

ABOUT

MISSION CRITICAL HEALTH

An Introduction

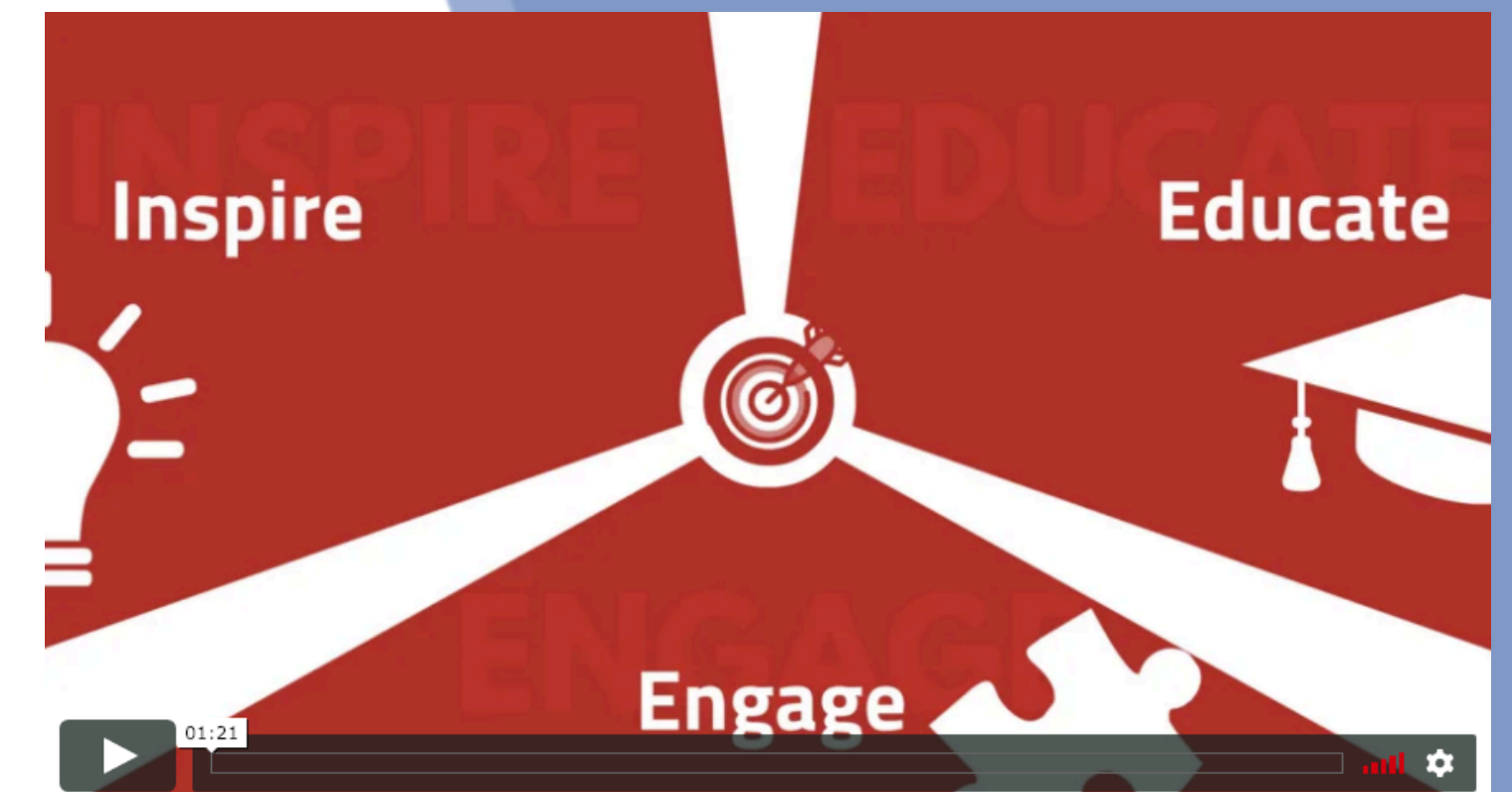


GOALS

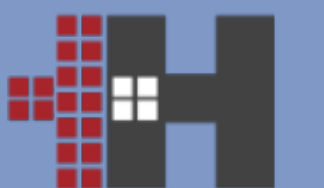
The ever-increasing pace of scientific and technological discoveries is impacting medicine today. It is difficult for both patients and healthcare providers to keep up with new research and recently-approved treatments. MCH embraces our role to support health educators to improve patient literacy and drive the adoption of healthcare best practices. MCH assists health educators to create and publish comprehensive trust-worthy content focusing on improving communication between patient and provider with the following goals:

The [MCH team](#) continues to develop and publish comprehensive trust-worthy content focusing on improving communication between patient and provider with the following goals to:

- ▶ **Inspire:** Delivering a renewed sense of hope and optimism for a healthier, longer life through the delivery of behavior-changing information via a visual presentation patients can understand and actively implement in their life.
- ▶ **Educate:** To translate healthcare information involving complex medical terminology into simple terms and graphics the general public can comprehend. It is our mission to communicate to patients in a manner that improves retention and understanding.
- ▶ **Engage:** To raise the level of activation, cooperation, and interaction between the key stakeholders involved in a patient's diagnosis and treatment. MCH engages both the patient and healthcare professional audience with content designed to improve the quality of dialogue between both parties.



Watch a brief introduction video on the MCH site.



PROGRAMMATIC OBJECTIVES

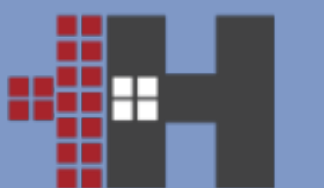
