



**INTRODUCTION TO RPM**

**MIDWEST**  
HEALTH MONITORING

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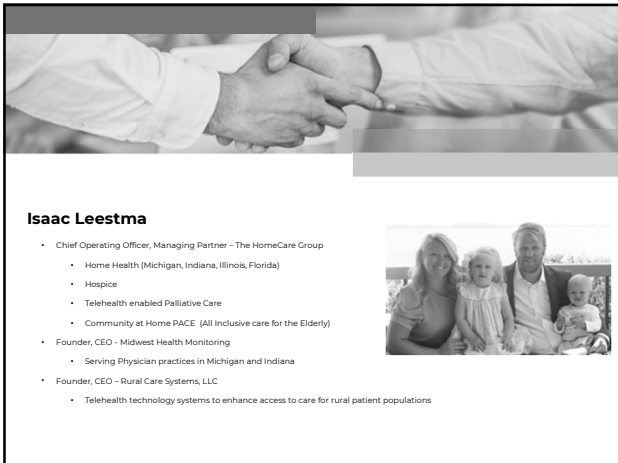
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**Isaac Leestma**

- Chief Operating Officer, Managing Partner – The HomeCare Group
  - Home Health (Michigan, Indiana, Illinois, Florida)
  - Hospice
  - Telehealth enabled Palliative Care
  - Community at Home PACE (All Inclusive care for the Elderly)
- Founder, CEO - Midwest Health Monitoring
  - Serving Physician practices in Michigan and Indiana
- Founder, CEO – Rural Care Systems, LLC
  - Telehealth technology systems to enhance access to care for rural patient populations

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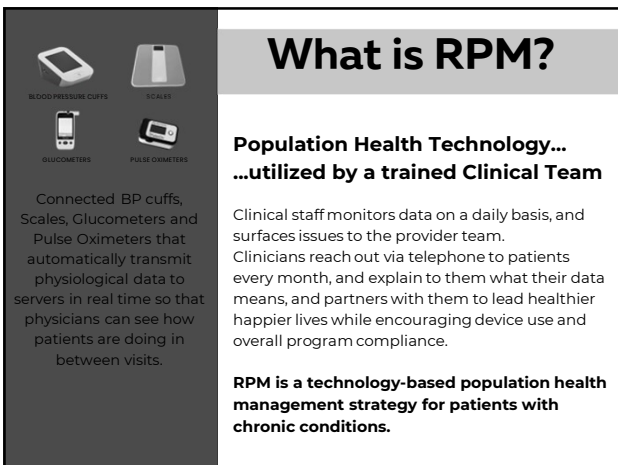
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**What is RPM?**

**Population Health Technology...  
...utilized by a trained Clinical Team**

Connected BP cuffs, Scales, Glucometers and Pulse Oximeters that automatically transmit physiological data to servers in real time so that physicians can see how patients are doing in between visits.

Clinical staff monitors data on a daily basis, and surfaces issues to the provider team. Clinicians reach out via telephone to patients every month, and explain to them what their data means, and partners with them to lead healthier happier lives while encouraging device use and overall program compliance.

**RPM is a technology-based population health management strategy for patients with chronic conditions.**

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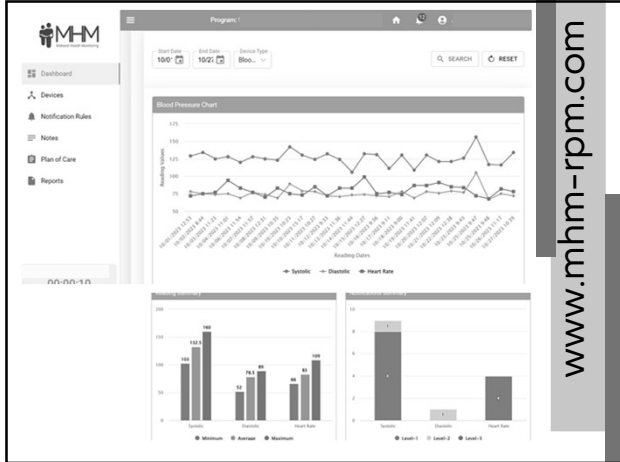
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**KEY BENEFITS**

**Clinical decision-making validation and precision**

- 1) Eliminates inaccurate measurements due to white coat syndrome
- 2) Builds ongoing patient specific statistical trends via hundreds of historic data points
- 3) Gives objective data feedback to intervention strategies

