

Business Description: Health Access Solutions (HAS), a division of Pacific Partners Management Services, Inc. (PPMSI), stands out as a positive in the rapidly changing and evolving U.S. healthcare system. Through the company's Access Express web-based software platform, over 25,000 doctors are improving their financial performance and quality of service for their more than 3 million patients.

Products and Services: Access Express is a web-based system--designed by physicians for physicians--that allows healthcare organizations to improve preventive care and disease management processes while increasing revenue and productivity. Product benefits include:

- Access Express streamlines workflow by replacing the vast majority of paper, faxes and information management--with no initial provider investment or off-site training required.
- Access Express is HIPAA-compliant and is a technologically secure means of communication between corporations, providers and referral networks.
- Access Express offers real-time, online answers regarding authorizations, patient eligibility, benefits reviews and claims tracking--and ensures that all referrals are appropriately routed.
- A library of customizable protocols and guidelines enable clients to automate authorizations and streamline medical reviews.
- Access Express requires nothing more from clients than a web browser, lowering the barrier to entry.

Goals and Objectives: As the healthcare industry navigates inevitable change, HAS is not willing to rest on its prior successes or be left behind on an outdated landscape. Management intends to further align with and establish HAS as a vital element in the industry by reducing costs, improving outcomes and increasing access to care. Immediate and measureable goals include:

- Adding clinical data and value to all healthcare participants through the Access Express platform.
- Implementing rigorous policies and procedures that increase the company's scalability, which benefits stakeholders and outside participants alike.
- Recruiting the next generation of team members who will help execute HAS' vision and usher the company into a position of continued relevance in a changing market.

Management realizes the dynamic construct of today's--and tomorrow's--healthcare market, and it fully intends to meet the challenges and lead the pack with regard to putting technology at the service of professionals and patients alike.

Marketing Strategy: HAS' business plan calls for various marketing initiatives, including a direct sales force, trade shows, speaking engagements, social media marketing, strategic corporate partners, alliances with healthcare pundits, white paper creation/distribution and webinars. Each spoke of the company's marketing strategy aligns with experiential evidence that shows that the highest lead-to-client conversion rates are obtained through referrals--thus, the ultimate goal is to employ marketing strategies that create an organic referral network within its target market.

Key Management:

Randall Frakes, Chief Executive Officer

Before joining Pacific Partners, Randall was Corporate VP of Data Management for Foundation Health Corp. and COO for Preferred Administrators, with a focus on HMO and PPO plans. He joined Pacific Partners in 1997 as COO to develop Access Express while overseeing various other technological, financial and marketing elements. He was named CEO of both Pacific Partners and HAS in 2007.

Dwight L. French, Chief Marketing Officer

Dwight has extensive experience in computer science, business development and healthcare. In the last 20 years, he has parlayed that into building strategic value for Fortune 1000 companies and is directly responsible for more than \$100 million in revenue--exceeding 100% revenue targets at every company. For the last 11 years of his career, he has been focused primarily on the healthcare industry, including providers and payers. At HAS, he is a vital element with regard to accessing new markets, building strategic business partnerships, controlling pricing tactics, developing policies and procedures, and giving the sales force the tools they need for success.

Dottie Robinson, Chief Operating Officer

Dottie has more than 35 years of experience in the industry, including medical groups, health plans, IPA management, enrollment, premium processing and insurance billing. For the last two decades, she has leveraged that experience to work in software sales, implementation and support in the medical industry.

Scott Thompson, Chief Technology Officer

Scott has been in the medical and technology fields since 1982 and has held VP- and C-Level positions in various corporations, including companies that provided web-based clinical trial management to the pharmaceutical industry; emergency department management systems to hospitals nationwide; and at MSOs. At HAS, Scott has established engineering and quality control standards, implemented a risk management approach to the company's engineering process, and controls daily system builds and developer feedback.

Industry:

Software/SaaS in the healthcare sector

Documents Available:

- Business plan
- Financial model

Market Conditions:

Healthcare and reform are center stage, and any legislative change focused on improving access and quality of care while reducing medical costs presents a significant opportunity for HAS.

