VIRTUUX

Sales & Marketing
ONO / VPODS
By utilizing VirtuOx IDTF and our VPOD line of Overnight Pulse Oximeters your center will:

- Create market dominance for ONO orders
- Increase referrals for ONO
- Reduce Activity Based Costs
- Reduce Capital Expenses as devices are on consignment
- Business intelligence tools to track ONO to O2 delivery conversions
Has technology evolved over the past 14 years?

Motorola Talkabout T8160 → Apple I Phone 6 → Comadore Amiga 2000 → Apple I Pad Mini

Sony Play Station → X Box with Kinect → Panasonic rear projection TV → Samsung Curved UHD TV
Why are these oximeters still using the same technology from 2000?

Nonin 8500 Palm Sat / Respironics 920M
Nonin 2500 Palm Sat / Respironics 920MP
Nonin 8500 Palm Sat / Respironics 920M
Nonin 2500 Palm Sat / Respironics 920MP
Inherent problems with the 920M / 920M Plus

NO Data to Upload
When the batteries are removed or die the memory gets erased automatically.

Bad Date / Time
When the batteries are replaced in between patients the date and time reset back to the default 1/1/2007.

Patients don’t wear device long enough
When you pick up device you have no way of knowing if there’s sufficient data on the device to get a successful upload.

*When the above occur, your center must re-test the pt. This upsets the MD and Patient!*  
The above scenarios occur 10% of the time or greater!
VirtuOx VPOD Advantages

• High Resolution Pulse Oximetry (HRPO), *GOLD Standard in PSG*
• Non Volatile Flash Memory, *never lose data & never set time / date again*
• Good Study Indicators, *Guaranteed X hours of sleep data*
• Silicone Rubber Boot Probes, *Guaranteed longer usage*
• Connectivity to IDTF, *via USB, Blue Tooth and GPRS.*
• Competitive Advantage, *Most DMEs use 920m / 920mplus*
Clinical Accuracy

Out with the OLD, In with the NEW

Previous generations of oximeters had 4-second or longer signal averaging times that miss important saturation changes in Overnight Oxygen levels.

These changes are vital to uncover so we can properly diagnose patients with Sleep Disordered Breathing.

What is High Resolution Pulse Oximetry (HRPO)?

High Resolution Pulse Oximetry is a new type of Overnight Pulse Oximeter that stores and records both Heart Rate and Oximetry in 1-Second Intervals. This new type of recording and storage will not only help you diagnose patients with simple hypoxemia but will also help diagnose patients with more difficult cases of Sleep Disordered Breathing.
Case Study

Increased ONO Referrals

- Pre-VPOD Averaged 21 uploads per month
- Post-VPOD Averaged 55 uploads per month

**An increase in 120%!**

Reduction in Failed Uploads

Post VPOD Averaged 48% reduction in Failed Uploads!
VirtuOx ONO Device Options

Option 1: Wireless Device VPOD Freedom Key Features:
- Real time data transmission from pts house
- Eliminate 100% of failed uploads, verify usage from Internet connected device
- Measures SPO2 / HR in High Resolution Pulse Oximetry the GOLD standard in sleep labs

Option 2: Wired Device VPOD Ultra Key Features:
- Good Study Indicator will tell pt how many hours, minutes and seconds they used the previous night (10:30:36)
- Memory / time / date store in between battery removal unlike 920m/920mplus
- Measures SPO2 / HR in High Resolution Pulse Oximetry which is the GOLD standard in sleep labs

Option 2 is utilized when there is poor / no cellular connection available in area.
The typical Nocturnal Oxygen patient requires a minimum of 3 deliveries to the patients home.

1. You visit the patient's home once to drop off the pulse oximeter
2. You visit the patient's home once to pick up the pulse oximeter
3. You visit the patient's home once to deliver Oxygen.