**Population Health benchmarks**

RPM can significantly help practices reach quality benchmarks by applying oversight and transparency to high-risk populations

**Reduce Hospitalizations through timely exacerbation detection and intervention**

- 1) Significantly reduce hospitalizations (up to 70%) for high-risk populations by detecting exacerbations in their earliest forms
- 2) RPM can detect physiological trend variances and give provider teams days to react and intervene before a hospitalization is necessary

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**KEY BENEFITS**

**Patient satisfaction and comfort**

The relationship they build with their Clinical Health Coach, combined with the knowledge that their provider is watching over them creates a positive patient relationship from which the patient derives great comfort.

**Financial benefits**

- Maximize shared savings by reducing Patient acute care utilization rates
- CPT revenue derived from billing codes 99453, 99454, 99457, 99458

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**RPM PITFALLS**

**How Midwest protects you**

**Inertia.**  
Midwest partners with the practice and stands up the RPM program so they don't have to. We generally obtain 30%+ panel admission rates with no practice assistance.

**Washout.**  
Midwest specializes in RPM, meaning our team isn't pulled in different directions and can focus 100% on patient care through RPM. Our team builds relationships with patients that keep them engaged in the program. We mail the patients reports on their readings every month and use a curriculum of healthy living suggestions that keep them informed and engaged.

**Decoupled costs and revenue.**  
Midwest is a "pure variable" cost center. We charge 70% of the Medicare rate of the CPT codes our program generates. If you have nothing to bill, you have nothing to pay. Midwest bears all the risk of standing up an RPM program for your practice. We even bill net 60 so your practice will be paid up front for the CPT codes we generate. No term-length contracts either; we're month to month.

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**Midwest Health Monitoring- "Effortless RPM"**

Locally owned:  
Midwest is a local, family-owned company based in Muskegon, MI. Our family has been serving Western and Northern Michigan patients and physicians for over 35 years.

Low risk, concierge service, consistently profitable:  
Midwest clients enjoy profits of approximately \$40,000/year/100 patients. That doesn't include shared saving payment increases, quality milestone bonuses, or the revenue from additional practice visits triggered by RPM. We generally obtain a census of 30% of the Medicare/Medicare Advantage panel.

By capitalizing, launching, and supporting the program with our trained clinical team, we make RPM accessible, easy, and profitable for independent physician groups.

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Patient success is what we're all about. Midwest Health Monitoring has helped identify heart issues such as subclavian blockage, atrial fibrillation, and even heart attacks. Take a look at what our patients have to say.

“I just can't tell you what it means to me knowing that I'm not alone. I have someone else looking out for my husband. For so long I have felt so alone in trying to take care of him and wondering if I am doing the right things. This program is just such a blessing to us... such a blessing.”  
Rhonda, 89

“I really enjoy talking to my health coach. Yes, it is true, I may not always like what she tells me, but she is looking out for me. Since having Sarah as my health coach, I have began taking my medications regularly, and my blood pressure has drastically improved.”  
Donald, 75

“It's unbelievable what this program has done for me. If it wasn't for being on RPM, I know I would have had a second heart attack. I will never be able to thank you enough. You probably saved my life!”  
Dewey, 83

“It may sound a bit silly, but I really look forward to hearing from you guys. I live alone, and I don't always get to see or talk to many people. It gets lonely, but with this program I know I have a support system now!”  
Lorraine, 62

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**RENEE CROZIER, FNP**  
 "HONESTLY, MY EXPERIENCE WITH MIDWEST HEALTH MONITORING HAS exceeded my expectations in every way. I signed up with Midwest to improve the quality of care for my patients. I am able to monitor their vital signs at anytime via their website. I also believe this gives my patients a sense of security knowing that I am always watching."



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Meet the *Team*

 ISAAC Owner	 JENNIFER RN BSN Lead RN	 SARA MA Onboarding Lead MA	 LAURA MA Health Coach	 EMILY MA Health Coach
 LINDSEY RN BSN Health Coach	 ESTHER RN BSN Health Coach	 ALAINA RN BSN Health Coach	 DAVID TUUK Business Development	 DYLAN Onboarding & Customer Support

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Let's hear some questions!



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 Cell: #616-821-3485  
 ileestma@mhm-rpm.com



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