

# CARDIOVASCULAR ROUNDTABLE

*Annual Meeting*

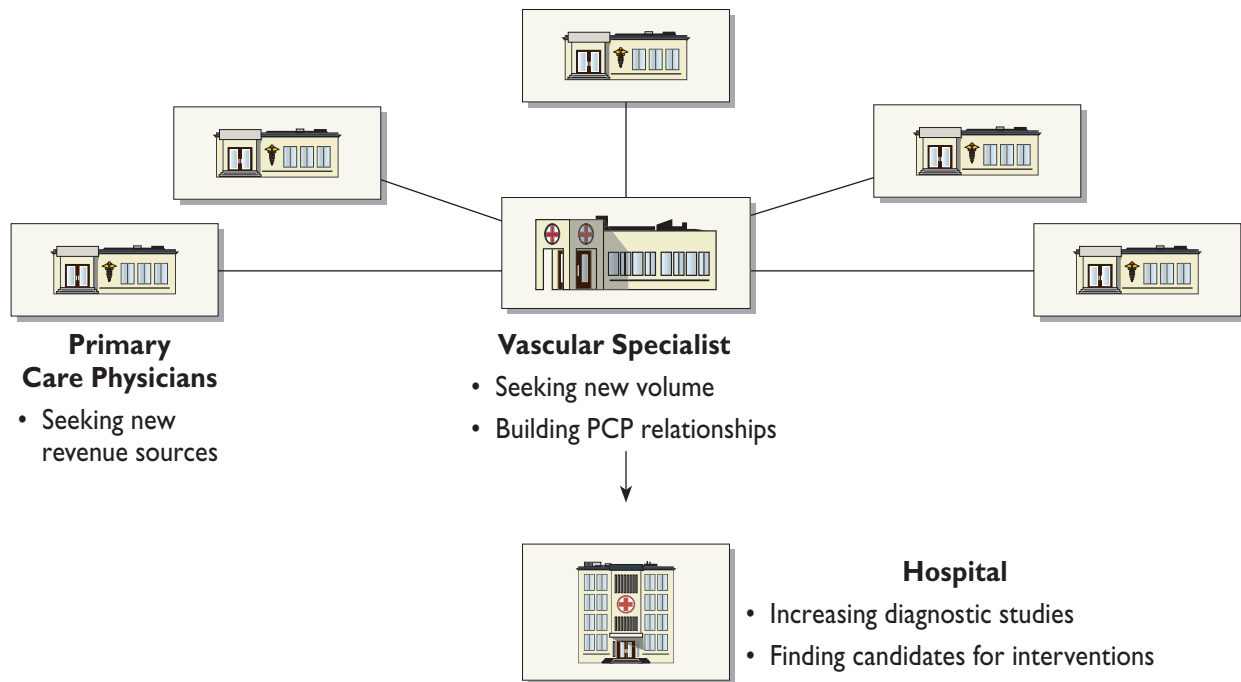


## Vascular Centers of Excellence—A Tactical Approach

*Best Practices for Program Planning, Development, and Growth*

# Primary Care

## Linking PCP Offices with Specialists



### PADNET IN BRIEF



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- PADnet utilizes screening device for ABI, TBI<sup>1</sup> and PVR<sup>2</sup> recording tests
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- PCPs receive technical fees, while vascular specialists receive professional reading fees

<sup>1</sup> Toe brachial index.

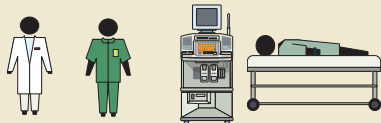
<sup>2</sup> Pulse volume recording.

Source: BioMedix, Inc., St. Paul, Minn.; Cardiovascular Roundtable interviews.

