

ILLUMINATE The Business of Surgery

TURN DATA INTO ACTION



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Surgical Spotlight®

Executive Dashboard designed to manage the business of surgery

ORHub's Surgical Spotlight uses data captured in the hospital's or ambulatory surgery center's ("ASC") Electronic Health Record ("EHR") or manual systems to create a rich analytics dashboard to manage the business of surgery effectively, with real information.



Key Investment Highlights

- Large Addressable Market Opportunity – Over 10,000 potential facilities in a \$50BN healthcare data analytics market¹
- Innovated Deep-Dive Perioperative Analytics and Dashboards: Surgical Spotlight™
- Tangible Value Proposition with High Return on Investment (“ROI”) for Hospitals and ASCs
- Over 50 Experienced National Direct and Indirect Sales Representatives and Distributors Building Deep Healthcare Facility Pipeline
- Nationally acclaimed Physician Champions and Ambassadors
- Recurring and Diversified Revenue Opportunity
- Trusted Microsoft Partner in Co-Sell program with access to 120 million clients globally
- Experienced Management and Board of Directors (“BOD”)

¹ MarketsAndMarkets, “Healthcare Analytics Market by Type (Predictive, Prescriptive, Cognitive) Application (Clinical, RCM, Claim, Fraud, Waste, Supply Chain, PHM) Component (Service, Software) Delivery (On-demand, Cloud) End User (Payer, Hospital) – Global Forecast to 2024”, 2019, <https://www.marketsandmarkets.com/Market-Reports/healthcare-data-analytics-market-905.html>

Large Market Opportunity – Still Growing

HOSPITALS

 5,500 locations

 27M procedures

AMBULATORY SURGERY CENTERS

 6,100 locations

 28M procedures

\$50BN global healthcare analytics market by 2024 with a 5-year Compounded Annual Growth Rate (“CAGR”) of 28.3% from 2019 according to MarketsandMarkets

Largest demographic for surgery is baby boomers, triggering an oncoming wave of demand

The Challenges We Address

- Facilities not profitable or shutting down
 - New York Presbyterian reported 47% Net Income tumble in last earnings report as expenses outpaced revenues
 - Hospitals have been closing at a rate of about 30 per year in the U.S. according to the American Hospital Association (“AHA”)
- Legacy Healthcare IT Infrastructure was never built for teams to collaborate which led to waste, inefficient data and lost revenue
- Information overload without benchmark performance indicators
- Over \$500BN of waste in the U.S. health system attributed to unnecessary services, excessive administrative costs and inefficient delivery of care (Source: Institute of Medicine)
- Leadership do not have access to usable data to make effective decisions

Today: Not So Trusted Data



Misaligned Incentives

Surgeons are compensated by procedure while the hospital is profitable based on utilization.



Antiquated Information Systems

Existing systems are enterprise, hospital-wide general systems with limited data analytics and limited flexibility.



Un-timely Information

Information requests take so long to fill at most hospitals that it is irrelevant by the time it is received.



Inaccurate Data

Delays, manual data entry, and no cross-personnel validation lead to uncaught errors.

We Provide: Data Solutions



Aligned Incentives

Use data to improve profitability for both parties, making collaboration valuable and effective and engage surgeons in the process to ensure buy-in.



Target Critical Data

Spotlight is surgery specific, targeting the information that matters most to decision makers.



Timely Information

Spotlight provides a dashboard that lets decision makers see data quickly, making it easy to diagnose issues and measure the impact of changes.



Accurate Data

Daily reporting to people in the operating room allow issues to be caught and rectified immediately.

We Built a Deep-Dive Perioperative Dashboard to Manage the Business of Surgery

- Features 10 Perioperative Key Performance Indicators (“KPI”) that measure Operating Room (“OR”) efficiency and productivity
- Lightweight, No Patient Health Information (“PHI”), No Lengthy EHR Integration
- Simple data feeds or spreadsheets are all that is required to implement
- Four automated reports
 - Daily Surgical Case Receipt
 - Weekly Facility Report
 - Monthly Physician Scorecard
 - Quarterly Executive Report

Broad Value Proposition

- Smart devices enabled
- Individual yet collaborative
- Integrated across care teams, physicians and executives



National Direct and Indirect Sales and Distribution

- Over 50 experienced representatives with informatics and medical device sales expertise

