

Credential

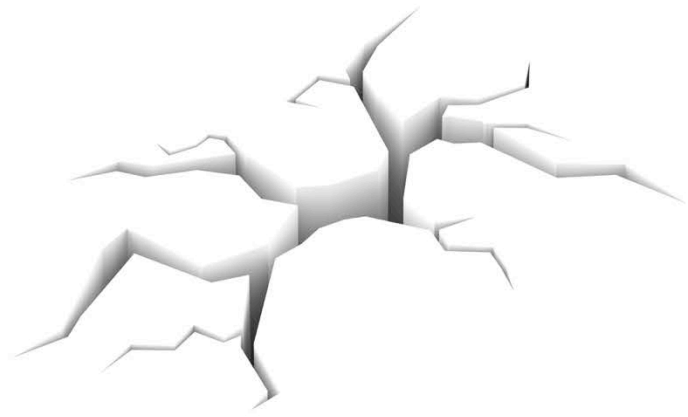


Protection™

Hosted by Jeffrey Frichner and Andrew Doan, MD, PhD



Credential Protection's mission is to protect the public with the *gold standard for reviews*™, Verified Reviews™ for health care professionals, products and services.

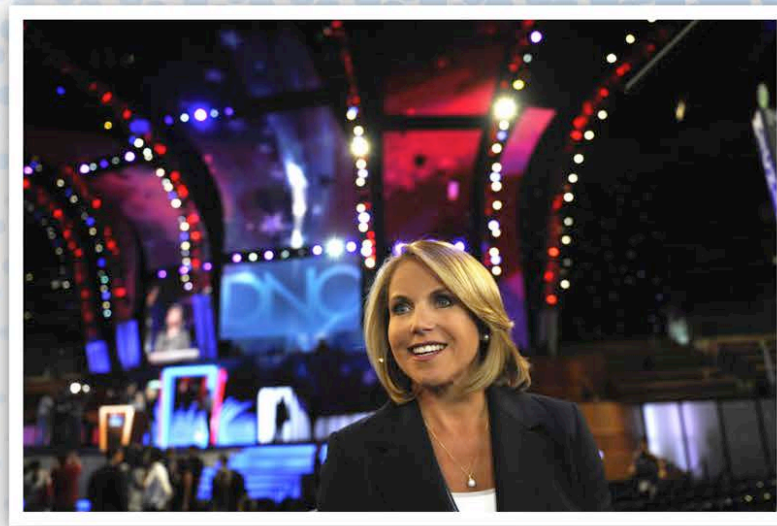


Current Online Review Sites are **Broken**

- ★ Anonymous reviews
- ★ Spam Reviews
- ★ Slandorous Reviews
- ★ False Reviews
- ★ Difficult to Place Reviews



Solution is Verified Reviews™



“ ...these doctors say they have no choice. Privacy laws keep them from responding when patients bad-mouth them. ”

