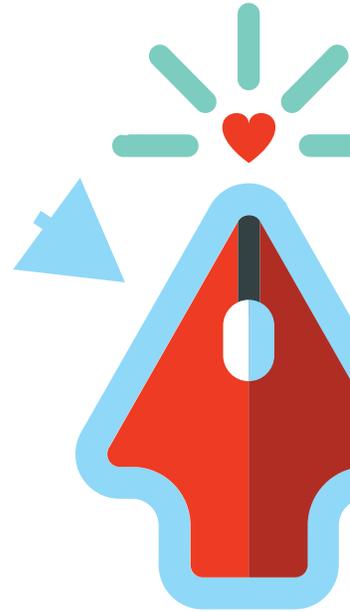# On-Demand 'Uber-Nursing' Comes to Healthcare

Just like Uber revolutionized the way we get around town, Go2Nurse is changing the way we navigate the health-care system.*

Go2Nurse brings healthcare to your home. Just press a button on your smartphone's app, and a certified nurse will quickly come to your door. It's as fast and easy as ordering an Uber taxi!
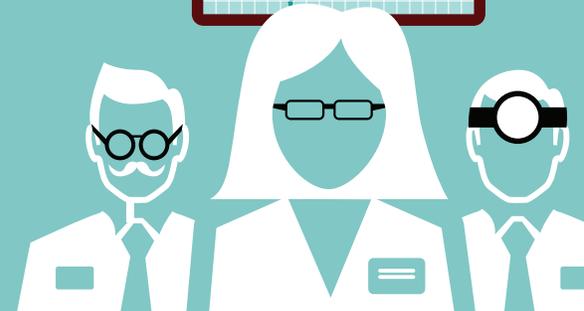
Compare this with the last time you visited a doctor:

- You spent time driving to and from the medical office.
- You saw 2-3 assistants before speaking to a doctor.
- Time with doctor: Under 10 minutes.
- If bloodwork or other tests were required, you had to go elsewhere.

WAITING ROOM

Our healthcare system is inefficient and failing

- Inefficient for the patient: Waste hours to see your doctor and get medical care.
- Inefficient for healthcare industry: Billions and billions of dollars being wasted on an obsolete system.
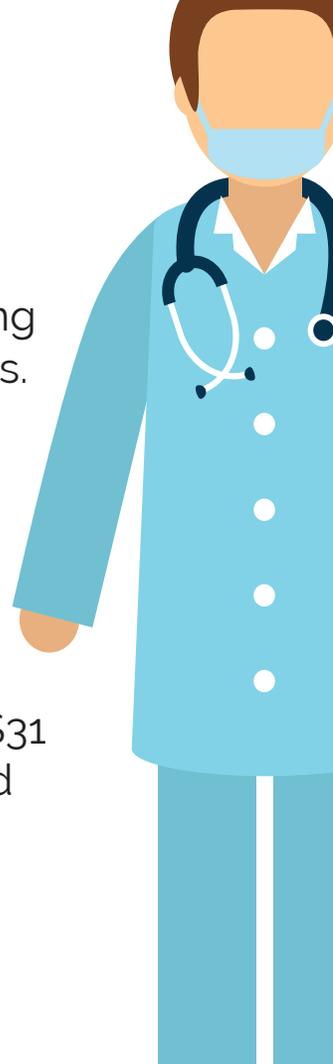
Our current healthcare problems include:

1. **Long Office Visits.** An ordinary office visit lasts 30-45 minutes (plus drive time). Once there, you only see your doctor for an average of 7 minutes!

2. **More Patients.** Millions more people are using medical resources because of the Affordable Health Care Act.

3. **Increased Health Issues.** Health issues such as obesity, diabetes, cancer, and heart disease are on the rise. These conditions require increased medical intervention.

4. **Aging Population.** Our population is aging, which increases the burden on healthcare resources.

Healthcare workers currently frustrated by:

1. **Too much stress = 'burn-out.'** Medical office being flooded by millions of new Obamacare patients. The pressure is a killer.

2. **Too much work, not enough staff.** Nurses are leaving in droves — 2.5 million have already dropped-out.

3. **Too little income.** Nurses make approximately $31 per hour — not enough for their long hours and taxing work.

Healthcare now comes to your home — just like it used to be!

Go2Nurse's 'Uber-nursing' brings medical care to your home — at your convenience.

Every patient's medical records are instantly accessible with specially-programmed tablets.

If needed, lab testing, specialized care, prescriptions can be ordered on the spot.

NURSING EMPOWERED!

Go2Nurse's staff work as little or as much as they want, when they want. (Which is why taxi drivers fled their old jobs for Uber.)

Go2Nurse's smart phone app is fluent in 51 languages. Nurses can communicate with anyone.

