



**HealthLynked**

“HLYK”

Improving Healthcare

INVESTOR PRESENTATION

4TH QUARTER, 2018

## • *Safe Harbor Statement* •

Any statements contained in this Investor Presentation that do not describe historical facts may constitute forward-looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995. Any forward-looking statements contained herein are based on current expectations, but are subject to a number of risks and uncertainties. The factors that could cause actual future results to differ materially from current expectations include, but are not limited to, risks and uncertainties relating to the Company's ability to develop, market and sell products based on its technology; the expected benefits and efficacy of the Company's products and technology; the availability of substantial additional funding for the Company to continue its operations and to conduct research and development, clinical studies and future product commercialization; and, the Company's business, research, product development, regulatory approval, marketing and distribution plans and strategies. These and other factors are identified and described in more detail in our filings with the SEC, including, our current reports on Form 8-K. We do not undertake to update these forward-looking statements made by us.



## EXPERIENCED MANAGEMENT TEAM



**Michael T. Dent M.D.**  
Chief Executive Officer

Dr. Dent is Founder, Chairman, and Chief Executive Officer. He has held key leadership positions in business development, operations, corporate development, and strategy in the healthcare & technology industries since the mid-90s.



**George G. O'Leary**  
Chief Financial Officer

George O'Leary is a Board Member and Chief Financial Officer. He is a financially trained senior executive specializing in innovative strategic problem-solving across functional and industry boundaries.



**Robert H. Horel**  
Chief Commercial Officer

Mr. Horel has served as our Chief Commercial Officer since December of 2016. He brings with him significant corporate leadership success with a commercial concentration and an advanced acumen in personnel and team development for focused achievement and execution.



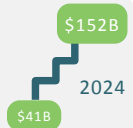
# Digital Healthcare Market Size Global & US Market



Global Digital Health Market estimated at \$102B in 2018 with a projected 26% annual growth rate.



US market represents \$41B of the annual spending.



US Market is anticipated to grow 271% from \$41B to \$152B by 2024.

# US Digital Health Market

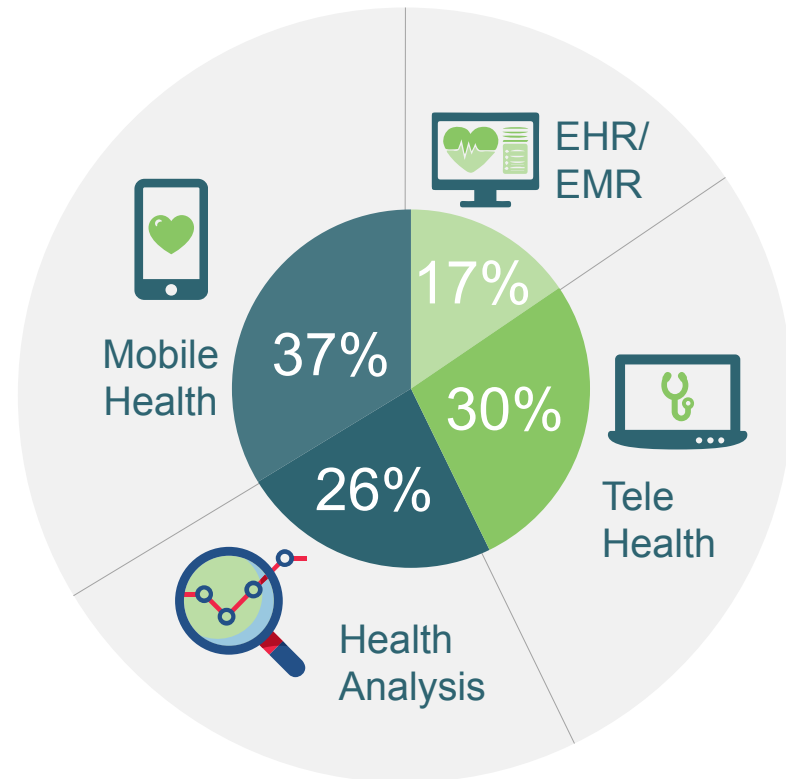


Growth – 26%  
Health Analytics \$3B  
(*\$500M in artificial intelligence*)

Growth – 37%  
Mobile Health \$12B

Growth – 30%  
Telehealth \$6B  
(*\$325M medical practices*)

Growth – 17%  
EHR/EMR \$20B  
(*\$2B medical practices*)





The Problems with



HealthCare

# Current Challenges in Healthcare



1,200 different EHR companies in the US - they do not communicate with each other nor do they want to as competitors.



30% of healthcare providers are still not using any EHR company.



Healthcare providers are more specialized - which leads to multiple healthcare providers per patient and a necessity to share data.



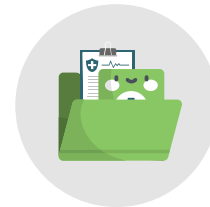
Overall decrease in healthcare providers - combined with increase in patient population and older patients needing more medical care.



Medical mistakes are made not by incompetent healthcare providers but by incomplete or forgotten information.



Patients have limited access to oversee their medical care.



Patients rely on multiple healthcare providers for guidance on routine and specific medical testing.



Poly-Pharmacy can lead to more complex drug interactions.

## What is the HealthLynked Network?

The HealthLynked Network is a Patient centered, secure medical information exchange, connecting patients with the healthcare providers they choose, providing personal medical recommendations and improving the way healthcare is delivered.



### Information Exchange

Patient Centered  
Healthcare  
Network



### Social Connector

Complete Healthcare  
Network of 880,000  
Providers.



### Reduce Cost

Reduce staff time,  
Reduce unnecessary  
testing.



### AI

Personal Health  
Guidelines



## Government's Vision for the Future of Healthcare

Senator  
John Fleming M.D.

Head of Healthcare  
Technology reform



“I believe every American should have a single unified health record system that’s in the cloud and is under the full control of the patient.”

Seema Verma

Director of Centers for Medicare  
and Medicaid Services (CMS)



“Currently, there is a financial interest for the EMR systems to hang onto the data for their patients, when this happens, tests are repeated and healthcare dollars are wasted.”

# Gaps in the Current Healthcare System

The HealthLynked Network Solves these Problems



Emergency situations where patients are unable to communicate with their healthcare providers.



Healthcare surrogates for older patients with Alzheimer's and special needs.



Polypharmacy and the risk of drug interactions.



Managing our children's personal health records when they are away from home or at school.