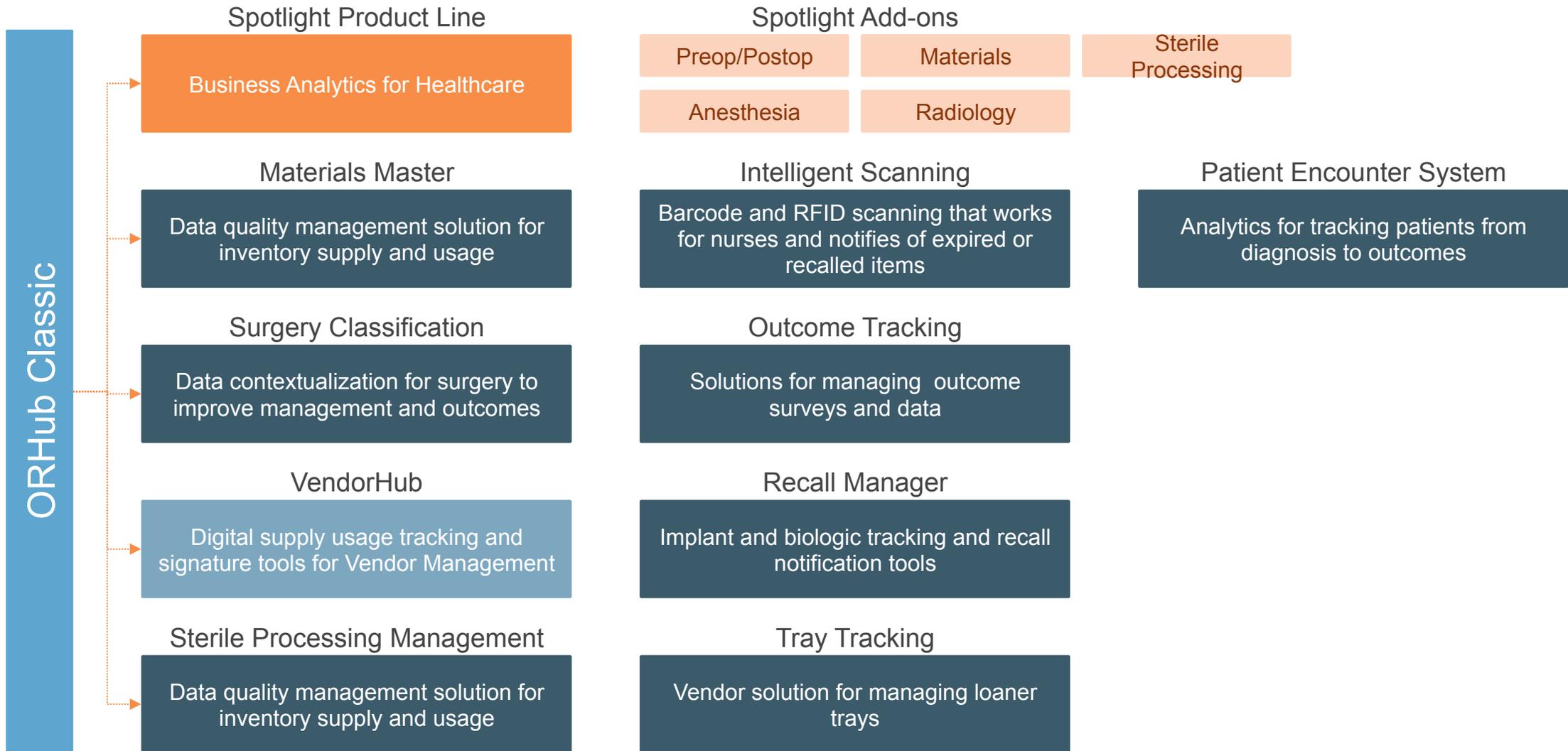


- Microsoft Partnership and Co-Sell Program
 - Access to over 120 million clients globally

Microsoft
Partner

Silver ISV

Pipeline Products to Serve Surgical Continuum



Recurring Revenue Model: Financial Visibility

Subscription + pay-per-use pricing model

- Annual Subscription Fee: \$25,000
- Cost per Case: \$5

| | Facilities | Procedures | 1% | 5% | 10% |
|------------------|------------|------------|--------------------|---------------------|---------------------|
| Hospitals | 5,500 | 27M | \$2,725,000 | \$13,625,000 | \$27,250,000 |
| ASCs | 6,100 | 28M | \$2,925,000 | \$14,625,000 | \$29,250,000 |
| Total | 11,600 | 55M | \$5,650,000 | \$28,250,000 | \$56,500,000 |

Note: Information is based on current pricing model and is for illustrative purposes only. The Company's pricing is subject to change in the future.

