



Dear Trusted Partner,

Our primary goal at USMD is to deliver perfectly coordinated, compassionate care to our patients. As part of this effort, beginning in July, 2021 USMD will collaborate with WellMed to begin using the LeadingReach platform to send and coordinate referrals across the North Texas market. Our rollout strategy consists of a phased approach by region to ensure we continue to provide coordinated patient care while we enhance our referral management processes.

LeadingReach is a HIPAA-secure, web-based platform that connects providers with clinical workflow management tools, secure team-based chat and secure document exchange. Tens of thousands of health care organizations currently use LeadingReach across Texas and Florida.

Through LeadingReach, we will work with you to provide:

- Real-time status updates, referral tracking and closed-loop appointment confirmations.
- Digital referral information delivered to patients.
- HIPAA-secure chat, team messaging and file transfers.
- The ability to eliminate or reduce faxing and phone calls.
- Accountable transition of care with improved patient experience.

Our partnership with WellMed and LeadingReach is just one piece of a larger effort to improve the efficiency and effectiveness of our referral processes and improve overall care coordination. In addition to implementing LeadingReach, we are also gaining clinical decision support tools, automating manual work and improving operability among our internal systems. All of this is designed to improve patient care and experience and will assist us in creating a Network of Excellence – a connected, coordinated and compassionate group of high-performing providers and facilities that strive to create the greatest value for our patients.

For more information about this initiative in the North Texas market, please contact Dr. Lynn Lester, Medical Director for Care and Value, at llester@wellmed.net and Janet Newman, Vice President of Clinical Transformation and Clinic Integrations, at jnewman@wellmed.net. Additionally, if you do not have an existing LeadingReach account and would like more information, please visit leadingreach.com/wellmed or call 1-866-656-4410.

We are excited to collaborate with LeadingReach and leverage their platform for the benefit of our patients. We look forward to our continued relationship with you as we strive to change the face of health care delivery for the nation.

Warmest regards,

A handwritten signature in black ink, appearing to read "Adam Crawford", written over a horizontal line.

Adam Crawford, DO
Market medical director – North Texas Market
WellMed Medical Management





USMD and WellMed Specialty Referral Optimization Project and Partnership with LeadingReach

What is happening?

USMD is working with WellMed to improve referral processes so we can better serve our patients and improve care coordination and communication for providers and their care teams. To do this, we partnered with LeadingReach, and will begin using the LeadingReach platform and reporting tools to send, coordinate and complete referrals in the North Texas market starting in July, 2021 through a four week phased implementation.

Why is USMD doing this?

The current referral processes involve significant manual data entry and paper referrals, phone calls and faxes to communicate with providers and patients. Individuals collect information on spreadsheets and manually enter information into electronic medical records and other systems. The LeadingReach referral management software will allow us to improve communication with providers and patients, track referrals more easily, and reduce manual work and double data entry. The result will be improved coordination of care, a better experience for care team members and patients, and greater value for our patients.

What is LeadingReach?

LeadingReach is a HIPAA-secure, web-based platform that connects providers with clinical workflow management tools, secure team-based chat and clinical document exchange.

How can you be a part of this effort?

If you are a current LeadingReach user, simply connect with us inside of the platform and partner with us. If you are not currently using the LeadingReach platform, consider opening an account. A free version is available that provides the basic functionality.

If I have questions, who can I contact?

For more information about this initiative in the North Texas market, please contact Dr. Lynn Lester, Medical Director for Care and Value, at llester@wellmed.net and Janet Newman, Vice President of Clinical Transformation and Clinic Integrations, at jnewman@wellmed.net. To learn more and to join the LeadingReach network please visit www.leadingreach.com/wellmed or call 1-866-656-4410.



What is LeadingReach?

HEALTHCARE'S COMMUNICATION NETWORK

LeadingReach is a HIPAA secure, web-based platform that combines the largest connected Provider community in the US with clinical workflow management tools, secure team-based chat and document exchange. This empowers care coordination teams to track patient journeys, communicate more effectively and increase overall network utilization regardless of EHR.



Connected Provider Network

- ▶ LeadingReach is a growing network of over 30,000 healthcare organizations and 150,000 Providers.
- ▶ Make connections and send invites to any healthcare provider or organization in the country.
- ▶ Better manage patient transitions to optimize network utilization and ensure appropriate settings of care.



Clinical Workflow Management

- ▶ Manage all referrals and medical orders in a single dashboard.
- ▶ Customize clinical workflows with task management, status, and tags.
- ▶ Report on key throughput metrics including Referral-to-Appointment ratio to help identify and manage referral leakage.



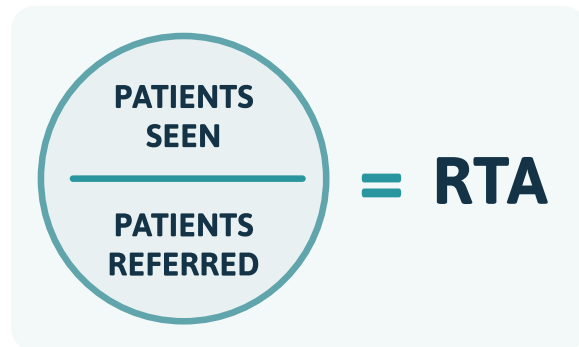
Care Coordination Communication

- ▶ Streamline communication across your network to improve staff efficiency and accountability.
- ▶ HIPAA compliant team chat and direct messaging with secure file transfers.
- ▶ Direct interoperability with all EHRs to help close the loop on transition of care.

Understanding your Referral to Appointment Ratio

WHAT IS RTA?

