EXPERITY

Media Kit

Connecting patients and providers through game-changing urgent care technology.

Driven by the power of efficiency, the spirit of innovation, and the relentless focus on putting people at the heart of healthcare, Experity's software and services work for on-demand healthcare.

Contents

We power the patient-centered healthcare revolution.

- Resources that bring game-changing technology and services to the market faster
- Technology that boosts urgent care efficiency
- Effective solutions that solve urgent care-specific challenges
- People that understand the business of on-demand healthcare

Quick Facts

- Total customers: 1,100+
- Total clinics served: 5,500+
- Office locations: 7
- Employees: 600
- Product suite:
  –EMR/PM
  –Revenue Cycle Management
  –Teleradiology
  –Patient Engagement
  –Business Intelligence
  –Consulting

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A History of Urgent Care Innovation

Experity was founded in 2019, but our story begins at the turn of the century, when two men in different parts of the country realized that new technologies would have an epic impact on the future of healthcare.

In 2000, Eric McDonald had the idea that hand-held electronic devices would be a game changer in the hands of healthcare practitioners, streamlining visits and improving health records. With a background in computer science and math, he had seen first-hand the value and speed technology could provide, and knew it was a perfect fit for the urgent care space.
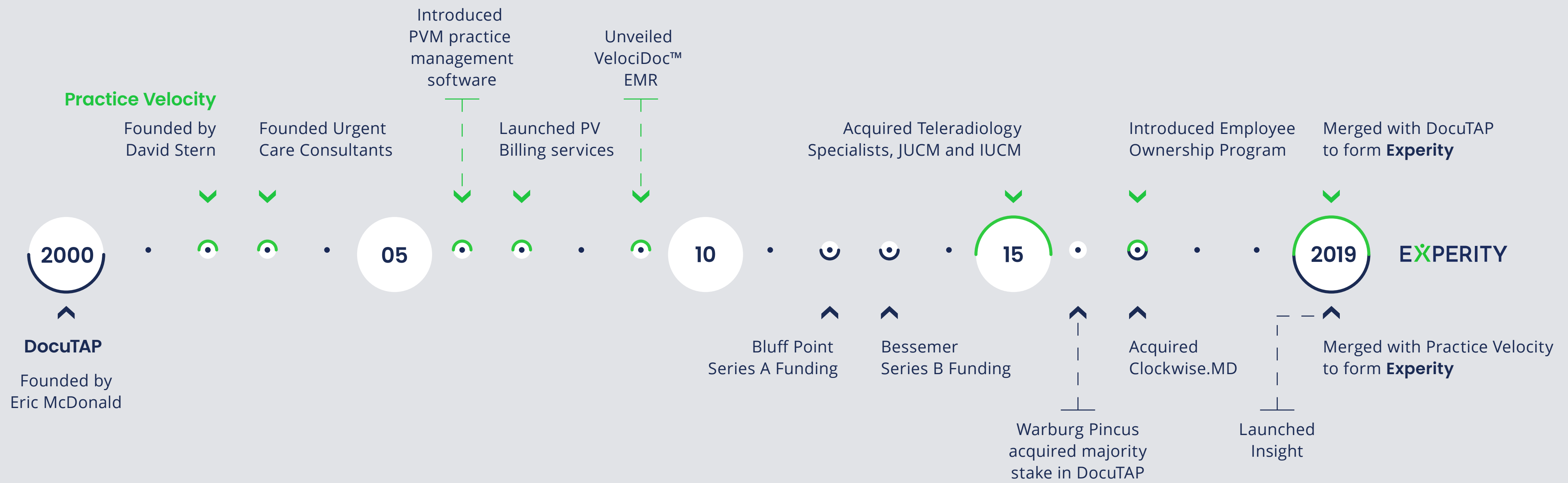
A couple of years later, in 2002, Dr. David Stern, a physician working from the basement of an urgent care clinic, worked with Drs. John Koehler and Terry Buzzard to develop urgent care-specific EMR and PM software that he believed would create a better healthcare experience for patients and practitioners.

They were both right. These two startup companies, far from the country's tech centers, had the ingenuity and grit to succeed, shaping the growth and innovation of the industry. Two decades later, the companies merged to become the single source of on-demand healthcare software and services. Backed by private equity firm Warburg-Pincus, they have the resources, talent, and leadership to shape the industry.

