

## Executive Report Summary

10/9/2024

### Executive Report

#### Updates and New Items:

- **Financial Strategies**
  - **Fund Raising Efforts**
  - **LifeMed AI**
  - **Recruitment of Providers**
  - **Medicaid/Medicare Pro Fees**
  - **Schools Telehealth – Clinton and Arapahoe Public Schools**
  - **Community & Business Telehealth Chamber Breakfast**
  - **Tele-Hospitalist Program**
  - **REH**
  - **Trunk Or Treat – Community Outreach**
  - **Cardiopulmonary Update**
  - **Radiology Number September**
  - **Laboratory Number September**
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- **Financial Projections Update**

While most of this update will depend on the financial projections provided by Rachel, what I can report is that as of a week ago Wednesday Rachel and her Team has sent \$34,000,000 in charges. Please recall the timeline for the fruits of this effort and consistency to come are beyond 21 days and up and through 90-days as the purification process will be lengthy. We will realize an uptick in revenue beginning later this month and into the next moving forward. Rachel and her Team have been inundated by claims prior to licensure and credentialing dates, as well as others requiring “retouch and refile”. Things are moving, income will follow.
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- **Fund Raising Efforts**

During the last few weeks, in fact more than a few weeks I’ve been actively looking for alternatives to raise capital to span the gap between the present and when the AR achieves strength and consistency. This is not uncommon whatsoever in healthcare and particularly in our position. We discussed on a number of occasions leveraging our AR for working capital and that is part of this effort.

Over the last couple of weeks I have communicated with 4 possible lending options of which 2-3 of them would not consider lending without hard assets to leverage the collateral. Local banking being a 5<sup>th</sup>, falls into the same category. Below are the few I’ve been in discussions with and the current status:

    - ✓ Shore Capital Real Estate Partners – a \$7B micro-cap investment firm – Fairly new to the health space focuses on Real Estate purchases and lease back options.
    - ✓ 3<sup>rd</sup> Avenue West - Over 30 years in the healthcare space with over 70 Fortune 500 collaboration, in progress.
    - ✓ Valiance Bank – a historic partner in healthcare projections, this vertical is closed.
    - ✓ Joint Ventures with other multifacility networks, early in discussions.
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- **LifeMed AI**

AI-powered Medical Solutions, Recover the Unrecoverable. Analyze AR in 4 hours or less.

I have worked with this company for several weeks and yesterday being the latest. They have processed through AI software over 50 Billion line-items in claims analysis over the past 5-years. One of the Founders was the inventor of “Hotmail” with Bill Gates. They upload AR and with in 4-hours can provide a thorough

analysis of ones AR, to include exactly what can be collected and how to maximize the revenue by a number of verticals. My request was that they provide a pilot project by analyzing ours this week.

➤ **Recruitment of Providers**

While this effort has slowed due to available funds, I have had several additional meetings with Dr Bluth determining how best to move forward.

➤ **Medicaid Pro Fees & Medicare Portal**

Medicaid Pro Fees credentialing has been completed and accepted and providers are being entered into their system. This process time will be another week or so. Medicaid will advise once completed at which time we'll dump all Medicaid Physician Charges. This category does not hold a substantial volume of charge dollars but will add to the purse. We received our Medicare Portal Access yesterday and the remaining access process should be complete by tomorrow giving us access to all Medicare claims in the system

➤ **Medical Service Coordinator**

○ **School Telehealth – Clinton, Arapahoe, Public Schools**

This program continues to move forward and prepare for launch and is following the schedule below:

- ❖ Clinton- Started Monday Sept 16, no visits yet. I have a table set up at each site for parent teacher conferences this week and next to pass out, paperwork, answer questions etc.
- ❖ Arapaho- Finish training Monday 23. Practice patients end of next weekday tbd on Monday. Planned go-live Sept 30. Training complete. Practice patient Friday Oct 11. Start delayed to October 21<sup>st</sup> (right after fall break) per school request. Will be at school October 8<sup>th</sup> and 9<sup>th</sup> to pass out paperwork and answer questions during parent-teacher conferences.

SWOSU received a grant to add additional schools; We offered to pick up any other sites as needed; Contract being revised to include language relating to providing testing supplies – testing for clarity and billing;

- ❖ Tele Hospitalist- Have the quote for equipment and software. Working with Jerry of Sooner Technologies to see if there are other options which would utilize some of the equipment we already have and decrease some of the expense. Met with AMD to revise quote taking off unnecessary equipment and add additional camera pieces. Will just need diagnostic equipment and software/licensing from AMD. Jerry can modify one of the mobile computers that we have instead of buying a new cart.

○ **IV/Infusion Program: Accepting patients now**

- ❖ Outpatient infusion services provide patients with medications, fluids, or other treatments in a clinical setting when there is no need for overnight hospitalization
- ❖ Infusions include antibiotics, hydration therapy, Iron infusions or out pt blood or blood product transfusions. Infusions are administered by a RN to ensure safety and proper administration of the treatment. Throughout the infusion patients are closely monitored for any adverse reactions or complications. After receiving an infusion, patients may be observed for a short period to ensure no immediate side effects before they are discharged to go home.