Your Referral-to-Appointment ratio is the number of patients who booked an appointment divided by the number of patients referred to your practice.

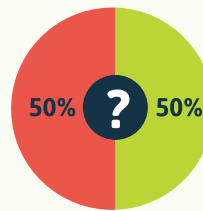


WHAT QUESTIONS DOES MY RTA HELP ANSWER?

1. Of the last 100 referrals, do you know exactly how many of them are scheduled for an appointment?
2. Of the ones that have not scheduled an appointment, do you know why?

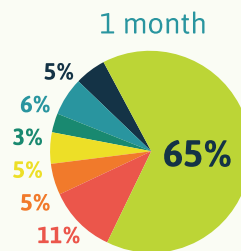
TYPICAL USE CASE

Before LeadingReach

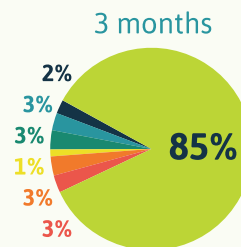


- Scheduled Appointments
- Missed Appointments

After LeadingReach



- Scheduled Appointments
- Unable to reach patient - still in pipeline
- Patient declined appointment
- Wrong type of insurance - out of network
- Wrong type of referral
- No geographic coverage
- Other

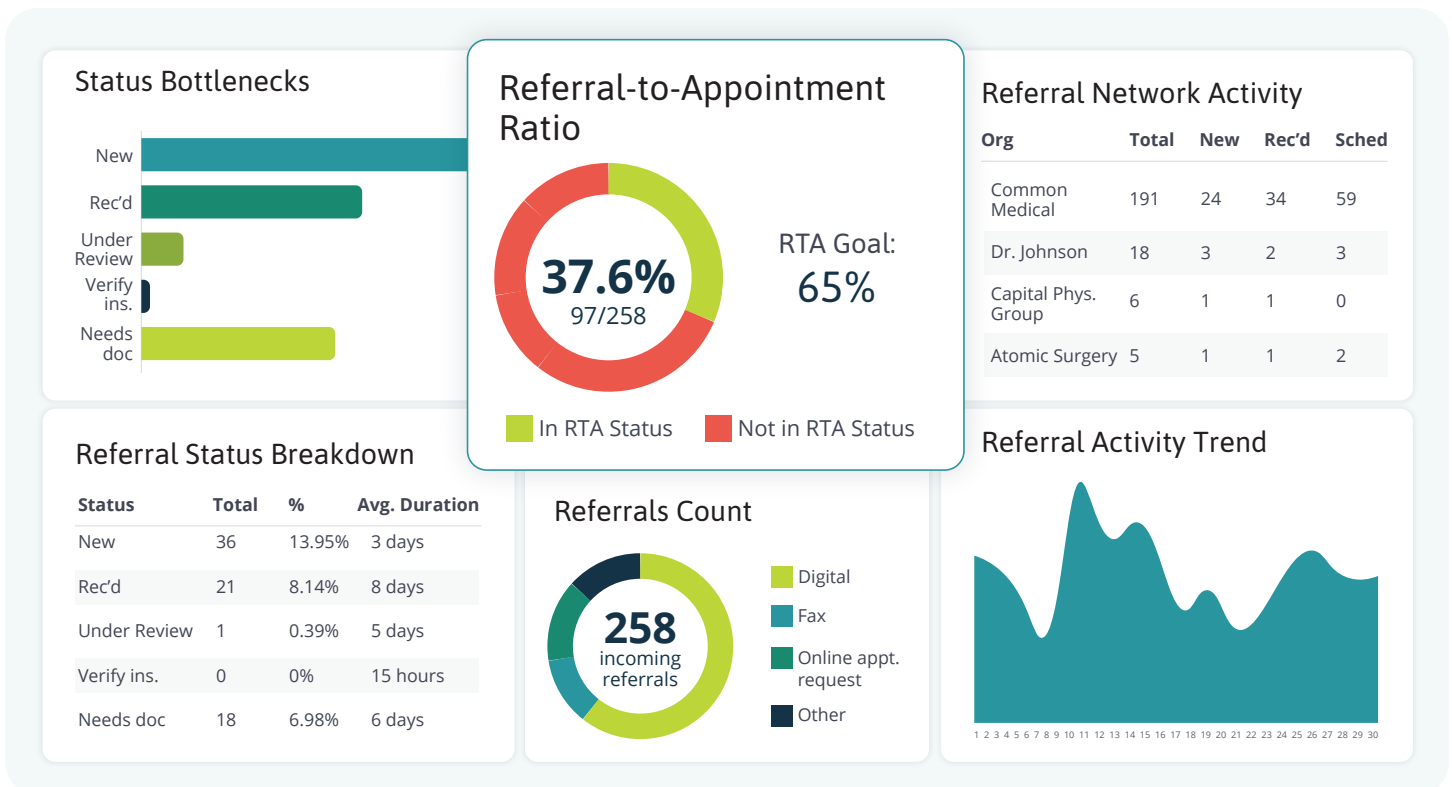


“Within one week of implementation we saw measurable gains in workflow compliance and efficiency, as well as increasing our Referral to Appointment ratio and overall referral revenue.”

Daniel Soteldo, Practice Manager at Westgate Skin & Cancer

LeadingReach Practice Insights Dashboard

A single view to track success in managing your entire patient pipeline. Measure your referral to appointment ratio, track referral sources, and identify bottlenecks in workflow process in one easy to use dashboard.



Track all inbound referrals and online appointment requests in real time, set RTA goals, and measure team performance



Easily identify bottlenecks in the patient scheduling pipeline and track referral trends over time



Pull comprehensive reporting on referral volume by referring organization and provider with status breakdown