A History of Urgent Care Innovation

Practice Velocity

Introduced
PVM practice
management
software

Unveiled
VelociDoc™
EMR

Founded by
David Stern

Founded Urgent
Care Consultants

Launched PV
Billing services

Acquired Teleradiology
Specialists, JUCM and IUCM

Introduced Employee
Ownership Program

Merged with DocuTAP
to form **Experity**

2000 · ⦿ ⦿ · **05** ⦿ ⦿ · ⦿ **10** · ⦿ ⦿ · **15** · ⦿ · **2019** **EXPERITY**

DocuTAP

Founded by
Eric McDonald

Bluff Point
Series A Funding

Bessemer
Series B Funding

Acquired
Clockwise.MD

Merged with Practice Velocity
to form **Experity**

Warburg Pincus
acquired majority
stake in DocuTAP

Launched
Insight

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David Stern

Chief Executive Officer

As a medical doctor, David learned firsthand that providing a remarkable patient experience is the key for healthcare clinics to stay relevant and be profitable. With this insight, he set out to develop urgent care-specific solutions that put patients first.

With Experity, he remains focused on patients, helping to shape the urgent care industry, and developing solutions that ensure the success of clinics coast to coast.

Quick Facts

EDUCATION
- MA in Theology from Wheaton College Graduate School
- Doctor of Medicine from Jefferson Medical College
- BS in Biology from Houghton College
- Board Certified in Internal Medicine

WORK HISTORY
- Partner at Physicians Immediate Care
- Founded Practice Velocity in 2002

Steve Riehs

President, Chief Operating Officer

The right combination of passion, positivity, and persistence is Steve's recipe for success. He has always worked at the intersection of healthcare, education, and technology—bringing these three worlds together to help make a difference in people's lives. An intrapreneurial growth champion, Steve is focused on implementing transformational strategies that expand and scale customer-facing business processes to drive performance. Throughout his career, he has helped businesses grow from startups to generating millions in revenue with two key ingredients—working hard and having fun.

Quick Facts

EDUCATION
- BS in Industrial Engineering from Northwestern University
- MBA from University of Chicago

WORK HISTORY
- Executive positions at University of Chicago Medical Center and Rush Medical Center
- Several Startups
- Devry Education Group

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Matt Blosl

Chief Revenue Officer

Building on the momentum the company has generated in the last decade, Matt is committed to elevating Experity in the healthcare technology space. Matt spent his career building successful businesses and harnessing the energy of change to fuel growth.

Matt's always looking up and challenging the team to reach higher through aligning sales, marketing, and operations for the greater good.

Quick Facts

EDUCATION

• BSE in Industrial and Operations Engineering from University of Michigan

WORK HISTORY

• Executive at 1stHour Communications

• NYVS

• Tongal

Rick Cochran

Chief Technology Officer

Technology for technology's sake doesn't get you anywhere if it's not aligned with the company's vision and strategy, says Rick.

He's committed to aiming high, being a positive influence, and enabling the team to execute upon technology goals—and knocking down anything that gets in the way.

Quick Facts

EDUCATION

• Regis University

WORK HISTORY

• VP of Technology at Healthcare Consultancy

• Cigna

Jennifer Wood

Chief People Officer

People are at the center of Jen's world and encouraging them to live their best life personally and professionally is what she does. She understands that when employees love coming to work and have a stake in the company's success, everybody wins.

She works with leadership to engage team members, keep them passionate about the work they do, and guide them to use their strengths to help the company exceed its goals.

Quick Facts

EDUCATION

- BBA in HR Management from University of Wisconsin-Whitewater

WORK HISTORY

- Glanbia Nutritionals Ingredient Technologies
- DuPont
- Consultant

Rob Rueckl

Chief Financial Officer

To keep a ship on course, Rob knows that every single person on board must be committed to reaching the destination. Using a hands-on approach, Rob dives in to work one-on-one with operational leaders to create, track, and support the company's strategic and financial goals, navigating the company toward even greater success.

Quick Facts

EDUCATION

- BA in Accounting from University of Wisconsin
- MBA from St. Thomas University

WORK HISTORY

- Edmentum C-Suite
- Various positions with large public and private companies
- CPA

Awards

DOCUTAP AWARDS

- MedTech Breakthrough Awards Best EHR and Patient Engagement Services – 2018 and 2019
- KLAS 2019 Urgent Care Report Category Leader
- Black Book Market Research Top Ambulatory/Physician EHR 2016, 2017, 2018, 2019
- Digital Health Awards 2018 Top Digital EHR

PRACTICE VELOCITY AWARDS

- Listed in the Inc. 5000 | 5000 List as one of the nation's fastest growing companies – 2016, 2015, 2014, 2013, 2012
- Top ranking for urgent care EMR software by KLAS 2019 – 2012, 2013, 2014, 2015/2016, 2017, 2018, 2019
- Black Book Market Research #1 ranking for urgent care EMR – 2014, 2013, 2012, 2011
- 2015 ONC - Health IT Certification

