



## HIGHLIGHT SHEET

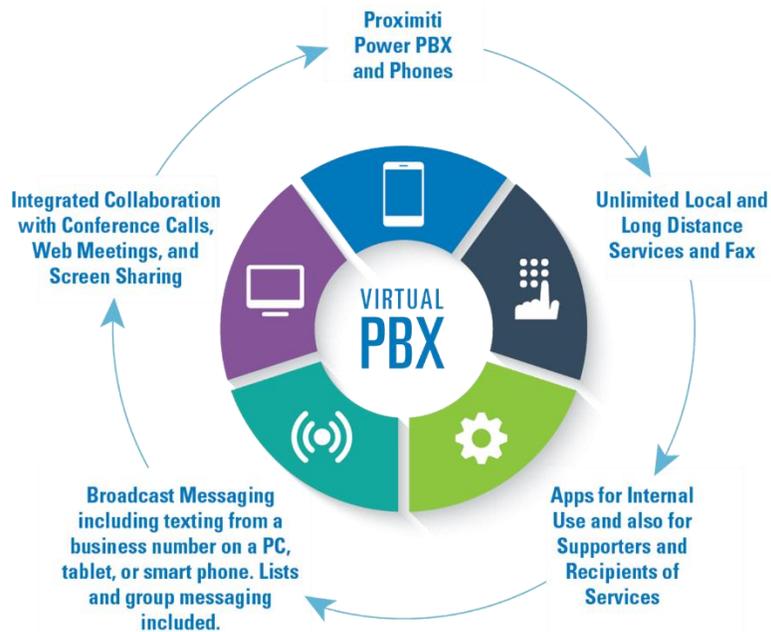
### PROXIMITI COMMUNICATIONS PARTNERSHIP

#### What We Do Today:

Proximiti today provides its scheduled patient messaging service to medical practices offering automated calling, texting, and e-mail for a **flat rate per physician per year of \$600** (larger practices get a discount on annual price). We partner with practice management software companies and other health care oriented IT providers often integrating with their software allowing for a “zero touch” service for personnel at participating practices. Unlike other services, there is no need to upload files or process output files. Gains in profitability and efficiency are significant. There are no installation or customer support charges.

#### What We Propose Moving Forward:

The communications needs of any business are changing rapidly and particularly medical offices needing to contact patients. Texting is a key need as well as sophisticated automated services. **Proximiti is the only company that offers a total system designed for medical offices including the PBX, handsets, PC interfaces, and customized apps for patients and also practice marketing initiatives. The Proximiti solution handles traditional calling but also texting and even video calling all at a low price and more than 30% savings from what a medical practice today typically pays for voice services only.** Proximiti services are intuitive, easy to use, and totally hosted. It can transform any medical office and is integrated with our messaging services and your practice management software.



Proximiti offers a complete phone system, phones, voice services, and has expanded its messaging capabilities to allow both scheduled and on demand messaging. Also included are customized apps for patients and collaboration tools like conferencing and web meetings. Practices can save 30% or more on current telecom spending but also gain access to great new tools. The strategic objective is to integrate almost the entire front office operation of a practice with your practice management software to drive increased productivity and revenue gains for your clients. A small medical office spending \$450 monthly on PBX maintenance, phone lines, and



services would spend \$340 with Proximiti and include almost every telecom need while getting fully integrated services. A larger office will often realize similar savings. While the reduction in communications costs and increased capabilities are important, the real benefits to the practice are the improved staff efficiencies and revenue gains.

### Why Proximiti Delivers Such Value to a Medical Office Today

<p><b>Typical Office System</b></p> <ul style="list-style-type: none"> <li>Requires custom installation</li> <li>Expensive phones</li> <li>Cannot text from a business phone</li> <li>Moves, adds, changes can be hard</li> <li>Monthly maintenance fees</li> <li>Doesn't support mobile phones, PCs, or tablets</li> </ul>	<div style="background-color: #0070c0; color: white; padding: 5px; margin-bottom: 10px;"><b>PROXIMITI</b></div> <ul style="list-style-type: none"> <li>✓ Everything is hosted</li> <li>✓ No physical PBX – use Proximiti for all offices and home based workers or mobile workers</li> <li>✓ Great integrated services from fax to conferencing to web meetings</li> <li>✓ Powerful desk phones where needed</li> <li>✓ Plug office phones in anywhere</li> <li>✓ Send text messages using your business phone</li> <li>✓ Any device can be a phone, use your office phone, PC, smart phone, tablet, or all of them!</li> <li>✓ No maintenance fees</li> <li>✓ Easy moves, adds, changes</li> </ul>	<p>Proximiti offers two options for practices:</p> <ul style="list-style-type: none"> <li>• A practice can get the full front office communications platform; or,</li> <li>• A practice can retain their current services but acquire our Campaign Managers Scheduled Messaging service.</li> </ul>
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### What We Need You To Do:

- Marketing Campaign/Awareness: Proximiti has a strong set of available materials that can be posted on your web site, be used for e-mail marketing, and literature/videos that invites practices to learn more about our services
- Leads are routed to Proximiti Sales for webinars, sales presentations, and Proximiti provides the quotes, provisioning, training, installation, support, and billing of practices.
- Proximiti provides you with a report each month and revenue share.

### Why Participate:

- Differentiate your practice management software with the full integration of front office communications requirements thereby improving office productivity and practice revenues
- There are no competing products with the breadth and depth of capabilities and that almost always save medical offices money compared to what they are spending today on communications solutions
- Your overall solution becomes much more attractive and economically interesting
- You further benefit from a revenue share from Proximiti
- A quick example:
  - 1,000 practices sign up with 3,000 doctors (revenues driven more by doctors than practices but it does vary)
  - Expected revenue share for a year is over \$375,000 or about \$125 per doctor per year.

**FOR MORE INFORMATION**

*VISIT:*  
[WWW.PROXIMITI.COM/MEDICALOFFICE](http://WWW.PROXIMITI.COM/MEDICALOFFICE)

*CALL OR E-MAIL*

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