# Screening Partnerships

## PCPs Screen Patients for Specialist Review

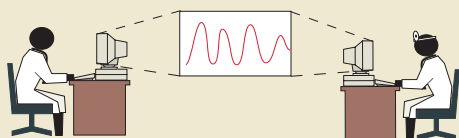
### 1 Patients Screened at PCP Office



- PCP selects patients to be screened
- PADnet-trained tech performs screening
- Tests done: ABI and PVR

Unique oscillometric ABI technology does not require probe to be held steady over artery of interest, making it easier to operate than traditional ultrasound

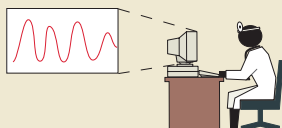
### 2 Results Uploaded to PADnet



- PCP uploads report to website
- Vascular specialist alerted to report by email

Owing to simplified technology, techs or nurses perform tests in approximately 20 minutes

### 3 Vascular Specialist Interprets Report



- Specialist downloads and interprets results
- Sends reading results back to PCP via PADnet

Vascular specialists can perform readings at their convenience from any internet-equipped site

### 4 PCP Sends Patients to Specialist for Care



- PCP refers appropriate patients to vascular specialist
- Vascular specialist examines patients

Hospital benefits from downstream procedural revenue

### 5 Procedure Performed at Hospital



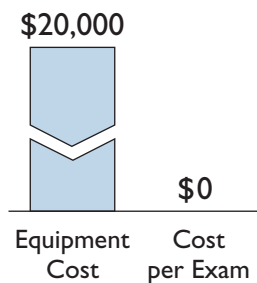
- Any necessary diagnostic, interventional and surgical procedures performed at hospital

Source: BioMedix, Inc., St. Paul, Minn.; Cardiovascular Roundtable interviews.

# A Value-Added

## Allowing Deferral of Capital Purchase

### Full Capital Purchase



### Monthly Rental Arrangements

Rental Fee per Month	Tests Included	Fee per Additional Test
\$300	3	\$50
\$400	8	\$40
\$600	20	\$30

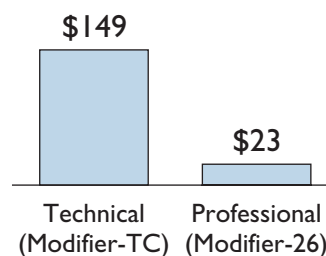
Offers unlimited testing for practices that expect a significant number of screenings

## Reimbursement Options

### Common CPT Codes Used

CPT	Description
93875	Extracranial study, complete, bilateral
93922	Extremity study, single, bilateral
93923	Extremity study, complete, bilateral
93924	Lower extremity study, post-treadmill, complete, bilateral
93965	Extremity (vein) study, complete bilateral

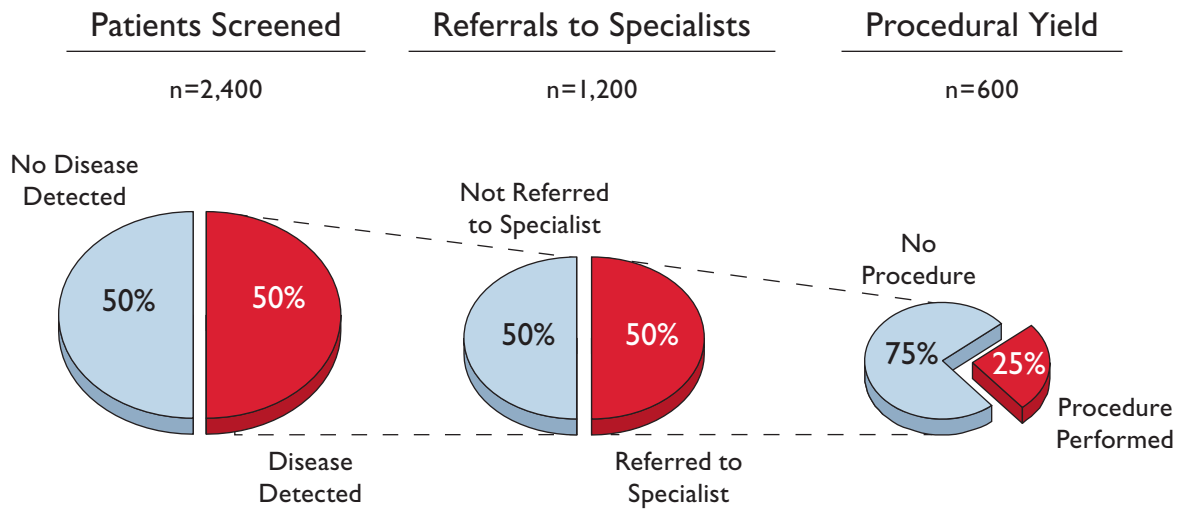
### Typical Medicare Payment, 2006



Source: BioMedix, Inc., St. Paul, Minn.; Cardiovascular Roundtable interviews and analysis.