Mission Critical Health (MCH) works with health educators to strengthen primary-care and community health systems through education. When a health educator calls on MCH, they immediately receive expanded bandwidth to develop educational content for their institution. Our team of experienced producers, board-certified medical writers and on-camera talent make MCH an ideal partner to lean on when content development projects exceed internal capacity. MCH's long-term goal is to meet the objectives of the Institute for Healthcare Improvement known as the "TRIPLE AIM". Those objectives are:

1. Improve the health of the population
2. Enhance the patient experience of care, including quality, access and reliability
3. Reduce, or at least control, the per capita cost of care.

We embrace the idea that the entire healthcare system should seek to improve the well-being, education and engagement of the population. While our current educational efforts focus on the first two elements of the Triple Aim, we believe that improving the engagement and education of the population ultimately impacts the cost of care.

MCH's public health and medical educational programs are designed to improve the education of professionals and patients through improved information sharing. The delivery of healthcare content through media provides healthcare facilities and medical companies with a national platform to share best practices, new research results, demonstrate the efficacy of new bundles and to drive us all closer to our common goal to improve patient care.

MCH's producers focus on the evidence-based results, proven tools, best practices, techniques and procedures that support healthcare professionals in their mission to improve public health, patient safety, reduce re-admissions and improve patient care.