Providers and facilities educated on what infusions we can do now and the process for ordering; Updated hospital brochures and Trunk or Treat Flyers taken; Working with Cris on »menu« and pricing for wellness infusions; Going to P™T on Wednesday;

- **Community & Business Telehealth**

Janae's third application is coming together. The Community.™.Business.Telehealth.Program; AMD will be launching their option that does not require one of their platforms in November; Demo with Simple.Practice.App.on.Wednesday.at.7666;

- **Community Events**

- Heritage Festival on October 12 This Sat
  - Doing BP checks and providing info about hospital and services.

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Janae's third application is coming together. The Community.™.Business.Telehealth.Program will be presented with supportive features and benefits during the September 27<sup>th</sup> first Chamber Breakfast, hosted by CRH. With the unveiling of this platform for the Community and Employers, I will share data that supports the features and benefits to employers and households. While there is a possibility that some of our service area has a benefit on their insurance plan offering Telehealth, it is not tangible and local. As with all our Points of Service, CRH focuses on hometown and regional access and expertise to improve convenience and quality of care. Once we present and receive feedback from this Chamber Event, we will move forward in forming the offering and developing this service.

- **Community Events**

- Hispanic Heritage Festival on October 12
  - Doing BP checks and providing info about hospital and services.
- Worklahoma Job Fair - October 2

➤ **REH – Rural Emergency Hospital**

Currently awaiting feedback from our September 30<sup>th</sup> meeting to determine CRH's eligibility, as CRH was not an independent entity on 12/31/2020, which is one of the criteria of the "grant".

## ➤ **Trunk Or Treat Public Event**

This outreach is spinning up to a very impressive Community Event and is scheduled to include:

- Music
- “Kids Corner” - Kids activities, such as moon walk, pumpkin contest, truck or treat décor and candy, Face Painting, Photo Booths, Apple Bobbing out of a Vault (Lee’s Funeral Home), Bounce House, Prizes and much more
- EMS, Fire Truck, Helicopter, OHP, Local Police
- Food Trucks
- Pumpkin Carving
- Car Show
- Wright Media “Remote Transmission” Coyote
- Truck or Treat Vehicles decorated and passing out candy from churches, nursing homes, staff and more.

Current Progress:

- 9 food trucks possibly more waiting on answers; Will reach out to them this week;
- 7 vendors that have currently confirmed
- 7 Pending door prizes → 7 Confirmed → have to reach out to the pending companies this week;
- Trophies should be completed this week;
- Signs for event are in just have to put them together;
- 76 cars that I am currently aware of for the car show could be more;

## ➤ **Cardiopulmonary Update**

Things continue to build in our CPD and with the most recent realignment efficiency and growth are projected to move even faster and with more efficiency. Stephanie Drum had been pulling double time which was unfair to her and nearly impossible to meet and exceed expectation for the startup. As the Director over our Respiratory Therapy Department Stephanie was often called in through the night to save lives then expected to report at 8am to Direct the CPD. Wasn’t fair nor working well. We are excited about Stephanie’s continued support in the CPD while we’ve moved Andrea Hammer, PTA into the Director Role. Andrea had been directly involved in the startup and ongoing patient care since day one, making her a very strong choice to step in, step up, and move this ball down the field. Congratulations and welcome Andrea! Andrea will be building for these numbers, MTD.

### **Numbers to date include:**

Sept 23rd-Oct 4<sup>th</sup> CPD Information

- ✓ 62 total treatments (11 cancellations due to sickness)
- ✓ 2 patient new starts
- ✓ 17 total patients on caseload
- ✓ September Totals= 11 total referrals (2 out of 11 scheduled)
  - Why only 2 scheduled?
    - 2 have transportation issues
    - 1 hates the Clinton hospital
    - 1 requested to talk to their cardiologist first
    - 2 unable to make contact—letters mailed
    - 3 are out of network and do not want to pay out of pocket
- ✓ October Totals TD= 4 referrals
  - 1 scheduled
  - 1 is currently inpatient at another facility
  - 1 unable to make contact—letter will be mailed after 3<sup>rd</sup> attempt
  - 1 we are waiting for cards to be emailed to verify insurance

➤ **Radiology Update**

David, our Director of Radiology Service has provided the following summary:

Month	XR	CT	US	Month Totals
JAN	222	171	13	406
FEB	219	165	17	401
MAR	234	189	13	436
APR	275	207	13	495
MAY	256	185	18	459
JUN	209	214	11	434
JUL	222	211	7	440
AUG	231	254	19	504
SEP	279	261	19	559
OCT	47	49	4	100
NOV	0	0	0	0
DEC	0	0	0	0
<b>YTD Totals</b>	2194	1906	134	4234

➤ **Laboratory Number September**

MONTHLY TOTAL COST	MONTHLY TEST COUNT	REVENUE
\$ 7,714.82	507	\$25,7664