# Opportunity

## Boosting Volumes Generating Specialist Visits, Procedures

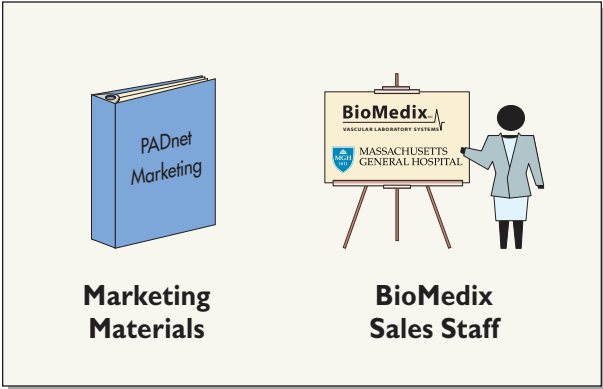


Potential yields based on 10 spoke screening network

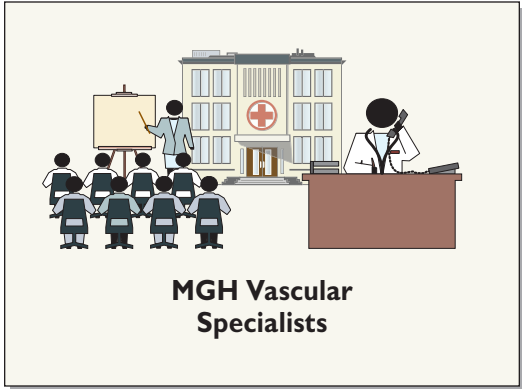
# Massachusetts General

## Courting New Referral Streams

### BioMedix Resources Available



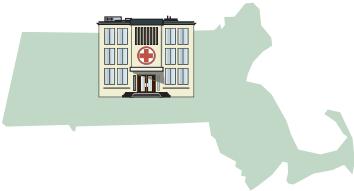
### MGH Resources Available



**Potential Clients**

- Referring Physicians
- Hospitals

### AGREEMENT IN BRIEF



**Massachusetts  
General Hospital**

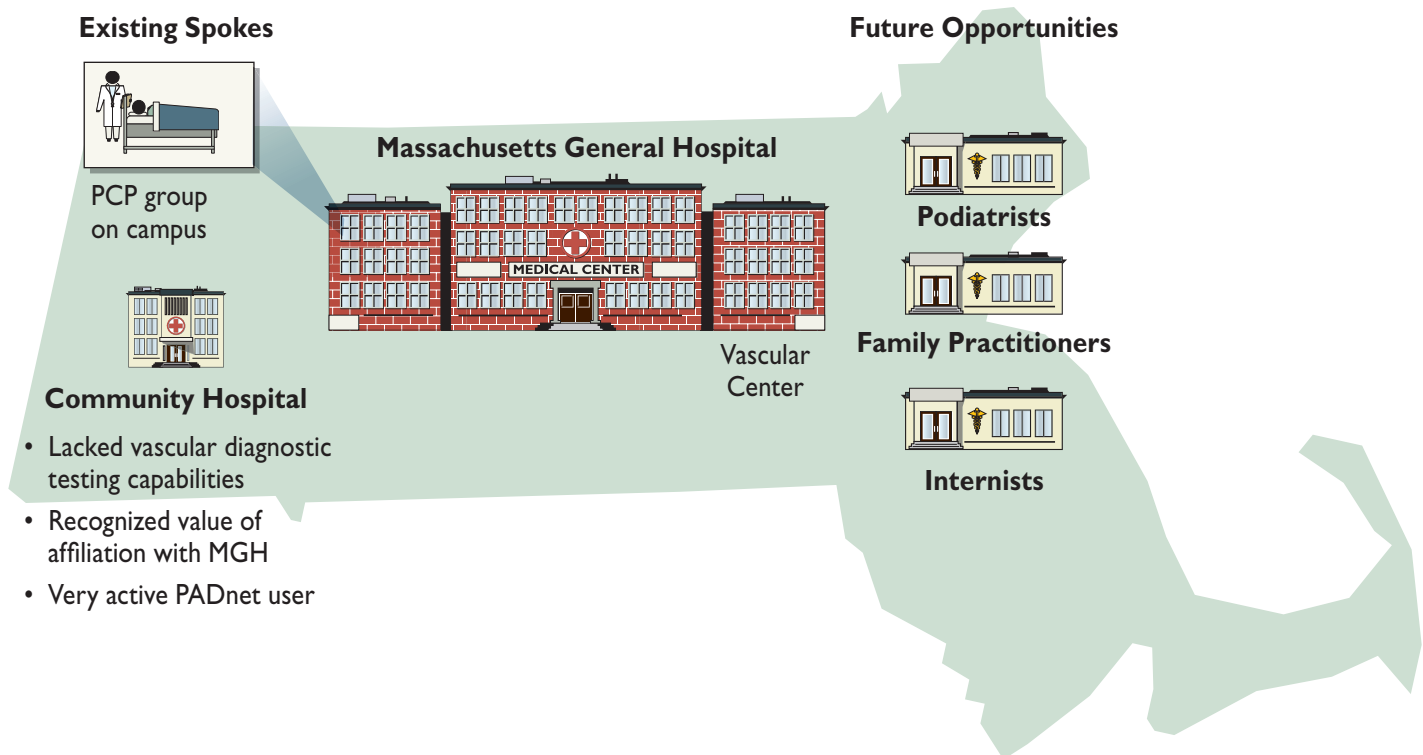
- BioMedix provides marketing and sales resources to court new “spokes”
- MGH serves as the designated “strategic reference account” for the local area
- Either MGH or BioMedix may recommend prospective PADnet test sites
- PADnet equipment is purchased and maintained by test sites
- MGH provides test interpretation services at accepted test sites

Source: Massachusetts General Hospital, Boston, Mass.; Cardiovascular Roundtable interviews.

