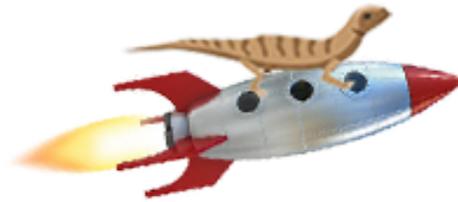


COMPOUNDING PHARMACY OWNER \$UMMIT





An Online Payments Solution: HealNow

Halston Prox, CEO
HealNow



The Online Payments Platform for Pharmacies

What We Do

HealNow is the comprehensive online payments solution transforming every pharmacy into an online pharmacy with no third-party certification or card brand registration required



Why HealNow Exists

Most large payment processing companies do not support pharmacies or the sale of pharmaceuticals on their platform. Others require pharmacies to pay \$3500/year for certifications to a third party organization.

These companies view pharmacies as:

- High Risk
- Not a good fit for their purchasing model.
- Bad Actors
- Fraudulent





The Competition with the Giants

- Consumers **expect** more convenience from innovative technology solutions as they receive in the restaurant, banking, travel, and retail industries
- The “giants” competition has seen substantial growth due to spending millions on implementing new technology that optimizes the patient experience.





The Competition with Digital Pharmacies

- Digital Pharmacy startups are securing large amounts of venture capital funding to gain market share across the U.S.

Digital Pharmacies typically employ dozens of engineers, product managers and designers to offer patients technology to easily pay for and coordinate delivery of their prescriptions with ease!





Current State

If a pharmacy wants to process payments online. They must go through the following process.

1 Pharmacy decides to accept payments online.



2 Pay a third party credentialing organization ~\$3,000/year. *Requirement of Visa



3 Pay Mastercard \$500/year for being a high risk merchant. This is per merchant fee, e.g. 3 locations will be 3 separate accounts so your total will equal \$1,500



4 Find a payment processor who allows online payments of prescriptions.



5 Substantial increase in expense and overhead needed to build, maintain, and upgrade an online payments and patient onboarding platform

Estimated Cost per Location: \$398,190/Year + opportunity cost of year one development →



HealNow Removes The Complexity

HealNow has streamlined the entire underwriting process for any type of pharmacy. We work with credit card brands, regulators, payment networks and banks so pharmacies don't have to.

- 1 Pharmacy decides to accept payments online.
- 2 Pharmacy completes the HealNow merchant application.
- 3 HealNow works with our bank and regulators to perform KYC and complete underwriting.
- 4 Pharmacy is approved and begins accepting payments online within minutes.



Estimated Cost: \$0

Combined with the fastest amount of time it takes for a pharmacy to get up and running!



The HealNow Solution Solving the Problem

The On-boarding and Payments Platform for Pharmacies.

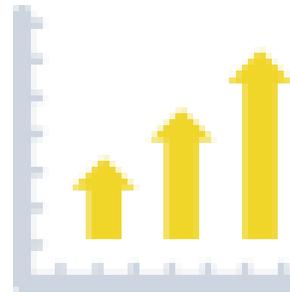
We've created a white-label solution to enable pharmacies to:



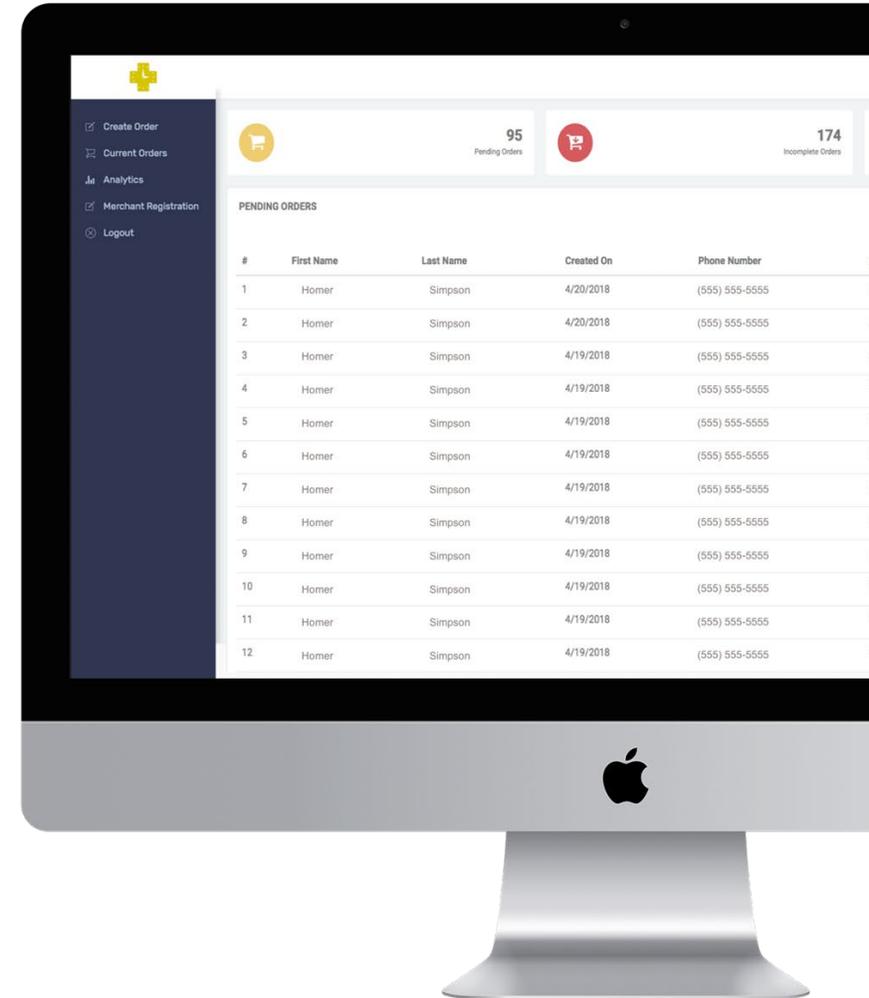
Reduce staffs' time on the phone



Dispense more prescriptions



Accept online payments



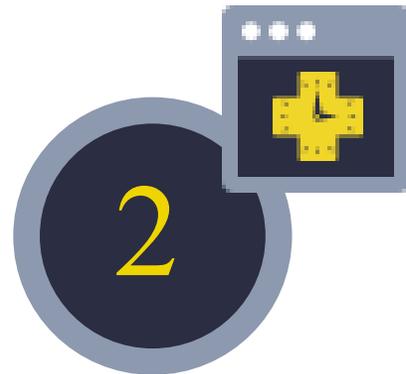


Here's how it works

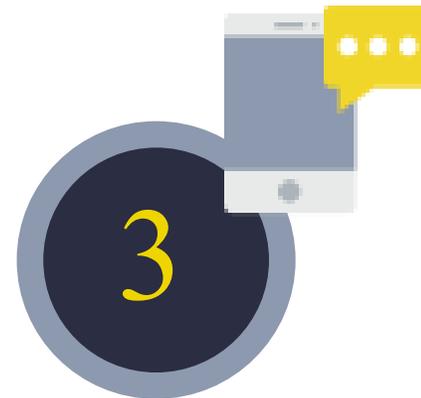
We allow pharmacies to connect to their patients for a faster payments and on-boarding experience using technology.



Doctor prescribes medication



HealNow integrates with Pharmacy software and creates an order automatically.



