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# Executive Summary

**Company Information:**  
**DrXpert Cloud Corporation d/b/a MEDINEXO**

**Headquartered in St. Louis, Missouri, USA**

**Est. 2014**

**Management Team:**  
**Jorge H. Toro, President & CEO**  
**Eric Y. Miller, SVP Operations**  
**Ron Adelman, SVP Sales & Marketing**  
**Dr. Robert Perez, Chief Healthcare Advisor**

**A team with over 130 years of combined experience in:**

- **Healthcare**
- **Healthcare Information Systems**
- **Global Electronic Transaction Processing**
- **Entrepreneurship**
- **Innovation**
- **Sales & Marketing.**

**Contact Information:**  
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**4240 Duncan Avenue, #200**  
**Saint Louis, MO 63132**

**Overview:** MEDINEXO is an online physician-sourcing network, connecting patients and their doctors with physician specialists. The Company's network allows patients and/or their providers to submit an Internet request for a physician consult or clinical encounter. The request is routed by MEDINEXO's software to telehealth providers who have credentialed specialists available 24/7. The telehealth providers respond with offers to provide immediate physician consulting services through telemedicine equipment over the Internet. The patient or provider then selects the most qualified and cost effective physician to provide the necessary consultation, with payment being automatically processed through MEDINEXO's payment processing system. MEDINEXO's approach might be seen as an "uberification" of all physician consultations. Others can look at MEDINEXO as the "Priceline of healthcare," but ultimately MEDINEXO is a disruptive new model for healthcare business exchange, a TRUE MARKETPLACE.

**MEDINEXO Today:** MEDINEXO completed its basic network technology in late 2015. In February 2016, MEDINEXO signed a referral contract with its first Organization Representing Patients ("ORP"), covering approximately 2.5 million subscribers in Colombia, South America. MEDINEXO has signed agreements with 6 telehealth providers who bid for and make available their 'inventory' of physician clinical services to MEDINEXO's ORP customers and their patient subscribers. MEDINEXO's current telehealth providers represent physician specialists in neurology, oncology, cardiology, pediatric neurology and "medical tourism". MEDINEXO seeks to add new specialties each month. MEDINEXO has access to a large number of Spanish speaking physicians which it believes gives it a strategic advantage in growing its business first in Latin American countries.

MEDINEXO's network will "go live" and conduct its first patient-physician transaction in February 2016, with initial revenues anticipated in March 2016. MEDINEXO will receive membership revenue and transaction fees from its ORPs, and subscription fees and commissions from its telehealth providers. MEDINEXO is a development-stage company formed in St. Louis in late 2014.

## **Tele-health Market**

According to IHS, the world Tele-health market will grow ten-fold by the year 2018. Venture capital investment in telemedicine has grown significantly and, IT companies are flocking into the market. Much of this investment is being committed to telecommunications technology and information systems to be managed by newly established telemedicine call-centers. Another important trend is the proliferation of new mobile devices and mobile applications that enable health and wellness diagnosis and delivery of such information. But there remains significant uncertainty as to how doctors and patients will access this method for delivering healthcare.

# The Opportunity

There is a worldwide shortage of doctors and yet many doctors complain that they have insufficient work. Many rural care clinics, urgent care centers and hospitals, cannot satisfy their current clinical capacity needs. Telemedicine provides the solution for matching physicians who have excess time to unserved patients located in remote markets.

Today's Telemedicine companies have limited clinical capacity and healthcare systems with large doctor rosters do not have an easy and direct manner in which to reach these underserved populations of patients.

To fulfill the need for Tele-health, each local healthcare center would need to establish arrangements with countless Tele-health providers, an administrative burden beyond their capability. Membership in MEDINEXO grants hospitals and healthcare centers access to all the telemedicine providers around the world which are in the MEDINEXO network.

## **The MEDINEXO Marketplace**

MEDINEXO is a Tele-health marketplace that addresses three distinct needs within the growing tele-health market described above.

1. The desire of Tele-Health Providers to reach new patient populations.
2. The need for Primary Healthcare Providers to use Tele-health to improve patient outcomes.
3. The need for Tele-Health Technology Vendors to reach a broader audience.