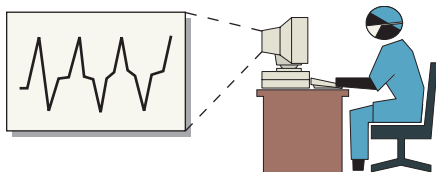
# Hospital as the “Hub”

## Tapping into New Markets

Finding New PAD Cases Across the Region



### Vascular Readings at MGH

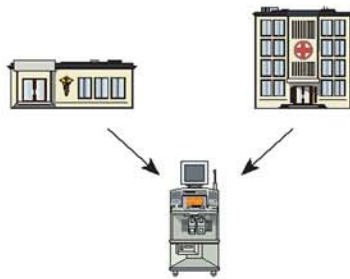


- Vascular center physicians interpret PADnet studies
- Same credentialing standards for PADnet readings as for traditional vascular lab interpretations
- Specialists average 2–4 PADnet readings per week

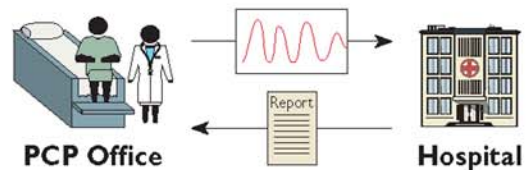
Source: Massachusetts General Hospital, Boston, Mass.; Cardiovascular Roundtable interviews.

# Prompts Screening Collaboration

## Partnering to Identify Vascular Patients



Hospital and PCP office jointly contribute to purchase PADnet equipment



- Screening performed by PCPs in office
- PCP uploads scans to secure website
- Vascular surgeons and interventional radiologists read scans, send reports back to PCP
- Identify patients who need further screening

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