Press Releases

- Teleradiology Specialists Named to 2019 Inc. 5000 List for Third Consecutive Year
- DocuTAP and Practice Velocity Merge to Form Experity, Establishing a New Market Leader in Urgent Care and On-Demand Healthcare
- Practice Velocity® Announces New Functionality in EMR for Primary Care Practice
- DocuTAP Announces Launch of Insight by DocuTAP, a Data Analysis and Reporting Tool for On-Demand Clinics
- DocuTAP Partners with Urgent Care Group to Enable Seamless Scaling and Improved Efficiency
- Practice Velocity Expands Leadership Team by Adding Vice President of Marketing and Vice President of Business Development

Media Hits

- **Patient Engagement HIT:** Using Alexa Voice Recognition to Enhance Patient Access to Care
- **Modern Healthcare:** Online check-ins help urgent-care clinics manage patient throughput
- **JUCM:** It's Official: Practice Velocity + DocuTAP = Experity, Reflecting The Rise Of The On-demand Market
- **Electronic Health Reporter:** DocuTAP and Practice Velocity Merge To Form Experity, Continue To Serve Urgent Care

Media Hits

- **HIT Consultant:** 2019 MedTech Breakthrough Award Category Winners Announced
- **Health IT Outcomes:** Unlocking Data For Successful Outcomes
- **Healthcare IT News:** Specialty-specific EHR enables urgent care group to slash patient throughput time
- **Electronic Health Reporter:** How To Improve Staff Confidence During A Transition To A New Urgent Care EMR System
- **Becker's Hospital Review:** RCM tip of the day: 3 factors to consider before outsourcing revenue cycle
- **HIT Consultant:** 8 Tips for Urgent Care Clinics to Optimize Revenue & Remain Profitable
- **MedCity News:** Improving patient satisfaction will be key in the benefits space for 2019
- **HealthLeaders Media:** 3 Ways to Limit Over-prescribing Antibiotics In The Urgent Care Setting
- **Managed Healthcare Executive:** Too Many Antibiotics Prescribed for Inappropriate Diagnoses
- **Health IT Outcomes:** How On-Demand Care Clinics Can Avoid False Claims Penalties And Stay Compliant
- **Healthcare Finance News:** Hospitals and health systems should develop strong relationships with urgent and retail clinics

- **Healthcare NOW Radio:** This Just In: Growth and Opportunity in Urgent and On-Demand Care with Jared Lisenby
- **MedCity News:** Study finds inappropriate antibiotic use highest in urgent care clinics
- **Becker's Hospital Review:** RCM tip of the day: Follow payer billing guidelines
- **mHealth Intelligence:** How One Urgent Care Clinic Uses Telehealth to Find its Niche
- **Becker's Hospital Review:** 5 urgent care occupational medicine trends
- **FierceHealthcare:** Industry Voices: 3 ways to improve your practice in a millennial-driven world
- **Becker's Hospital Review:** RCM tip of the day: Achieving effective revenue cycle practices in urgent care

- **TMCNet:** Practice Velocity Announces New Functionality in EMR for Primary Care Practice
- **WIFR News:** Practice Velocity donates $10,000 to Rockford Rescue Mission
- **Health Data Management:** Specialist-specific EHRs showing improved physician satisfaction

- **JUCM:** Creating The 'Ideal' Urgent Care Experience

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Customer Testimonials

"Experity is a very user-friendly system. We found that by improving the user experience, we also improved the patient experience. Having software that is easy to navigate, and clearly provides all the information I need makes it easier for our physicians to treat our patients. The software also has made it easy for me to train staff and acclimate them to the system because it is so user friendly."

– Shannon Phillips, AppleCare Urgent Care

"Implementing Experity's software was one of the best decisions our company has made. Thanks to our comprehensive training from the Experity staff, we have reduced the length of patient visits and made our internal process much simpler and cleaner. Launching new software in 10 locations is no small task, but the Experity team made it as seamless as possible."

– Misty Berry, AppleCare Urgent Care

"Having total control over our system settings and synchronizing it across all of our clinics has made expanding our number of clinics much easier. Experity has allowed us to build a tried and true template for opening new clinics, the foundation of which is the software platform. Experity has also stabilized our existing locations by making our documentation, billing, and reimbursements more consistent."

– AppleCare Urgent Care

"I have worked with several software systems prior to Experity, and none of them compared when it comes to ease of use. "Everything is broken down in a way that makes navigation simple and clear. That means I rarely need to contact Experity support with questions, however, if I do need assistance, I appreciate that someone is always available with a quick and helpful response."

– Michelle Farmer, a certified professional coder, AppleCare

Customer Testimonials

"When we told Experity that we planned to launch in five weeks, we expected to receive some push back, but the opposite was true. Our sales rep leapt into action and started to outline how we could make that timeline happen, We knew right away that Experity was on the same page as us and would make implementation as seamless as possible. Their willingness to work on an accelerated timeline also proved they were willing to listen, would work well with our team, and understood what it takes to succeed in the urgent care space."