## **MEDINEXO's Global Growth Strategy**

Tele-health is in high demand globally. According to the American Telehealth Association at least 62% of all medical encounters could be conducted over Tele-medicine and by 2025 more than 20% will be conducted this way. MEDINEXO is taking a growth strategy which will include franchising at the local level to leverage MEDINEXO's platform to accelerate the introduction of Tele-health and the penetration of MEDINEXO's Marketplace. At this time, MEDINEXO is already negotiating franchises in USA, Colombia, Panama, Ecuador, Peru, Mexico and Argentina. By end of 2016 it is MEDINEXO's goals to have 30+ franchisees across the Americas.

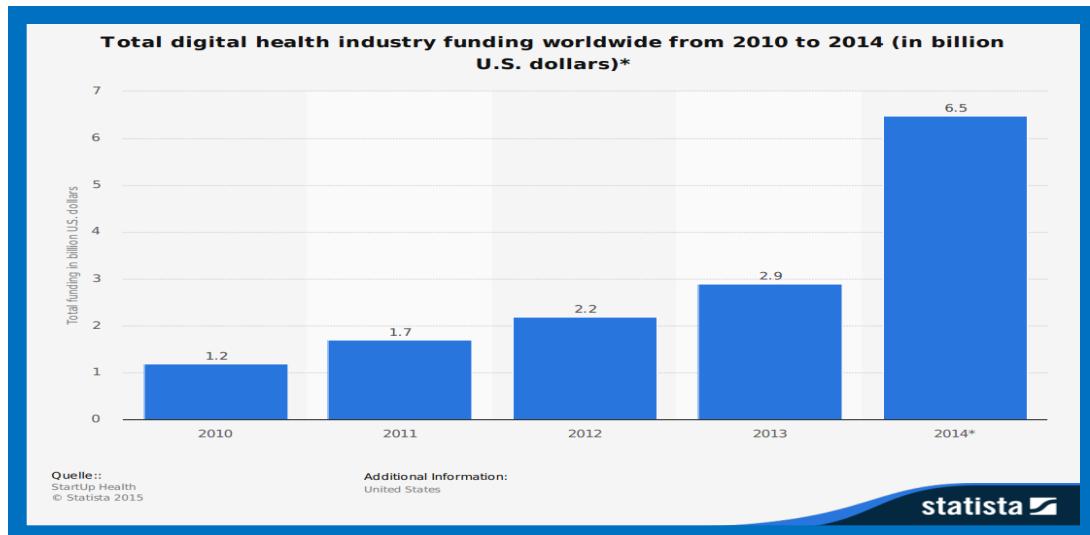
# The MEDINEXO Digital Revolution

We live in a time of staggering change. Today, computer screens unite communications, individuals manipulate technology to exchange information in a way never seen before, and Internet connectivity vastly alters the meaning of geographic distance. Innovations have become verbs: we Google, we Facebook, we Tweet. We SMS and email. Mobile "smart phones" facilitate the transfer of money, knowledge, entertainment and Healthcare. Consumers have become empowered, grabbing hold of the ability to research products and services and make decisions independently from corporate messaging. The distinction between mass communication and private conversations has become blurred. The world is becoming digitized!

The significance of this revolution is indisputable. Countless digital advancements have made transformational changes in the way individuals interact and in the way the world does business. We meet online to chat, form

opinions, transact business, engage in debate and even fall in love. We increasingly rely on a collection of wisdom for individual decisions, and the rate and volume of available information is unprecedented.

The Internet and digital media have dramatically altered the face of business. Today, companies promote products and services online, reaching customers in a timely, relevant, personal and cost-effective manner. Previously seen as an important and time consuming healthcare endeavor and at times critical, can now harness the power of the internet to connect health professionals to patients anywhere on earth with an internet connection.