PRODUCTION SERVICES & CAPABILITIES

MISSION CRITICAL HEALTH

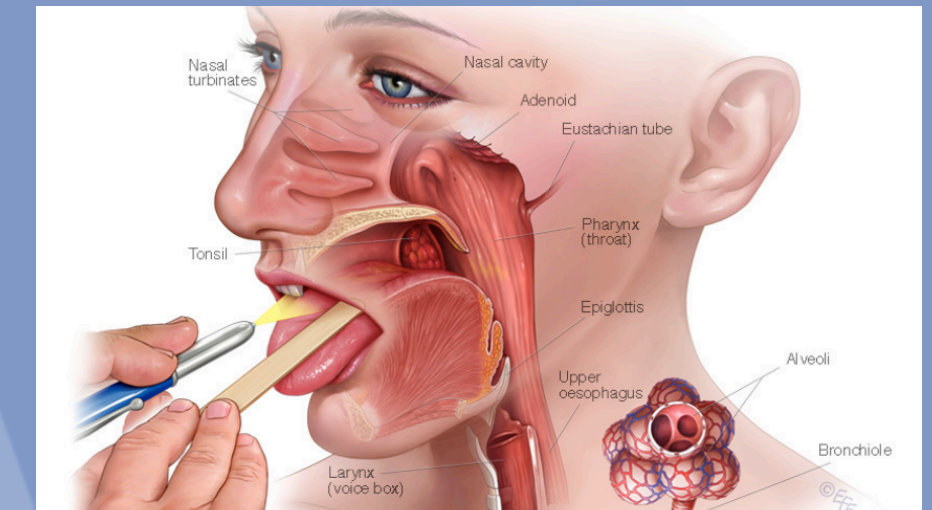
In-Studio and On-Location



AVAILABLE PRODUCTION SOLUTIONS

Mission Critical Health is a full service media communications and production company with 20 years experience in television and video production, public relations and media planning. Our clients will have access to all of the following services: ([Web link](#))

1. HD Video Production and Audio recording in-studio or on-location.
2. Full production & project management from creative development to final broadcast.
3. Board-Certified Medical Writer, Master Certified Health Education Specialist, and Board-Certified On-camera Talent.
4. Board-Certified Animator both 2D and 3D medical illustration, animation, and motion graphics.
5. Filming within healthcare locations or in-studio utilizing green screen or physical set with professional talent or spokespersons.
6. Filming [interviews](#) with financial reporter in the NASDAQ or NYSE studios with distribution to Reuters EIKON investor platform.
7. Distribution and publishing services through MCH's multichannel partners.
8. High Fidelity Audio Recording supporting audio for narration, film, online training and animations.
9. Professional voice-over talent casting from multiple artists, male/female, young/old voices for video, audio, and presentations.
10. Underwater and FAA certified Aerial photography and videography.



Medical Illustration & Animation



MCH filming on-location



NASDAQ & NYSE News Report Service



AVAILABLE PRODUCTION LOCATIONS

Remote location shoots include: ([Web link](#))

HD cameras with various prime lenses, filters, mounted, slider, and tripod cameras, teleprompter, boom, shotgun and lav microphones, monitors, silks, various light packages, submersible gear and certified dive camera operator(s), FAA certified UAV camera & operator, steady cam, jib, dolly and doorway dolly.

Talent:

The production requirements will dictate the necessary talent. The following professional MCH talents are available: Board-Certified Medical Writer, Master Certified Health Education Specialist, Board-Certified On-camera Talent, Executive Producer, Director, Line Director, Producer, Director of Photography, Spanish Translator, Voice Over Artists, Hair & Makeup Artist, Camera operator(s), Audio Engineer, Grip, and continuity assistant. Additional personnel can be provided as needed.

Studio Production Equipment includes:

Sony, Cannon and Panasonic HD cameras, lenses, filters, jib, dolly and doorway dolly, Green screen with psych, physical set(s), teleprompter, boom and lav microphones, monitors, silks, light grid, various light packages and configurations. Talent: Producer, Director, Floor Director, teleprompter operator, audio engineer, camera operator(s), hair & makeup artist, grip and continuity and or time code assistant.

Studio empty is 48'x42'. Height to the bottom of the lighting grid is 16'. With the set stored in the room and out of the way the studio is reduced to about 40'x40'. There is a loading dock with a Doorway opening of 6'2" width in order to get equipment or sets into the studio. The Voice Over (VO) booth off of the audio room fits up to 2 voice talents. For recording sessions requiring a large group of people or foley props we use the studio.

Post Production includes:

Time coded interview transcription and offline paper editing, editing with Final Cut Pro, After Effects, Motion, ProTools used in development of video, audio, animations, motion graphics and instructional / training presentations.