-Katie Couric





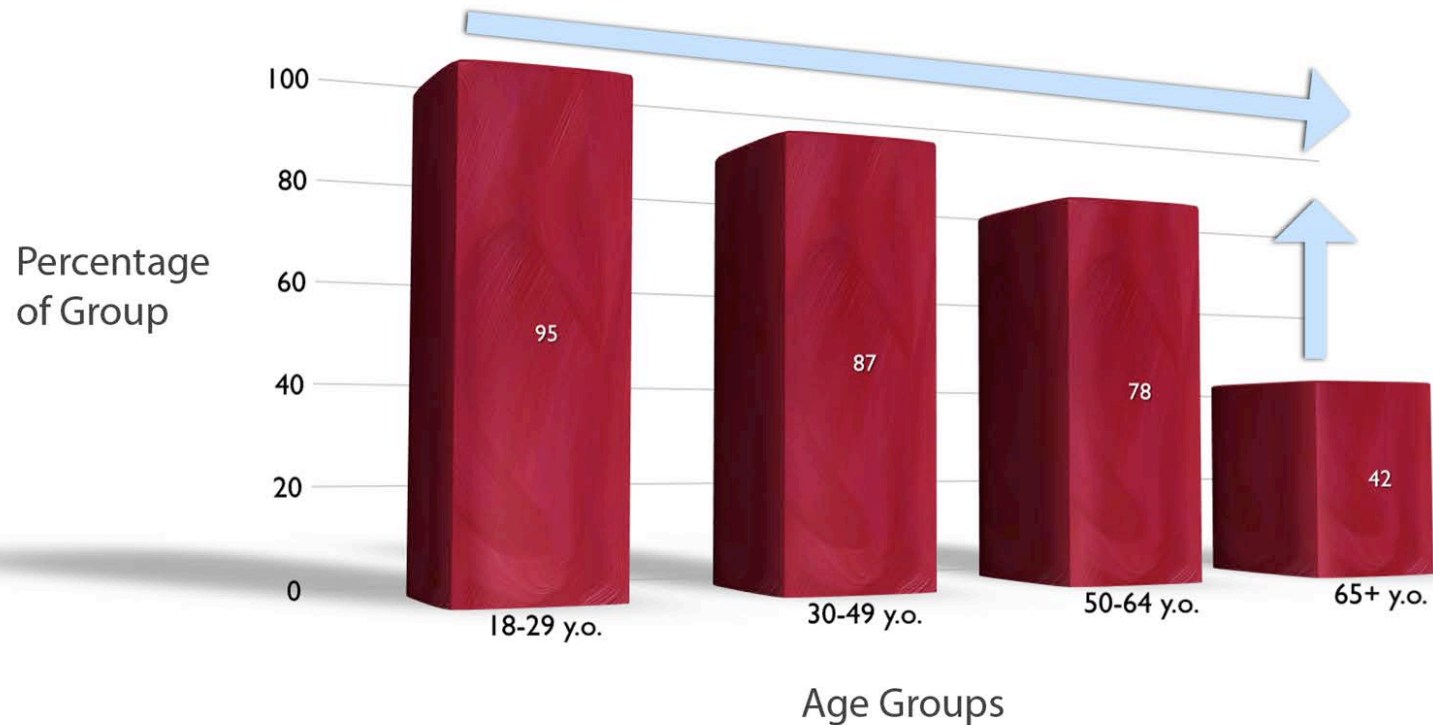
Patient Search Volume

Google

+ Add keywords Download ▾ Estimate search traffic View as text ▾ More like these ▾				
Search terms (6)				
<input type="checkbox"/>	Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
<input type="checkbox"/>	☆ medical exam	<div><div></div></div>	450,000	165,000
<input type="checkbox"/>	☆ high cholesterol	<div><div></div></div>	301,000	201,000
<input type="checkbox"/>	☆ high blood pressure	<div><div></div></div>	1,500,000	1,000,000
<input type="checkbox"/>	☆ heart disease	<div><div></div></div>	2,240,000	1,000,000
<input type="checkbox"/>	☆ diabetes	<div><div></div></div>	13,600,000	4,090,000
<input type="checkbox"/>	☆ cancer	<div><div></div></div>	30,400,000	13,600,000



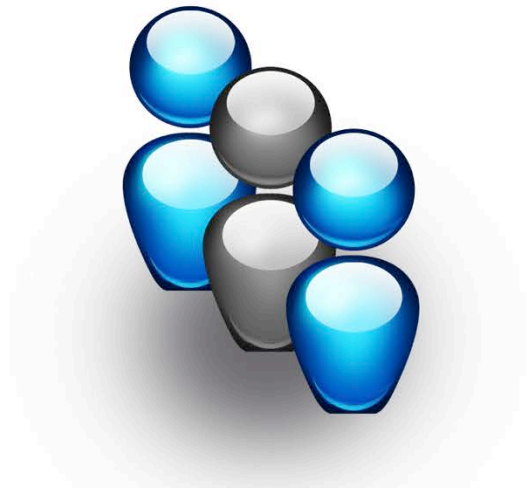
Patients Use the Internet



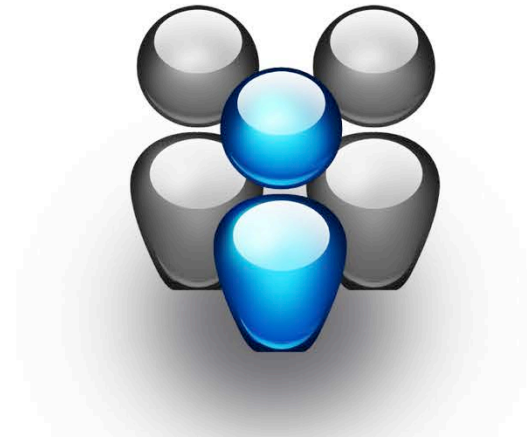
 Percentage of Age Group



Patients Are Searching Doctors



2 in 3 of people view
comments about doctors
on Vitals.com
(over 8 million searches monthly)



1 in 3 of people
on the Internet
rate services

*“I looked the doctor up online. I am impressed and
feeling very comfortable taking my family to him.”*





Verified Reviews™

Please review **Dr. Robert Melendez**

Please circle the following (1 does not meet expectations, 5 exceeds expectations).

