



Patient Better®

A Health Proficiency Company

*Supplying people
with the right
health education to
truly become
proficient in care.*



How Patient Better® works

Patient Better is a literacy program designed for patients and caregivers to enrich comprehension in healthcare, make more informed medical decisions, and improve the quality of lives throughout the health episode and beyond.

Primary School Curriculum

First Grade: Learn the alphabet to form words.

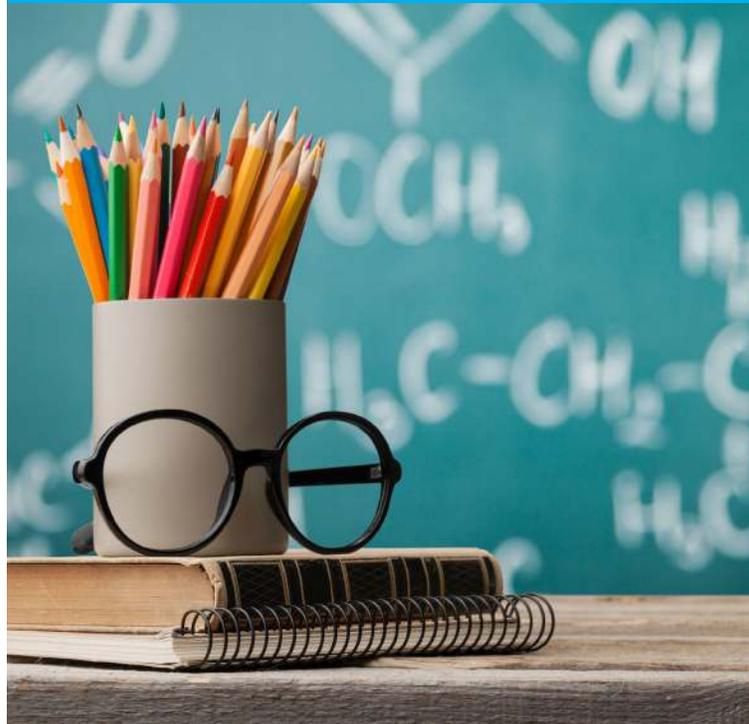
Second Grade: Structure sentences & read short stories.

Third Grade: Interpret, write, and outline stories.

Fourth Grade: Read and conceptualize meaning in books.

Fifth Grade: Use larger vocabulary and write essays.

Literacy Program Comparison



Our Program's Curriculum

Course 1: Learn the medical practice, staff, & visits.

Course 2: Ancillary care services, products, & therapies.

Course 3: Understanding healthcare finances

Course 4: Relationship building and communication.

Course 5: Medical document management.

The Four Pillars of literacy: **Reading** | **Writing** | **Listening** | **Communicating**

Market Understanding

A Statistical Review



Only 50% of case loads have (reliable) internet access.



Health illiteracy directly affects (at least) 80 million Americans.



Health illiteracy indirectly affects every recipient, care deliverer, and the entire health system.



Those who are not health literate are least likely to be proactive in care.



Health literacy affects everything in healthcare including health use, status, costs, and outcomes.



The essential health literacy skill is to learn medical record management.

The Problems

Patient Better recognized and solved these massive pain points and developed a critical public healthcare illiteracy intervention program. The substance of our program truly moves the needle on improving people’s lives who sustain conditions and ability to perform basic patient tasks.

Principle program drivers that shape unique characteristics.

Drivers	Characteristics
Independent	<ul style="list-style-type: none"> ➤ Used without system, payer, therapy, or condition affiliation. ➤ Transforms and updates as the health industry changes. ➤ Can be applied and communicated under any circumstance or crisis.
Patient-centered	<ul style="list-style-type: none"> ➤ Focus on educating patients, families, and informal caregivers on what information is meaningful and valuable. ➤ Embrace the relationship-centered care model. ➤ Formulated concepts, ideas, and processes that are relatable to the individual patient.
Meaningful Learning	<ul style="list-style-type: none"> ➤ Standardized framework that supplies unified information to patients, families, and caregivers to participate and contribute to individual care needs. ➤ Application to a large pool of sociodemographic areas. ➤ Cater to a wider range of diverse populations as well as being empathetic of individual circumstances.
Transforms the traditional provider-patient relationship into an EPIC exchange of information.	<ul style="list-style-type: none"> ➤ Individual patients and caregivers to oversee care more independently. ➤ Increase individual communication and literacy skills. ➤ Provide framework for coordinated respectful and equal exchanges of information throughout treatment and therapy.