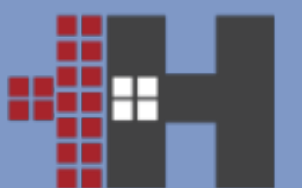
MCH Host Farzanna Haffizulla MD, FACP, FAMWA



Mission Critical Studio Productions



Mission Critical Studio Productions



THE CREATION OF:

MISSION CRITICAL HEALTH

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DISTRIBUTION & PUBLISHING

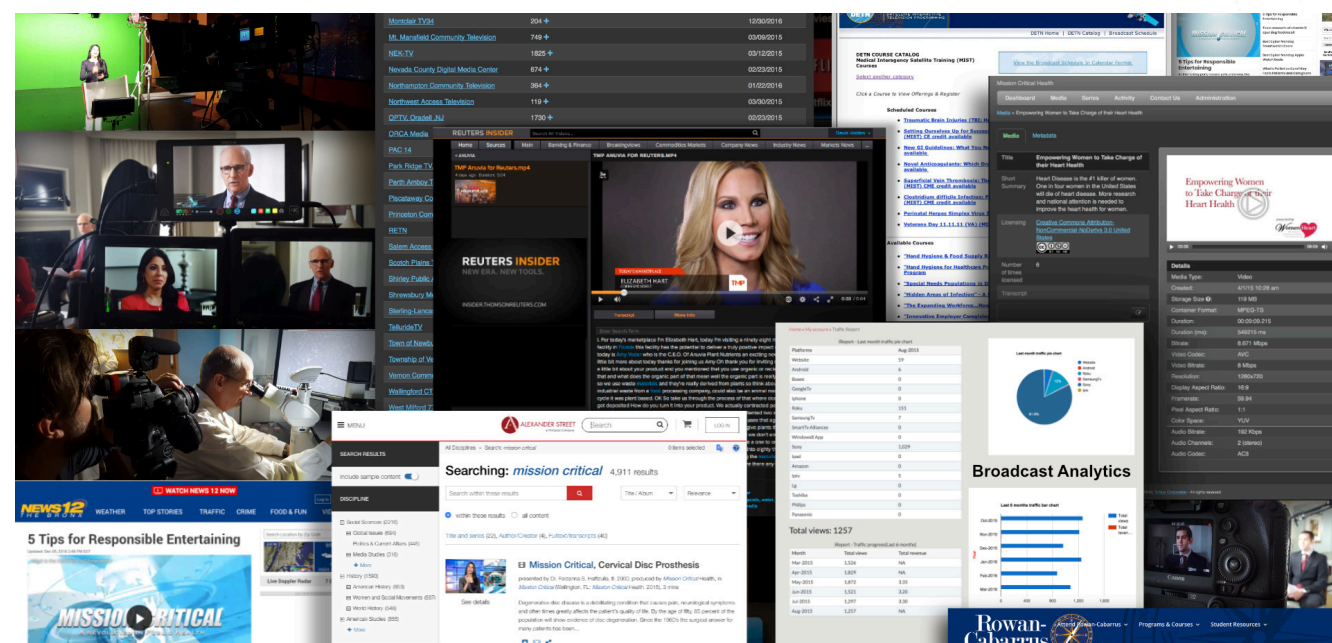
Owned / Earned / Integrated ([Web link](#)):

MCH provides distribution services of all editorial or educational content through a collection of multi-channel distribution channels to a monthly viewing audience of 15 million. MCH also films interviews at the Stock Exchanges in New York with publicly traded medical companies for distribution through the Reuters Eikon trading platform.

- ▶ **3,500 Academic & Public Libraries:** Curating award-winning content transforming the way people research, learn, and teach.
- ▶ **Editorial Distribution:** Distribution to the health section of 100 local TV and radio news channel websites such as ABC, NBC, and CBS.
- ▶ **Content Management Integration:** MCH delivers content directly to the CMS platforms of Reuters and cable TV operators including 9 of the top 10 MSOs (i.e. Comcast, AT&T, Charter, and Dish).
- ▶ **In The Waiting Room:** MCH educational provider to 40,000 healthcare offices reaching 12 million captive patients monthly.
- ▶ **In The Classroom:** MCH provides content to a moderated video sharing platform which integrates video into the learning process with registered users in 70,000 K-12 schools nationwide.



