



HCF

**Health
Choices
First**

Solutions for life


North America's largest and widest medical video library.

Dr. Julia Cadrin-Tourigny, MD, FRCP
Cardiologue-Électrophysiologiste



INSTITUT DE
CARDIOLOGIE
DE MONTRÉAL

Netflix Health Video





No one teaches you how to be a patient...
Trust in relevant high quality patient education is the corner stone to good health and understanding your options and health solutions.

Health A-Z
We believe your health concerns and questions can be narrowed down and tailored to the individual based on age, sex and lifestyle in a video format.
[Topics](#)

Options
We believe you should have multiple choices which provide solutions from both traditional and alternative forms of medicine to facilitate treatment.
[Health Talks](#)

Solutions
HCF has provided over 25 million solutions to medical and allied local health experts. You can book an appointment right now based upon your understanding.
[Practitioners](#)

**Refractive Laser Eye Surgery and the Technologies Now Available**
Refractive eye surgery is the term used to describe surgical procedures that correct common vision problems such as nearsightedness, farsightedness, astigmatism and presbyopia. Surgery can eliminate the need for prescription eyeglasses and/or contact lenses.

[Find a Family Doctor](#)

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Health Choices First is the Netflix of Patient Education

[All Content](#)

Allied Health Care Practitioner & Chronic Disease Library



THOUSANDS OF VIDEOS & TOPICS

We believe that health concerns can be narrowed down for the individual by age, gender and lifestyle. Let our video library help guide you.

Health Talks - What People are Talking About

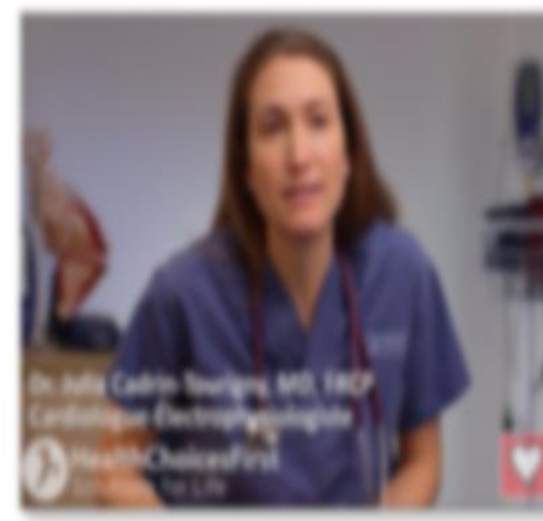


Retinal detachment detected in a routine eye exam.

2 comments

HUNDREDS OF HEALTH TALKS TO JOIN

We believe that treating a condition can take a team of alternative and traditional health professionals to help facilitate the right treatment plan.



LOCAL HEALTHCARE PRACTITIONERS

HCP has provided a link for thousands of alternative and traditional health practitioners to help provide patients more choices and better health solutions.

Patient communication platforms with engaging and interactive tools.

WELCOME TO HEART HEALTH INSTITUTE

The Heart Health Institute is the nation's leading group in cardiovascular testing, cardiac rehabilitation, PCC, arrhythmia and AICD management including preoperative and cardiac consultation to patients in Scarborough and the surrounding community.

Taking Control of Your Health Through Healthy Living

When people with heart disease want to know how they can live a better life and what they can do to help their heart, the way they think of their health is usually the opposite. We encourage people to take on with their heart disease. We want people to take action and to be strong and healthy. And the world of management and care





Select a Topic

Adherence to Prescription Medications

Adult Vaccination

Aspirin Complications

Back Pain Treatment

Bone Density Testing

Cancer Treatment

Calcium & Vitamin D

Cold & Flu

Contraception

Congestive Heart Failure Treatment

COPD & Lung Health

Dementia

Diabetes

Foot Health

Gastrointestinal Problems

Heart Health

Insulin



Adherence to Prescription Medications

It is always important to listen to your pharmacist about adherence to prescription medications.



Adult Vaccination

A vaccine produces an immunological response against one or more antigens that cause illness or disease.



Back Pain Treatment

Rheumatic conditions are a blanket term for a set of diseases that cause chronic inflammation.



Birth Control Options

Asbestosis is a chronic lung disease that causes inflammation and narrowing of the airways. It is caused by inhaling asbestos fibers from jobs such as mining, construction, and shipbuilding.



Birth Control Options

There are numerous birth control methods (contraceptives) to prevent pregnancy. Whether you want to prolong having children for a few years or don't want children at all, your physician can help you.



Bracing & Equipment

Bracing and orthotics are specialties within the medical field involved with the design, manufacture and application of orthoses and braces.



Calcium & Vitamin D

Calcium is essential for living organisms, in particular in cell physiology, where movement of the calcium into and out of the cytoplasm functions as a signal for many cellular processes.

Complete integration of content & IT solutions into any website.