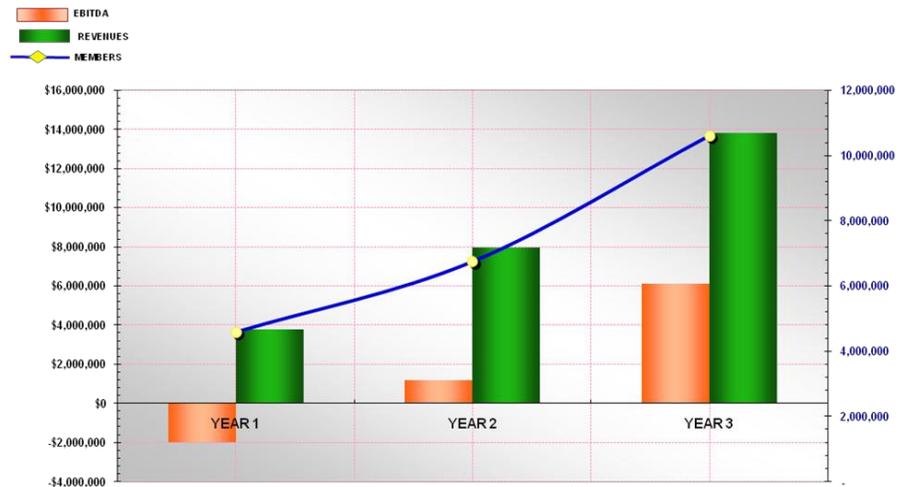
HAS' target market is comprised of any individual or entity that receives payment for healthcare services as well as those who support the delivery and adjudication of healthcare services. HAS' approach of putting healthcare first and having IT support it is inverse to the competition, giving it a distinct marketplace advantage.

HAS sees vast opportunity for growth and capturing market share in the coming years. The company currently serves over 25,000 **physicians** that represent more than 3 million patients; by comparison, the Association of Health Insurance Plans serves over 1,300 **companies** that represent more than 200 million members.

Disclaimers:

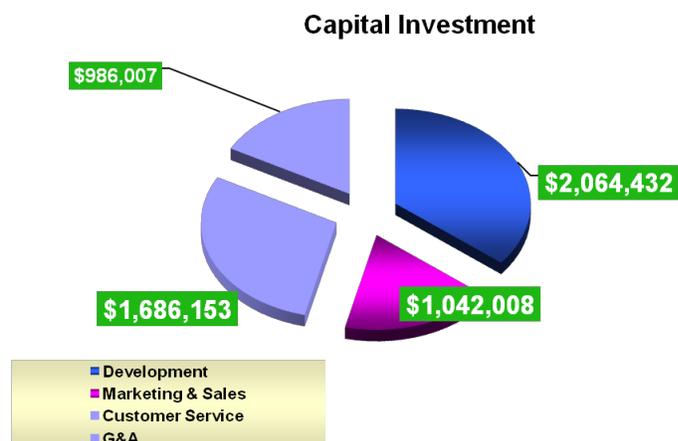
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Financial Outlook: The company has projected sales based on extensive market research; the impact of government reform and stimulus packages; pricing models; historical data, including churn rates; and the implementation of HAS' marketing strategy. Projections also consider new policies, procedures and processes that will increase scalability. The resulting three-year financial forecast is summarized in the following table:



Revenue Streams: HAS offers customers two pricing models, including a licensing package wherein the client owns the license and pays annual maintenance fees and can optionally have HAS host the software, and a SaaS option that combines license, maintenance, hosting fees, and upgrades into a single three-year package that is paid on a monthly or quarterly basis.

Capital Requirements: To realize the projections summarized above, the company requires a capital outlay of \$2.5 million. The following table depicts the primary categories that comprise this investment:



Company History and Structure: HAS, a division of PPMSI, is charged with the sales, distribution and maintenance of Access Express software. PPMSI, a leader in healthcare managed services and information technology is, in turn, owned by the Santa Clara County Individual Practice Association, which links and streamlines communications between 800 independent physicians, their patients, and their patient's health plans with hospitals, labs, physical therapists and other healthcare providers.