

## Management & Advisors

NetXentry was founded by individuals from the Wharton School and Department of Computer & Information Science at the University of Pennsylvania who recognized the emerging opportunity for innovative health care applications. Management includes: Noah Prywes, Ph.D., Professor Emeritus who became the CEO of NetXentry, and Dr. Jangwoo Shin, Technical Director, a University of Pennsylvania Ph.D., is a leader in computer systems.

Advisors are Jerry Wind, Lauder Professor of Marketing at The Wharton School, Mitch Marcus, RCA Professor of Artificial Intelligence at the U. of Pennsylvania and David Farber, Professor of Telecommunications at the University of Pennsylvania, and Robert Auritt, Partner, Meridian Venture Partners

## Selected Clients

### Finance and Insurance



Account Status  
Security History  
Automated Telephone Attendant



Loan Refinance



Broker Virtual Assistant



Claims

### Health Care



Member Eligibility



Registration



Applicant Status



Registration



Fulfillment



Provider Locator  
Member Eligibility



Provider Directory Assistance

### Retail



Survey



Survey



America's Fund Raising Company

Order Status  
Direct Response



Sales Reporting



Order Status



**VIRTUAL ASSISTANT  
For PATIENT CARE  
MANAGEMENT**

### The problems:

- Reaching high cost, hard to reach patients
- Decreasing medical expenditures
- Satisfying rising patient expectations
- Increasing workflow efficiencies

### The solution? WebForPhone

- Maximize patient contact and enhance relationships with care managers
- Identify needs quickly
- Increase patient satisfaction
- Optimize medical treatment
- Data-driven and fully integrated

### How?

- Call members by phone
- Capture member status and needs using natural speech
- Transfer or interface with care managers' schedules
- Facilitate optimal care at the right time

**No capital expenditures  
24/7, No busy, No wait  
Client references**

**WebForPhone: Serving Health Care  
with innovative solutions**

Telephone: 215 854 0555

**Virtual Assistant for Patient Care Management:  
Maximize contact, automatically**



**Follow your members - To assure the right care at the right time**

Imagine if you could simultaneously check on every member who was discharged from the hospital yesterday, and every diabetic whose labs are out of range and every new mom. Then imagine you could have all those members with the most urgent needs scheduled in your calendar and calls routed to you when you are available. You have all this and more with WebForPhone's Virtual Assistant for Patient Care Management

**Virtual Assistant.** It strengthens relationships between care managers and patients. We allow voice access to people and data. Think voice browser.

The Virtual Assistant can feature pre-recorded messages in the voice of your patient care managers. It automatically receives who to call, what to say and when, based on a care management plan. It can validate it has reached the member and exchange information, update patient databases, transfer or schedule a later call. It can identify the need for medication, durable medical equipment and other challenges to avoid re-hospitalizations and exacerbations of conditions.

**Enhancing your efficiency.** Offer your care managers an assistant at pennies per minute. Integration with your patient data allows them to be prepared for the call, and increases member satisfaction.

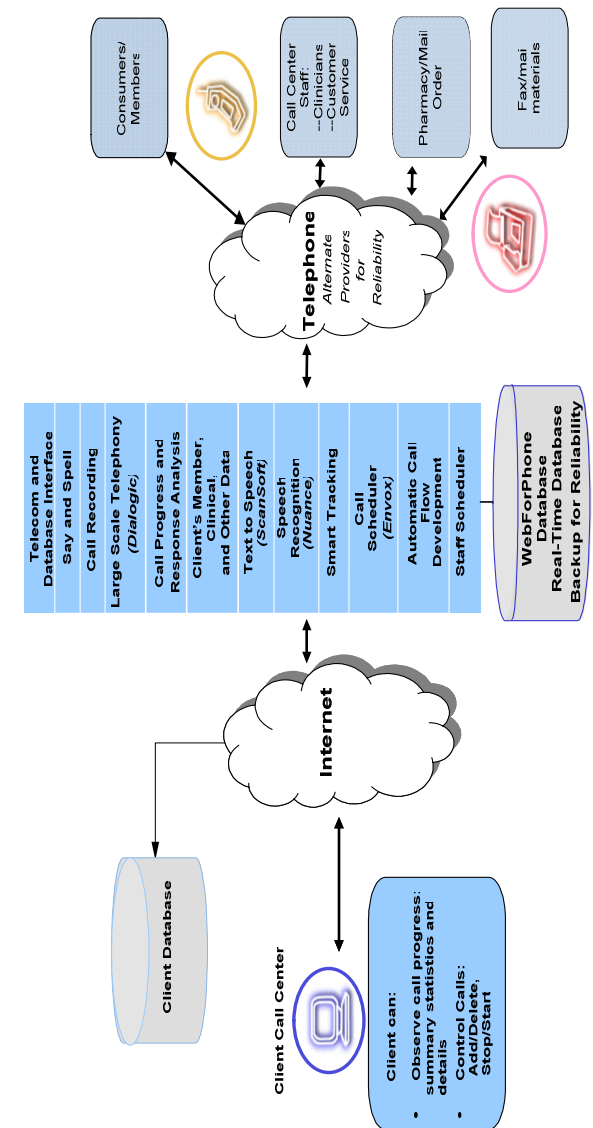
**Savings:** This service requires no capital outlays. WebForPhone has been so successful with its clients that it offers to develop applications on a "Try before buy" basis. We'll tell you how much we will charge to develop the application but you only pay for it after you agree that it's effective.

Most clients' biggest challenge is time. Some clients already have existing systems or solutions, but turn to us because of our ability to develop complex applications quickly and host them on our site.

Once implemented, these services can be charged based on usage via a number of cost schedules. The simplest is charging for the time to make, answer and transfer calls. For example, we charge \$0.10 to \$0.20 per minute, based on traffic/month. While any company's situation and results may vary, a typical call that would take 4 minutes will be charged at \$0.40 to \$0.80. To this must be added the telephone company charges at a typical rate of \$0.03 per minute, amounting to \$0.12. If a call is transferred, then there is an additional \$0.10 charge. Compare this with the cost of a live person conducting a call of at least at \$4.00 per four minute call.



**WebForPhone: Interact individually automatically with the people you serve. [www.webforphone.com](http://www.webforphone.com)**



**WebForPhone: Serving Health Care with innovative solutions**

Demo at [www.webforphone.com](http://www.webforphone.com)  
2400 Chestnut Street

Phone: 215 854 0555  
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E-mail: [info@webforphone.com](mailto:info@webforphone.com)