Virtual Waiting Rooms

Actionable and accountable
digital patient education
and drug information pre-
post visit that saves
physicians time and creates
more billable opportunities

VIDEO CONFERENCING CENTRE DR. AKSHAY JAIN

RESOURCES TO REVIEW BEFORE YOUR VIDEO APPOINTMENT

Endocrine Conditions

Diabetes, Thyroid, Osteoporosis, Low Testosterone and other Hormonal Conditions

Graves' Disease

Obesity

Diabetes Mellitus Type 2

Diabetes Mellitus Type 1

Polycystic Ovary Syndrome

Conditions

Blood Glucose Monitoring

Diabetes Treatment

Erectile Dysfunction

Glucose

Hyperthyroidism

Hypoglycaemia

Insulin

Insulin Pumps & Injectors

Kidney Stones

Lipohypertrophy

Obstructive Sleep Apnea

Postprandial Glucose

Safe and Effective Insulin Injection Techniques

Smoking Cessation

Thyroid Cancer

Traitement du diabète et de l'insuline

Hemochromatosis

Pernicious Anemia

Osteomalacia

Allied Support

Top 10 Physiotherapy Treatments

Nutrition

Sleep Apnea



Leg Length Discrepancy - Treloar Physiotherapy, Vancouver BC



Neck Pain & Sleep Problems - Treloar Physiotherapy



Local Practitioners

**Ms. Carol Kennedy**
BSLIT, MScLAW, PCMP, C
Physiotherapist
Vancouver BC
★★★★★ 5
[Contact](#)

**Gordon Bahnmann**
BSLIT, CMSc, DPT, BSc Kines
Physiotherapist
Vancouver BC
★★★★★ 5
[Contact](#)

**Mr. Tyler Dumont**
BSLIT, BScPT, MSc
Physiotherapist
Surrey, BC
[Contact](#)

Meta driven API to
determine condition,
treatment,
pharmaceutical solution
and practitioner



We get you to listen to a
video rather than talk to a
doctor



MEET THE MEDICAL REVIEW TEAM

WE HAVE RESPECTED PROFESSIONALS IN EVERY DISCIPLINE

With Over 60 Medical Advisors Covering All The Major Chronic Diseases Including Cardiology, Diabetes And Rheumatology, VSFL Has The Medical Muscle To Make Sure That Content Is Accurate And Up To Date.



DR. RICHARD BEBB

ENDOCRINOLOGIST



DR. DANIEL NGUI

FAMILY PHYSICIAN



DR. JOHN WADE

RHEUMATOLOGIST



DR. ALAN LOW

PHARMACIST



DR. GRAHAM WONG

CARDIOLOGIST



LORI BERARD

DIABETES NURSE EDUCATOR



DR. DAVID MABERELY

OPHTHALMOLOGIST



DR. BERT PEREY

ORTHOPEDIC SURGEON



DR. JORDAN LIETH

ORTHOPEDIC SURGEON



DR. VIVIEN BROWN

FAMILY PHYSICIAN



DR. FRANK HALPERIN

CARDIOLOGIST



**DR. RON
GOLDENBERG**

ENDOCRINOLOGIST

MEET THE DEVELOPMENT AND SALES & MARKETING TEAM

MANY YEARS OF PROFESSIONAL IT EXPERIENCE



JACKSON SAYERS

CEO



CARL SCHRACK

DEVELOPMENT MANAGER



**CHANTAL AMOTT
SAYERS**

VIDEO EDITORIAL MANAGER



ERIN STRINGER

EDITORIAL MANAGER



ALLEN WALES

CIO DEVELOPMENT

Jackson Sayers is the founder and CEO at Health Choices First and VSFL leads strategic initiatives that address some of the company's most impactful opportunities. Jackson previously raised 3.6 Million for Life Club Vancouver that eventually turned into The Steve Nash Fitness. Jackson has been in Healthcare –Sales-Marketing for 30yrs

Allen Wales held the title of Vice President Technology (CIO) at autoTRADER.ca for over 5yrs, having worked there for a total of 15yrs growing the business whilst at the same time delivering a world-class transition from traditional print products over to a 100% online business.

Carl Schrack is a technology professional with over 30 years of experience in managing teams, projects and software development. Previous to Health Choices First, Carl was Director of Software development at Pivotal Corporation.

EMR Integration of Product & Educational Monograph Videos



WELL Health
TECHNOLOGIES CORP

Solving the problem of education on diseases and treatments directly from the EMR
\$30-40 Million dollar Market in Canada 10 X in USA

Patient Platform Allied HCP Platform



Trusted Resource



HealthChoicesFirst
Solutions for Life

Acupuncturist	Family Doctor	Obstetrician	Pilates Instructor
Anesthesiologist	Fertility Specialist	Occupational Therapist	Plastic Surgeon
Athletic Therapist	Gastroenterologist	Oncologist	Podiatrist
Audiologist	General Dentist	Ophthalmologist	Psychiatrist
Bracing & Equipment Specialist	General Surgeon	Optician	Psychologist
Business Coach	Genetic Counsellor	Optometrist	Radiologist
Cardiologist	Holistic Nutritional Consultant	Oral maxillofacial Surgeon	Registered Dietitian
Cardiothoracic Surgeon	Hypnotherapist	Orthodontist	Respiratory Therapist
Chiropractor	Internal Medicine	Orthopaedic Surgeon	Respirologist
Cosmetic Surgeon	Kinesiologist	Otolaryngologist	Rheumatologist
Counselor	Massage Therapist	Pain Specialist	Sleep Specialist
Dermatologist	Midwife	Pediatrician	Social Worker
Doula	Naturopathic Doctor	Pedorthist	Sports Medicine Physician
Electrophysiologist	Neurologist	Periodontist	Uncategorized
Emergency Physician	Neurosurgeon	Personal Trainer	Urologist
Endocrinologist	Nurse	Pharmacist	Yoga Instructor
Endodontist	Nutritionist	Physiotherapist	