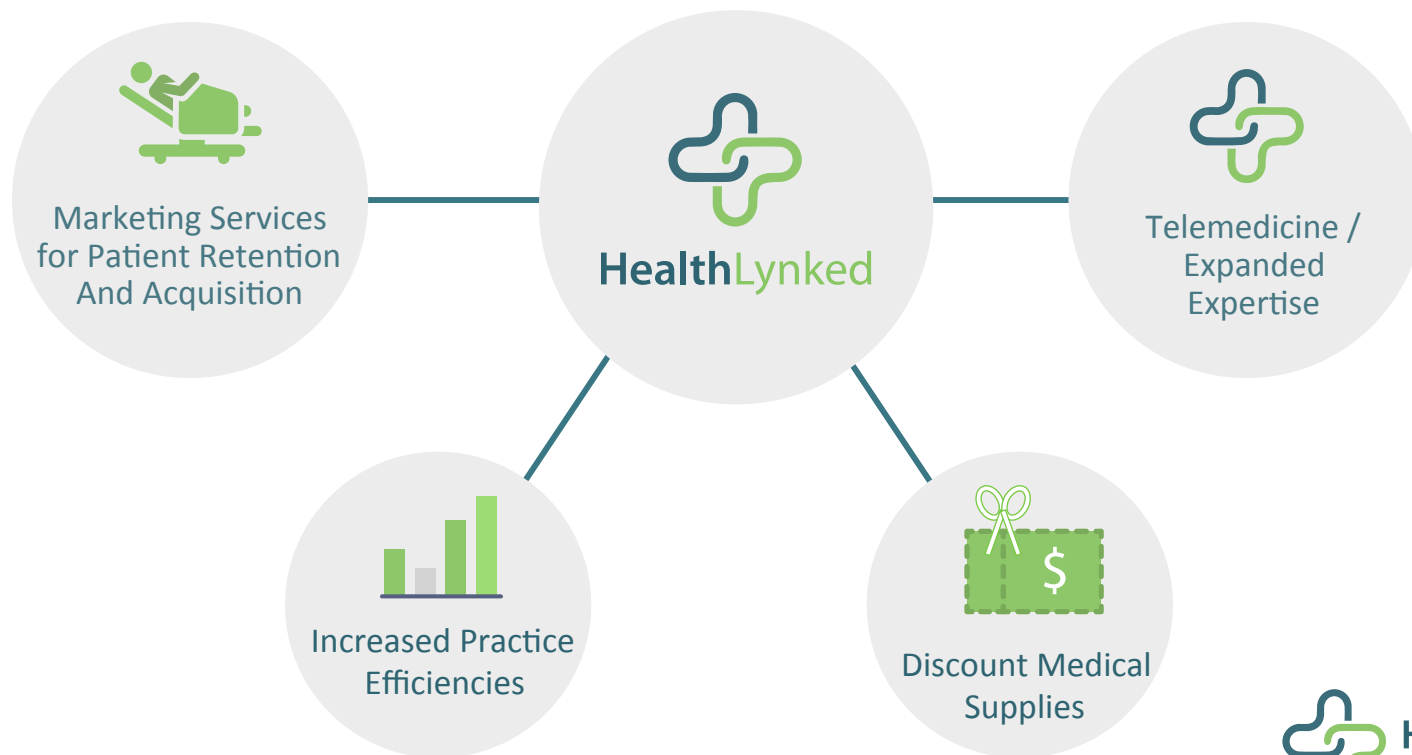


 HealthLynked



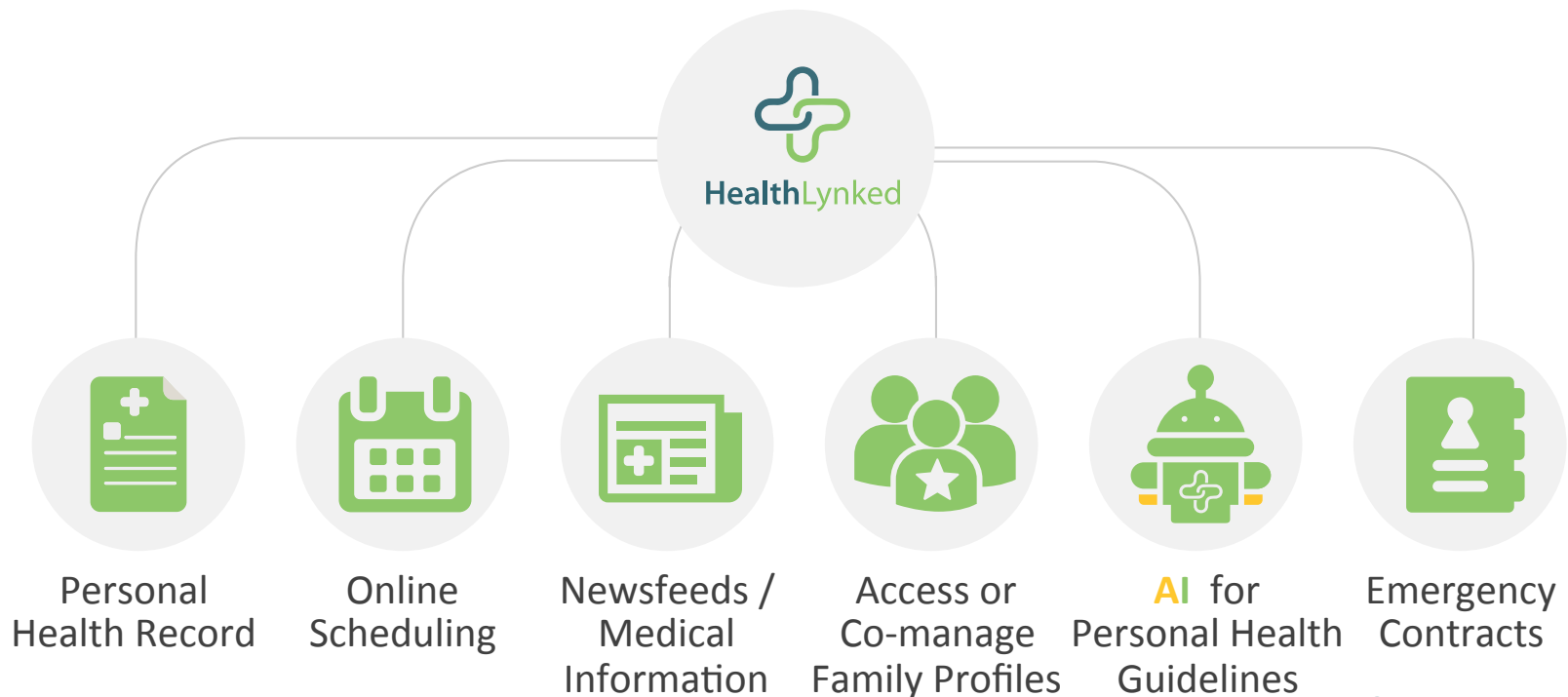
The HealthLynked Network

# The HealthLynked Network Provider Services

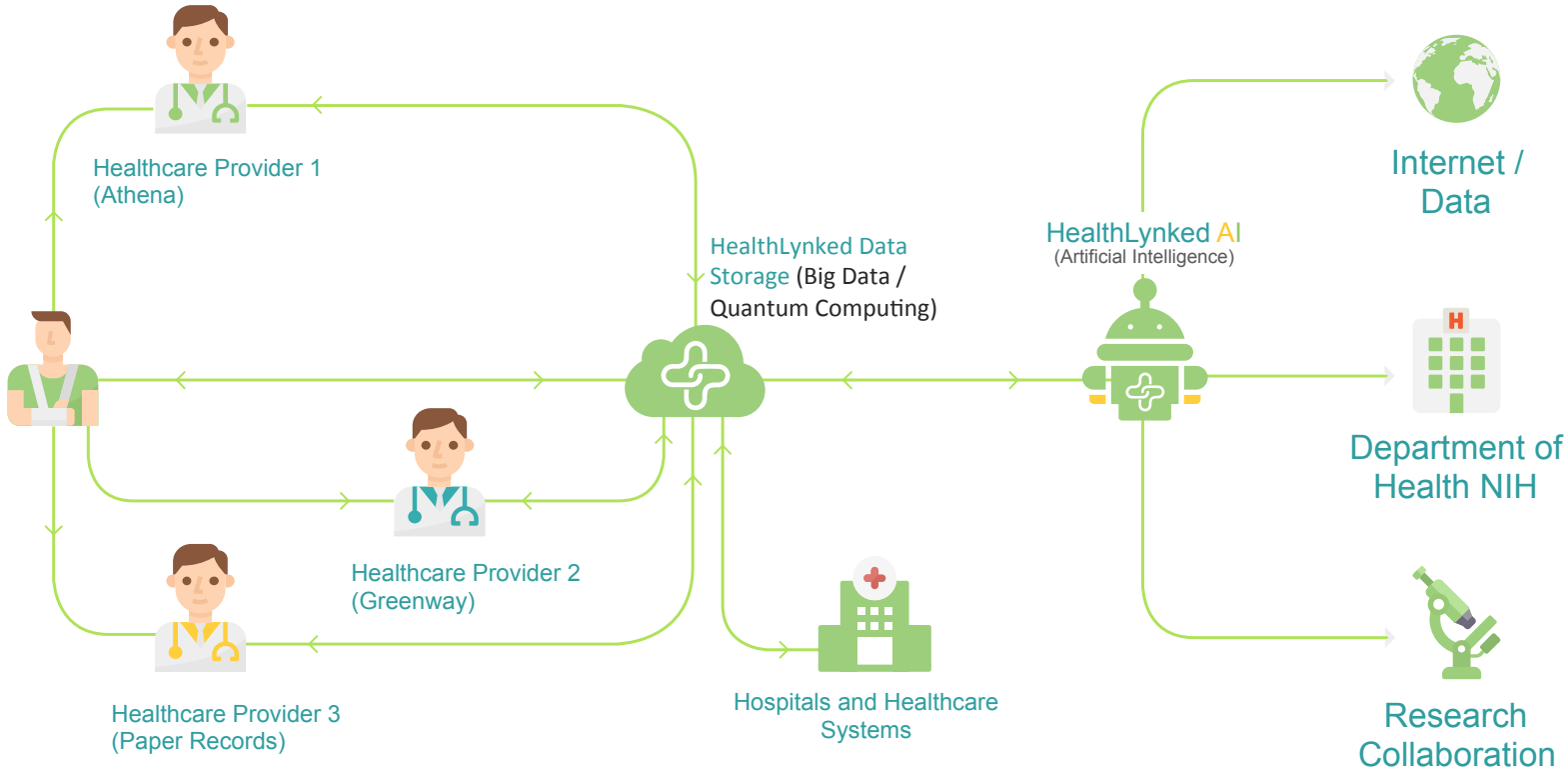


# The HealthLynked Consumer Services

A Fully Integrated Patient Centered Network

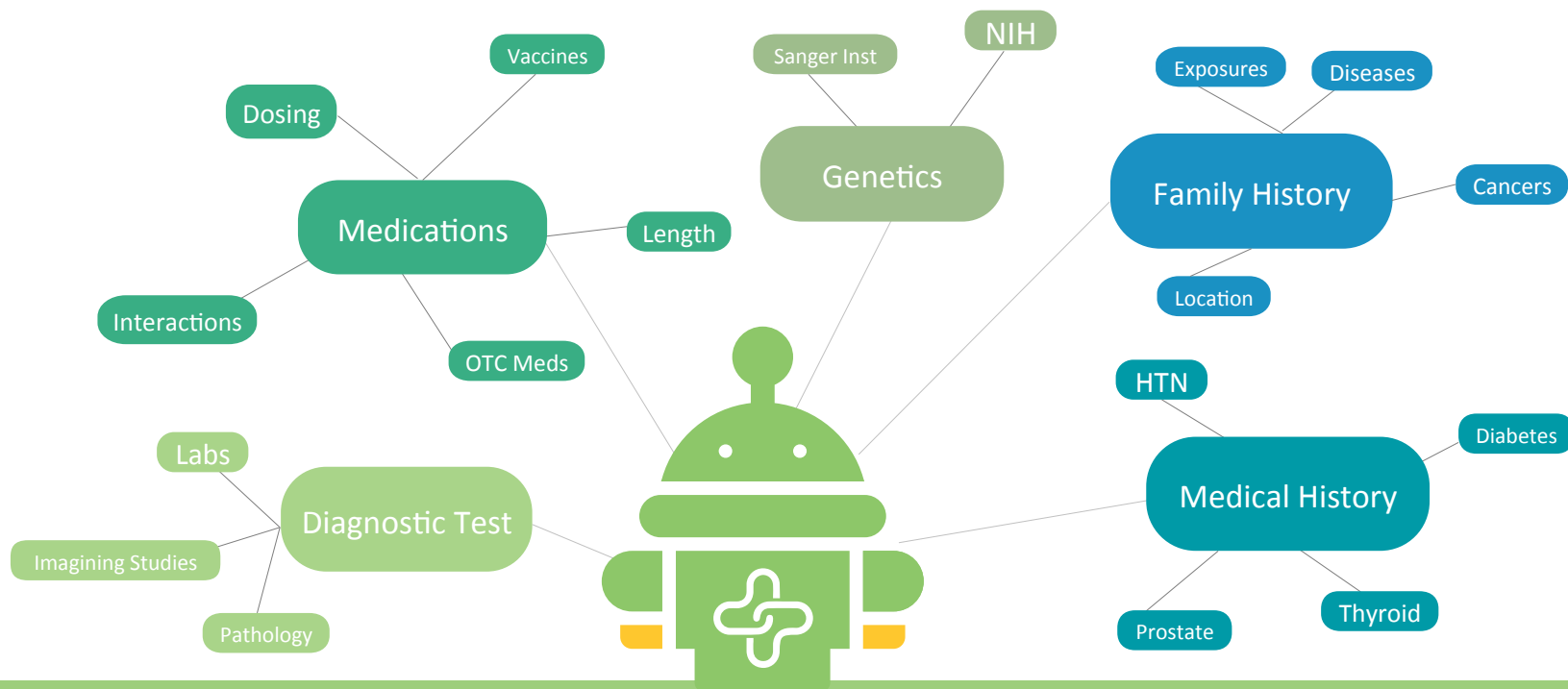


# HealthLynked Network Diagram



# HealthLynked AI

Diagnostic Information Analysis



HealthLynked AI system will be able to survey data from every patient, analyze multiple data points for each patient and compare that data to other patients with similar medical problems and genetic make ups for wellness recommendations.