Multi-Channel Marketing Plan

As seen in:

**BECKER'S
HEALTHCARE**

U.S. News
& WORLD REPORT

medGadget

DOTmed[®]

BECKER'S
ASC REVIEW

Campaigns:

Digital

- SEM/SEO to drive website
- YouTube
- Webinar Series
- Twitter
- LinkedIn
- Facebook

Print Media

- AORN Sanctioned Whitepaper
- OR Business Manager Magazine
- Outpatient Surgery Magazine

Conferences

- Speaking engagements at AORN and ORBMC
- Booths at HIMSS and SDC

Network

- Physician Ambassador Network of over 40 physicians across CA, NJ, AK, TX, WA, FL

Sales Force

- In House
- Distributors
- Independent Reps

Proven Results: Hear from Our Clients

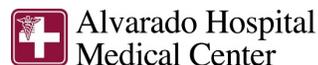
Beta and reference client HOAG, a leading orthopedic hospital with the highest case volume in California generated over a **\$1M in savings for a cost of \$100K yielding a 9x ROI**

“ ORHub ingests data from any Electronic Health Record, then analyzes, manipulates and displays it in a way which enables facilities to influence physicians and staff to work towards improved hospital and patient outcomes. It provides a comprehensive view of material that is both user-friendly and easy to grasp. Working in ORHub has allowed me to prioritize my efforts towards increased efficiencies in many aspects of the perioperative process. I love it! ”

Terry Roth,
Executive Director of Hoag Orthopedic Institute

“ As physicians, our main focus is on patient care and achieving the best possible outcomes. Given the problematic rising cost of healthcare, physicians need to understand the finances of procedures to play a role in controlling these costs. The ORHub case receipt is part of a game-changing platform to help physicians and administrators institute changes to control surgical expenditure and enhance patient care, ”

Dr. Kevin Kaplan,
Jacksonville Jaguars Head Team Physician



Proven Results: Hear from Our Clients

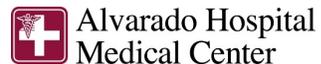
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“ The move from manual to automated surgical and hospital processes relies on the veracity of the data. Consistently, ORHub has **provided trusted data with a robust platform that enables our team to evaluate** our hospital and physician performance on a **case to case basis across various indications.** ”

Dr. Alan Beyer,
Executive Medical Director,
Chairman of Finance Committee of Hoag Orthopedic Institute

“ ORHub is going to **increase our revenue by 10%** over the next 12-18 months for **doing the same work,**”

Mr. Guarni,
CFO of Hoag Orthopedic Institute



COLTON MELBY
Chief Executive Officer

30+ years as senior level executive in both public and private companies. Active entrepreneur/investor.



BARNEY MONTE
Chief Financial Officer

20+ years global investment banking and capital markets experience. Worked with numerous growth stage companies



KEY PERSONNEL

STEPHEN VERSTRAETE
VP of Engineering

15+ years software development and management experience. 8+ years experience in healthcare software development leadership



BLAKE STOCK
Sr. Director of Product

12+ years healthcare experience In startups and among largest EHR firms. 6+ years Perioperative Business Ops Manager