Ease of getting appointment	1	2	3	4	5
Helps patient understand condition	1	2	3	4	5
Listens and addresses concerns	1	2	3	4	5
Demonstrates bedside manner	1	2	3	4	5
Office staff is professional and courteous	1	2	3	4	5
Office is clean and comfortable	1	2	3	4	5
Accurately diagnosed condition	1	2	3	4	5
Staff follows up as needed	1	2	3	4	5
Waiting time during visit	1	2	3	4	5
Spends enough time with me	1	2	3	4	5
Overall rating	1	2	3	4	5

Approximate wait time in waiting room _____ minutes.

Comments: _____

Name: _____

E-Mail: _____

*E-Mail Required

Show first name only with review ☐ Do not share review online ☐

I give my doctor permission to release my information on this form to Credential Protection. I have a right to revoke this authorization in writing at any time. The information on this form may be released to other parties working with my doctor. My comments may be shared online unless revoked above. My treatment or payment of my treatment cannot be conditioned on the signing of this form.

Signature: _____ Date: _____

Dr. Damien Luviano, MD

www.medrounds.org/main/component/.../102-damien-luviano.html

★★★★★ 167 reviews

VIEW VERIFIED REVIEWS on Dr. **Damien Luviano, MD**. Physician specializing in Ophthalmology and retina. Dr. Luviano practices in Beaumont, Texas.

Closing the loop with Verified Doctor Reviews™.

Paper Reviews are 10x more likely to be filled out by patient.

Patient does not have to fill out Review at practice.

Welcoming constructive criticism aiding in providing better overall patient experiences.



TM

Username

Password

Remember Me ☐

- [Forgot your password?](#)
- [Forgot your username?](#)
- [Create an account](#)

[Find a Doctor with Verified Reviews](#)

Medical Directory

Family Practice

Dr. Damien Luviano, MD

425

0

4.9 (209)

+1

0



Tweet

0



Like



Send



Compare

SPECIALTY

Doctor's Specialty

Ophthalmologist (Physician & Eye Surgeon)

Sub-Specialty

Ophthalmologist: Retina

ADDRESS

Address

3750 College Street

Suite

100

City

Beaumont

State

Texas

ZIP

77710

Phone

409839316

Website

<http://www.damien-luviano.com>

Website

<http://www.damienluviano.com>

Website

<http://www.setma.com>

Longitude

-94.13

Latitude

30.07



Dr. Luviano trained in Los Angeles, CA, where he has worked for three years in the [Los Angeles County medical system](#) treating a large diabetic retinopathy population. He brings with him surgical retinal laser skills that may prevent blindness through such procedures as panretinal photocoagulation, focal

Reviewed by Verified Doctor Reviews by
Credential Protection February 28,
2012

Patient Hank

Wait time: 10 minutes

Excellent care. Doctor and nurses very
caring. Dr. Luviano has kept my
husband from being blind. We
appreciate all this office does for us.

Overall rating	★★★★★★	5.0
Reviewers' Overall Rating	★★★★★★	5.0
Ease of Getting Appointment	★★★★★★	5.0
Helps Patient Understand Condition	★★★★★★	5.0
Listens & Addresses Concerns	★★★★★★	5.0
Demonstrates Bedside Manner	★★★★★★	5.0
Office Staff is Professional & Curteous	★★★★★★	5.0
Office is Clean & Comfortable	★★★★★★	5.0
Accurately Diagnosed Condition	★★★★★★	5.0
Staff Follows Up as Needed	★★★★★★	5.0
Waiting Time During Visit	★★★★★★	5.0
Spends Enough Time With Me	★★★★★★	5.0

Was this review helpful to you?



It's all about the ★★★★★'s & trusted Verified Reviews™ ...

[Dr. Damien Luviano, MD](#)

www.medrounds.org/main/component/.../102-damien-luviano.html

★★★★★ 167 reviews

VIEW VERIFIED REVIEWS on Dr. **Damien Luviano, MD**. Physician specializing in Ophthalmology and retina. Dr. Luviano practices in Beaumont, Texas.



Let's say you have \$5000 for a cosmetic procedure or need major surgery. You were referred three surgeons in your area and search their names on Google.



