

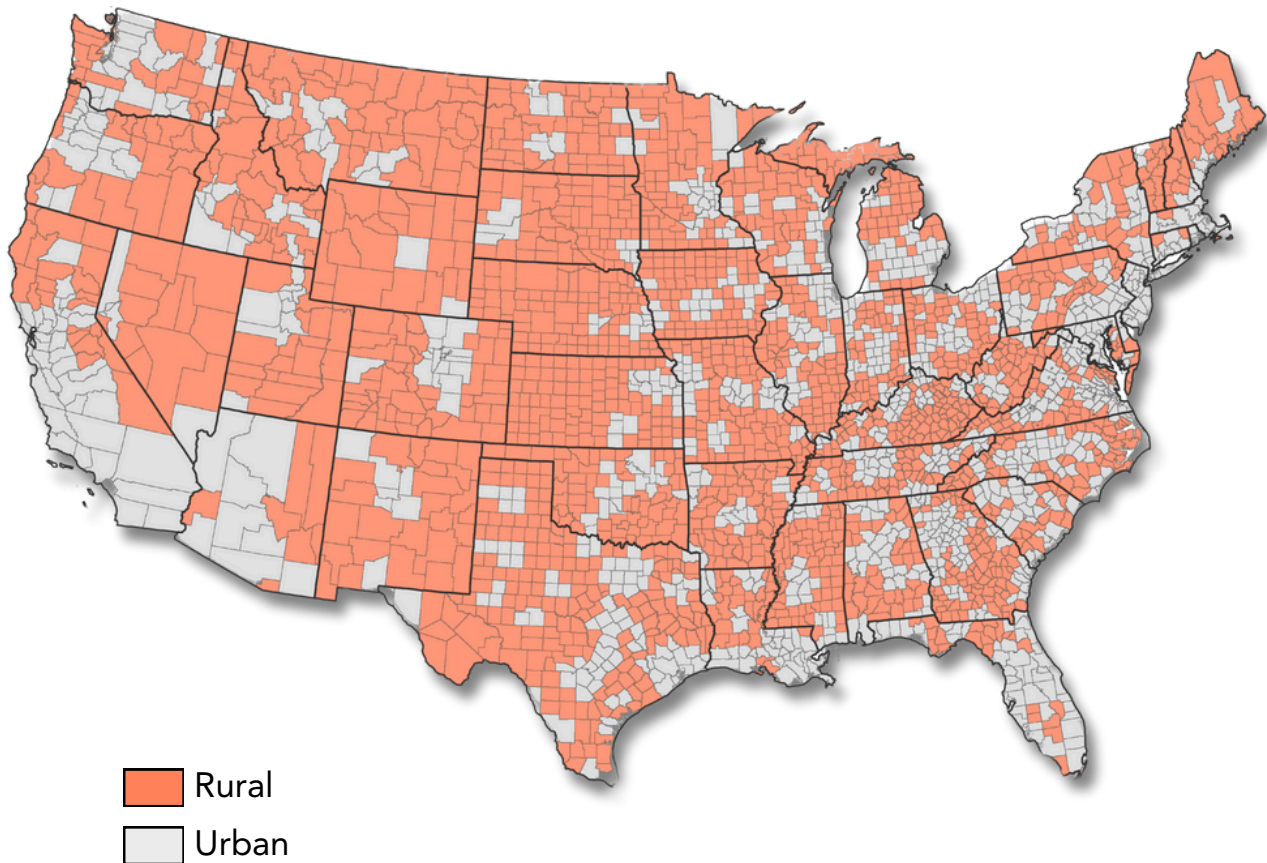


How Healthcare Innovation Can Be Born from the Depths of America's Rural Health Crisis.



Rural America is home to nearly 68 million people who face a persistent healthcare crisis marked by limited access to medical services, workforce shortages, and outdated infrastructure. Eighty percent of Rural America is medically underserved, and numerous health officials predict another 23% decline in the number of doctors over the next decade.

While supply and demand issues in healthcare are longstanding, the care shortage in rural areas continues to compound and take on crisis-like proportions as populations age and become sicker.