Instrumental health literacy measurements

1. **Ability to participate in treatment** to help patients have fewer complications, reduce emergency room visits, prepare for information-driven medical appointments, and reduce unforeseen costs.
2. **Understanding of proper medical utilization** to help patients understand the importance of preparing for medical appointments to reduce unnecessary phone calls and office visits and effectively take advantage of offered services, treatments, and resources.
3. **Improving risk management skills** to have a realistic calculation of services needed for proper treatment and the necessary financial proficiency to make more informed healthcare decisions.
4. **Ability to effectively manage care records** to become an efficient and effective liaison in the transfer of information from one physician’s office to the next.

Our Solution



Primary Provider Desired Patient Tasks

Patient Better's standard healthcare proficiency program equips health consumers and [their] caregivers with the knowledge and skills needed to be successful in today's post-pandemic and digitally based medical landscape.

As a result, healthcare experts have hailed patient (self-management) education as a critical aspect of health literacy in connection to at-home and point-of-care management.

- 1 **Exhibit Basic Medical Record Management Skills.**
- 2 **Perform Vital Governance.**
- 3 **Confidently retrieve old medical records.**
- 4 **Comfortably access medical portals on a regular and continual basis.**
- 5 **Ask meaningful questions.**
- 6 **Follow sophisticated (at-home) directions.**
- 7 **Safeguard information from oversights and data loss.**
- 8 **Obtain a higher quality of information-driven medical appointments.**
- 9 **Have fewer complications.**
- 10 **Information preservation in case of public emergencies or disasters.**

The Results

Product Creation



Timeline



Handbook 2018

Teaches people with mild conditions who are able to self-manage care alone.



Workbook 2020

Teaches families how to manage care for a loved one with a complex diagnosis.



SHM 2020

Our signature product that standardizes at-home medical record management.



Academy 2021

A complete online (video) classroom offered for spatial learners.



Completed Program 2022

Ready to market and scale. Product manufactured in India. Distribution center in WI.

Product Revenue

Patient Better is manufactured in India and its distribution center is in Wisconsin ready to market and scale. Our average cost to make and ship product from India to US: **\$15.85**



Retail

People (patients, families, and caregivers) purchase Patient Better® privately.

Retail is offered for people who take care of others either in a professional or personal setting i.e., home care or home health and needs to learn a standard format of medical record management.

Average annual return per person: \$99.95

Prescription

Patient Better is prescribed by healthcare professionals and patient's proficiency levels are measured and documented.

Patient Better is currently in the accreditation, credentialing, and contracting phase. We will provide our product and additional services.

Average annual return per patient: \$1,500

Wholesale

Professionals purchase a quarterly quantity of 50 and facilitate the prescription model "in-house". Wholesalers can bill out and seek reimbursement on their own and reap the many benefits and conveniences of having a health literacy program inside their practice.

Average annual return per account: \$20K

The Future of Our Company

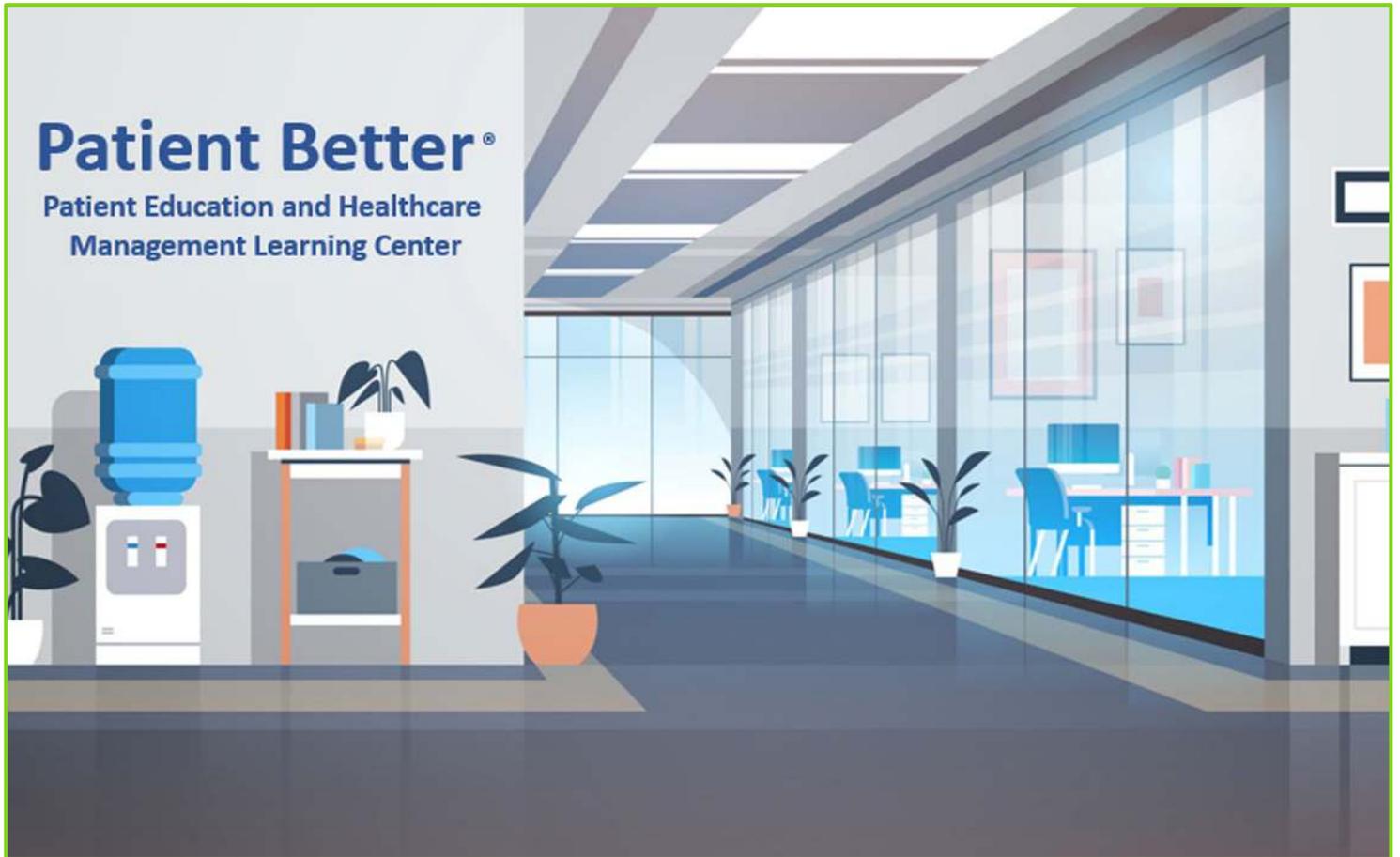
A patient education and healthcare management learning center.