# Mobile App for iPhone and Android



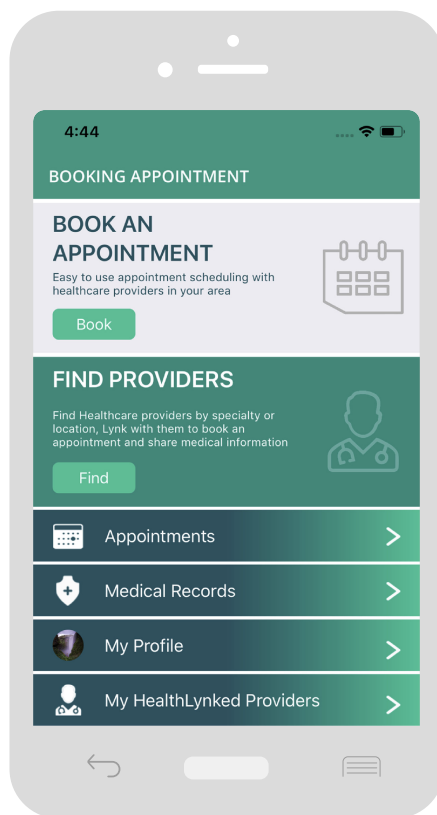
**Online  
Scheduling**



**Record  
Sharing**



**Consumer  
Profile**



Available For:



IOS



Android

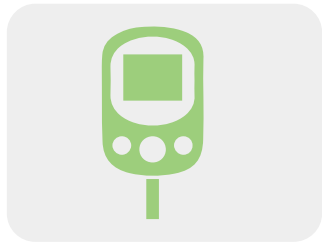
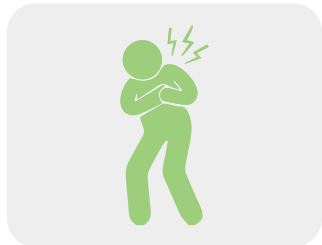


**HealthLynked**



# Mobile Health Applications

Medical Conditions



Wearable Device

HealthLynked Mobile App

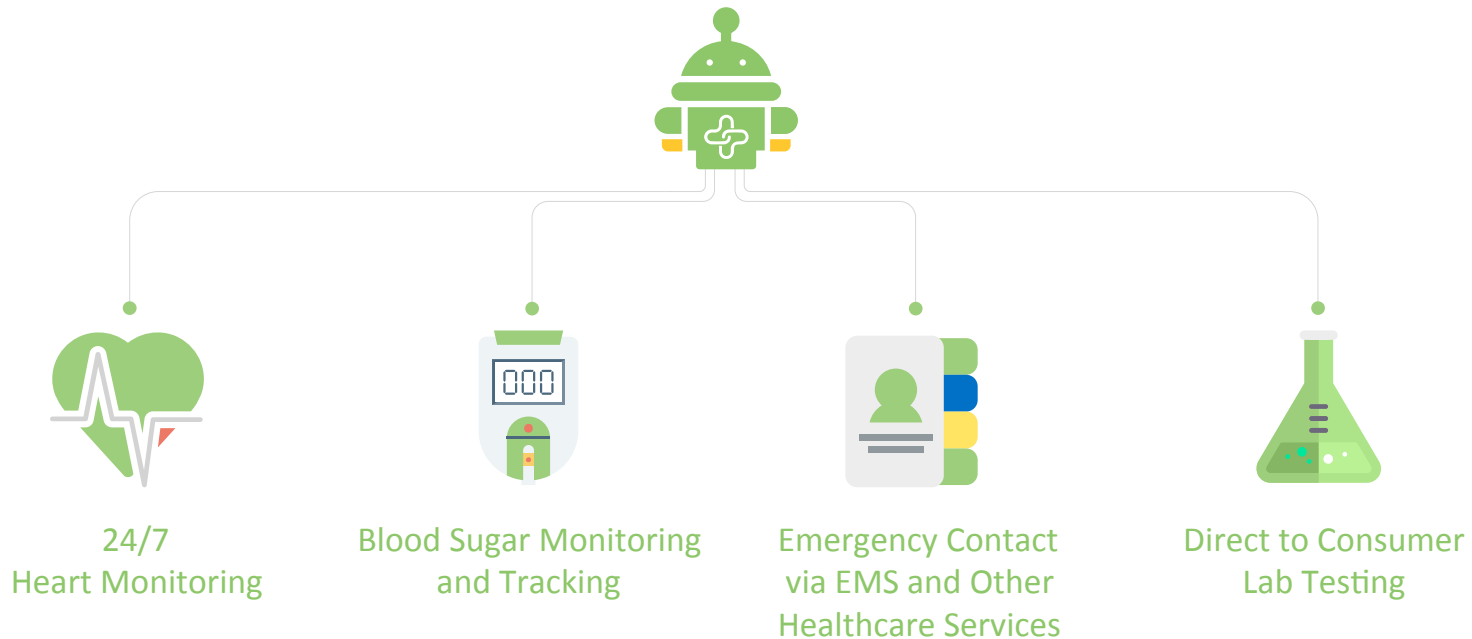
HealthLynked Data

HealthLynked AI



# Truly Personalized Healthcare 24/7

Realtime Data input to the HealthLynked network through remote devices and direct to consumer home testing can be analyzed in the system.



HealthLynked AI - can analyze a patient's medical history and information to keep patients up to date on the latest healthcare guidelines. The system analyzes a member's personal health record (PHR) structured and unstructured data.



