

PREPARED  
BY

135  
MADISON

# OnCall.com

Consult With  
A World-leading Specialist  
Hospital Doctor Without  
Having To Leave Home



*"The healthcare sector is one of fastest growing, developing and highest potential sectors in this region"*

### 05. SOLUTION

Technology platform that allows patients to:

01.  **Optimize medical records and receive virtual consultation from pre-verified, specialized hospital doctors overseas**
02.  **Schedule an appointment through hospital and travel to the doctor if medical intervention is necessary**
03.  **Post-visit follow-up consultations after returning home via web portal**

010203

COMPANIES

## 10. CUSTOMER ACQUISITION

- Investment in digital marketing (SEM, social media, etc.) to drive website traffic and generate leads.
- Implement a lead nurturing program to move prospects through the sales funnel.
- Offer incentives (discounts, free trials, etc.) to encourage conversions.
- Use targeted email marketing campaigns to reach specific segments of the audience.
- Optimize the website for search engines (SEO) to improve organic search rankings.
- Partner with influencers or industry experts to reach a wider audience.
- Monitor and analyze marketing performance to identify areas for improvement.
- Provide excellent customer service to build loyalty and encourage repeat business.
- Use social media to engage with customers and build a community.
- Offer personalized recommendations based on customer behavior.
- Implement a referral program to incentivize customers to bring in new leads.
- Use retargeting ads to reach visitors who have previously visited the website.
- Offer live chat support to assist visitors in real-time.
- Conduct A/B testing to optimize website elements for better conversion.
- Use analytics to track customer journey and identify conversion bottlenecks.
- Offer exclusive content or early access to new products to loyal customers.
- Implement a CRM system to manage customer relationships effectively.
- Use exit intent popups to capture leads before visitors leave the website.
- Offer a money-back guarantee to reduce the risk of purchase for customers.
- Use user-generated content (reviews, testimonials) to build trust and credibility.
- Optimize mobile app performance to improve user experience and engagement.
- Offer personalized product recommendations based on browsing history.
- Use retargeting ads to reach visitors who have abandoned their shopping cart.
- Implement a loyalty program to reward repeat customers.
- Use social proof (reviews, testimonials) to influence purchasing decisions.
- Offer a free trial or demo to allow customers to experience the product before purchasing.
- Use targeted ads to reach specific demographics or interests.
- Implement a chatbot to provide instant support and answer common questions.
- Offer exclusive discounts to subscribers of a newsletter or blog.
- Use analytics to track the effectiveness of different marketing channels.
- Offer a seamless checkout process to reduce cart abandonment.
- Use personalized email campaigns to deliver relevant content to customers.
- Implement a referral program to encourage customers to share the product with friends.
- Use retargeting ads to reach visitors who have viewed a specific product page.
- Offer a limited-time offer to create a sense of urgency and drive conversions.
- Use social media to promote new products or services.
- Implement a CRM system to track customer interactions and preferences.
- Offer a personalized onboarding experience for new customers.
- Use analytics to identify the most effective marketing strategies.
- Offer a free consultation or demo to help customers understand the value of the product.
- Use targeted ads to reach specific geographic locations.
- Implement a chatbot to provide 24/7 customer support.
- Offer exclusive content to members of a private community.
- Use analytics to track the conversion rate of different marketing campaigns.
- Offer a seamless mobile app experience to increase user engagement.
- Use personalized email campaigns to deliver relevant content to customers.
- Implement a referral program to encourage customers to share the product with friends.
- Use retargeting ads to reach visitors who have viewed a specific product page.
- Offer a limited-time offer to create a sense of urgency and drive conversions.
- Use social media to promote new products or services.
- Implement a CRM system to track customer interactions and preferences.
- Offer a personalized onboarding experience for new customers.
- Use analytics to identify the most effective marketing strategies.
- Offer a free consultation or demo to help customers understand the value of the product.
- Use targeted ads to reach specific geographic locations.
- Implement a chatbot to provide 24/7 customer support.
- Offer exclusive content to members of a private community.
- Use analytics to track the conversion rate of different marketing campaigns.
- Offer a seamless mobile app experience to increase user engagement.