Patient Better® will be housed in a patient education and healthcare management learning center.

This facility will become a destination for people to learn the essential proficiency skills needed to be successful in today's post-pandemic and technology-based medical landscape.

Patient Better LLC is HIPAA compliant and able to conduct in-person and virtual consumer training.

Click [here](#) for more information.



Franchise Revenue

Franchisee's responsibility

It is the franchisee's responsibility to staff the center. Each Patient Better Center should be staffed by three full-time certified medical assistants who specialize in medical record management and one sales representative.

Patient Better's responsibility

For 35% of the franchise total revenue, Patient Better will take care of all the billing, advertising, marketing, virtual administration, as well as product costs and updates.

Center Revenue

Per 1200 scrips and 15 subscriptions a year.			
Patient Education and Healthcare Management Learning Center			
Expenses	Description	Monthly	Yearly
(Contracted) 3	Medical Assistant (\$36K ann. salary)	\$ 9,000.00	\$ 108,000.00
(Contracted) 1	Sales Representative (\$30K base + bonus)	\$ 7,500.00	\$ 90,000.00
1	Office Building & Operations	\$ 5,000.00	\$ 60,000.00
	Product Manu. & Dist.	\$ 3,500.00	\$ 42,000.00
	Total:	\$ 25,000.00	\$ 300,000.00
Income	Description	Monthly	Yearly
Reimbursement	Product Prescriptions (\$500 per Rx)	\$ 50,000.00	\$ 600,000.00
Reimbursement	Service CPT 99490 (\$47 per 20 mins.)	\$ 27,750.00	\$ 333,000.00
15	Subscriptions (\$5K per quarter/\$20K yr.)	\$ 25,000.00	\$ 300,000.00
	Total:	\$ 102,750.00	\$ 1,233,000.00
End of First Year Projected (Facility) Net income:		\$ 77,750.00	\$ 933,000.00

Meet the Founder

A health literacy advocate devoted to helping people become more proficient in care.

Jennifer Woodruff, MHA



Founder, Patient Better LLC
Houston, Texas USA

Obtained a Master of Healthcare Administration in June 2014. She has been working in medical device and pharmaceutical sales for 15 years with a career focal interest in patient education. In her career, all products (medication, diagnostic test, durable medical equipment, and capital equipment) and services required patient education. This gave her an empathetic eye and unique talent to analyze health consumers and evaluate their health literacy skills quickly. By performing these evaluations, she was able to catapult her career to leadership in product evaluation, market analysis, forecasting, and prospecting medical devices (and pharmaceuticals) to potential prescribers and device recipients.

LinkedIn Profile: [linkedin.com/in/jennifer-woodruff222](https://www.linkedin.com/in/jennifer-woodruff222)

A photograph of three people in a modern office setting. A man in a dark suit is seated on the left, a woman in a light blue shirt and glasses is in the center, and another woman in a white lab coat is on the right, seen from the back. They are sitting in blue armchairs around a small white table. Large windows are in the background, and the floor is covered with a dark grey carpet.

Are you proficient in care?

Click [here](#) to take the Health Proficiency Challenge and find out your results today.

Patient Better®

Thank You

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