### Healthcare has long relied on traditional media

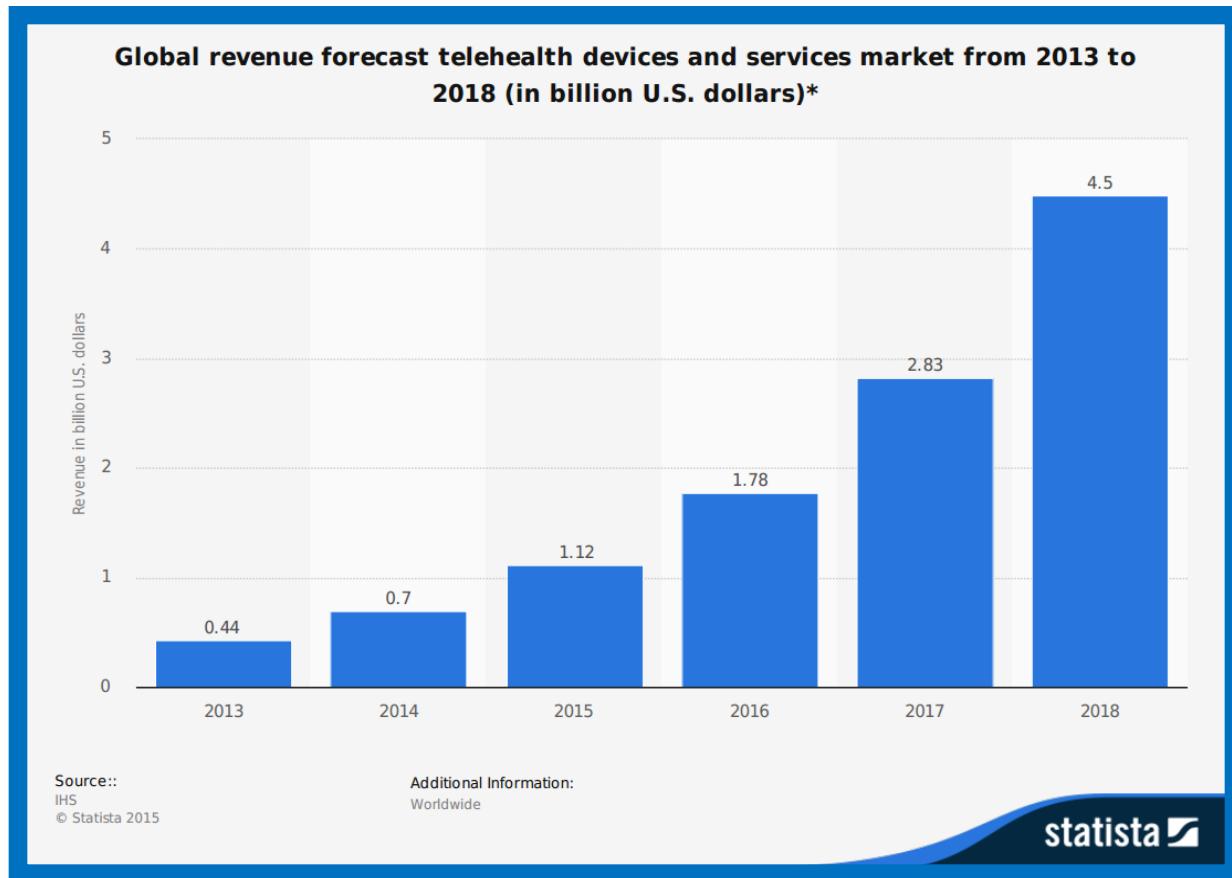


MEDINEXO Telehealth Franchisees, all this change represents opportunity. Day by day, advancements in technology and global communications provide possibilities for small to medium sized business owners. Capabilities for gathering consumer data are enhanced. The potential of customer databases is amplified. The cost of customer acquisition is reduced. In fact, most new MEDINEXO Franchisees are provided customers. At MEDINEXO, we understand that many new business owners may lack an understanding of the sales cycle. Since 2014, we've managed to make a Telehealth viable, practical and life-saving opportunities for our business owners. MEDINEXO Telehealth Coaches capitalize on these changes; they seize opportunities to teach, consult and lead healthcare providers on how to use and implement MEDINEXO to improve the health of their patients. Change is good, and at MEDINEXO, we've embraced change and converted it into an enterprise system that offers unlimited potential and an unprecedented growth curve.

Being a successful player in the digital healthcare industry means being ahead of the curve. Since the ramp up of the adoption of Telehealth, MEDINEXO has been there – anticipating and understanding cultural and healthcare industry changes afforded through digital communications – translating advancement in Telehealth into practical, revenue building applications for our new Franchisees, that enables them to help the improvement of healthcare delivery. At MEDINEXO, our unique innovation culture allows us to continually monitor system-wide developments and changes within our marketplace – and then enables us to harness the intellectual capital of a world-wide network to exploit these changes. While Telehealth consulting companies continue to disappear due to their inability to adapt to the

changing digital healthcare landscape, MEDINEXO will continued to grow and thrive by predicting and leveraging emerging healthcare trends and innovations.

We live in a world of burgeoning social changes in communication and global business. We are drivers of the



telehealth revolution. **Welcome to the WORLD of MEDINEXO.**

## MEDINEXO The Global Leader

Headquartered in St. Louis, Missouri, MEDINEXO is a Global Telehealth Marketplace designed to help our members find Healthcare Services specific to their needs. The MEDINEXO Marketplace allows our members to locate healthcare services and specialists 24/7, in their patients' language, when and where they need them.