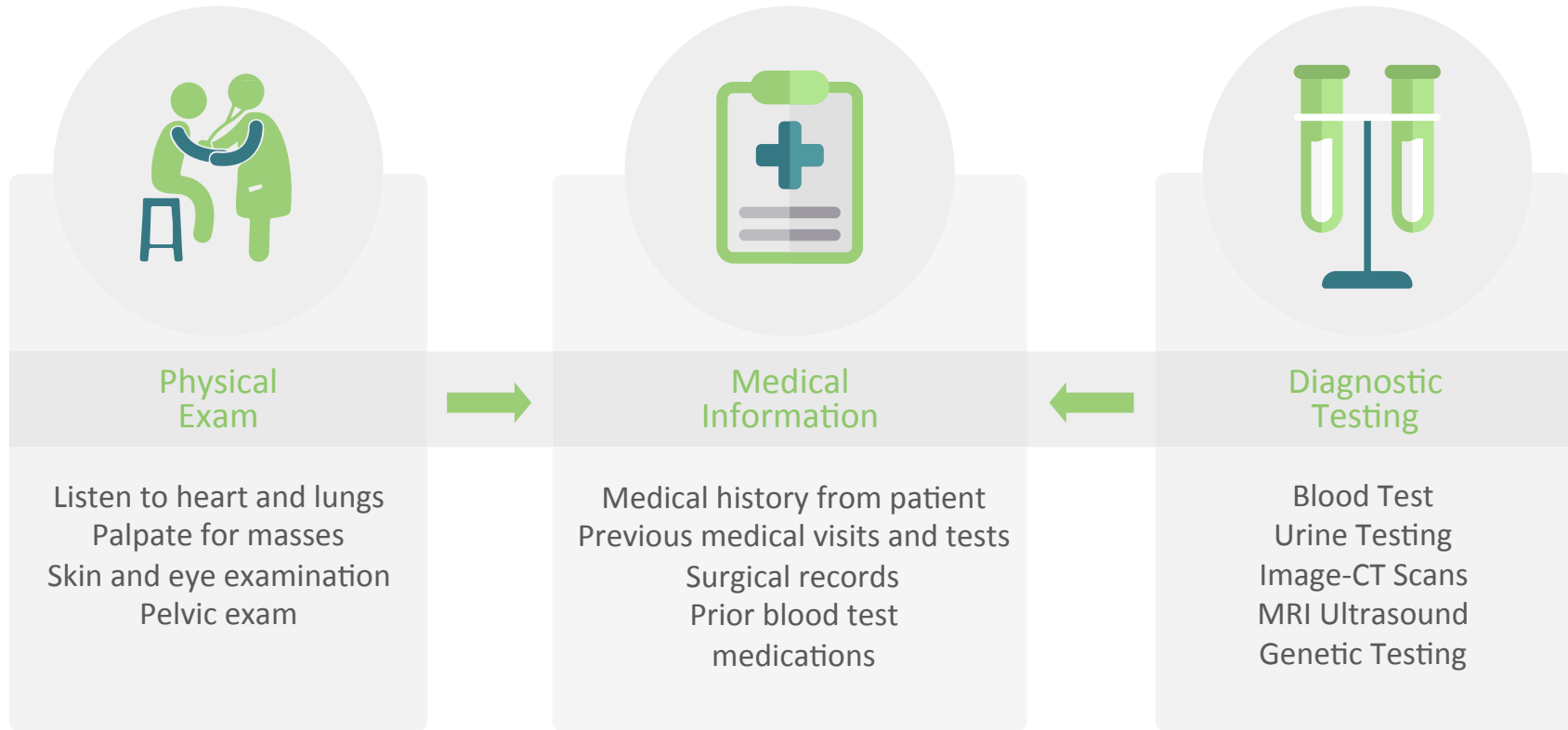


[www.healthlynked.com](http://www.healthlynked.com)

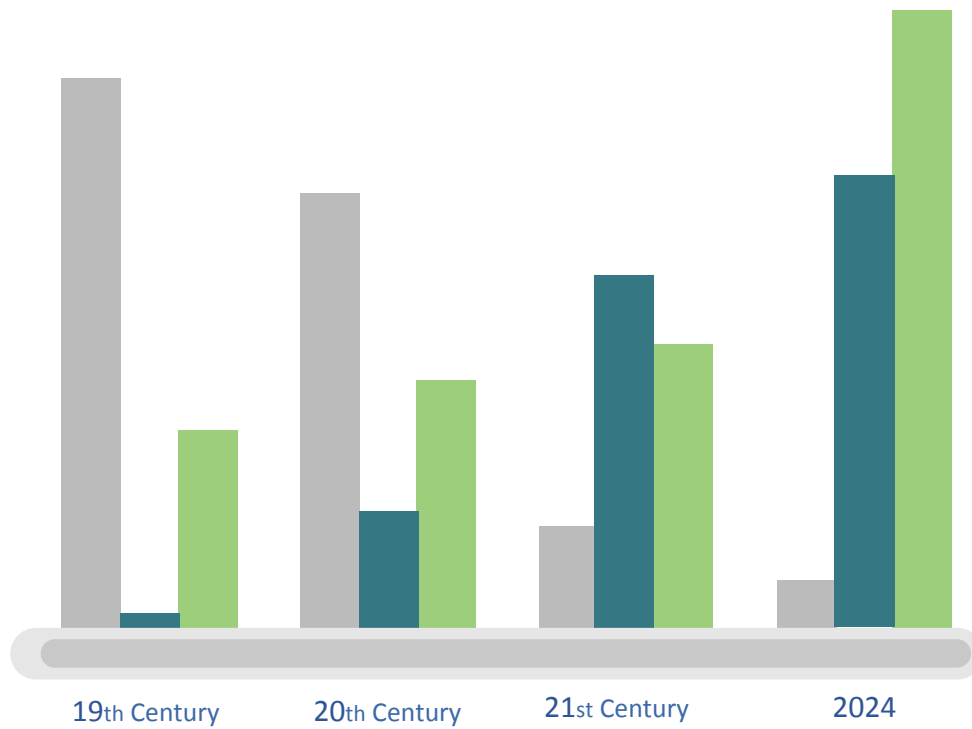





## Three Pillars of Healthcare

"More Data = Better Healthcare"