Patients receives a text or email



Patient Pays, Schedule Delivery & Answer Questions Online

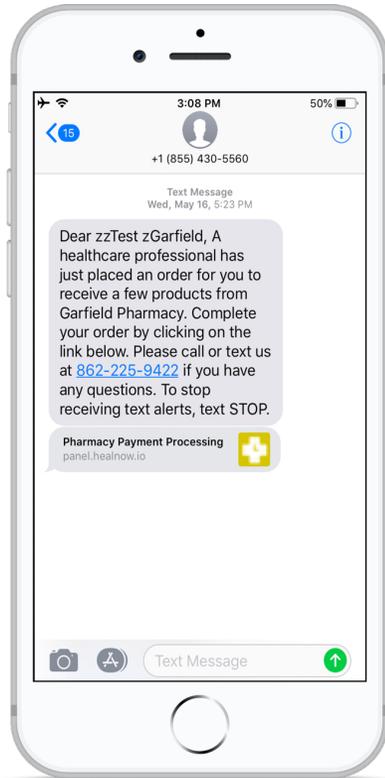
The Patient Experience



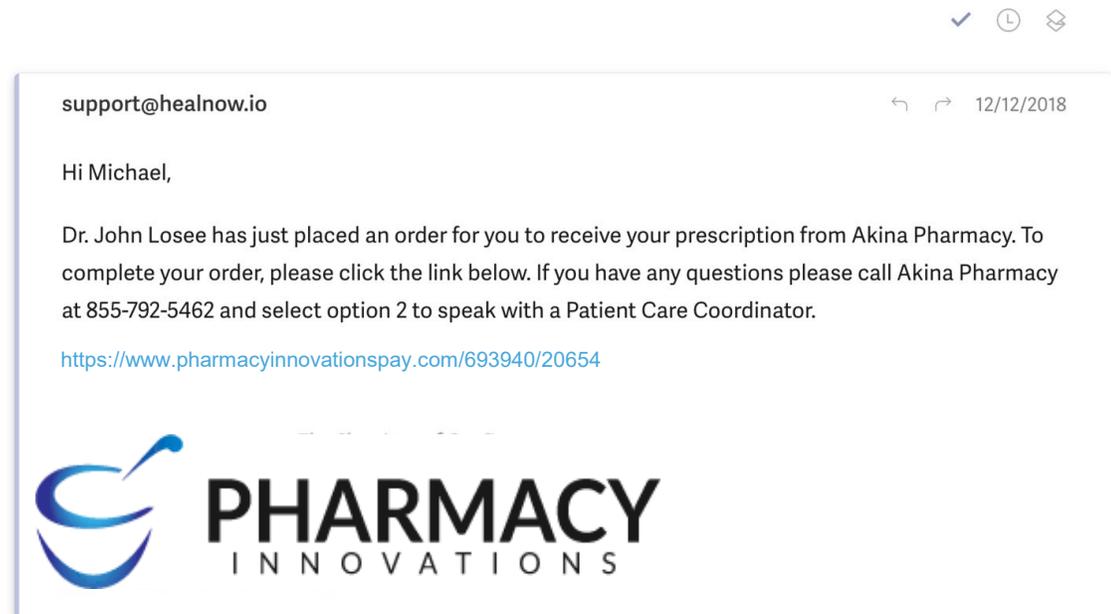


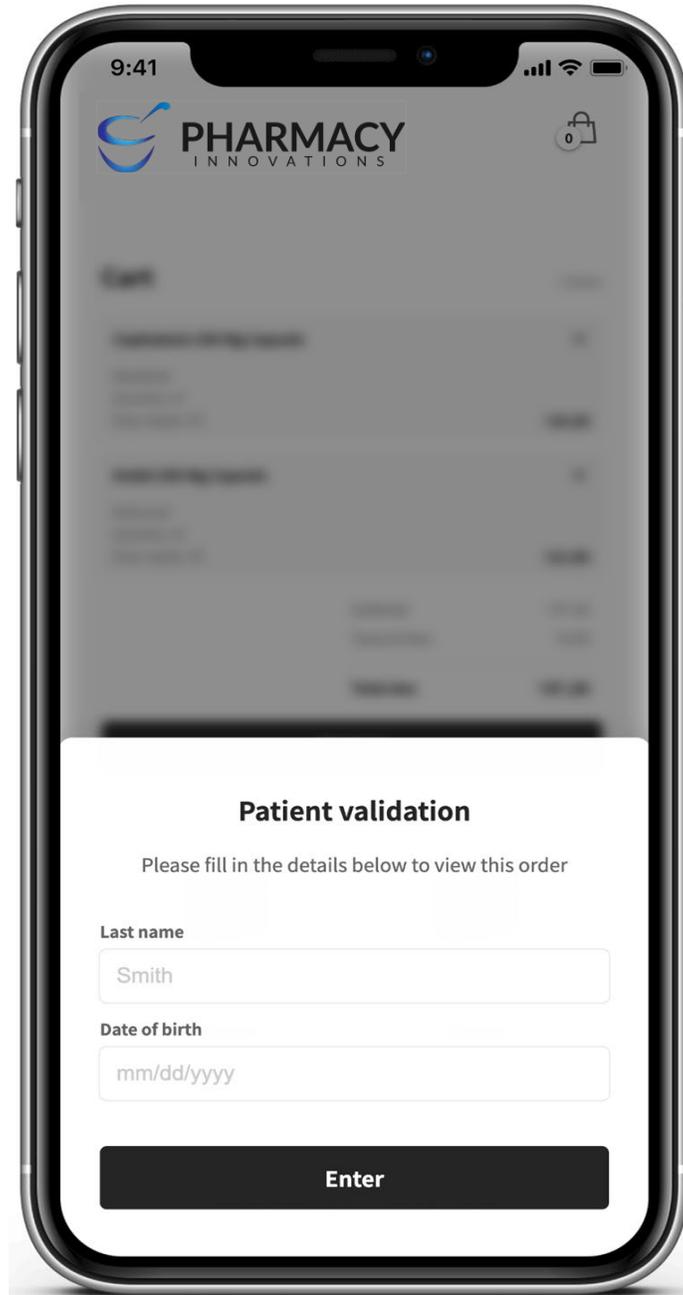
Example Use Case (Text / Email)