MEDINEXO is the only global online telehealth marketplace to access clinical skills delivered via telemedicine. The MEDINEXO Global Telehealth Marketplace connects users and providers of clinical services through a proprietary online matching and scheduling interface. MEDINEXO is not a provider of telehealth technology nor clinical services. Instead, it advances the rapid growth of telehealth by ensuring the availability of clinical services as needed across geographies, time zones, languages and medical specialties. The result is increased access to care by underserved populations in both the developed and developing world.

Whether you desire to augment your practice with additional specialists, reach additional patients with existing staff or both, the MEDINEXO Marketplace can be a powerful new addition to your team.



# The MEDINEXO Mission

Healthcare Where It Should Be.

## Mission Statement

We are committed to enhancing the health and quality of life of patients around the world by helping their healthcare providers reach professionals, resources and all that is needed to improve the outcome.

## Vision

MEDINEXO will become the premier digital connection for those caring for a patient with the healthcare professionals and the resources needed.

## Our Core Values

**Make a Difference** – By helping our clients enhance the quality of care they provide

**Embrace and Drive Change** – By embrace any opportunity to drive positive change

**Be Global** – By being local everywhere

**Maintain Integrity** – By maintaining the highest standards of integrity and transparency

**Be Accountable** – By being reliable for every responsibility assumed

**Welcome Creativity** – By being open to ideas, innovation and solutions from all members of the organization, regardless of hierarchies, job titles or roles

**Respect All** – By treating each other, our customers, our partners, our competitors and all those who interact with us, with consideration and respect

**Contribute to your Community** – By maintaining constant awareness of all the communities that we are part of, including but not limited to, our markets, our work environments and our families

**Improve Quality of Life** – By promoting life balance, professional and personal satisfaction and the pursuit of happiness for all those who are part of our organization



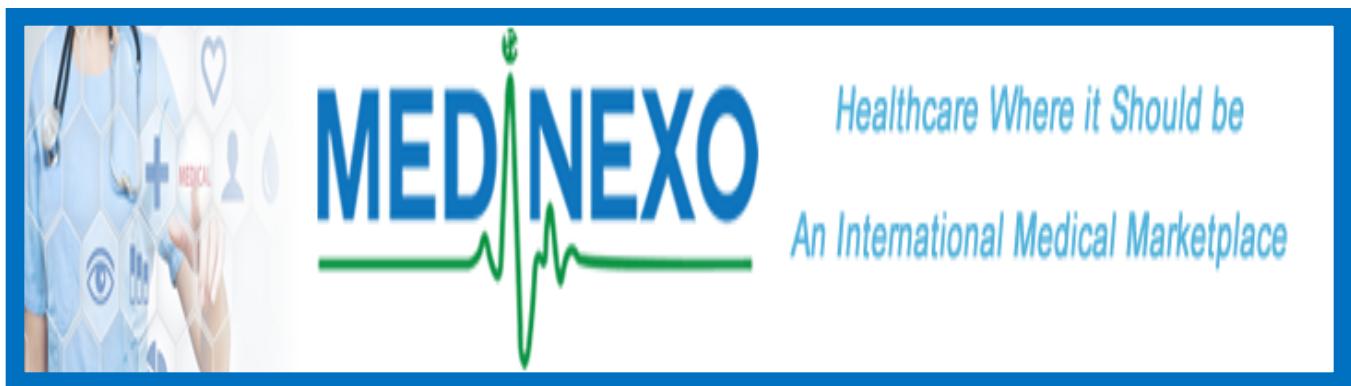
## The MEDINEXO Creed

We think that our main responsibility is with those who use our services around the world while they are taking care of patients. Every service we provide should help them enhance the quality of life of those patients.

We are responsible for our employees and for treating them with respect and dignity. We want them to feel free to express their thoughts and opinions.

We are responsible for our communities. We want to make a difference and commit to make an impact in our world.

Finally, we are responsible to our stakeholders. We are committed to choosing the best ideas, provide the best services and generate a solid profit.



## The **MEDINEXO** System

MEDINEXO is a technology-enabled marketplace for telehealth services both nationally and internationally.

Connects disparate telehealth providers and patients or physicians based on specific clinical, demographic, financial characteristics.

Enables transparent market pricing for the delivery and consumption of health care services.