CASH FLOW STATEMENT				
For the year ended 31/12/2019				
<b>Operating Activities</b>				
Profit before tax	1,000,000			
Adjustments for:				
Depreciation	200,000			
Amortisation	100,000			
Loss on disposal of PPE	50,000			
Change in working capital				
Decrease in receivables	100,000			
Increase in payables	150,000			
Net cash inflow from operating activities	1,500,000			
<b>Investing Activities</b>				
Proceeds from sale of PPE	500,000			
Payments for acquisition of PPE	(1,000,000)			
Net cash outflow from investing activities	(500,000)			
<b>Financing Activities</b>				
Proceeds from issue of shares	500,000			
Repayment of loan	(500,000)			
Net cash inflow from financing activities	0			
<b>Net increase in cash</b>	<b>1,000,000</b>			
Cash at start of year	0			
<b>Cash at end of year</b>	<b>1,000,000</b>			

# OnCall.com

Consult With  
A World-leading Specialist  
Hospital Doctor Without  
Having To Leave Home

"The healthcare sector is one of fastest  
growing, developing and highest  
potential sectors in this region"

## Confidentiality Disclaimer

This document, and the information and ideas it contains, are the sole and exclusive property of Patients Across Borders Inc. It has been prepared for a limited number of people and is for informational purposes only. This document is strictly confidential and is only being made available to those who agree to keep it confidential. It may not be reproduced or used, in whole or in part, for any other purpose, or made available to anyone who did not receive it directly from OnCall Inc. By reading this document, you agree, and will be deemed to have agreed, to the foregoing terms and conditions.

This document has been prepared by Patients Across Borders Inc and is being provided to a limited number of persons for informational purposes only. This document does not constitute or form any offer or invitation to sell or issue, or any solicitation of any offer to purchase, or subscribe for, any investment. While all reasonable care has been taken to ensure that the information contained in this document is accurate in all material respects, no representation or warranty, express or implied, is or will be given as to the accuracy or completeness of the document or the information or opinions contained herein. Furthermore, it is acknowledged that some of the agreements with third parties and partners represented in this document are still pending.

Communications related to this  
presentation should be directed to:  
**Grainne Farrell,  
Founder & CEO**  
grainne.farrell@patients.co.uk

## TABLE OF CONTENTS

- 1) Elevator Pitch
- 2) Problem
- 3) Solution
- 4) Key Insights
- 5) Benefits
- 6) Addressable Market
- 7) Positioning
- 8) Competitive Advantage
- 9) Customer Acquisition
- 10) Business Model
- 11) Steps To Launch
- 12) Growth Plan
- 13) Financial Projections
- 14) Team
- 15) Exit Strategy

## 01 Elevator Pitch

- 01** Raising \$2.5MM USD to start an online medical business that will be first to market in the Middle East and Gulf Cooperation Countries ("GCC").
- 02** The current medical process is antiquated, inefficient and costly for governments and insurance providers in the GCC region.
- 03** Through our virtual technology platform, we connect patients, looking for consultation and treatment with specialized hospital doctors (cardiologists, oncologists, et. al) in a well-established industry.



## 02 The Problem



There are **not enough specialized hospital doctors** to provide adequate medical care in the GCC region.



Therefore, patients **must fly overseas** to see specialized doctors for consultation and treatment, a time consuming and expensive process.



This has become **very costly for governments**, in particular, footing most of the expense compared to insurance providers.

## 03 The Solution

**02** Medical Records And Investigations Can Be Uploaded.

**01** Technology Platform to hold interactive consultations and follow up.

**03** Schedule An Appointment travel to physician if an intervention is needed.

**04** Doctors Can Receive And Track Payments and access an increased number of patients.



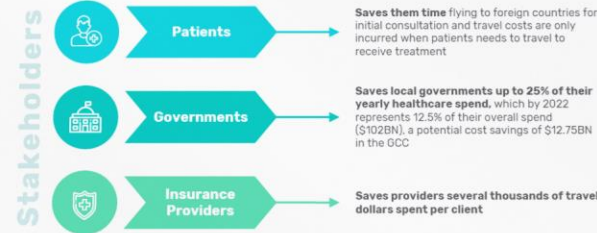


## 04 Key Insights

- Law recently changed**  
In the UK and other countries allowing doctors to pay commissions on patient referrals. This business would not have been possible a couple of years ago.
- Governments pay**  
for nationals to go overseas for medical treatment and 25% of the costs are spent on travel alone.
- 40% of people**  
in the GCC wish to travel abroad to receive medical treatment from specialized doctors.
- By 2020**  
estimates reveal a shortage of 22K doctors and 49K nurses and globally by 2022 a shortage of 12.9MM doctors in the GCC. These numbers are set to grow exponentially.
- Health insurance**  
is mandatory in most GCC countries for nationals and non-nationals and insurance companies have to pay for patients to travel overseas.

