

GALLIVAN

AUCTIONEERS AND APPRAISERS

Re: Geospatial and Predictive Analytics as a Service (AaaS): A One-Time Opportunity for Digital Agencies 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.

Since your firm provides digital and other marketing services to healthcare players – health plans, group practices, hospital systems, ACOs, and CINs – you differentiate your offering by helping clients differentiate theirs. This means bringing real and cost-effective innovation to the table.

Here is a one-time opportunity to do so: Deliver four (4) unique AaaS offerings through a simple, secure, low cost, plug-and-play geospatial, survey and predictive analytics toolset. You will have the tools to increase the lifetime value of internet leads, target higher potential prospects to lower member acquisition cost and identify members at risk of defection to increase retention. You will also be able to expand your portfolio to offer site location and network optimization services to provider entities and plans. With this IP, your firm will be positioned to offer a service package unlike anything else on the market.

What does this mean for you? You will reposition your firm from “just another marketing vendor” to become a long-term partner and trusted advisor helping your clients increase revenue, enhance member well-being, reduce wasteful spending, and drive operating margins. If you already have per member per month (PMPM) products, you will extend and enhance them. If you don't, you will add a significant new MRR stream and supercharge your exit multiple.

How does it work? The software leverages first, second, and third-party data sets to power predictive and geospatial analytics, all presented through elegant UIs built from the ground up for non-technical users. Now your firm will have the capabilities to incorporate prospect and member attitudes, detailed demographics, and geospatial attributes in predictive models to focus your sales and retention messaging. Built in the low cost, low maintenance open-source stack, with light-weight Python Flask APIs in Docker containers for DevOps and scalability, the applications are up and running on AWS.

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AaaS offerings to power-up your service package and drive client performance:

- **Network:** Enhance the convenience and accessibility of provider network. Geospatially enable your client's internal marketing, directory, and customer service processes.
- **Sell:** Screen suspects and target top prospects to lower acquisition cost, predict lifetime value of a lead to drive ping-post bidding, and geospatially inform the sales process.
- **Survey:** Automate focused surveys to collect the right data at the right time, store individual-level responses for follow-up, and provide strategic planning guidance based on survey results.
- **Engage:** Flag customers at highest risk of defection and leverage survey and other data to support retention outreach strategies.

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,

Norm Gallivan

Norm Gallivan

Gallivan Auctioneers & Appraisers

7230 Arbuckle Commons

Suite 181

Brownsburg, IN 46112

(239) 250-5658

norm@njgallivan.com