iMars Software Systems

Overview

The mission of iMars Software Systems is to deliver intuitive cloud-based EMR, EHR, PM (practice management), and practice marketing software products for markets that demand dynamic interaction between physicians and their patients/peers.

iMars is focused on initially deploying **iMarsMed – Practice Management (EHR), and iMarsLink – "Patient-Centered" Personal Health Records,** the leading software suite for the targeted niche of solo, small and large physician groups. The software will integrate back office tasks between physicians and their patients, clients, and prospects. The core technology will be able to be rapidly integrated into other practice management software products. The company will eagerly communicate our message, both to expand the scope of iMars and to enable new practice management software suites.

iMarsMed - Practice Management, EHR

iMarsMed allows providers to store, access, and manage critical patient records on a reliable cloud storage infrastructure. Our cloud-based practice management software means no software to buy, download, and install. No maintenance or upgrades of any kind. Any practice can go online in minutes.

Features:

- Cloud-based
- Patient Demographics
- Office Scheduling
- Electronic Health Records
- E-Prescriptions
- Laboratory Results
- Billing & Invoicing
- Online Payments
- Secure Messaging
- Secure Data Backup
- Secure Data Access.

iMarsLink - Personal Health Records

Personal Health Records

A personal health record is simply a collection of information about one's health. If you have a box of medical papers, you already have a basic personal health record. You have probably encountered the big drawback of paper records - You rarely have them with you when you need them.

Electronic personal health record systems address that problem by making your personal health record accessible to you anytime via a Web-enabled device, such as your computer, tablet, or smart phone. Important to note that personal health records (PHR), are not the same as electronic health records (EHR), or electronic medical records (EMR), which are owned and operated by doctors and controlled solely by their staff, hospitals or health insurance plans. There are a growing number of doctors using these systems, and while some doctors may limit your access, many allow their patients to access and print certain records by the patients.

iMarsLink is a new, **free** personal health information management tool. It provides **safe & secure** access to personal health information and allows easy and seamless tracking and management of health records and care from the privacy of patient's home. It allows providers to engage patients directly in the ongoing management of their care. This further enables providers to monitor the patient's compliance with care plans and initiate interventions as needed to influence behavior and impact outcomes. Patients make decisions every day that impact their health and wellbeing, especially in regards to managing chronic conditions. Months may pass between face-to-face encounters with doctors and care givers, and what happens outside the office ultimately has a much greater impact on patient's health than what happens inside the office.

Today, in light of the current economical, social and political landscape, doctors are faced with the challenge on how to connect with patients more consistently to interact and stay connected in-between visits and thereby, truly change behaviors that contribute to their condition.

A Glimpse into The Future of Health Care:

iMarsLink is Patient-Centered! In broad terms, patient-centered care is a model in which providers partner with patients and their families to identify and satisfy the full range of patient needs and preferences. The patient has full access and control over their health and treatment records. The IOM (Institute of Medicine) defines patient-centered care as: "Providing care that is respectful of and responsive to individual patient preferences, needs, and values, and ensuring that patient values guide all clinical decisions."

Among the major attributes of patient-centered healthcare are coordination, communication and empowerment through the use of a Patient Portal. A patient portal is a secure online website that gives patients convenient 24-hour access to personal health information from

anywhere with an internet connection. Using a secure username and password, patients can view health information such as:

- Recent doctor visits
- Appointment history
- Medications
- Immunizations
- Allergies
- Lab results
- Billing

iMarsLink in addition allows patients to:

- Admissions and registration
- Exchange secure messaging with their health care providers
- Request prescription refills
- Schedule non-urgent appointments
- Check benefits and coverage
- Update contact information
- Make payments
- Download and complete forms
- View educational materials

With iMarsLink (patient portal) implementation, any healthcare organization can enhance patient-provider communication, empower patients, support care between visits, and, most importantly, improve patient outcomes.

Patients can sign up in one of two ways:

1) Email Invitation From a Provider

Some doctors and healthcare facilities, ambulatory surgery centers, and hospitals that use the iMarsLink patient admissions and registration system, may send their patients "Email Invitations" to complete the required pre-admission paperwork and basic health information questionnaire forms online. This is part of a routine pre-admission process that patients are required to fill out before most doctor visits and/or hospital admission and include patient demographics, contact information, and simple health questions, allergies, medications, etc.

2) Direct signup by the Patient (user)

Individuals don't have to be invited to create an account and keep track of their personal health records. Anyone can simply create an account and start!

iMarsLink, allows patients to:

- Complete pre-admission paperwork. Review consents, and other important documents on own time, without being rushed at the doctor's office.
- Review personal health information in a safe and secure environment in private.
- Update health information as needed- allergies, medications, conditions, etc.
- Securely and confidentially send messages to doctors and other care providers.
- Request medication refills
- Request appointments or cancel, change upcoming appointments
- View laboratory and other test results
- **Review billing and invoices. And pay bills online**

And it's available 24 hours a day, 7 days a week from any computer, tablet or smart phone.