Creates runway for telehealth expansion by dramatically lowering the barriers to the delivery of cost-effective telehealth services.

MEDINEXO is a potentially disruptive force in the ecosystem of healthcare delivery.

Portion of the US population 65+ expected to grow from 12.4% in 2000 to 19% in 2030. Higher incidence of CHF, COPD, diabetes, and hypertension. 100 million Americans with chronic disease consume 75% of healthcare expenditures. Increase number of insured patients due ACA. Fewer physicians to treat the growing number of patients and shortfall of 63,000 physicians by 2015 and 136,000 by 2025. Large number retiring and fewer being educated, trained and licensed.



The **MEDINEXO** Team



Jorge H. Toro  
Founder, President & CEO ▼



Ron Adelman  
Senior Vice President Sales & Marketing ▼



Kevin Dilly  
Director Global Business Development ▼



Miriam Janet Ortega  
Healthcare Services Director ▼



Eric Miller  
Senior Vice President Corporate  
Development ▼



Santiago Diaz Mejia  
General Manager MEDINEXO Colombia ▼



Carlos Arturo Perez  
Telehealth Project Manager ▼



Luis Guillermo Toro  
Information Technology Project Manager ▼

## The MEDINEXO Advisors



Hugo Morales  
Global Business Development Advisor ▼



Orlando Lopez, PhD, GWCPM  
Global Compliance Advisor ▼



Rodrigo Vargas  
Platform Architecture Advisor ▼



Justin Perryman  
Legal Counsel ▼



Roberto Perez, MD  
Healthcare Industry Advisory Board ▼

## The MEDINEXO Franchising

Our entrepreneurial gene is uniquely creative, innovative, and highly energized. These traits, combined with an enormous work ethic and a firm commitment, are the ingredients that produce new franchise enterprises like MEDINEXO.

Our plan is a “roadmap” is to lead our TEAM to financial and personally rewarding results. Together we will build a high-performance franchise company sharing personal and business goals that continue to attract high quality PEOPLE dedicated to dramatically improving the globe’s healthcare delivery, saving and extending many lives while lowering medical costs. You are the essential part our strategic plan for MEDINEXO.

Many founders of concepts are premature in their decision to franchise, while others miss the window of opportunity. With your support and know how franchise experience we believe a franchise business model makes perfect sense for right now MEDINEXO.

Our human resources already exist and we are in a favorable position to internally capitalize our new franchise company organically on a much smaller budget, protecting working capital and making stage appropriate “start-up” decisions. This has a much higher return on investment, which secures a stronger foundation to build a long-term franchise company like MEDINEXO, with you onboard.

There is nothing more rewarding than “giving back” and sharing our entrepreneurial spirit and business ideas with new franchise partners. We want to be your business partner, mentor, and coach of the MEDINEXO system.

So what is MEDINEXO looking for in an ideal franchisee? We want a person who understands the value of a dollar and what it takes to make it, an individual with experience in the industry who has a strong work ethic, an explosive record of success in the healthcare business and ability to be a world-class communicator. We need superstars who can bring more to the franchisor than simple Franchise fees, one who can make an immediate, positive impact on the system. The perfect franchisee would be a polished professional who is well known and admired in the community, has an extensive positive cash net worth and is unencumbered with a need for financing or even income, for that matter.

## Franchise Fee and Royalties (Introductory Pricing)

1. \$29500 local (250,000 lives territories)
2. \$34500 city = 3 local licenses
3. \$49,500 state = (Over 15 million lives)
4. \$54500 country
5. \$119500 global

20% down no payments for 90 days from close then \$300 a month plus 7% interest for 3 years then all due.

If two other franchises sold remaining debt forgiven or \$10000 credit. You train and support.

50% down no payment for 90 days from close then \$300 a month plus 7% interest for 3 years then all due.

If one other franchise sold remaining debt forgiven or \$10000 credit. 5% royalties if you train and develop your candidates.

Pay in full and can upgrade to next level for free...For every franchise you sell you receive \$10000 franchise fee from your referrals from plus 10% of royalties if you train and develop your candidates. Non-exclusive Franchises-50/50 split of transaction fees for existing clients, 70/30 split for new business sold by franchisee.

# The MEDINEXO Market Potential

The terms telemedicine & telehealth used interchangeably but distinctions emerging.

TeleMedicine: a “hospital solution” – diagnosis and treatment of complex cases  
\$14.2B in 2012 with 18.5% CAGR through 2018.