Professionally satisfying: Nurses can draw your blood; discuss your care with a doctor; call your pharmacy for a prescription; and perform most basic medical services.
... but there's MORE!

MORE EMPOWERMENT = MORE SATISFACTION

Self-supervision. Nurses work with patients one by one, determining how to best help each person. This increases job satisfaction and reduces stress.

Greater income (Nurse income averages $69 per hour) The lack of overhead means nurses are able to make more money.

More satisfying environment. Every day is different as they visit different patients.

Networking: Nurses have a network of other nurses to talk with.

Go2Nurses can handle almost any situation, such as:

Pre-Natal Care

Post-Natal Care

Wound Care

Pain Management

Disease Education

Physical Therapy

Dietary Management

Stroke Care

Post-Surgical Care

Parkinson's Care

Alzheimer's care

Mobility Services for Disabled

Private Duty Nursing

Senior Care

Go2Nurse is better because it's . . .

Personalized: In home care is tailored to the needs of each patient.

Safer and healthier. Doctors' offices and hospitals are great places to get even sicker. Stay home!

Reduces re-hospitalization. Patients recovering from surgery, injury, or illness heal quicker and more successfully at home.

Dignified. Homebound and aged patients remain as functional and independent as possible.

Go2Nurse is more cost-effective

- Currently an average office visit with a physician (for a minor problem or checkup) costs $95*.

- Membership in Go2Nurse is free with an initial deposit starting at $199.99. This deposit is used in increments only when you need it and is fully refundable.

- Many insurance plans cover Go2Nurse services.
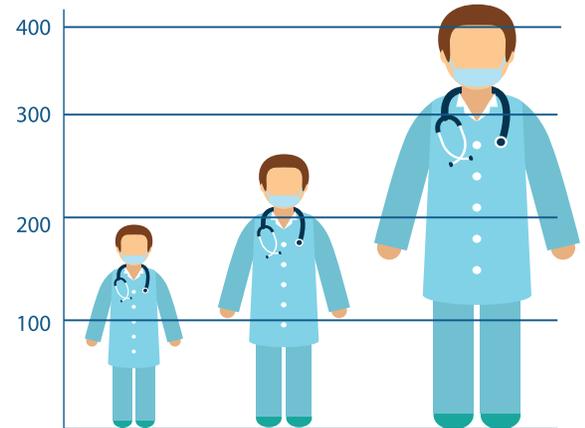
*Healthcare bluebook

Go2Nurses are supported:

- Each nurse has a geographical area she, or he covers.

- Nurses help cover each other's areas, if needed.

- Each nurse has a state-of-the art tablet with specialized programs to access medical records and information, as well as language translation software.

- Each nurse is equipped with all the basic equipment available in a medical office.

Go2Nurse is Growing

- Began generating income in 2014.

- Expects to exceed 25,000 patients by the summer of 2015.

- Currently available in the Chicago and Milwaukee metropolitan areas.

- Free Smartphone app is available.

- Virtual Nursing is under development for an artificial intelligent nurse to be available.

Go2Nurse was started by a Nurse

Meg J.P. Kubiak, R.N., B.S.N. is the founder and co-creator of Go2Nurse's smartphone app.

She started Go2Nurse to help patients and nurses take health-care back home.

Her goal is to: "apply my years of clinical patient care and in-home remote diagnostic experience to help make this new industry, that is forecast to grow in monetary expenditures by 40 times over the next 5 years, to be the best it can be in terms of improving the quality of care for people."*

* Dawn of the End of Nursing, LinkedIn Pulse article, Meg J.P. Kubiak

Go2Nurse is the wave of the future

Uber evolved the way we travel.

Go2Nurse is solving

healthcare problems

and bringing patient care

into the 21st Century.

Go2Nurse Key Personnel

CEO, Frank J. DeLaura, MBA, MHA

Senior management veteran of the institutional medical care industry and holds a Master's Degree in Healthcare Administration from the George Washington University; MBA, Finance University of Detroit; BS, Biology and Chemistry from Western Michigan University. Frank was most recently Executive Director, Clinical Integration Network LPP, LLC at Loyola University Health System — part of Trinity Health, one of the world's largest religion-based healthcare systems.

Director of Nursing, Meg J.P. Kubiak, RN, BSN

Candidate for Master's Degree in Medical Informatics at Northwestern University. She has had a 20+ year career in clinical care delivery including management experience with Alere (NYSE: ALR), a global leader in point-of-ca’diagnostics. Meg speaks five languages and comes from a family with three generations of post-graduate degrees in healthcare. In her career as a labor, delivery and NICU nurse, she has shepherded thousands of high-risk newborn babies through their most vulnerable moments into the joys of fruitful life.