How Secure is iMarsLink?

Sensitive and personal information is safe from unauthorized access and fully compliant by guidelines set forth by The Health Insurance Portability and Accountability Act of 1996 (**HIPAA**). In addition, we have developed and utilize a secure connection, as well as a state-of-the-art password protection protocol – a "Lock&Key" that will virtually eliminate breaches by robotic data mining and data hacking efforts.

Access From Anywhere and Any Device

Fully accessible by users on personal computers or on-the-go on tablets and smart phones, 24 hours per day, 365 days a year!

The opportunity

Software suites for niche industries are typically custom, low volume, proprietary and under-supported. Currently available software on the market handle basic patient information archiving and insurance and third party billing and collections. Hence, they don't properly create the beneficial interactions between providers and patients. There is a significant opportunity to develop practice management and health records suites that allow rich interaction across multiple providers and their prospects. iMars addresses virtually all aspect of patient-physician interaction in a simple and straight-forward fashion, with none of the frills and complexity of other software solutions. iMars is clean, clear, easy-to-use, affordable, and fully customizable to any practice type,

Provider-to-Provider (P2P) can dramatically transform how providers will communicate with each other. The current environment is sub-optimal for several reasons. Typically, a physician provider is a sole proprietor or a professional group who concentrates on his or her skills and

the "practice of medicine". Back office strength is offered with technological advances in computer technology, which include client/server, databases and peer-to-peer architectures. The current solution is expensive, labor intensive an inadequate.

Doctor-patient interaction outside of the office is minimal, impersonal, and inadequate. Patients lack the tool for collecting, tracking, and sharing important, up-to-date information about their health or the health of someone in their care. Using a PHR will empower patients and will help them make better health decisions. It simply improves the quality of care by allowing access to important information needed to communicate effectively with others about healthcare.

Cost Comparative

Subscription to **iMarsMed** is free. According to The Office of the National Coordinator for Health Information Technology (ONC), the average EHR costs $33,000 to set up and costs $4,000/year to maintain. iMarsMed is free to setup and requires no additional software or hardware to buy and maintain. **iMarsLink is free to use and access by patients.**

The target market: The General Public (iMarsLink), and Providers (iMarsMed)

The particular target customers for **iMarsMed** are the many thousands of solo or small physician groups, as well as specialty and large medical groups across the globe. These customers are intelligent, progressive, early-adopters of technology who strongly desire tools that will bring order and efficiency to their practice. The most important decision-makers in the buying process are the physicians themselves, who see new alternative offerings at frequent trade shows or their office staff who seek systems to organize their operations.

iMarsMed along with iMarsLink will add considerable value to customers (physicians) and their clientele (patients). Doctors will increase revenues and reduce expenses as they become more responsive to new and existing patients.

The strategy and competitive advantage

The Company will provide iMarsMed and iMarsLink for implementation across all channels. The company is well positioned to leverage a "virtuous circle": as more patients are attracted to iMarsLink, it becomes more valuable to providers; and as more providers are attracted to the iMarsMed, it becomes more valuable to patients in a self-reinforcing cycle.

The Company's technology and technological competencies give it a significant competitive advantage, while also increasing strategic flexibility. The Company will aggressively expand the

scale and scope of iMars. In addition, the Company will opportunistically exploit its technological advantages and competencies to expand into new markets, as appropriate.

The revenue model

iMarsMed earns revenue primarily from license fees for its software. As the company is built out and the product gains credibility more revenues will generate from consulting, customization, data conversion, integration and training. A secondary and the major source of revenue is generated through sponsorships, partnerships, advertising and e-commerce. In its early stages, the Company will invest heavily in application development and marketing. These investments will defer profitability, but will improve the strength and sustainability of the Company's market position.

The team

Henry Tehrani - Founder
Henry has over 20 years of vast experience in research and development, ranging from plasma confinement, product development and programming in all platforms. He has been granted a patent with several others under process. The products that he has developed now hold a special place in the field of teaching and research. Henry has a BS in Physics and Mathematics, with Honors, from Roosevelt University in Chicago and MS Physics from UCLA.

Kevin Tehrani, MD - Founder
Our current domain expert brings hands-on, real world knowledge of the medical industry and has an extensive background in science, equipment, internet, strategic planning and development. Currently in private practice in Beverly Hills, Ca. he is a co-owner and manager of an internationally known Ambulatory Surgical Center in Beverly Hills, Ca. and is featured on the hit E! TV show Dr. 90210. Kevin has a BS in Biology from UCLA and a medical degree from Albany Medical College in New York. He completed a residency in anesthesiology at LAC+USC Medical Center in the top of his class.

The Company is actively recruiting a number of exceptional professionals in business development, engineering, and software development who will join the team immediately after the close of the initial financing round. The business development team members have many years of experience in the industrial automation market. The software developers have superior knowledge and experience in XML and databases.

Contact Information

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