CONFIDENTIAL

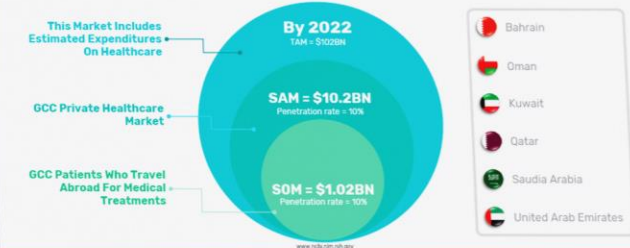
## 05 Benefits



CONFIDENTIAL

## 06 Addressable Market

Year-over-year growth CAGR = 8.7%



CONFIDENTIAL

## 07 Positioning



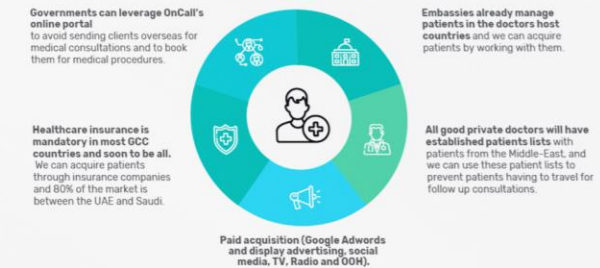
CONFIDENTIAL

## 08 Competitive Advantage



CONFIDENTIAL

## 09 Customer Acquisition



CONFIDENTIAL

## 10 Business Model



CONFIDENTIAL

## 11 Steps To Launch



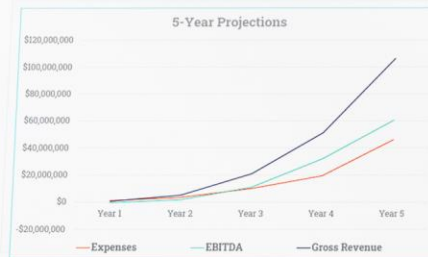
CONFIDENTIAL

## 12 Growth Plan



CONFIDENTIAL

## 13 Financial Projections



CONFIDENTIAL

## 14 Team

**Grainne Farrell**  
CEO & Founder

- Entrepreneur, CEO and Founder of Lufix Medical International with more than twenty-five years experience in the medical industry
- Grainne has held key roles within one of the world's largest pharmaceutical industries, AstraZeneca as well as having fifteen years experience running a successful company in the medical tourism industry

**Professor Simon Redwood**

- World-leading interventional cardiologist and head of British Interventional Cardiac Society
- Professor of Cardiology at Guy's and St. Thomas' Hospital

**Gabrielle Teare**

- Gabrielle has over 20 years' experience in the Pharmaceutical industry at major top 5 Companies such as Pfizer, AstraZeneca. She has a proven track record in Sales, Marketing, Advertising and is a successful entrepreneur having run her own highly successful business for 14 years
- Gabrielle has business and science degrees and provided global corporate strategy for Pharmaceutical Companies

**Professor Aldo Rinaldi**

- Professor of Cardiology at Guy's and St. Thomas' Hospital London

**Henry Porter**

- Managing director of Business Capital and Compliance with more than 17 years experience in investment banking and an expert in financial technology

**Dejan Mladenovski**

- Software developer and online marketing specialist who has won many international awards for excellence

CONFIDENTIAL

## Why This Is The Business To Invest In Now

**OnCall**

The healthcare sector is one of the few sectors that performs well in a recession and due to COVID-19 we are headed towards a global recession.

The need for virtual consultations is a real and immediate need. There is a lack of availability of patients being able to get access to doctors because of travel restrictions.

There are at this present moment thousands of patients in the GCC countries who cannot fly overseas to see a specialist. A lot of these patients are very ill and in desperate need of imminent specialist advice.

CONFIDENTIAL

PREPARED  
BY

135  
MADISON

The background image shows a doctor's hands in white gloves typing on a laptop keyboard. A blue stethoscope is draped over the laptop. The entire scene is covered by a semi-transparent teal rectangle. The text "Thank You!" is centered within this teal area in a dark teal, bold, serif font.

# Thank You!