CTO/Interim CFO, Edward Ben-Alec

Co-Founder Ed Ben-Alec was Outsource Product Manager for RadioShack for many years, guiding more than 700 electronic products from early development to final introduction. In his capacity as primary interface between RadioShack and many of its suppliers, he has helped vendors with their IPOs. He teaches app and smartphone software development in Chicago, and created the Go2Nurse app and Nurse Flo Artificial Intelligence Cloud services.

VP Business Development, Stuart W. Volkow

Stuart is a professor of Digital Multimedia Business at UCLA in Los Angeles. In this capacity he has brought hundreds of top movie industry business managers into the 21st Century. He has served on key teams bringing dozens of cutting edge software developments from the lab into monetization and commercial success. He has provided consulting services to the United States Directorate of National Intelligence on cyber-security issues.

Outside Director, Jimmy D. Lee

Professor of Digital Multimedia at UCLA (Main Campus) with degrees in Physiology and Biomedical Engineering. He is responsible for development of Go2Nurse's program within MediCal (California Medicaid). Mr. Volkow has had a decades-long career in digital project management, development and implementation. He holds a certificate from the USC Information Sciences Institute in Information Security Training, and Computer and Information Security. He was a consultant in 2014 to the U.S. Director of National Intelligence, specializing in digital media and terrorism.

Outside Director, Dr. Walter Greenleaf

Consultant and director. MediaX Distinguished Visiting Scholar, Stanford University. Pioneer in the development of medical applications for virtual environments, and as a developer of many of the first clinical VR systems.Founding Board Member of the International Society for Virtual Rehabilitation (ISVR), a leading international research organization.

Nursing Industry Background

The U.S. Healthcare System is in crisis because the Affordable Care Act (Obamacare) is drawing in millions of new patients. Baby-boomers, too, are further burdening the system. Medical offices are overwhelmed, and hundreds of thousands of doctors and nurses are getting burnt out and 'dropping out.' How to cope with growing demand and declining professional staffing? Only from new technologies, the most far-reaching of which will be On-Demand 'Uber-Nursing.' As with the taxi service, people can press a button on their app, and a certified nurse will arrive in a very short time. There are many advantages, both to healthcare professionals (more flexible hours) and patients. (Faster, more convenient medical care.) A revolution is coming to healthcare, just as it came to personal transportation.

Information Highlights

Investment Goal	$8M-$10M	Terms	To be determined
Location	IL	2015	$2.5M (E)
Re-locatable	No	2015 EBITDA :	$275K (E)

Business and Opportunity Description - Prime Nursing Care Platform Business

Uber-Nursing,' like the taxi business, is revolutionary. Nurses can work as little or as much as they want, when they want. On the other hand, patients never have to leave their homes, which is especially important for parents with children and older people. Home medical care: Back to the future, the way it used to be!

This medical healthcare company is already operational in Chicago and Milwaukee with Case Management and On-Demand Nursing. 25,000 patients expected by late-2015. Press the button of your app, 24/7, and a fully-qualified nurse can be at your door in a very short time. This is the first 'Uber-Nursing' company in the U.S., and it is seeking financing to quickly expand beyond its mid-western base.

The potential is almost unlimited, because fewer doctors and nurses are treating a growing numbers of patients. Work hours are increasing, doctors and nurses are becoming exhausted, and healthcare quality is declining. They are getting burnt-out, and a growing number of them are leaving the profession. (Over two million certified nurses have already left.)

This 'Uber' healthcare service has been an immediate success with nurses and the public. It's also highly cost-effective. No medical office = a much lower overhead. Most medical visits are relatively minor, but if tests or specialized medical care is required, then that can be decided and ordered on the spot.

The company is also in advanced development to use Artificial Intelligence for Case Management, a $6 billion whole-sale industry. This is entirely-by-phone health treatment, except the online cloud service won't use humans. This breakthrough is now online, in beta format.

Investment goal: $8M - $10M   Terms TBD.

We reserve the right to refuse any firm or request that we find unacceptable for any reason. We reserve the right to refuse any and all early offers from anyone. The investor will be the best cash and terms offer, with the investment goal starting at $8 million - $10 million (cash).

Go2Nurse Pro Forma

(000's)	2014 (A)	2015	2016	2017	2018	2019	2014-2019 CAGR
Sales	$ 10	$ 3,503	$ 12,996	$ 79,560	$ 151,744	$ 401,801	227%
Gross Margin	$ 2	$ 700	$ 3,119	$ 34,370	$104,885	$ 277,725	346%
% of Sales	20%	20%	24%	43%	69%	69%	
Expense	$	$ 315	$1430	$10,343	$ 24,279	$ 72,324	289%
% of Sales	0%	9%	11%	13%	16%	18%	
EBTIDA*	$ 2	$ 385	$1,689	$ 24,027	$ 80,606	$ 205,401	381%
% of Sales	20%	11%	13%	30%	53%	51%	

*Excludes One Time Charges