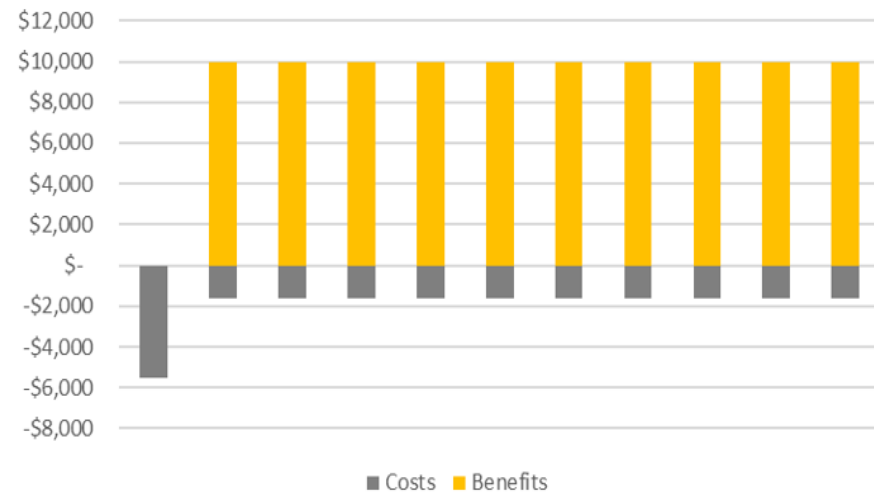
WELL Health
TECHNOLOGIES CORP

Case Study: Allied Offering

Market Size in Canada 100,000 USA 1million

Customer: Marpole Physiotherapy

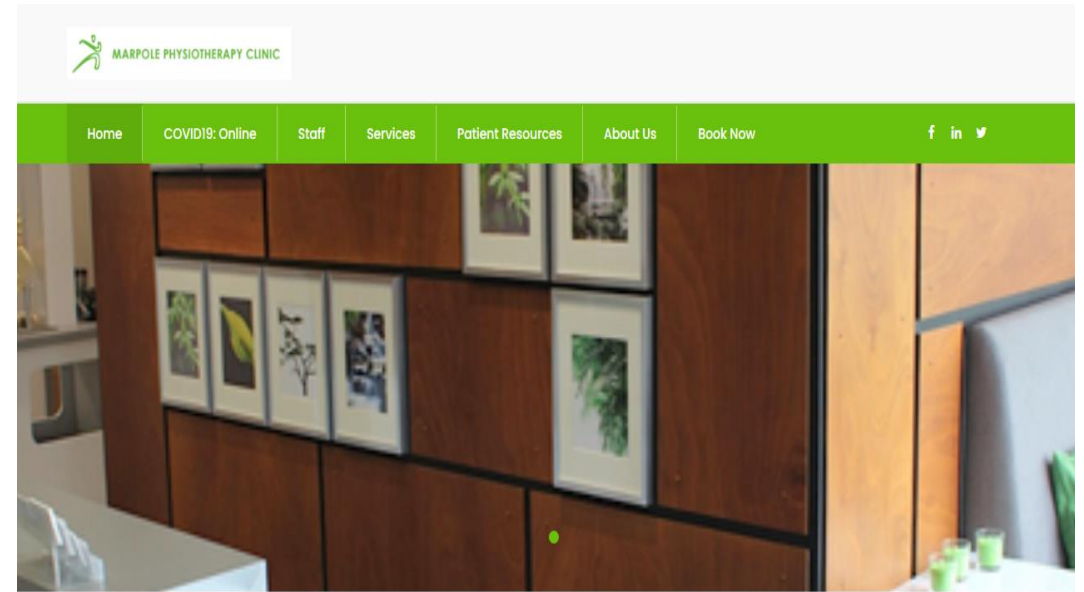
Allied Practitioners Case Study



Return on Investment

Savings:

- Saves on education time
- Saves admin time
- Payback < 12 months



MARPOLE PHYSIOTHERAPY CLINIC PATIENT COMMUNICATION PLATFORM

At Marpole Physiotherapy Clinic, we focus on using integrated healing techniques and taking a 'whole-person' approach. We assist our clients in restoring and maintaining functional movement, so that they are able to live their desired lifestyle.