Doctor **A**



No patient reviews.



Doctor **B**



Mainly negative reviews.



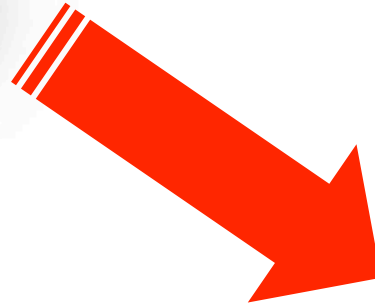
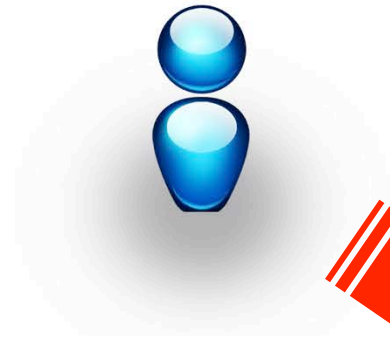
Doctor **C**



4.7 stars with 100 reviews,
some bad reviews.

**Bad reviews are okay and make
Doctor C look real, honest, and
genuine.*

It's all about the ★★★★★'s & trusted Verified Reviews™ ...



The patient will most likely choose
Doctor C



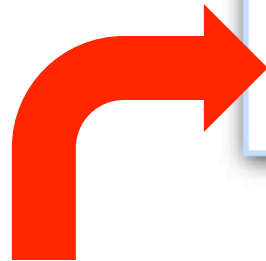
4.7 stars with 100 reviews,
some bad reviews.

**Bad reviews are okay and make
Doctor C look real, honest, and
genuine.*



Verified Reviews™ vs. Competitors

Phone Book: \$3600/
year for 2 bad
reviews because
Internet review sites
are magnets for angry
patients



[Sylvia A Gisi MD Inc, Family Practice Temecula Temecula, CA ...](#)

www.yellowpages.com/.../sylvia-a-gisi-md-inc-family-practice-temec...

★★★★★ 2 reviews

Aug 16, 2011 – Get directions, reviews, payment information on **Sylvia A Gisi MD Inc**, Family Practice Temecula located at Temecula, CA. Search for other ...

[Sylvia Gisi, MD](#)

www.medrounds.org/main/component/.../3.../10-sylvia-gisi-md.html

★★★★★ 11 reviews

Nov 6, 2011 – VIEW VERIFIED REVIEWS on Dr. **Sylvia Gisi, MD**, Temecula Family Doctor specializing in Family Practice and Women's Health. Dr. Sylvia Gisi ...

Verified Doctor Reviews™ at the same monthly cost, generated
11 positive reviews in 2 weeks. Goal is to accumulate the most
positive reviews in your specialty locally.

**Doctors do not want to be listed with restaurants, plumbers, and contractors.*



TM

Temecula/Murrieta Medical Provider Network | Year 2012

Med Rounds®

P U B L I C A T I O N S

- > Health Tips & Pearls
- > Managing Diabetes
- > Junk Food & Kids



TOP RATED
Verified Reviews™ ★★★★★
Health Care Directory

Managing Your Money Well Can Make You Healthier

By Brooke Strickland

The more we learn about money and how to manage our finances, the less likely we'll suffer from stress. There's a long list of things in life that can cause stress and stress-related illnesses, but in the current financial crisis, money is definitely topping that list. The further people fall into debt, the more their physical and mental health can be affected. These constant money-related worries are causing more and more people to become highly stressed and ill. As blood pressures rise and depression deepens, more people are suffering from ill health, as a direct result of stress.

If we learn and teach our children how to manage finances well, our money worries will be a thing of the past. Not only will this reduce the risk of stress, but it will make us better prepared if another financial crisis hits in the future. Read on to find out some great tips on debt management, and how you could stay stress-free.

How to get out of debt and become stress-free:

The credit crunch is hitting people hard. Those in debt and those with existing financial problems are among the worst affected. People with loans, credit cards, and high mortgage repayments are struggling the most, and are dangerously close to bankruptcy. In order to dig yourself out of debt, you need to face all of your money problems head on, and deal with each individual debt at a time. Here are some tips to help you get out of debt.

These constant money-related worries are causing more and more people to become highly stressed and ill.

- 1 Cut up your credit cards. Juggling your debt with credit cards, and using them if you're low on cash will only make matters worse. Whatever you spend, you'll end up paying more, because of the added APR.