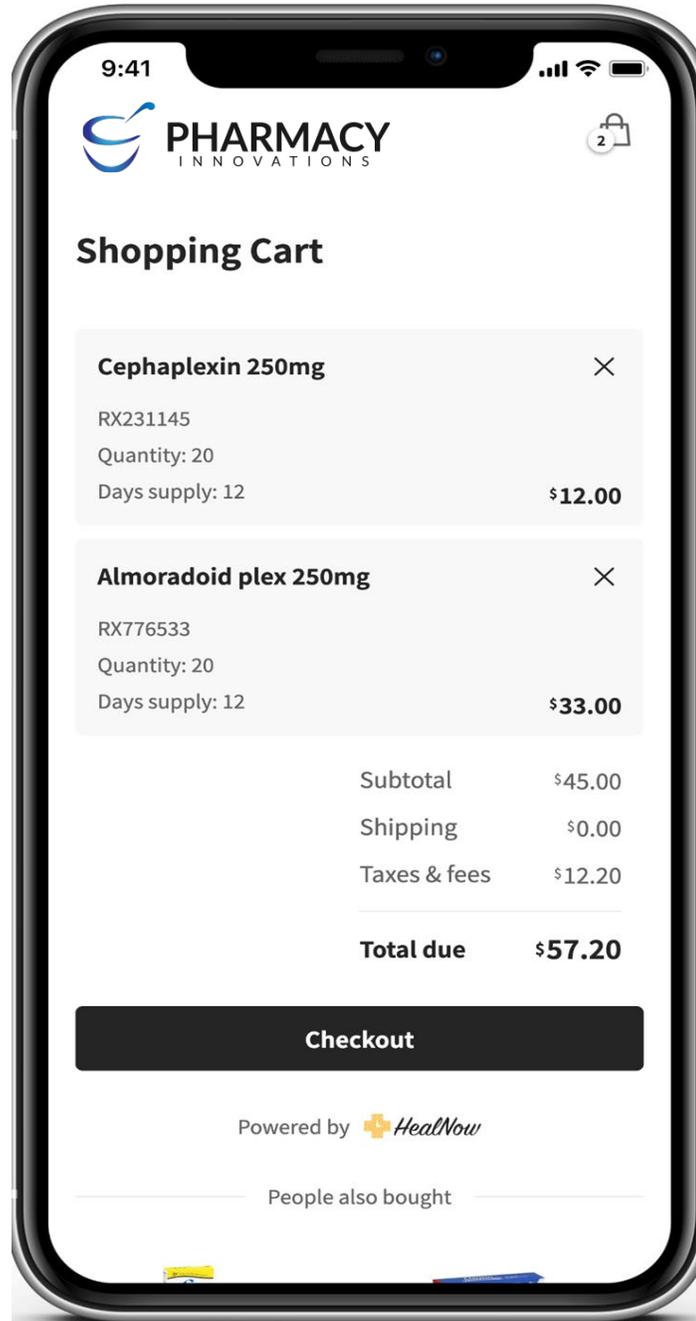
Text Message



Email

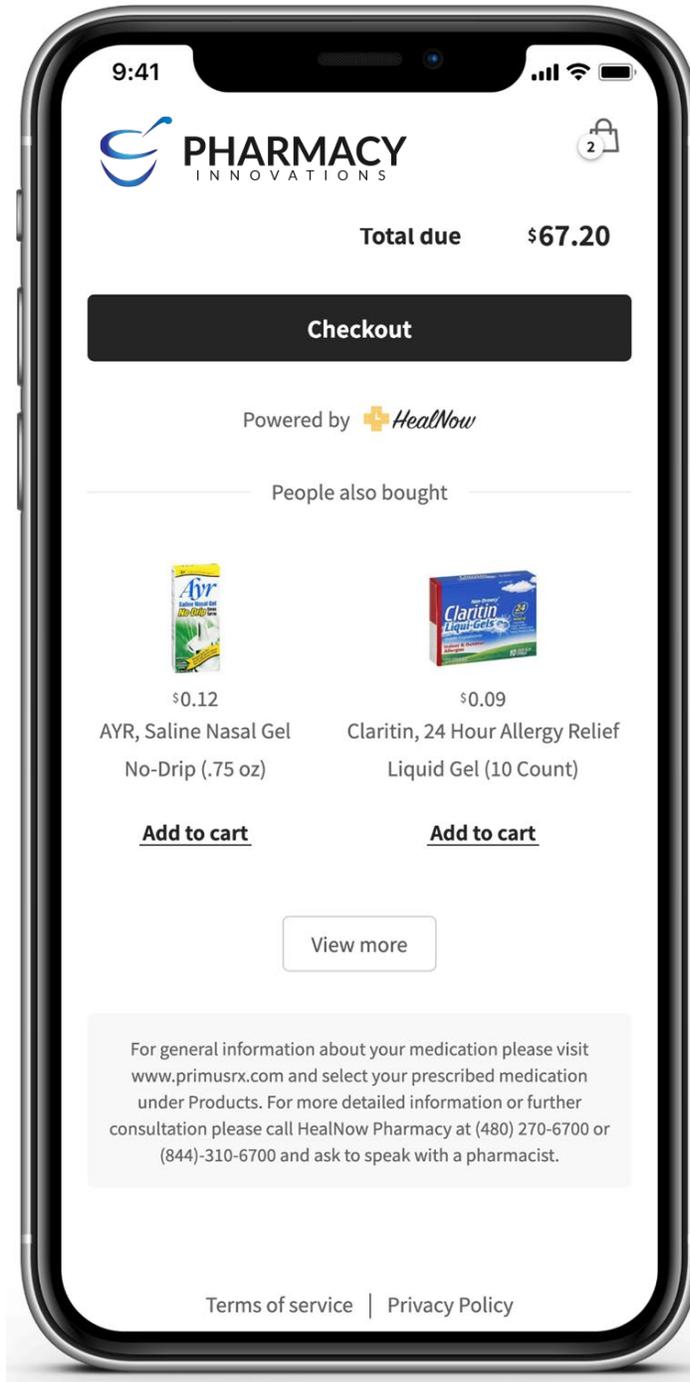