Up Side Sales Potential Products

- EMR
- Online Booking
- Video Conferencing
- Patient Portal
- Video production



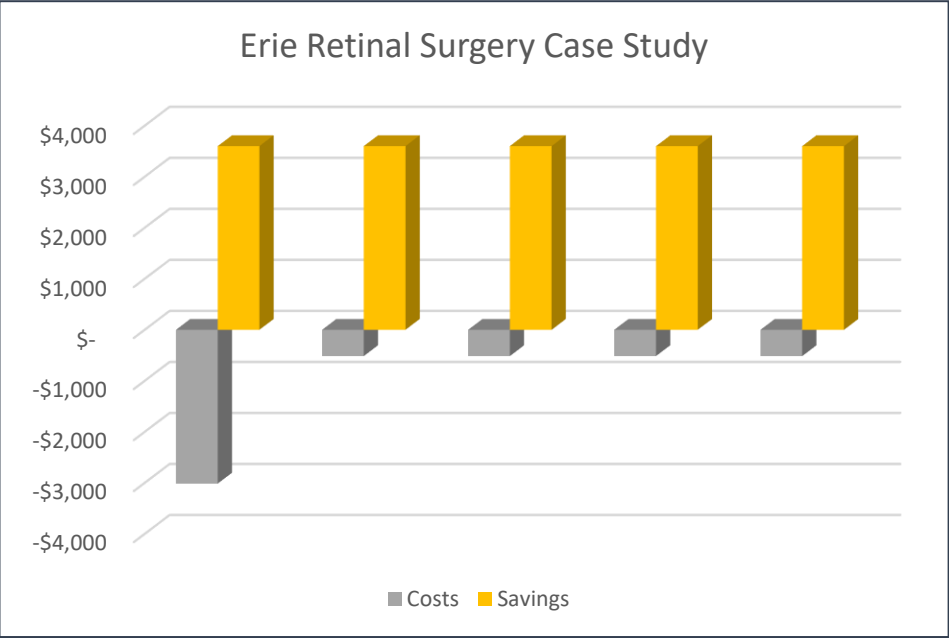
Gordon Bohlmann
BSc (PT), CGIMS, OMT, BSc
HMS,
Physiotherapist
Vancouver, CA

Contact

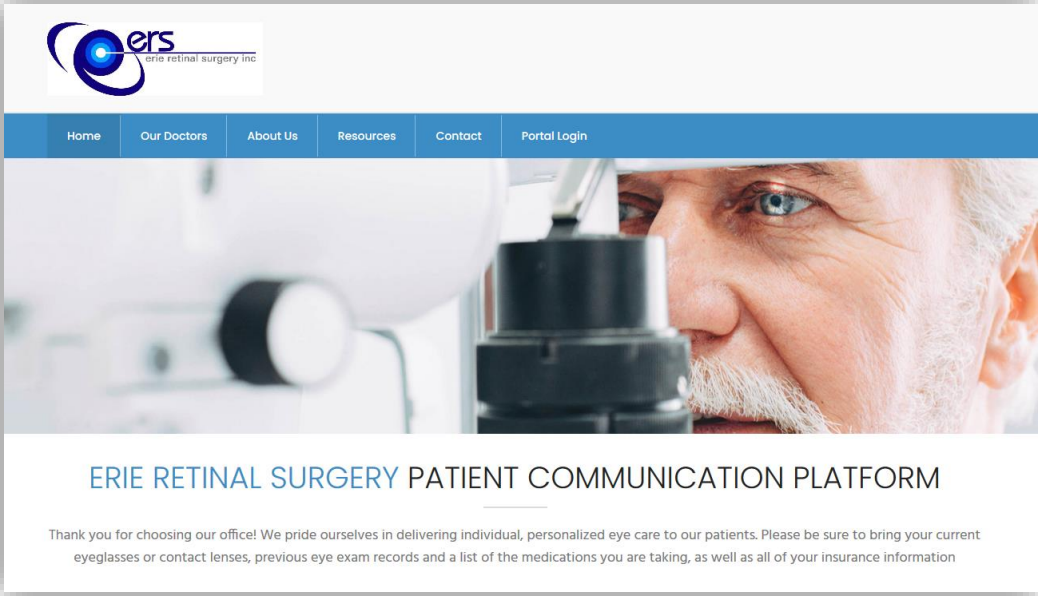
Case Study: PCP Medical Offering

Referral and cost saving platform

Customer : Erie Retinal Surgery USA
Cost:



- Payback < 12 months



Future : Up Side Sales Potential with PCP

- EMR
- Online Booking
- Video Conferencing
- Patient Portal
- Video production



Case Study: Drug Video Adherence

Customer- Boehringer Ingelheim

Cost:

- Video PM \$30,000-\$50,000
- Annual renewal \$2000 average 10 years

Lifetime Value of Customer on Jardiance

Value to BI

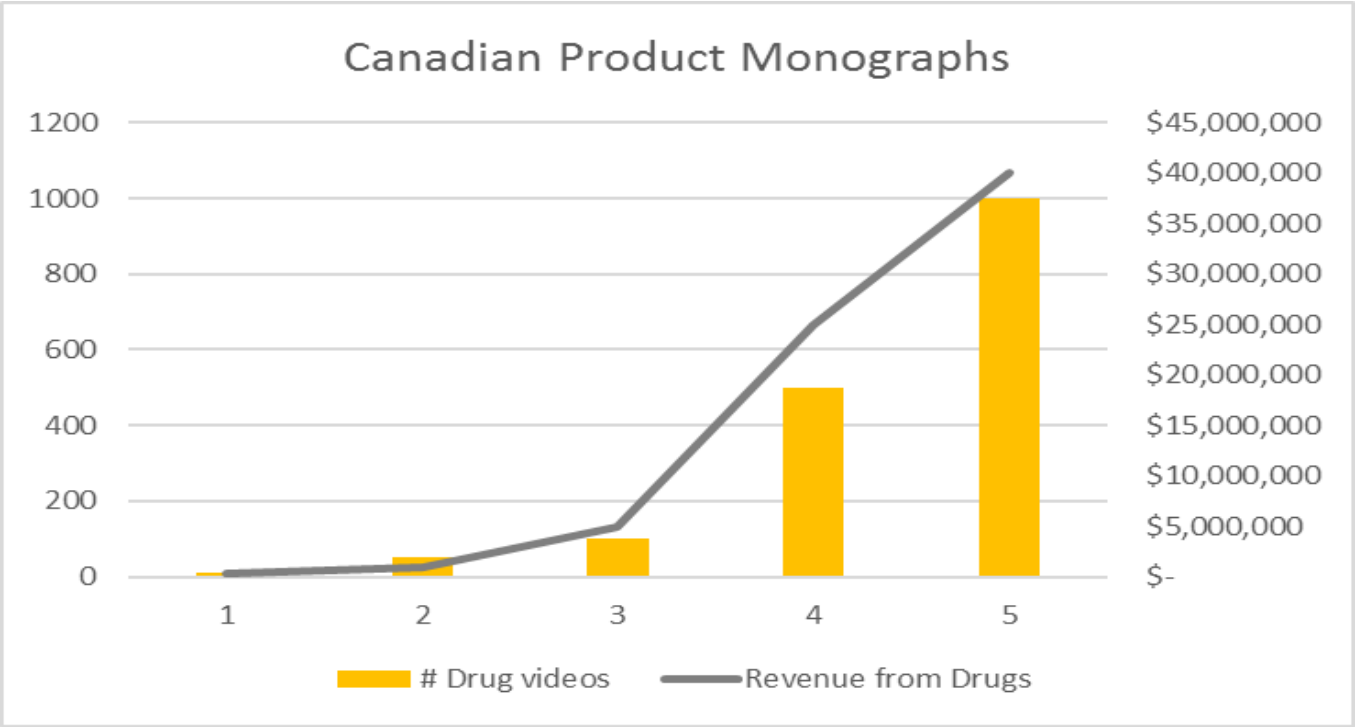
- \$400 profit per patient
- 10 years \$4000 profit
- 40,000 patients in BC

Return on Investment

Savings:

- Compliance creates long tail sales
- KOL association
- Ongoing Digital Patient Communication
- Reduces cost of sales force reps