Rural Population's Increased Demand for Care

68M

People live in
Rural America

80%

Rural areas are
medically underserved

65%

shortage of primary
care physicians

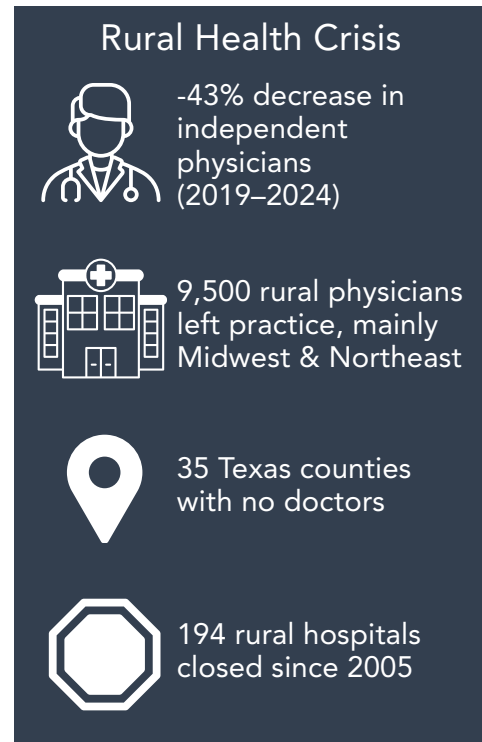
The Challenges in Rural America

According to a recent study commissioned by the Physicians Advocacy Institute, the number of independent physicians fell by 43% between January 2019 and January 2024.

Nearly 9,500 physicians in rural areas abandoned independent practice, most notably in the Midwest and Northeast.

Another report found that in Texas alone, 35 counties (mainly in rural areas) have no doctors at all, 121 counties lack medical specialists, and 159 of the state's 254 counties lack general surgeons.

According to the University of North Carolina, 194 Rural hospitals have closed since 2005.



Addressing the challenges of limited healthcare services, the closure of independent medical practices, and physician shortages requires a concerted effort in healthcare innovation and targeted investments that start with access.

In a recent article published by Kaiser Family Foundation highlighting the trials of rural Americans, Sarah Jane Tribble shared: "Compared with those in other regions, patients across the rural South, Appalachia, and remote West are most often unable to make a video call to their doctor or log into their patient portals. Both are essential ways to participate in the U.S. medical system."

Additionally, rural hospitals and clinics frequently face financial challenges that hinder their ability to maintain facilities, implement new technologies, and attract or retain healthcare professionals. The American Hospital Association reports that many facilities grapple with aging infrastructure and insufficient funds to make essential upgrades, resulting in service reductions and, ultimately, closures.



Innovative Solutions for Rural America

Innovation plays a pivotal role in transforming rural healthcare delivery. Tackling the problem of healthcare deserts and the ongoing rural health crisis, which became particularly clear during the COVID-19 pandemic, demands increased investments in innovation.

Investing in healthcare access via solutions that offer everyday care is essential to addressing the complex issues that underserved populations face. The OnMed CareStation provides comprehensive healthcare services directly to these communities. It offers primary care, screenings, preventive care, and urgent care, and supports patients in managing their chronic conditions.

OnMed provides patients with a walk-in care experience. The simple touch of a button on a life size video screen initiates a consultation with a licensed healthcare provider. Each CareStation is equipped with devices to check the patient's weight, blood pressure, heart rate, temperature, and oxygen levels. Clinician-controlled devices, such as an HD camera and stethoscope, are deployed throughout the consultation to facilitate a deeper review of symptoms. Patients can leave with a treatment plan, referral, or an e-prescription sent directly to their pharmacy.