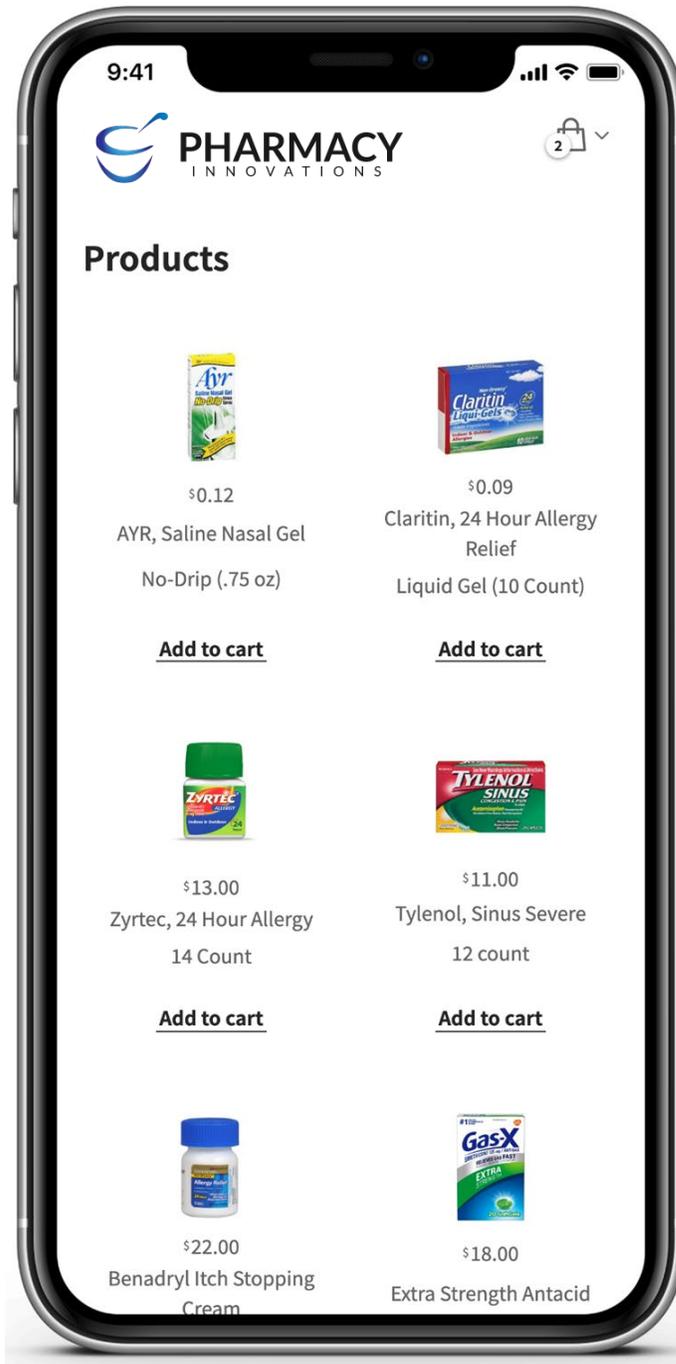


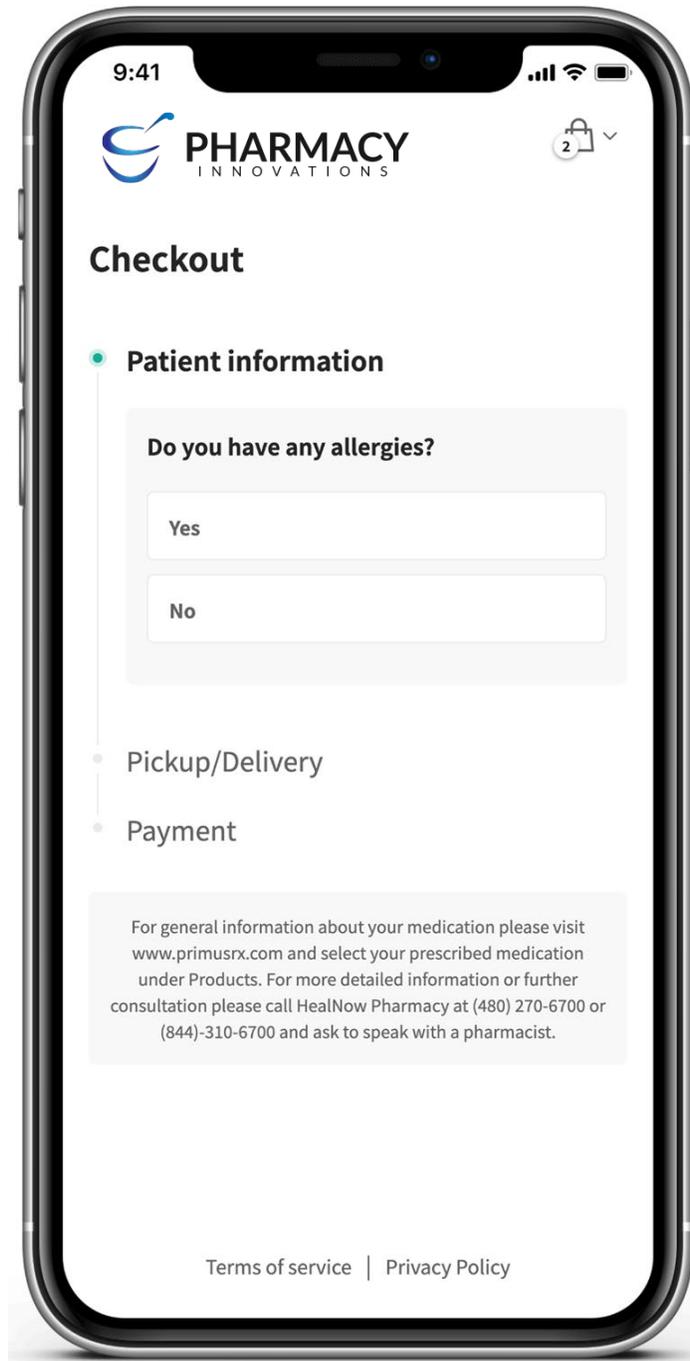


