Re: <u>Geospatial and Predictive Analytics Suite</u>: A One Time Opportunity for a Professional Services (PS) Firm Serving Healthcare Providers and Plans

Dear,

My name is Norm Gallivan, founder of Gallivan Auctioneers & Appraisers, headquartered in Indianapolis, with an office in Naples, Florida. We have been engaged by a 20-year-old analytics company taken down by the pandemic to sell their proprietary IP including revolutionary geospatial and survey APIs, applications, and embedded predictive models.

Differentiating your consulting offerings means bringing real, cost-effective innovation to the table.

Here is a one-time opportunity to do so: Integrate "where" — geography and geospatial analytics — into your engagements and deliverables. Why bother? Because the $1Trillion ambulatory market is, at its core, a local, B2C, brick-and-mortar business. For most people, going to the doctor (imaging center, urgent care) is about getting from home (or work) to a delivery location. But unlike retail, healthcare has been slow to develop advanced geospatial tools, because *doing geography in healthcare is really, really, difficult*.

Our client's IP addresses and overcomes many of the technical, administrative, and regulatory obstacles that have impeded the effective implementation of geo-analytics in the healthcare space. In doing so the IP also enables the implementation of new dimensionality — geospatial, geodemographic, household demographic, and attitudinal — in health-related predictive models. That's a mouthful; SO WHAT? Ask any data scientist: once you've captured and transformed a couple billion claims (the dimensions of *what, when,* and *how much),* adding billions more doesn't buy much incremental predictive lift. But, adding features about *where (geography), whom (demographics),* and *why* (*individual attitudes*); that's a game-changer

Your opportunity: Leapfrog your competition and *own* a simple, secure, low cost, extensible, plug-and-play geospatial and predictive analytics suite. Leveraging this IP, your team of experts, could become America's premier source of geospatially informed and predictive health analytics.

What does this mean for you? Reposition your firm as an industry pioneer and leader in both PS and IP-driven analytics. Right out of the box, offer provider network analytics to ACOs, CINs, hospital systems, and group practices. For payers, deliver a modern competitive network adequacy and network optimization alternative to the company that does business with 95% of the market.

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In time, leverage the flexible, modular (and intentionally extensible) architecture deploying existing APIs to populate geo-objects, attributes and calculations into your clients' core databases and your operational deliverables.

You may opt to continue as a high-value-add PS firm, or you may choose to extend your business model through the creation of hybrid Professional Services /Analytics as a Service (PS/AaaS) Monthly Recurring Revenue products. If you have or opt to create an inhouse Data Science team, the toolset is designed to provide them with high signal demographic and geospatial features not typically found in standard population health datasets.

How does it work? Built in the low cost, low maintenance, open-source for geo stack, with light-weight Python Flask APIs in Docker containers for DevOps and scalability, the software leverages first, second, and third-party data sets to power predictive and geospatial analytics. The elegant, client-facing UI was built from the ground up for non-technical users; new business users are fully up-to-speed within 10 minutes of orientation/training. The software is currently running in Amazon Web Services and could be deployed to a different cloud platform.

Enclosed you will find a brief write-up of how our client's IP might be deployed in Medicare Advantage (MA) to assist plans in increasing sales and member retention while reducing costs.

I invite you to view a brief presentation and demo along with *pro forma* service provider and plan financials. This and other in-depth information are available upon request with an NDA. I can be reached at (239) 250-5658, or by email at norm@njgallivan.com.

Sincerely,

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