Market Size 1000 Drugs, Vaccines new drugs continually



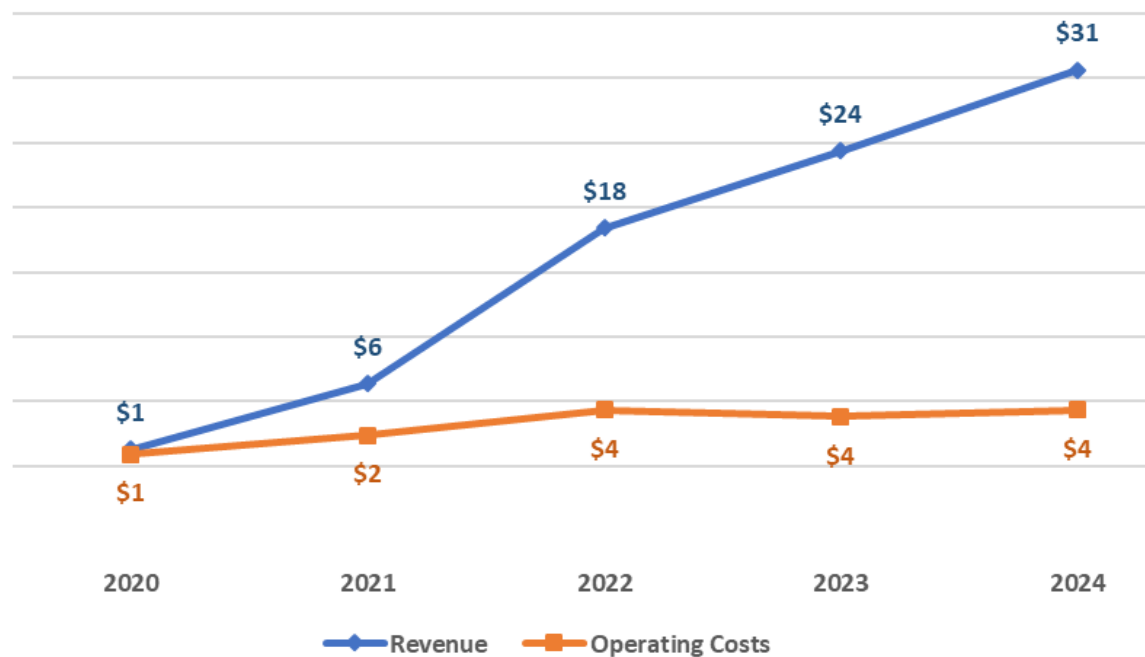


Appendix

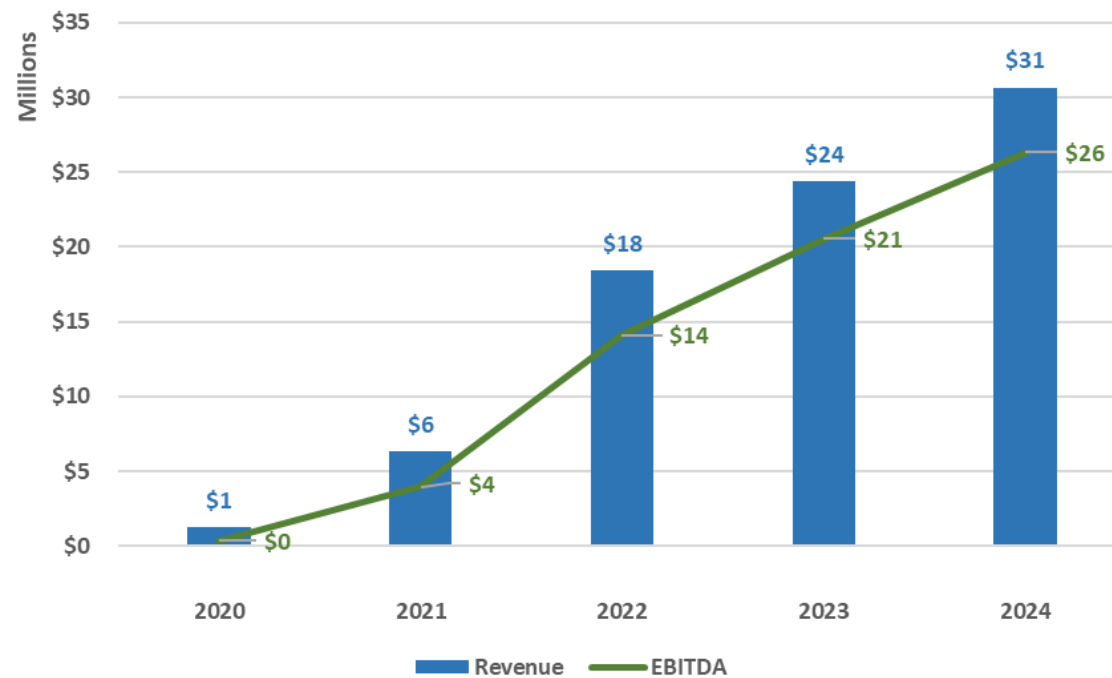
5 Year Financial Overview



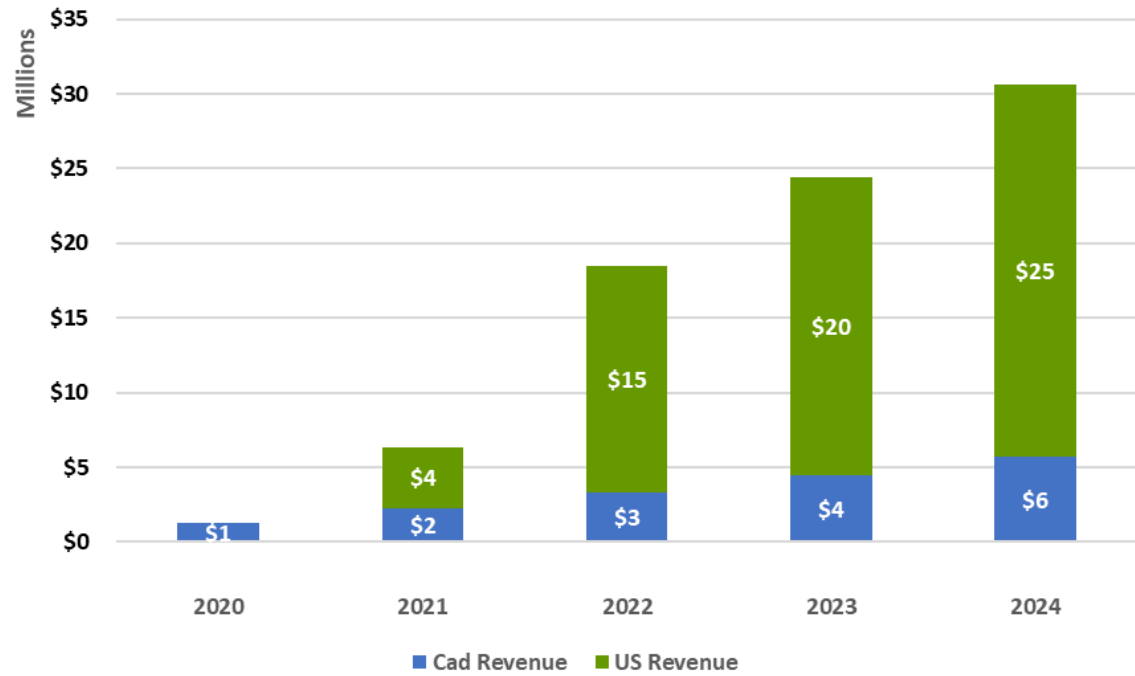
Revenue vs. Operating Costs



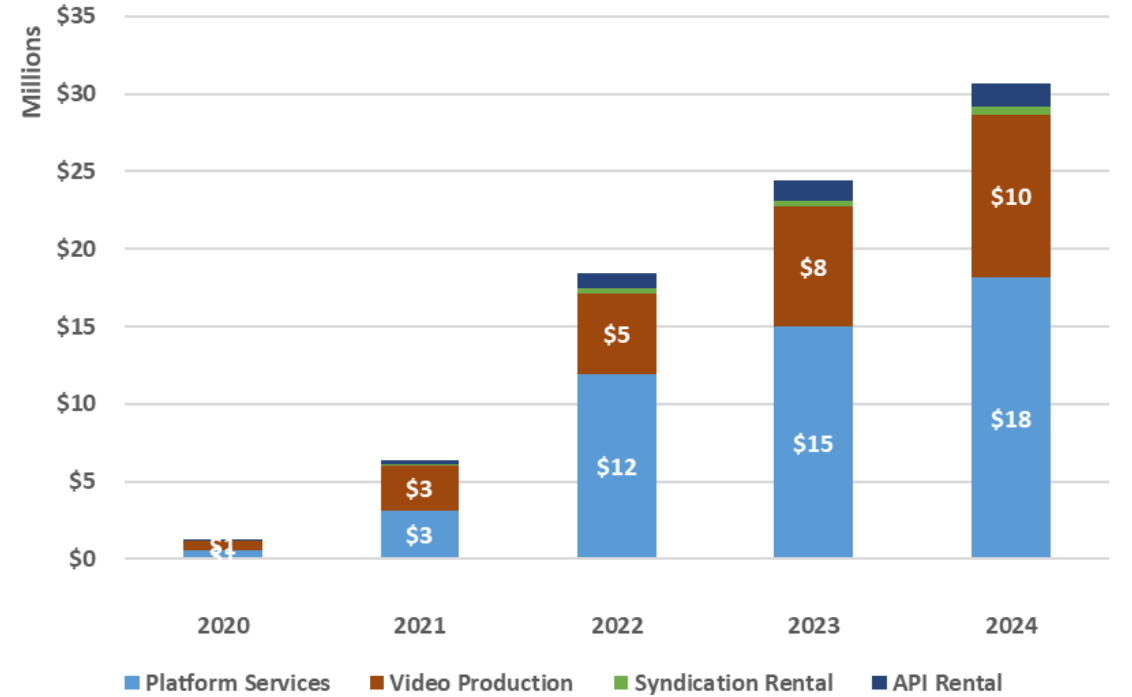
Revenue & EBITDA Growth



Revenue Forecast by Country

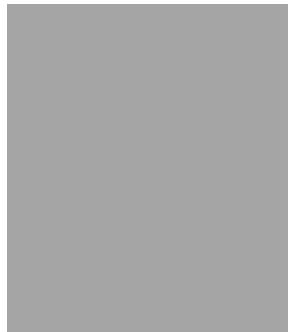


Revenue Forecast by Services

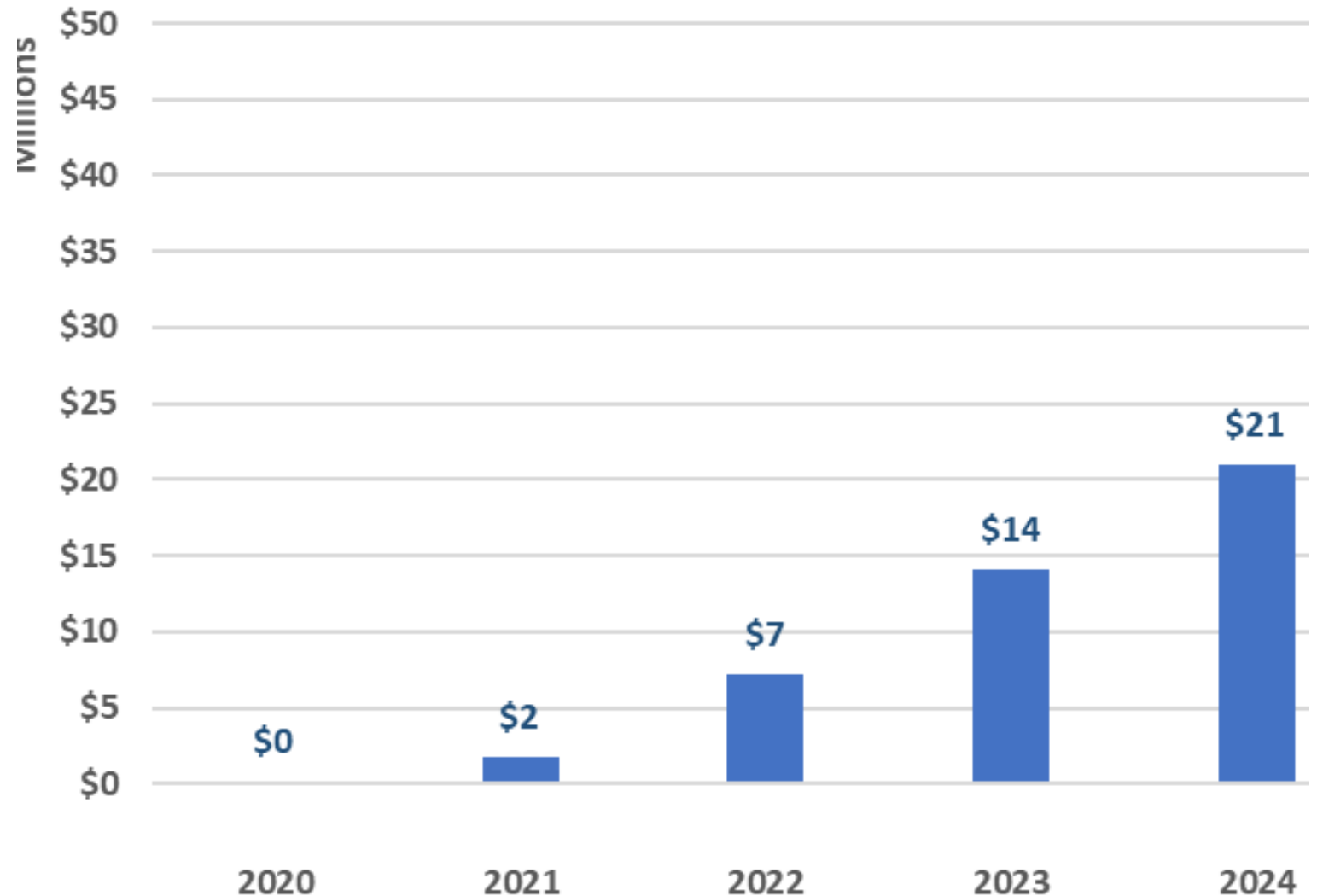


5 Year Sales Forecast

5 Year Cash Flow Projection



Discounted Cash Flow @ 15%



5 Year Proforma Balance Sheet (Cad\$)

Year	2020	2021	2022	2023	2024
Balance Sheet					
Cash	\$ 119,628	\$ 2,336,430	\$ 10,883,667	\$ 24,513,502	\$ 42,224,074
Accounts Receivable	\$153,623	\$764,363	\$2,215,981	\$2,930,394	\$3,685,678
Total Asset	\$ 273,251	\$ 3,100,793	\$ 13,099,648	\$ 27,443,896	\$ 45,909,752
Accounts Payable	\$24,366	\$61,477	\$191,266	\$141,656	\$175,858
Total Liabilities	\$24,366	\$61,477	\$191,266	\$141,656	\$175,858
Retained Earnings	\$248,885	\$3,039,316	\$12,908,382	\$27,302,240	\$45,733,894
Shareholders' Capital					
Total Shareholders' Equity	\$248,885	\$3,039,316	\$12,908,382	\$27,302,240	\$45,733,894