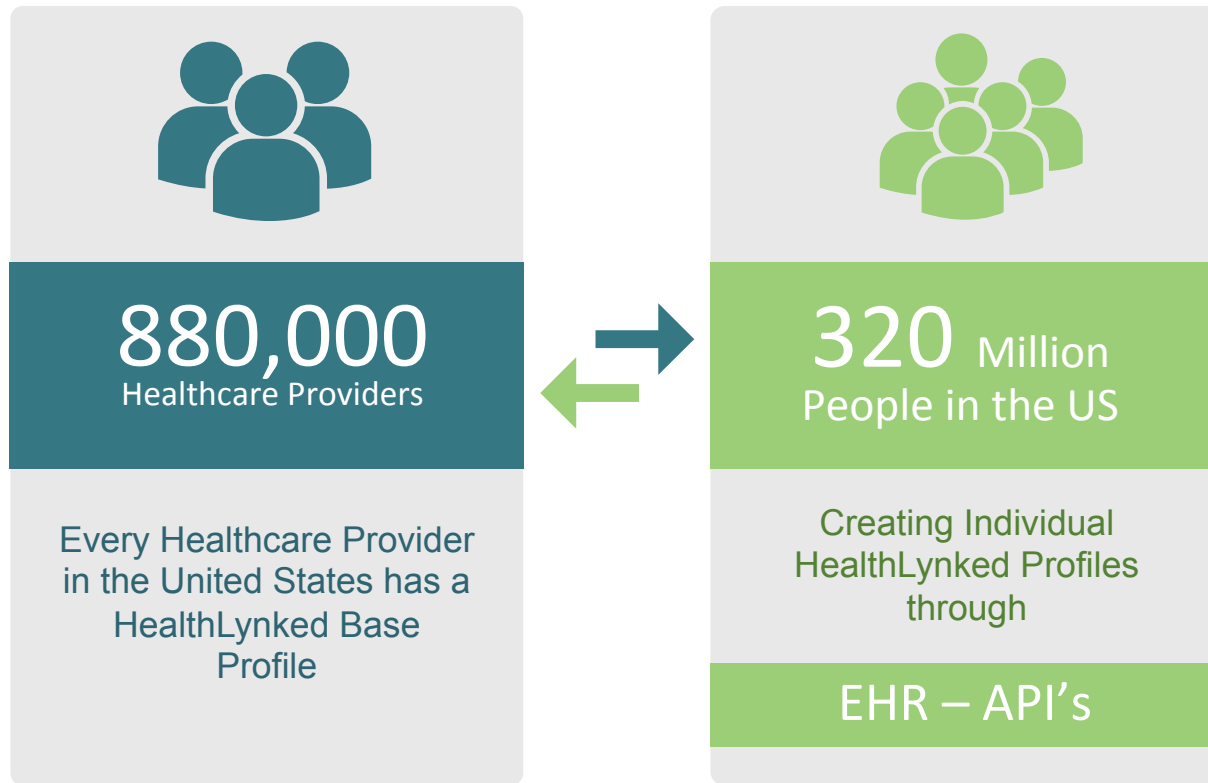


# Healthcare Timeline

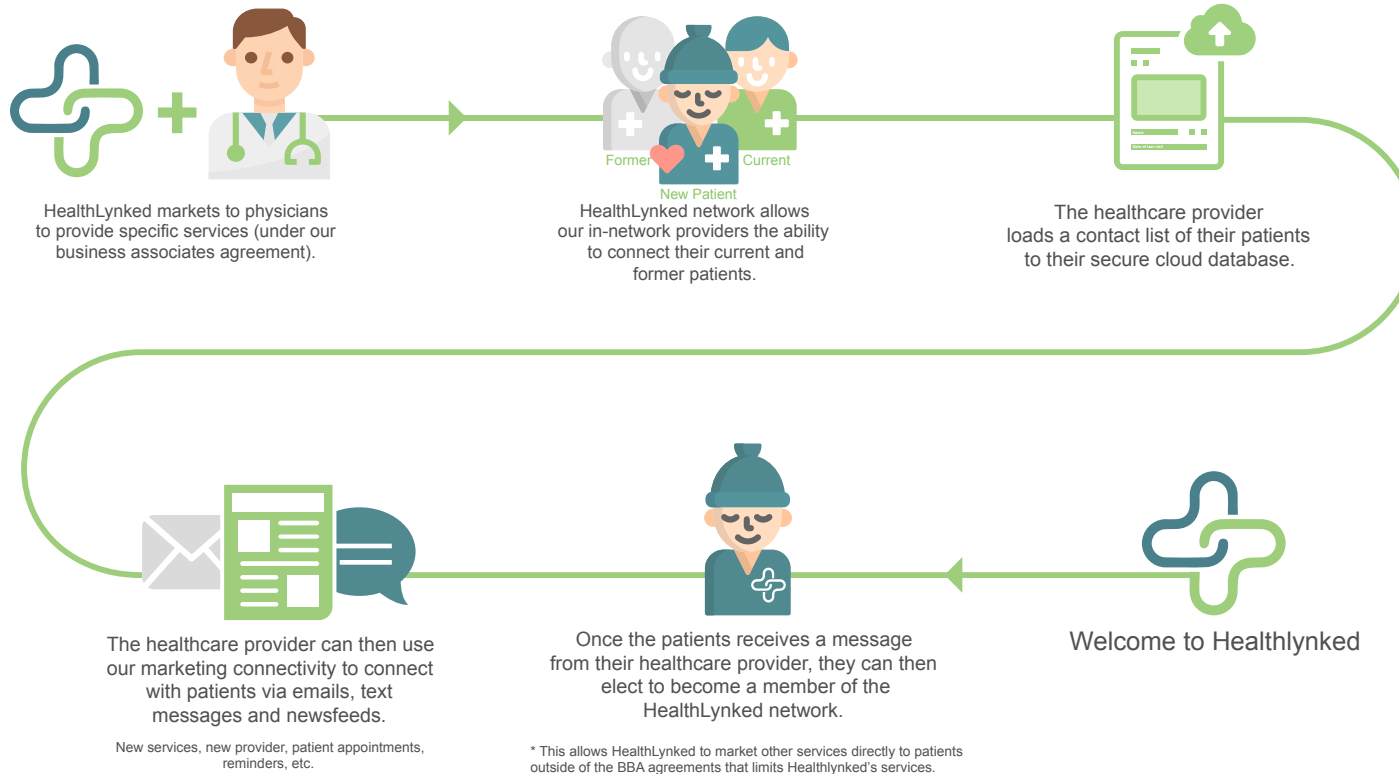


-  Physical Exam
-  Diagnostic Testing
-  Medical Information

## Healthcare Network



# THE HEALTHLYNKED NETWORK MARKETING STRATEGY

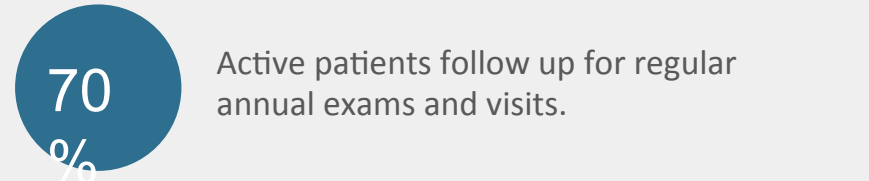


# Healthcare Provider Market Analysis

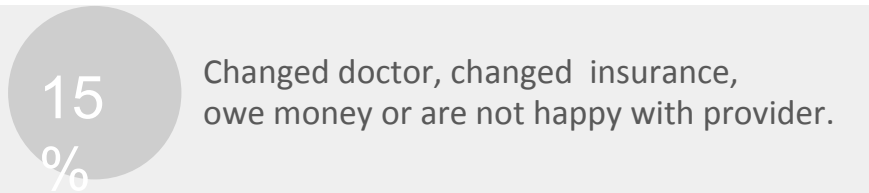
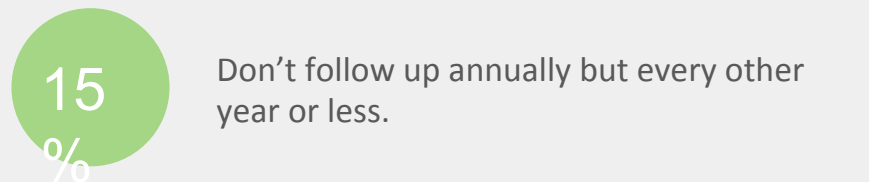


Healthcare Provider

## 70% active patients



## 30% inactive patients





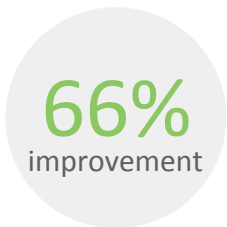
# Summary of HLYK Target Market for Physicians



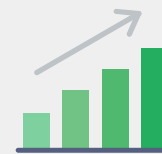
An average healthcare provider has 3,000 total patients.



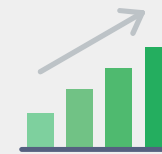
Of the 30% that are inactive (15% or 450 patients can be reengaged through the HealthLynked network).



Each patient represents \$300 on average. Reengaging 300 of those patients represents a 66% improvement in inactive patient retention.



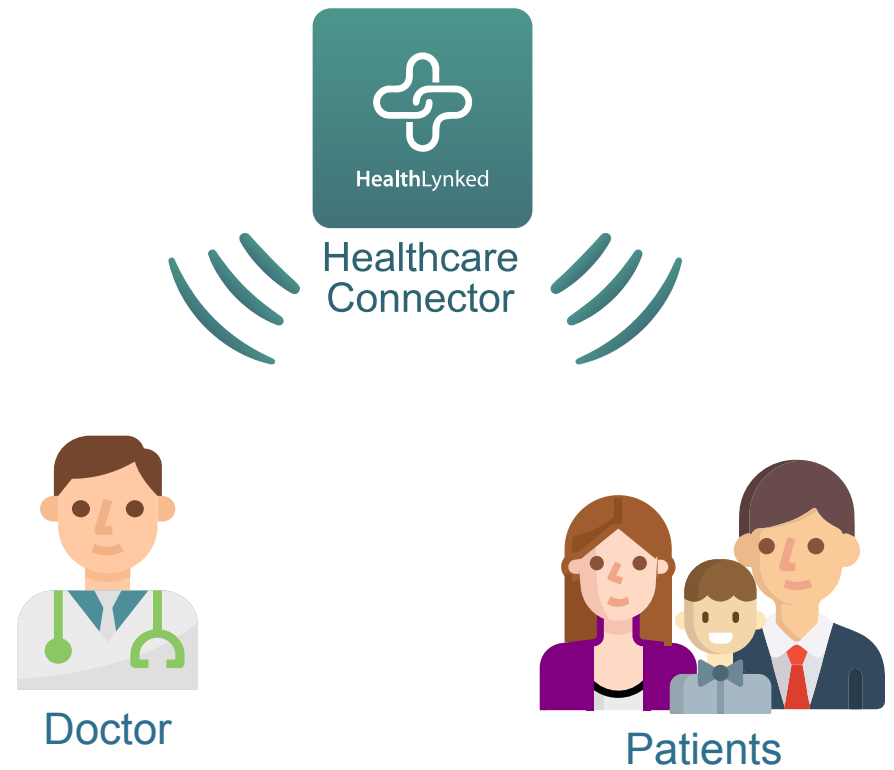
\$90,000 of incremental revenue for \$4,800 annual investment per physician.