Now with a VPOD Freedom you can:

1. You visit the patient's home once to drop off the pulse oximeter
2. You visit the patient's home once to pick up the pulse oximeter / deliver Oxygen
## Selling your ONO program

<table>
<thead>
<tr>
<th>Features</th>
<th>Advantages</th>
<th>Benefits</th>
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<tbody>
<tr>
<td>Cellular Oximetry</td>
<td>• Oximetry data is transferred real-time from the patient’s home directly to the testing lab</td>
<td>• Fewer retests = fewer patient complaints</td>
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<td>• Patients treated with O2 sooner</td>
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<tr>
<td>High Resolution Pulse Oximetry (HRPO)</td>
<td>• HR and oxygen saturation recorded in 1 second intervals instead of 4 second intervals</td>
<td>• More accurate results of desaturation events that allow for better clinical decision making</td>
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Summary Report

Pulse Oximetry Summary Report

Patient Information
- Name: V Zoel, MD
- DOB: 02/17/1988
- Medicare ID: 123456789

Physician Information
- Name: Dr. B. Banlin
- Address: 2777 Holcomb BLVD, FL3
- Phone: (713) 420-0000
- Fax: (713) 420-0658
- NPI: 123456789

Provider Information
- VirtuOx Test Account
- Address: 5700 NW 125th St.
- Coral Springs, FL 33076
- Phone: (954) 843-9654
- Fax:

Start: 1/1/2008 12:00:30 AM
End: 1/1/2008 6:17:08 AM
Duration: 6:17

SpO2 Data

| Time ≤ 88%  | 311.7 (min) |
| Time ≤ 89%  | 318.1 (min) |
| High SpO2   | 98.0%       |
| Low SpO2    | 50.0%       |
| Basal SpO2  | 74.3%       |
| SpO2        | 99.0%       |

Above are the key values to assess qualification under Medicare Guidelines.

H-Pulse: 137 bpm
Low Pulse: 68 bpm
Artifact Events (min): 16.4 minutes

Oxygen
- It appears the patient qualifies for Nocturnal Oxygen per Medicare guidelines; please inquire with respiratory company for Coverage Guidelines for Group 1.

Desaturation Index
- Total Desaturation Events: 468
- Average Events per Hour: 72

A desaturation event is defined as a decrease in SpO2 ≤ 3 percentage points within a 3 minute window of onset.

Considerations

De-saturation
- Cumulative minutes ≤ 88% Medicare requires 5 minutes or greater for oxygen in Group 1.
- Cumulative minutes ≤ 89% Medicare requires 5 minutes or greater for oxygen coverage in group 2.

RAD Protocol
- Sleep study demonstrates oxygen saturation ≤ 88% for ≥ 5 minutes of nocturnal recording time (minimum recording time of 2 hours), done while breathing oxygen at 2 LPM or the patient prescribed FiO2 (alveolar is higher). Please refer to Group 1 qualification, duration and test condition to use of 89% qualification effective date 2/1/2010.

Delta SpO2
- A measurement of cumulative SpO2 readings greater than 8% below the recorded Baseline SpO2. Medicare requires 5 minutes or greater for oxygen coverage in group 1.

Condition of Test: Overnight Room Air

Oximeter Used: VPQD-Wrist HD A1 second High Resolution Pulse Oximeter (HRPO) Serial #4:

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Interp Results

A patient can qualify for Nocturnal Home Oxygen under the two categories:

- Group I 88%
- Group II 89%

NEW: Center can enable physician to auto receive both the Oximetry Summary and a condensed Detail Report.
All brochures can be downloaded or center can request flyers directly from VirtuOx

- POX Brochures / Prescriptions
- HST Brochures / Prescriptions
- Oximetry Summary Reports
- VPOD Ultra Sales Flyer
- VPOD Freedom Sales Flyer
- Sales Tool about High Resolution Pulse Oximetry
- Sales Tool on POX as Screening Tool for OSA Detection
- Sales Tool about HRPO and OSA
- Sales Tool about HRPO vs Non HRPO Devices
- Clinical In person sales visit field rides to your physicians
- Regional / Area Manager meetings
Demo of live site

- **Physician Database**
  - Printing POX Order forms
  - Show or hide VirtuOx fax number on Rx
  - Allow detailed POX report

- **Executive On Demand Dashboard**

- **POX Reports**

- ** Archived Reports**
Questions