Total Liabilities & Shareholders' Equity	\$273,251	\$3,100,793	\$13,099,648	\$27,443,896	\$45,909,752

5 Year Proforma Income Statement (Cad\$)

Year	2020	2021	2022	2023	2024
Profit & Loss Statement					
Platform Services	\$600,000	\$3,150,000	\$11,896,500	\$14,958,690	\$18,193,905
Syndication Rentals	\$18,000	\$82,800	\$296,640	\$374,286	\$456,322
API Rentals	\$60,000	\$276,000	\$988,800	\$1,247,618	\$1,521,076
Video Production	\$600,000	\$2,850,000	\$5,253,000	\$7,797,615	\$10,490,180
Total Revenue	\$1,278,000	\$6,358,800	\$18,434,940	\$24,378,209	\$30,661,483
Salaries and Benefits	\$625,000	\$1,623,500	\$2,008,200	\$2,091,078	\$2,189,945
Promotion & Travel	\$165,000	\$320,000	\$416,300	\$472,789	\$529,473
Professional Fees	\$30,000	\$30,000	\$30,900	\$32,782	\$35,822
Consulting/ Contractors	\$50,000	\$200,000	\$1,360,500	\$530,450	\$710,273
Office Expenses	\$19,500	\$39,000	\$58,500	\$78,000	\$97,500
Allowance for Doubtful Accounts	\$31,950	\$158,970	\$460,874	\$609,455	\$766,537
Total Costs	\$ 921,450	\$ 2,371,470	\$ 4,335,274	\$ 3,814,554	\$ 4,329,549
Financing Costs	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Amortization	\$0	\$0	\$0	\$0	\$0
Net Income before Taxes	\$355,550	\$3,986,330	\$14,098,666	\$20,562,655	\$26,330,934