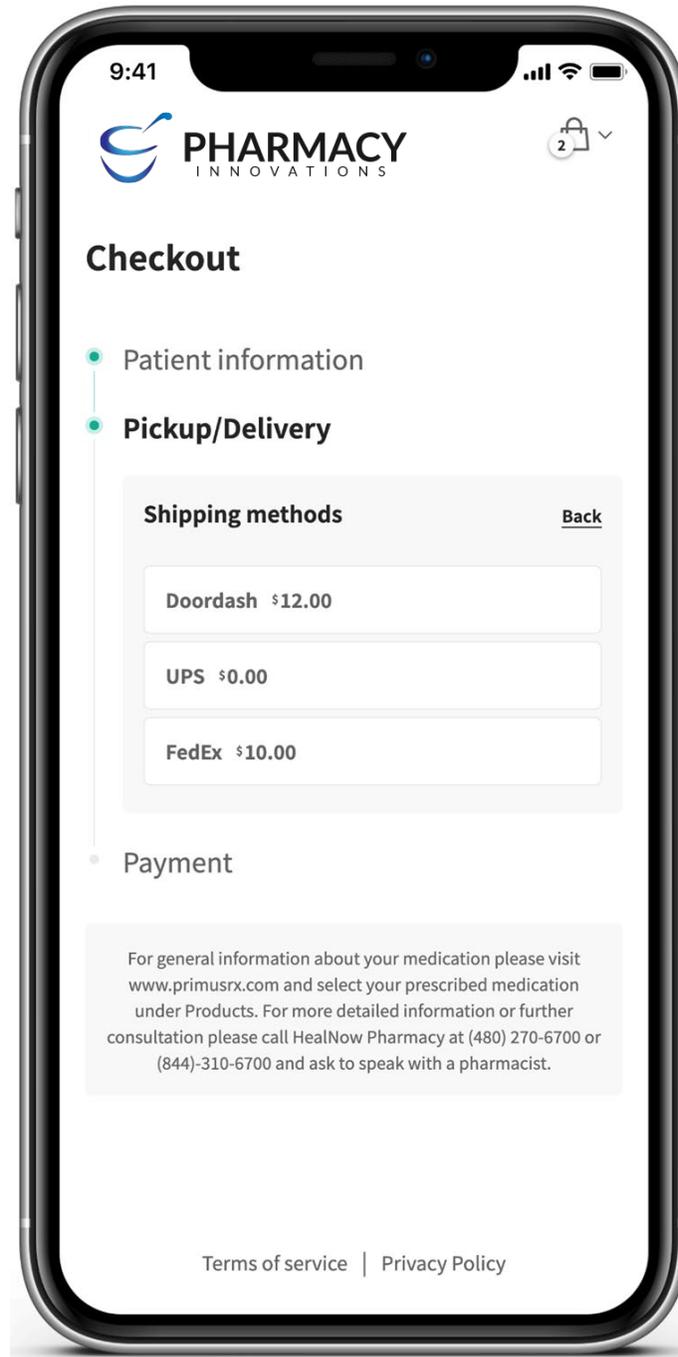


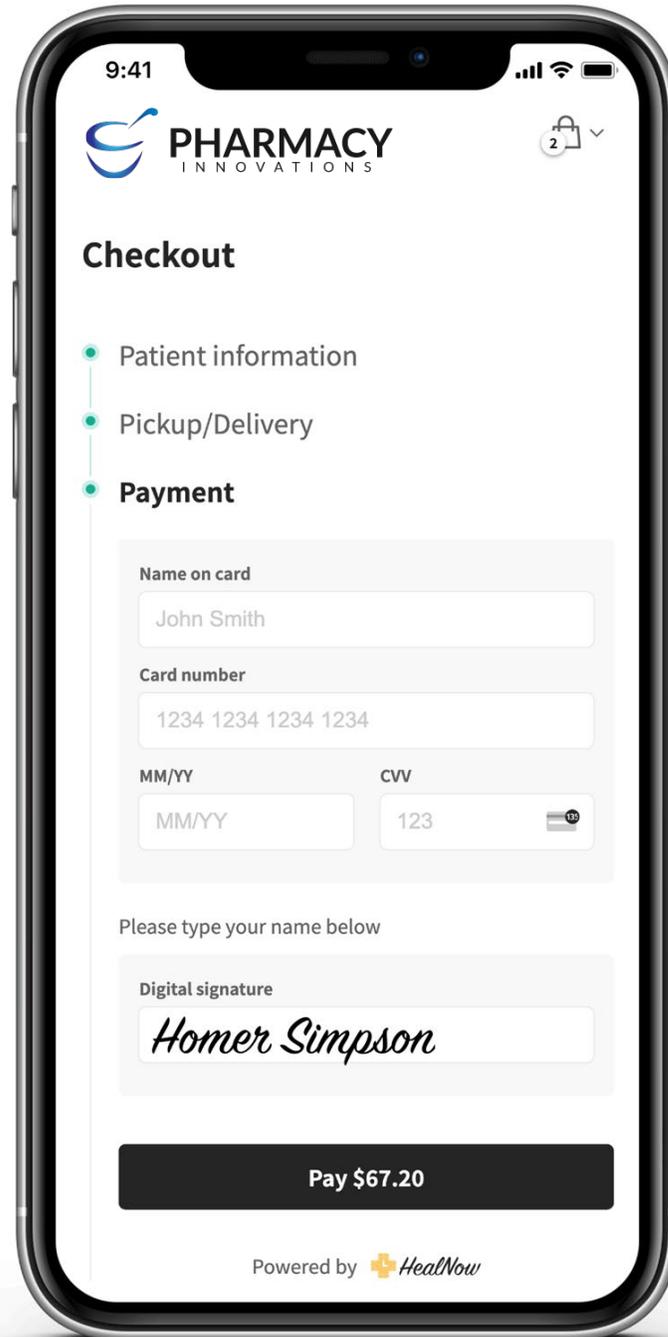
Ability to upsell your most popular OTC items in the check-out process to increase overall basket value