TeleHealth: a “carrier solution” – clinical services for minor acute illness and includes home monitoring.  
\$440MM in 2013 projected to grow to \$4.5B by 2018.

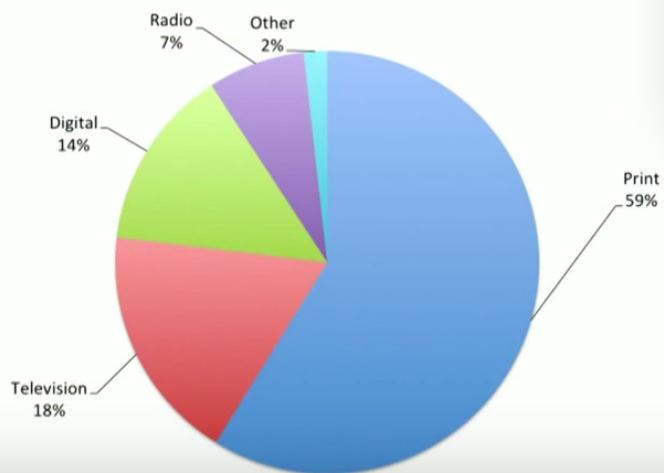
## Healthcare Market ‘Needs’ Solved by MEDINEXO

- Need for Specialists
  - Geographic dislocation
  - Delays in service
  - Subspecialties issues
- Cost & Risk
  - Unnecessary Hospitalization
  - Administrative costs
  - Legal Risk
  - OUTCOMES
- Captive Supply
  - Institutional Specialties
  - Export of services