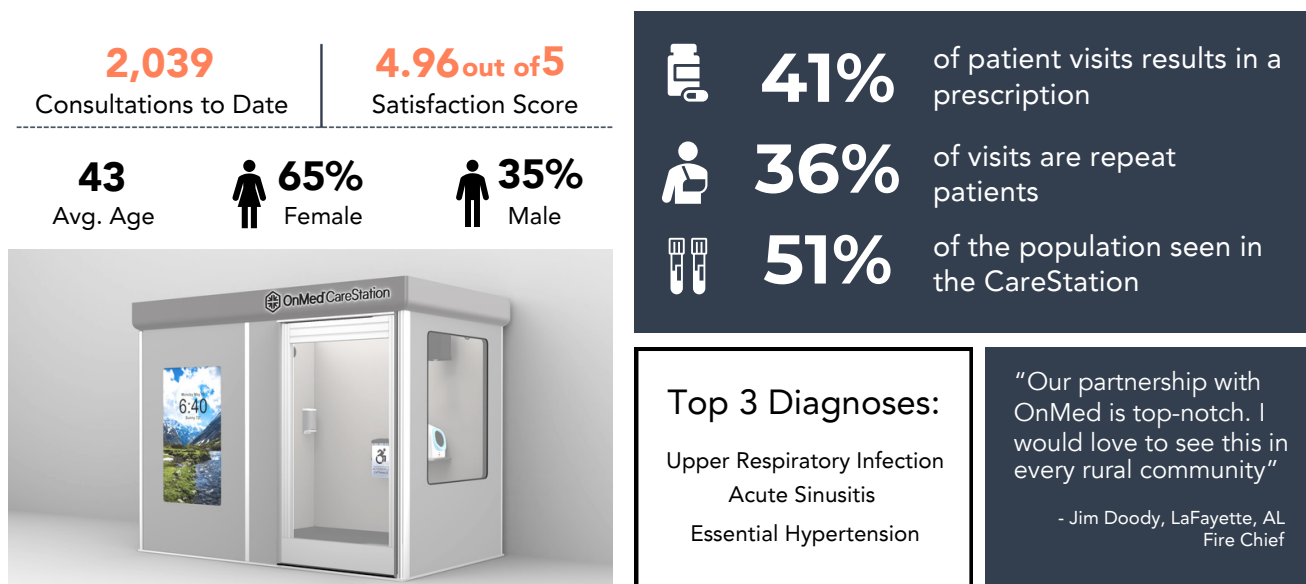
OnMed is a state-of-the-art hybrid care solution currently available in rural communities in Alabama, Texas, Connecticut, Georgia, South Carolina, and Nevada. It also serves patients in homeless shelters, prisons, and foster care centers. In some rural areas served by OnMed, the average patient age is 44, and only 18% have a primary care provider (PCP).

LaFayette: A Community in Rural Alabama

Studies conducted by the USDA have continuously shown that the most rural counties in the United States have the fewest healthcare services available. Typically, these rural communities have fewer healthcare facilities and are more likely to have healthcare professional shortage areas. This is the case of LaFayette, Alabama, a rural community that OnMed serves.

LaFayette, Alabama, is a small community with a population of 2,700, approximately 1,070 households, and an average age of 43. Nearly half of this community lives at or below a household income of \$30,000, and the percentage of uninsured has increased by 6% over the past few years. For years, the community of LaFayette relied solely on 2 primary care physicians sharing one practice to have some sort of access to healthcare services. Neither of the two physicians practices pediatrics, and, perhaps unsurprisingly, are at their capacity for patient load.

Any solution?



In partnership with Auburn University's Rural Health Initiative, OnMed brought an immediate, everyday healthcare solution to LaFayette, Alabama. The OnMed CareStations meet the needs for primary, urgent, and post-acute care of the population of LaFayette, Alabama. OnMed's approach is to transform healthcare delivery through CareStations.

We Are Changing the System

Addressing the rural healthcare crisis necessitates a multifaceted approach that combines innovation, investment, and community involvement. The OnMed CareStation facilitates access to healthcare services, bringing them closer to those who need them most.

OnMed is fully committed to continuing to transform healthcare access and enhance overall health through innovative solutions.

Impacting Real Lives

"I started having a severe headaches in August of 2023. I wore a heart monitor for a month, and it had nothing to do with my heart. My primary care doctor order MRI on the brain and spine. Nothing appeared to cause the headaches. I started having numbness and tingling about my right ear. I couldn't brush my hair without severe pain. Everyone advised that you need a neurologist. Tried getting an appointment, and it was going to be 6 months or longer. I told my family, I can't wait that long. My head is going to explode.

I went to the OnMed CareStation in November. The Dr. nailed it. She got me the correct medication and advised how to get an appointment earlier than 6 months with the neurologist.

She was awesome! I was able to start taking the medication the same day. Since that day, I have seen the neurologist and I'm on the road to recovery. I was able to avoid waiting in a long line in the waiting room. I walked in and was seen immediately. The other wonderful factor is that I didn't have to pay.

I've have paid so many to doctors within 4 months. The price adds up. The prescription was called in to the local pharmacy that same day, and I was able to get it picked up after work.

Having this wonderful facility allows the convenience of not traveling 30 minutes to an hour out of town."

Community member - LaFayette, AL

Help Us Expand Access

Whether you're a policymaker, hospital network, philanthropist, or employer, we invite you to be part of the solution.

- Bring an OnMed CareStation to your community.
- Partner with us to innovate how care is delivered.
- Help us scale faster and go farther.

Let's turn the tide on healthcare.