19X return on investment.



## What Was Missing?

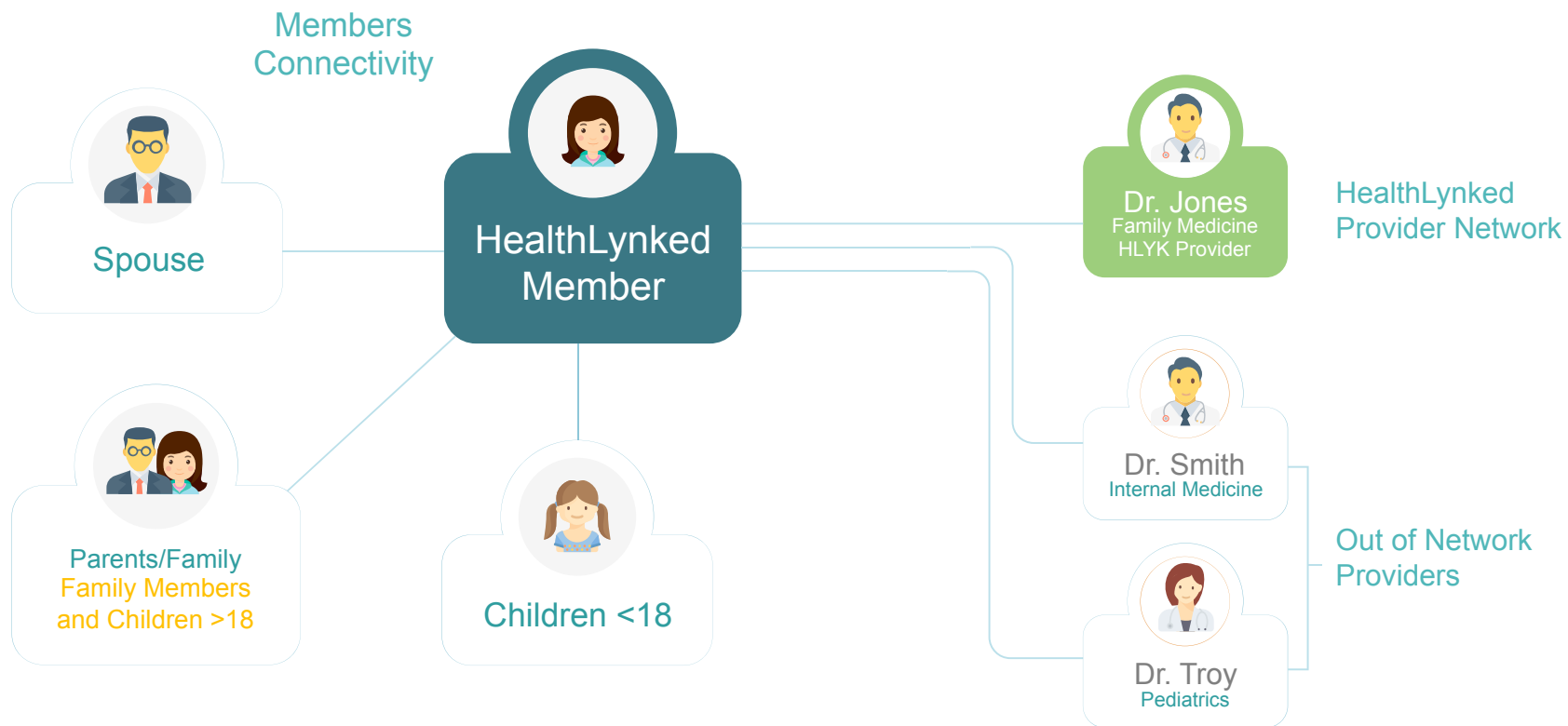


What if people could connect for a more important reason...



...to ensure they receive the absolute best healthcare for themselves and their families.