"The account representatives we worked with delivered everything we could have hoped for. Based on the interactions we had with companies prior, we knew that Experity offered a level of customer service that was hard to match in the industry. Our goal as a clinic is to help as many patients as we can, and we appreciated Experity's hand-on approach to helping their clients."

"From an operational standpoint, Experity has provided everything we need to make the clinic successful. We have complete trust in each of their software solutions, so we're very excited to test their marketing offering, which we believe will play an instrumental roll in our expansion plans."

- David Weintraub, Urgent Care Network

"Integrating different urgent care brands across multiple locations presents unique challenges, so implementing scalable and easy-to-use solutions like Experity is extremely important to us "Experity does not use a one-size-fits-all approach and our team was able to tailor the platform to our unique operating model. Having this type of flexibility within the platform has allowed us to fully integrate the software into our workflow which helps us provide our patients with the level of care and service they deserve."

- David Maloney, Founder and CEO, Urgent Care Group

"As Urgent Care Group continues to grow, we are pleased to have a trusted business partner. Experity's EMR and PM software and revenue cycle services help ensure our centers have the resources they need to provide an extraordinary on-demand care experience to patients."

- Mike Harper, CFO, Urgent Care Group

"Experity helps tremendously with our goal to register, evaluate, examine, test, counsel, treat and discharge patients in less than one hour 85 percent of the time. Experity Patient Engagement enables our patients to check-in online, which helps us forecast patient volumes at each location. With this level of foresight, we can proactively shift our resources and staffing as needed, moving physician assistants, nurse practitioners, or medical technicians to serve the patients where they arrive."

"Experity Patient Engagement has been a tremendously valuable tool to consistently engage with new patients in a way we couldn't before. This improved engagement drives more patients to our facilities and improves the rate of patients returning for future healthcare needs."

- Dr. Dinkel, Total Access Urgent Care

"Experity Patient Engagement is a phenomenal tool we leverage to reach out to our patients and better engage with them. It enables us to show patients what we have to offer and at the same time demonstrate how much we value their business."

- Dr. Bearie, Yucaipa Urgent Care

"Our office does a lot of worker's comp, which can be tricky. We want to make sure those patients are given priority so they can return to work in an expedient manner. At the same time, when appropriate we try to give priority to police offers and firemen for the service they provide our community. Experity Patient Engagement allows us to make these changes to the queue effortlessly and overall better serve our patient base."

"Our transition was flawless. We set a go-live date and you never know how that is going to go, so we were prepared to have paper charts on hand and our old EMR if we needed it. We thought, maybe we can see 5 or 10 patients using this new EMR. On the day-of we had staff ready and Experity people on site to help. After only half a day we were seeing patients in record time and the next day everything was operating seamlessly."

- Owl Now Urgent Care

"Experity Patient Engagement has enabled us to engage with our patients in a way that didn't occupy staff time, but at the same time clearly communicates that we care about the quality of care we provide. The platform automatically texts our patients with constant updates on wait time while letting employees focus all their energy on the patient in front of them."

"The Experity Patient Engagement solution has been fantastic when it comes to improving efficiency among staff. Employees can take a look at the queue, displayed on the monitor in the nurses' room, and adjust their pace to accommodate the traffic. And because the platform enables us to not only track the waiting line, but also the efficiency with which we see those patients, the staff has become extremely motivated to ramp up our operations–it has sparked a competitive spirit among the Integra employees and our patients are reaping the benefits."

- Integra Urgent Care

Experity Logo Usage

Quick Reference

Primary Logo

Preferred usage for all appearances

Alternative Logo

Solid Navy Background Only

Black and White Logos

Use the option that creates the most contrast

Logo Don'ts

• Do not use unapproved color combinations

• Do not use a drop shadow

• Do not use the logo on top of complex backgrounds

• Do not crop the logo

• Do not outline the logo

• Do not disproportionally scale the logo

Exclusion Zone

This exclusion zone is the height of the logotype and indicates the closest distance any other graphic element or message can be positioned in relation to the logo.

Minimum Logo Size

The logo shown to the right is at the approximate smallest size allowed for general use.

.1468 IN.

.875 IN.

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About Experity

Experity is a dynamic HIT company that provides integrated technology solutions to more than 4,000 on-demand healthcare practices, primary care clinics, diagnostic testing centers, and health systems nationwide. With a mission to power patient-centered care, the company's focus is all urgent care, all the time. Its complete suite of software and services includes EMR and PM, patient engagement, teleradiology, business intelligence, consulting, and billing solutions. The company was formed through the merger of the leaders in urgent care technology, DocuTAP and Practice Velocity. A Warburg Pincus portfolio company, Experity is a fast-paced, high-growth company committed to improving on-demand healthcare for everyone. Visit experityhealth.com.