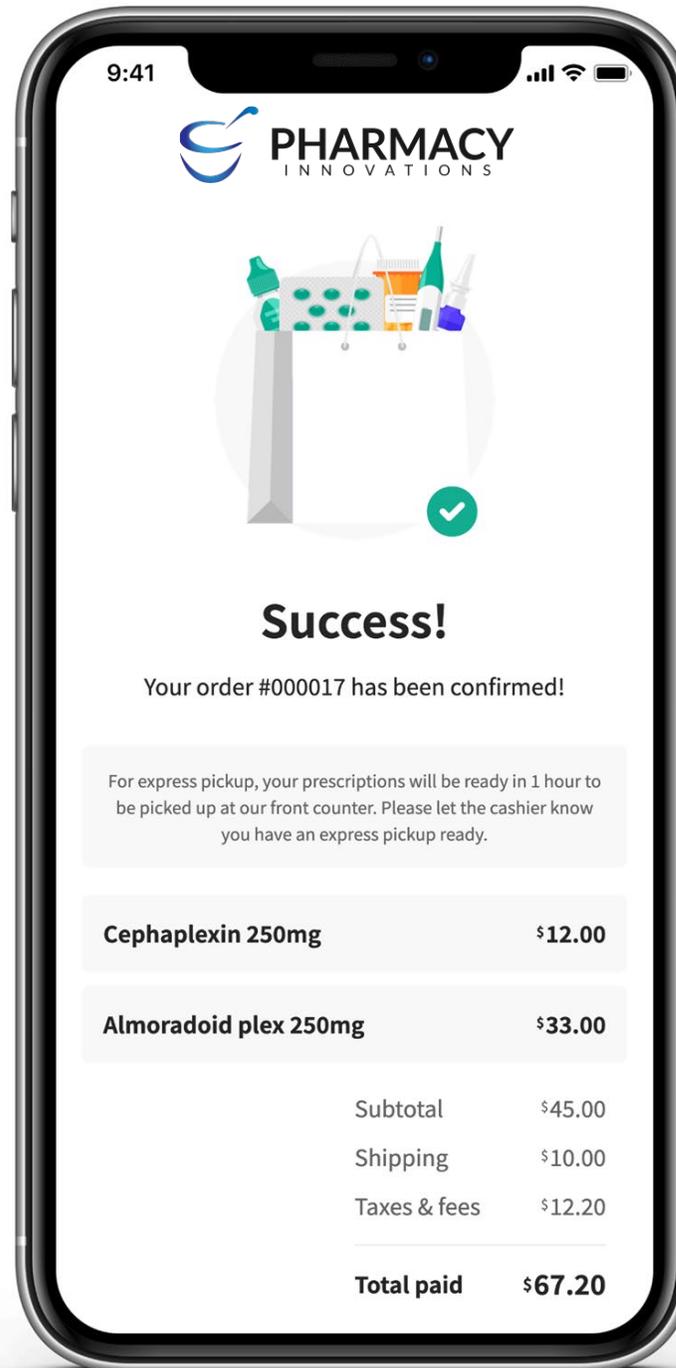








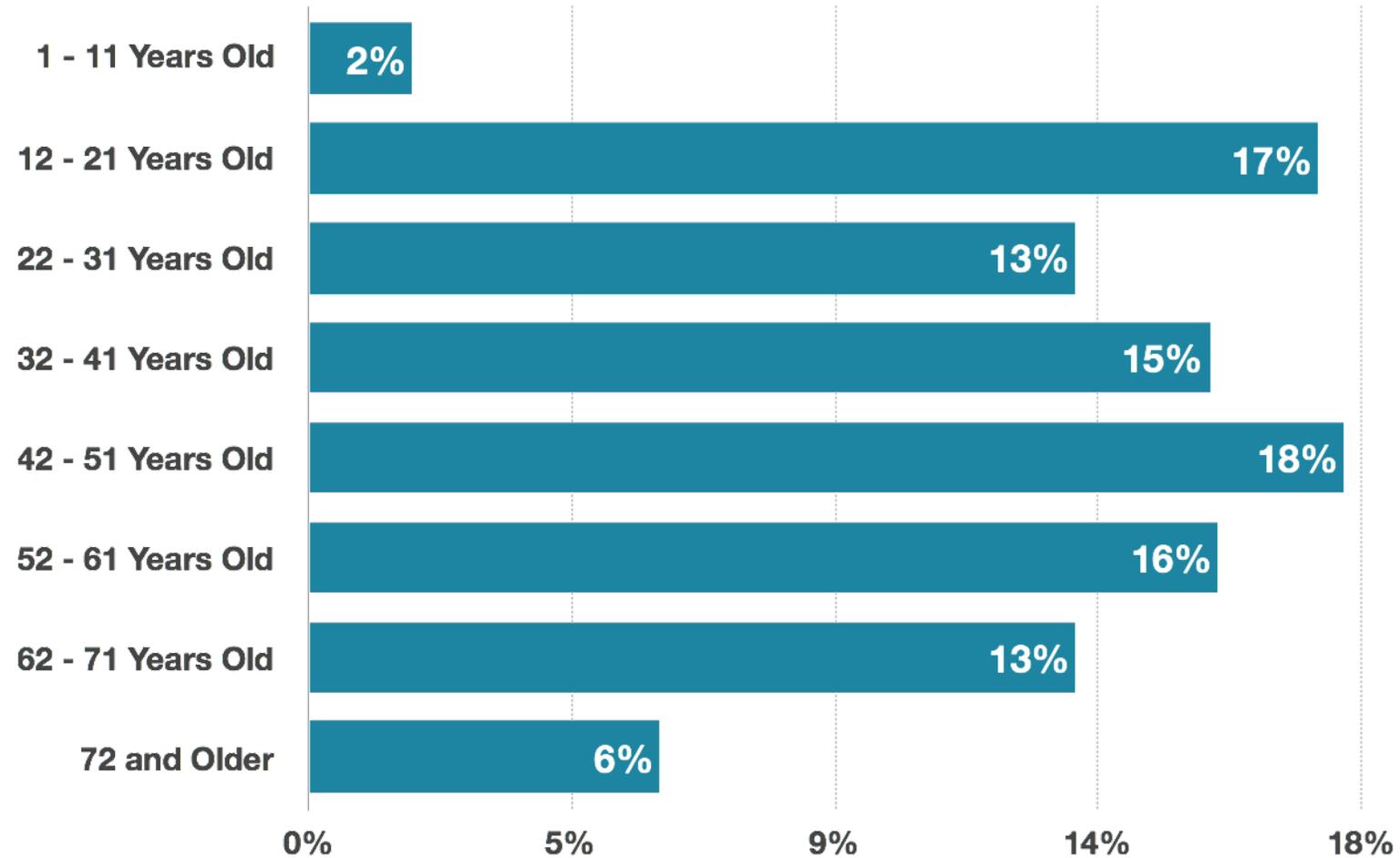






The HealNow Effect:

Percentage of Patient Engagement per Age Group





APC Members We Work With



Let's Partner!

