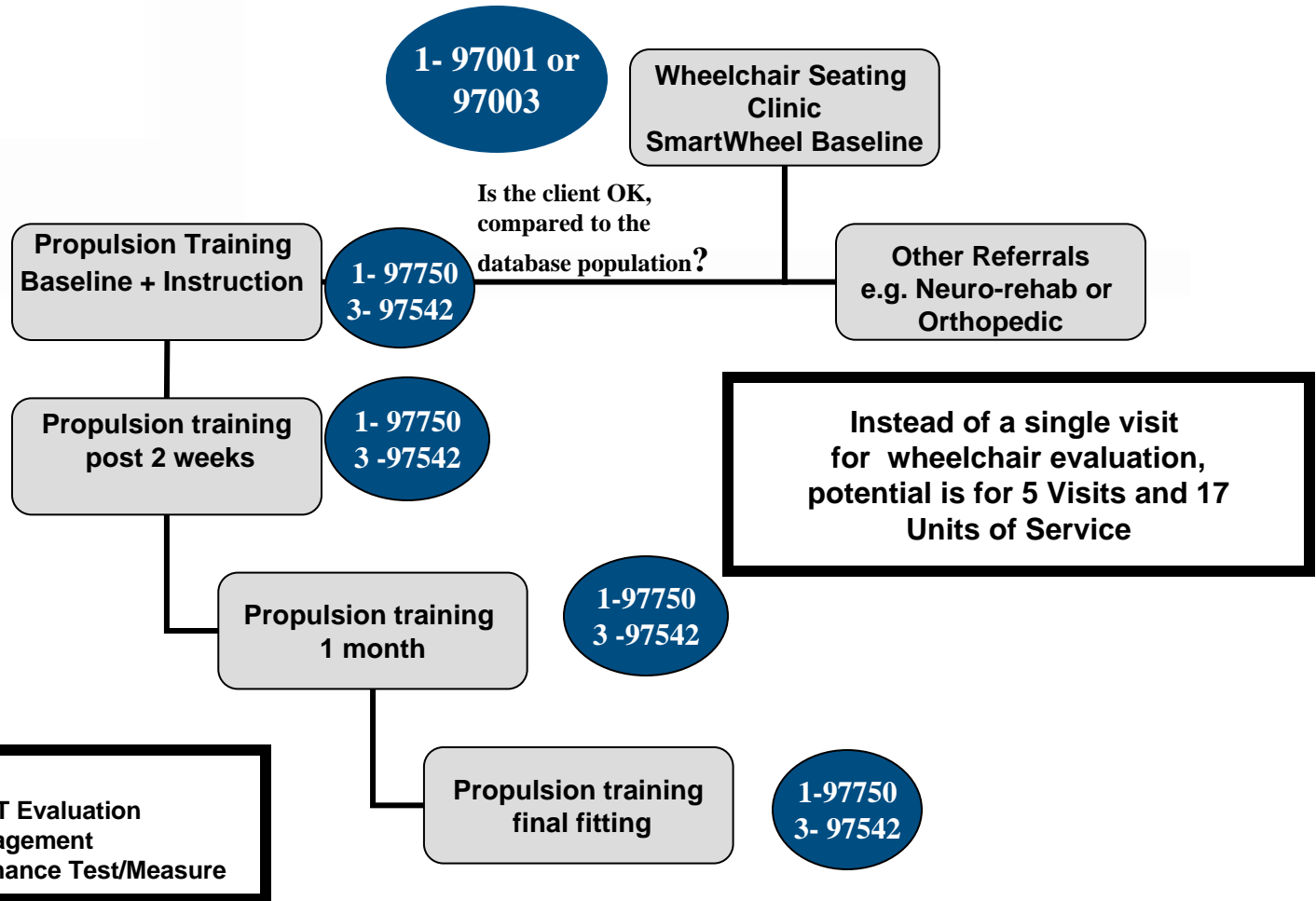
- You can see if there is an issue
- But harder to see outcomes or measure progress

Out-Patient Propulsion training example:

- Like gait evaluation and training
- Goal is to have efficient push



The following is an example of a 5 visit Wheelchair Fitting and Propulsion Training Program. Each visit is an hour.



Business Model

Training Program Revenue

	<u>Time per Unit</u>	<u>Reimbursement</u>	<u>Propulsion Training</u>	<u>Propulsion Training</u>
<u>Summary Revenue from the above Five Visit Program</u>	<u>(minutes)</u>	<u>Value</u>	<u>CPT Code Units</u>	<u>CPT total Revenue</u>
PT/OT Evaluation: 97001 or 97003 (Untimed Code)	60	\$74.70	1	\$74.70
Physical Performance Test or Measure: 97750	15	\$27.65	4	\$110.60
Wheelchair Management, Training and Assessment: 97542	15	\$27.32	12	<u>\$327.84</u>
Total per Patient Revenue for Complete Wheelchair Propulsion Training Program				\$513.14
Estimated Number of Propulsion Training Patients per Month		12		
Annual Revenue from Wheelchair Propulsion Training		\$73,892.16		

Modified By Three Rivers Holdings, LLC, from a presentation made by
Theresa F. Berner, MOT, OTR/L, ATP, Ohio State University Medical Center at the
 Therapy Leadership Council 2007

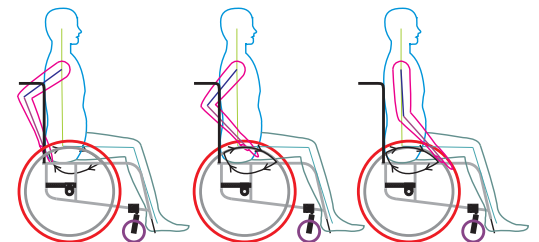
SmartWheel Clinical Benefit and Business Model Summary

The level of pain and injury in manual wheelchair users is extraordinary

Research has provided the basis for a clinical model to help reduce the level of pain and injury

The SmartWheel simplifies and automates the clinical model application process

SmartWheel use leads to improved patient outcomes and increased revenue and profit for the clinic





The SmartWheel: Clinical Business Model

**Questions? Please call
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