TOP RATED

Verified Reviews™ Health Care Directory

The Verified Reviews™ Health Care Directory is a guide for you, the patient. Health care providers with Verified Reviews™, the gold standard for reviews, allow patients to select their providers with confidence. Verified Reviews™ are honest reviews posted by real patients. The health care professionals listed in this directory are the TOP RATED doctors or health care providers in your area, based on the number of patient reviews and their star ratings. Encourage your health care provider to join in the

Verified Reviews™ revolution so that you, your family, and your friends know the quality of the care before making your appointment. We are here to give you the most reliable, trustworthy reviews, and therefore we publish all honest Verified Reviews™. If you would like to review your health care provider or browse for doctors with Verified Reviews™, go to

www.medrounds.org



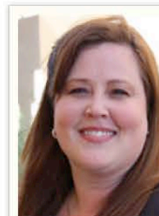
VIEW



★★★★★ 4.8 stars (based on 12 reviews)

Dr. Stephen Nguyen, MD
Internal Medicine

31565 Rancho Pueblo Road Suite 102 Temecula, CA 92592
(951) 302-6900 | www.stephen-nguyen-md.com
Browse Verified Reviews™ <http://tinyurl.com/83wwryr>



★★★★★ 4.8 stars (based on 4 reviews)

Jennifer Melton, MD
Cornea, Refractive LASIK, and Comprehensive Ophthalmology

31515 Rancho Pueblo Rd Suite 103 Temecula, CA 92592
(951) 303-6111 | www.eye-socal.com
Browse Verified Reviews™ <http://tinyurl.com/83wwryr>



EYE ASSOCIATES
of Southern California

Eye Associates of Southern California offers ophthalmic medical & surgical services for the entire family and for patients of all ages. We also offer laser refractive surgery to free patients from their glasses and contact lenses.

★★★★★ 4.9 stars (17 reviews)

- No cost LASIK Surgery consultation
- Botox
- Cataract Surgery

John Cason, MD
Andrew Doan, MD, PhD
Jennifer Melton, MD
Sayjal Patel, MD

951-303-6111
www.eye-socal.com

31515 Rancho Pueblo Road Suite 103 Temecula, CA 92592



Rejuv Laser Spa

★★★★★ 5.0 stars (20 reviews)

Rejuv Laser Spa was one of the first medical spas in the inland empire serving the community since 2004. Because of its excellent reputation over 90% of patients are repeat clients or referrals from previous patients.

The Spa is now owned by Dr. Charles Sarosy. He has been practicing cosmetic surgery in Murrieta since 2002. His surgical practice has moved to Rejuv Laser Spa and now provides full service cosmetic surgery, non-surgical aesthetic enhancements and weight loss programs.

www.rejuvlaser.com
(951) 296-6171

40573 Margarita Rd Suite J
Temecula, CA 92592





Eco System



Patient



Doctor



Paper Reviews



Online Reviews



Mobile Apps

Local Print Directories

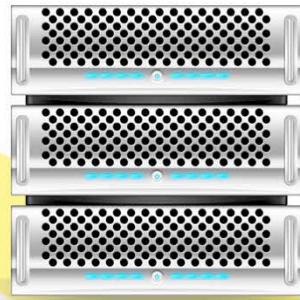




Patentable Process



Collection



Storage



Verification

Transfer of Reviews





Business Model

- ★ Subscription model with recurring revenues.
- ★ Doctors who participate have considerable market advantage.
- ★ Low-cost disruptor Verified Reviews™ starting at \$495 setup and then \$195/month subscription.





Proven Sales Model

- ★ One part-time sales person is able to close 1-2 clients weekly.
- ★ On target for over \$200,000 in annual revenues with 75 clients in 12 months.
- ★ Market potential is 1.6 million health care providers in the U.S. alone.
- ★ Estimated one-quarter, 400,000 health care providers, use online advertising.





Projected Earnings

Secured \$420K in angel funding.

Seeking \$1 million in total funding.

Expand sales force of former pharmaceutical reps by 10
and then doubling sales team yearly.

Projected 40,000 accounts in 6 years (10% market penetration)





Future Verticals

- ★ Medicare Data Mining and Report
- ★ Pharmaceutical & Medical Devices Reviews
- ★ Hospitals
- ★ Ambulatory Surgical Centers
- ★ Attorneys
- ★ Accountants
- ★ Professional Services





The Gold Standard for Reviews

www.credentialprotection.com