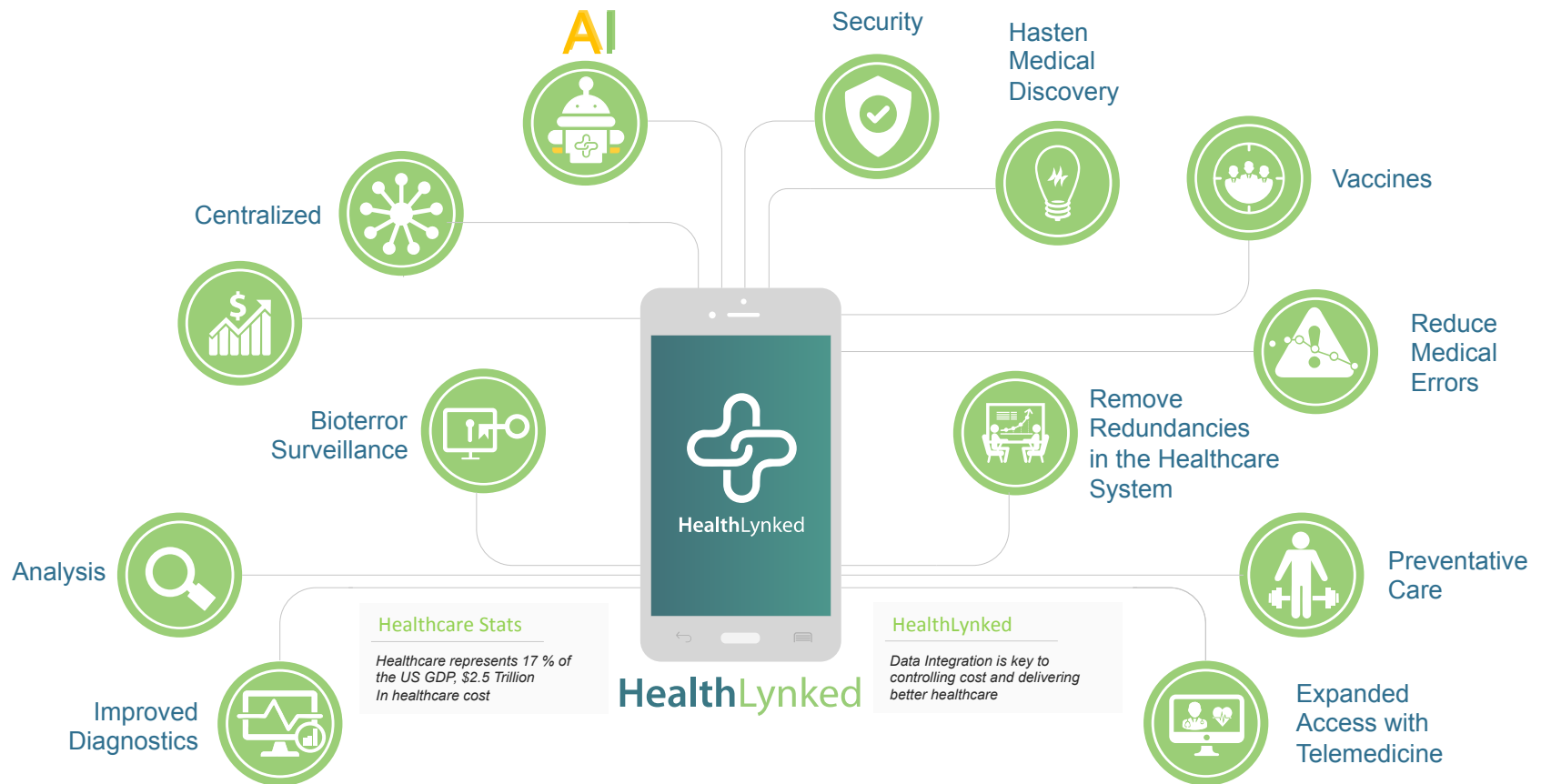
# HealthLynked Connectivity



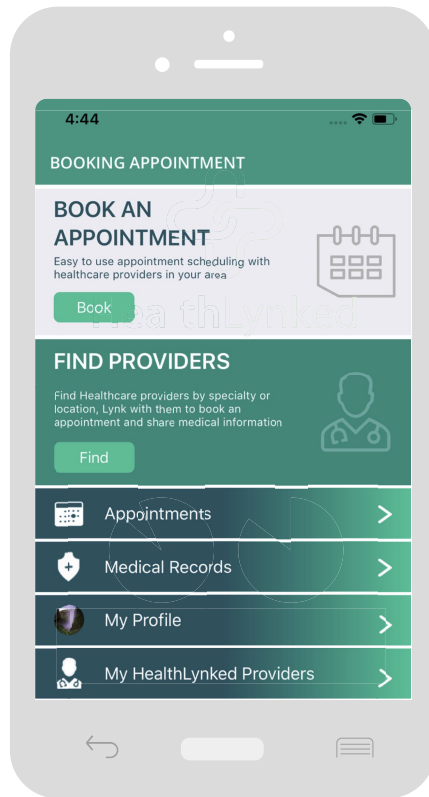


Benefits that Improve  
Healthcare and Reduce Cost

# Reduces Healthcare Cost and Improves Care




# HealthLynked Puts it all Together



HealthLynked


Healthcare Mobility




Social Connectivity




Healthcare Guidelines  
AI & Machine Learning



Online Scheduling



Patient Centered  
Medical Records



Telemedicine





# HealthLynked

## Investment Opportunity



Revenue Streams  
Current Market Information  
Offering



# HLYK Current and Future Revenue Streams

## ◆ Current Revenue Streams

- Physician Practice revenue \$600k per Quarter (as of 4th Qtr. 2017) – used for beta of HLYK Network from a patient member and a physician provider perspective as well as for competitive landscape and analysis.
- Patient Members get medical histories in the cloud for life “free of charge”.
- Physician providers pay a recurring monthly fee of \$400 per month to participate in comprehensive marketing campaigns to active and inactive patients. Participating providers will also use news feeds, group interactions and online, real time scheduling to better engage with their patients.



## ◆ Future Revenue Streams

- Telemedicine - once inter-state licensing is adopted nationwide (east and west coast) expected within 24 months, specifically for telemedicine encounters, HLYK will have a revenue share with physician providers. HealthLynked solves the concern of physicians having encounters with patients without proper information on the patient prior to the telemedicine encounter.
- Health Information Exchange (HIE) revenue using artificial intelligence and machine learning for medical research from big Pharma, Insurance Payers and Medical Device Companies.
- Social Media Advertising Revenue - as the network is built from a patient member and physician provider perspective, advertising revenue from insurance companies, pharmaceutical companies, medical supply manufacturers and distributors, to name a few, could end up being one of the largest revenue streams of the business.

# HLYK Competitor Segments

## Price/Sales – Market Cap Valuations



### Booking Appointments



 **Zocdoc**

Private Company  
14 times revenue  
\$1.8B market cap.

### Tele-Medicine



 **TELADOC**

“TDOC” Nasdaq  
16 times revenue  
\$3.8B market cap.

### Artificial Intelligence



**VERITONE, INC.**

“VERI” Nasdaq  
13 times revenue  
\$186M market cap.

# HLYK Summary Sheet



Shares Issued  
and Outstanding  
86,738,708

22.6

Market Cap \$22.6M  
as of 10/01/2018



HLYK stock  
price \$0.26/share

75

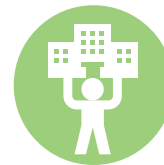
75 friends and family  
original shareholders  
\*filed S1 in April 2017

200

200 new  
outside investors;  
total 275 shareholders

\$

Equity capital  
raised to date  
\$3.75M



Insiders - 65%  
ownership



Float 35%



## BIO



**Michael T. Dent M.D.**  
Chief Executive Officer

Prior to founding HealthLynked, Dr. Dent was Founder, Chairman & CEO of NeoGenomics Laboratories (Nasdaq: NEO). As a practicing physician, Dr. Dent is uniquely qualified to understand the challenges and opportunities in healthcare and emerging technologies. Dr. Dent received his bachelors from Davidson College, where he majored in both Biology and Pre-Med, and went on to earn his Medical Degree from The University of South Carolina in Charleston, SC.



**George G. O'Leary**  
Chief Financial Officer

He is currently the Chairman of the Board of Timios Holdings Corp. Mr. O'Leary is founder and President of SKS Consulting of South Florida Corp. ("SKS") where he works with public and private companies in board representation and/or under consulting agreements providing executive level management expertise, as well as helping the implementation and execution of their companies' strategic, financial & operational plans. From 1996 to 2000, Mr. O'Leary was CEO and President of Communication Resources Incorporated (CRI), where annual revenues grew from \$5M to \$40M during his tenure. Prior to CRI, Mr. O'Leary was Vice President of Operations of Cablevision Industries, where he ran \$125M of business until it was sold to Time Warner. Mr. O'Leary started his professional career as a Senior Accountant with Peat Marwick and Mitchell (now KPMG). Mr. O'Leary holds a B.B.A. degree in Accounting with honors from Siena College.



**Robert H. Horel**  
Chief Commercial Officer

Prior to joining HealthLynked, Mr. Horel served as the Vice President of Sales for ViraCor, a Eurofins corporation (EPA: ERF, US OTC), and before that, the Vice President and General Manager of PathLogic, a division of NeoGenomics (Nasdaq: NEO). Mr. Horel also served as Vice President of Sales and Marketing at NeoGenomics from May 2011 to October 2015 – a period of outstanding commercial growth. He joined NeoGenomics in December 2006 as the Regional Sales Director for its Southeastern Region. Prior to NeoGenomics, Mr. Horel held commercial positions of increasing prominence with Ventana Medical Systems (now a division of Roche), US Labs (now a division of LabCorp), and Radiometer America, a division of Radiometer (CPH:RADCb). Mr. Horel graduated from the United States Naval Academy in 1987, earning a Bachelor of Science Degree with Distinction in Mechanical Engineering, and he served as a pilot in the US Navy prior to beginning his business career in 1998.



# Contacts

To learn more about HealthLynked,  
please visit [www.healthlynked.com](http://www.healthlynked.com)

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