STEVE COCHENNET
Board Member



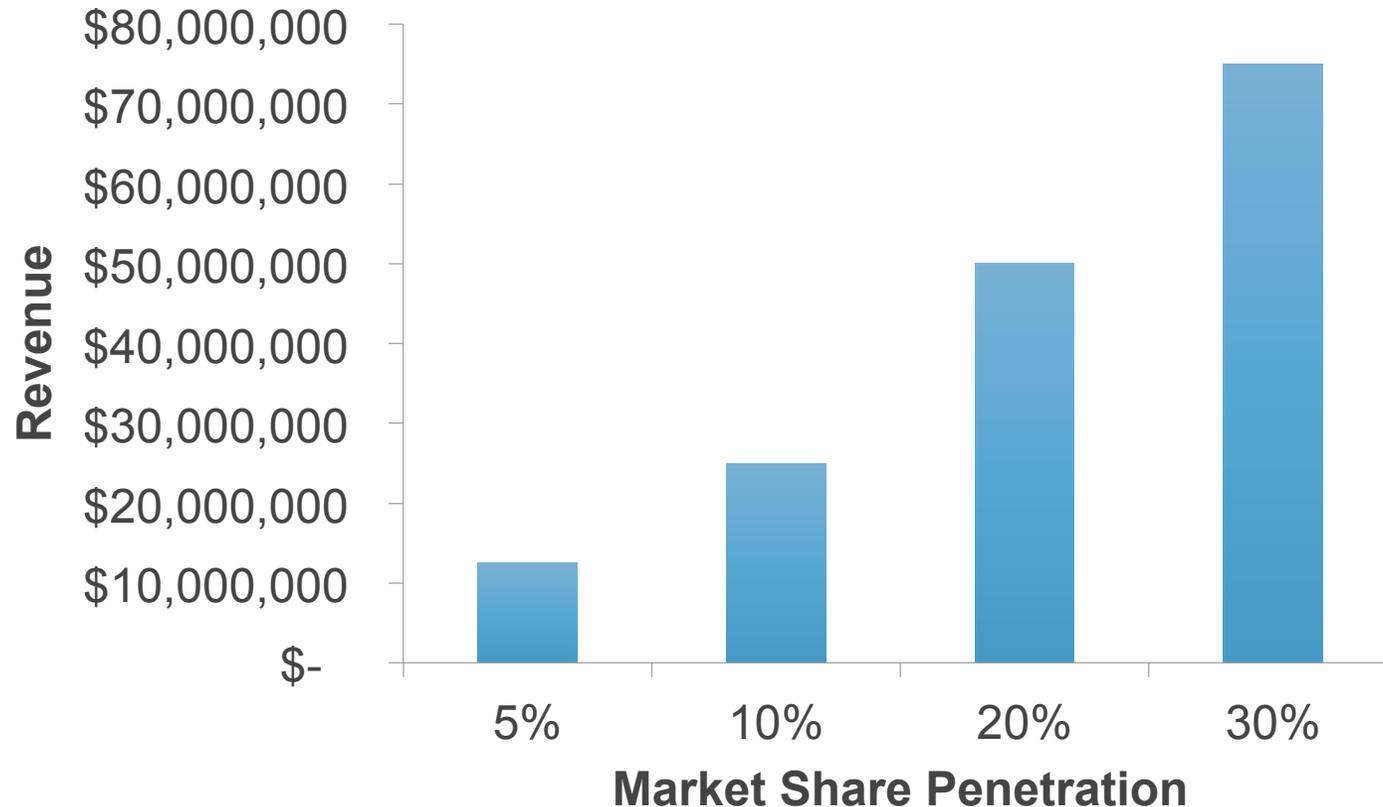
COREY LAMBRECHT
Board Member



Invest in the Future of Healthcare

Use of Proceeds to Accelerate and Fund Faster Growth

Revenue Growth Opportunity



Industry Multiples for SaaS-based technology companies:

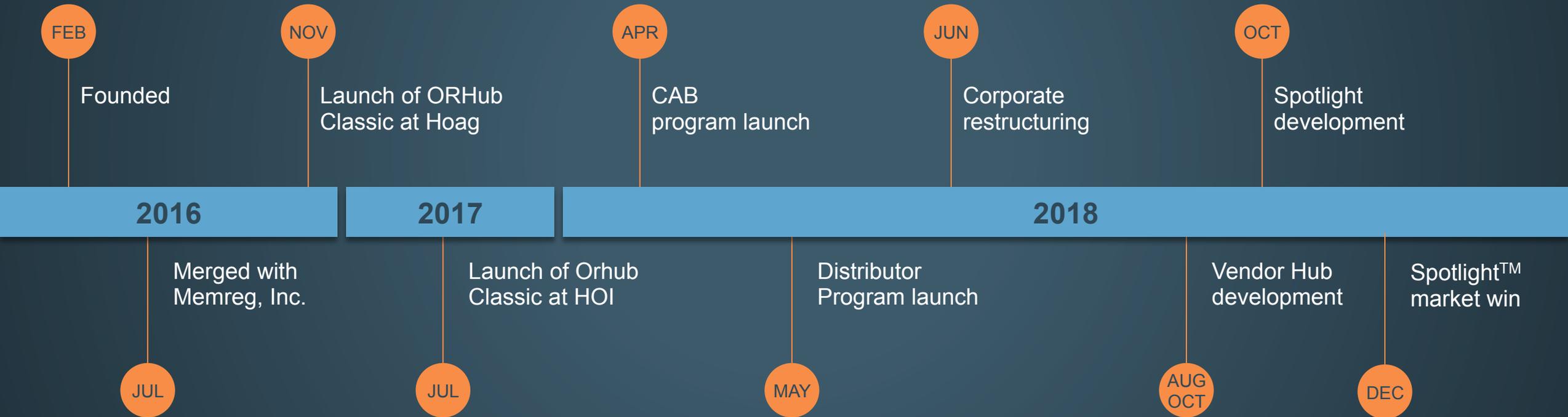
- 6X Revenue
- 12X EBITDA
- 18X Earnings
- >50% Gross Margins

Source: Publicly traded SaaS company filings

Note: Based on 50 million surgical cases in the US according to AHA and Centers for Medicare and Medicaid Services ("CMS")

ORHUB History

FEB 2016 - PRESENT



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