Income Taxes @ 30% per annum	\$ 106,665	\$ 1,195,899	\$ 4,229,600	\$ 6,168,797	\$ 7,899,280
Net Income After Taxes	\$248,885	\$2,790,431	\$9,869,066	\$14,393,858	\$18,431,654

Valuation

Replacement Cost: \$5 million

- 2000 Videos Minimum 5 years at 400 videos a year
- Admin \$300,000 @ year
- It Development \$150,000 @year
- Speaker Fees - Liability \$50,000 @ year
- Travel – Video Production \$400,000 @ year
- Animation- Filler library \$50,000 @ year
- Total: @ year \$950,000
- Medical Board involvement \$50,000

• Sales: \$3.2 Million

- Video Production - \$1.8 million
- Promotional - \$150,000
- Multi Language - \$75,000
- Rental - \$240,000
- Syndication \$50,000
- Websites- HCF Listings \$200,000

Mandate: Being Ahead of the Market

- Third-party payer for video production
- Creating and testing subscription revenue streams and products
- Developing out IT products for expedient growth
- Expanding its diversity of medical board
- Having a national presence in Canada
- Developing largest French language library in Canada
- Sales in the USA of subscription products
- First to market Drug Monograph video using real medical speakers
- Capital raise only enough to build IT and Video library

Commerce



Digital Content & Distribution Company