Yet healthcare remains underinvested in digital

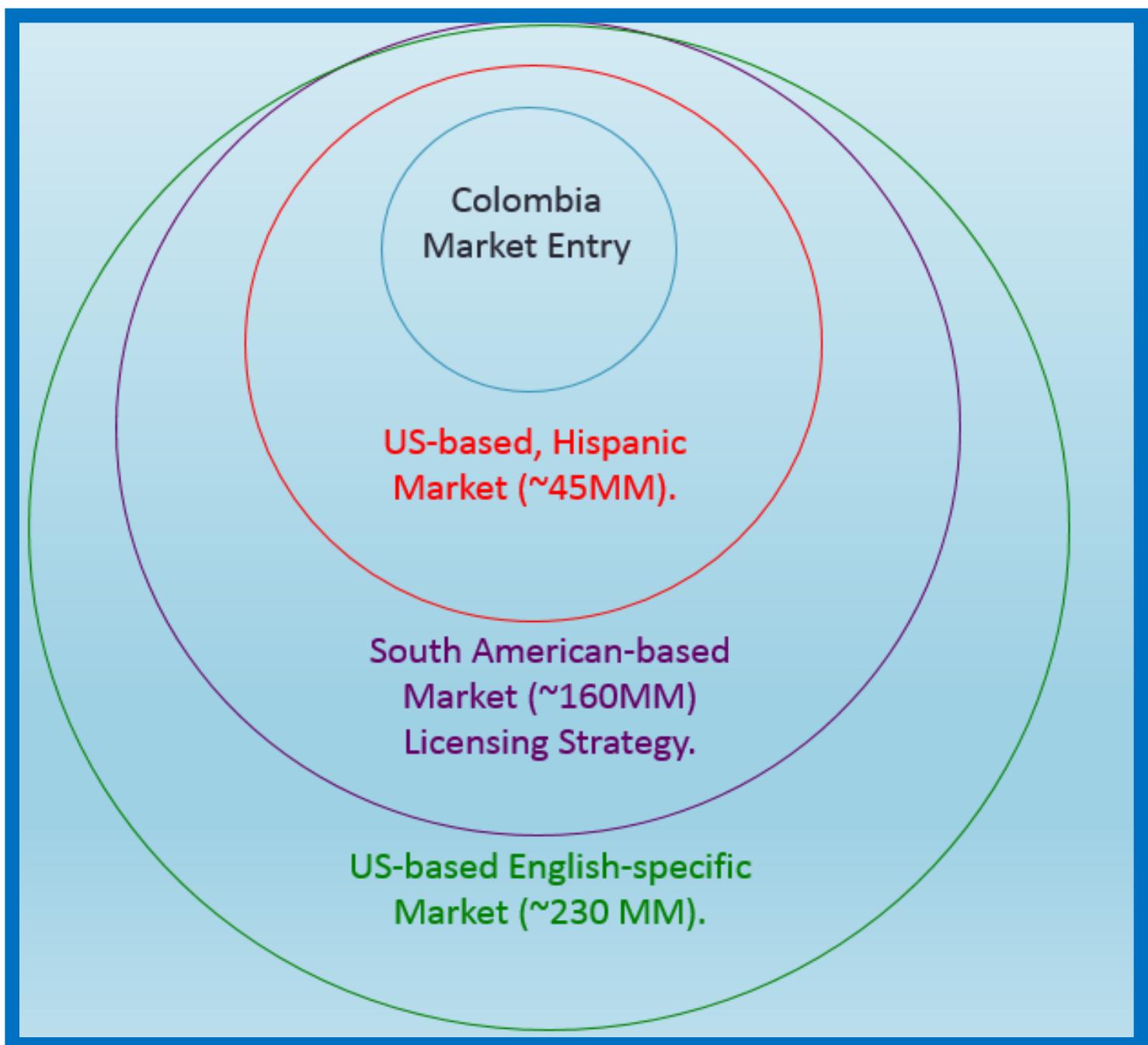
**\$10.9B**

projected 2015 local advertising spend



## Where **MEDINEXO** is going to be?

### Market Development Strategy:



## The **MEDINEXO** Global Reach



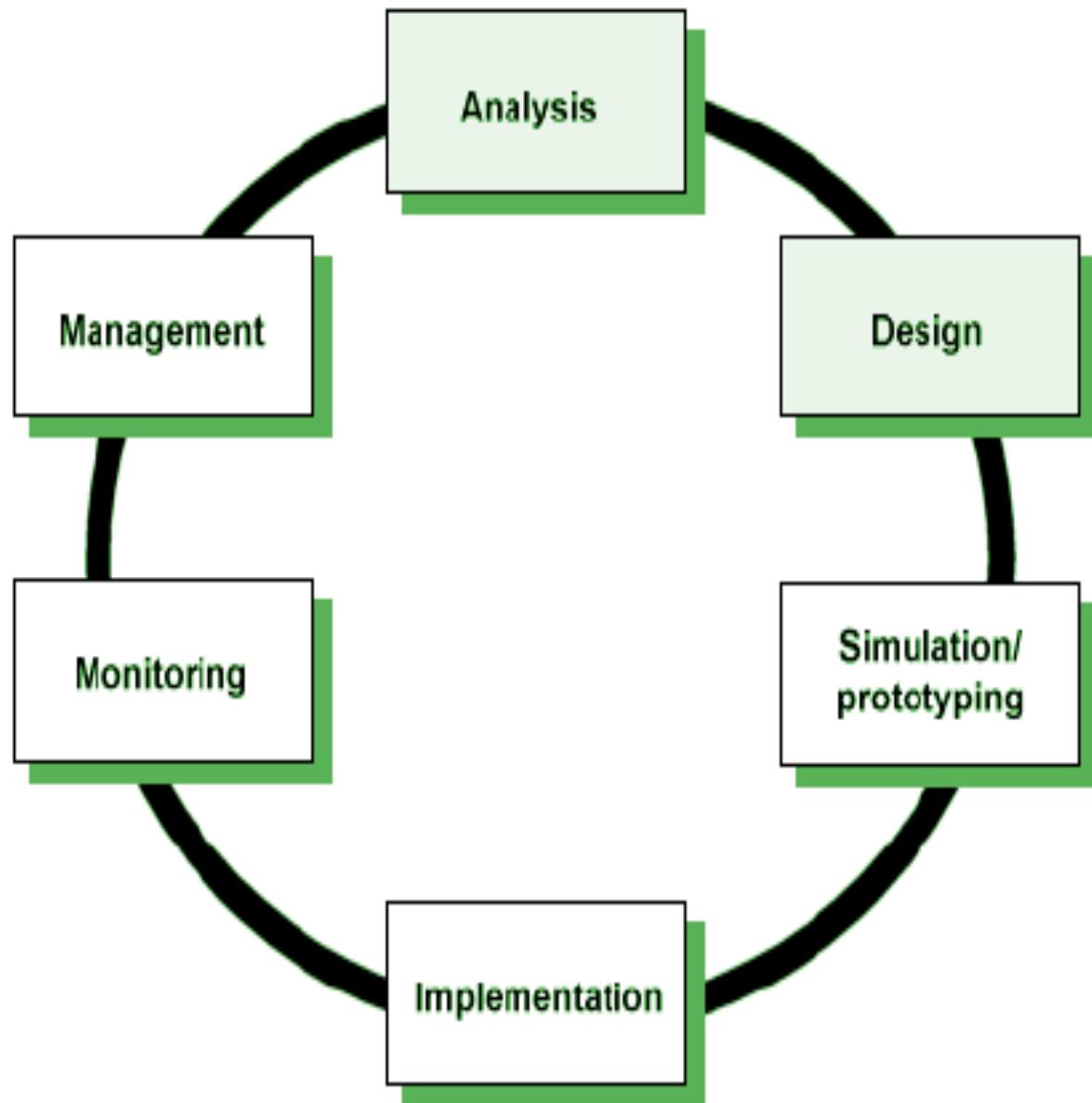
## The **MEDINEXO** Life Cycle



# The **MEDINEXO** Training Steps



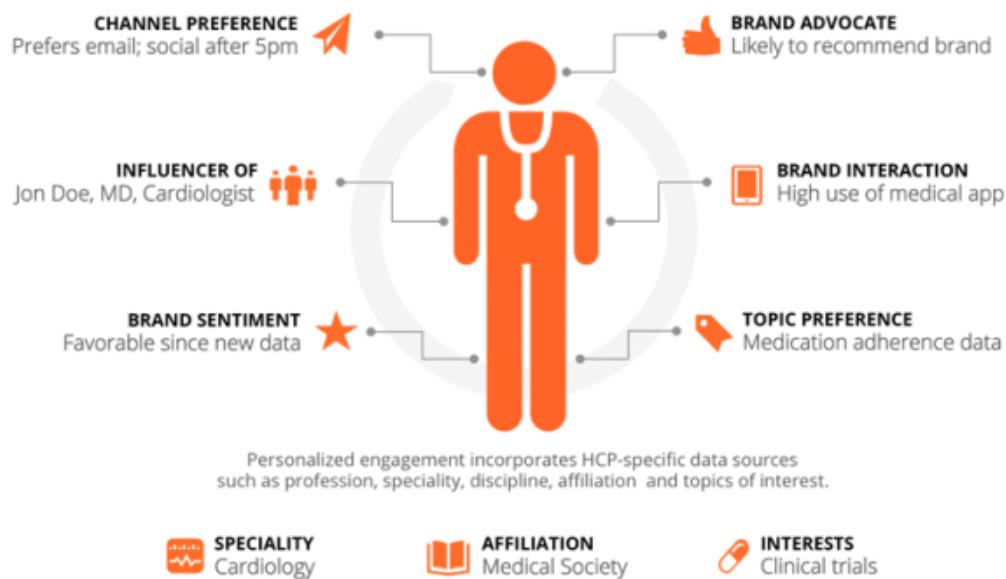
## The **MEDINEXO** Network System



# The MEDINEXO Quick Start Program

1

Listen to and understand your physician audience.



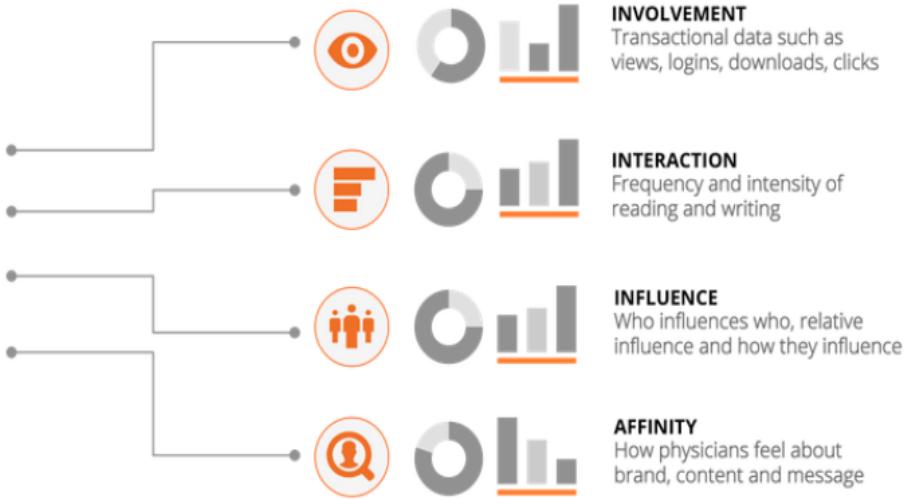
2

Reach and personalize engagement across channels.



3

### Measure and analyze engagement. Demonstrate ROI.



## The **MEDINEXO** Strategic partnership



American Teleservices Association