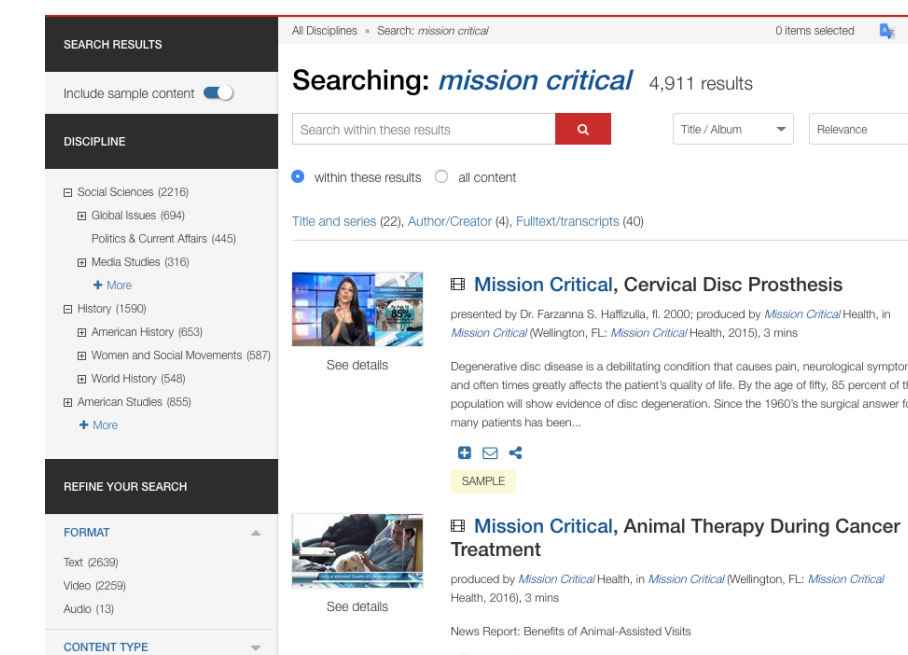
MCH News Channel Webpage Placement



MCH Distribution Reports



MCH segment: The Definition of Moderation



MCH Library Distribution Server



MISSION CRITICAL HEALTH IS CREATED

After producing Mission Critical disaster preparedness and counter terrorism content for three years, CMG fully understood the healthcare implications of such disasters and in 2007 launched the Mission Critical Health series. ([Web link](#))

MCH producers focus on developing current and relevant topics while citing evidence-based research. This focus on scientific accuracy was welcomed by our multi-channel publishing partners.



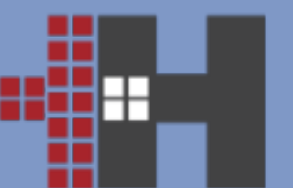
Filming news report style content in the Florida studio.



Filming 20 professional education videos for the Mayo Clinic on-location.



Filming on-location to produce a series of drowning prevention PSAs.



MISSION CRITICAL HEALTH'S BEGINNING

Mission Critical Health's first contract was with Orlando Regional Hospital to produce a series of post surgical wound care videos for patients to watch prior to discharge. Since our inception MCH has produced more than 1,000 educational healthcare videos.

MCH has produced national campaign videos with supporting waiting room posters and flyers, infection prevention DVDs, contracted productions for various healthcare systems, publishers and medical technology providers as well as our own branded Mission Critical Health educational video series. The MCH producers have developed content for almost every stakeholder across the healthcare landscape.



Mission Critical Health branded content

National video campaigns with supporting literature

MCH's UTI and CAUTI educational DVD

Contracted productions introducing new patient safety technologies

TARGETED CONTENT

► Healthcare Content Creation Services:

MCH will work with health educators to meet their educational content development needs. The following list represents some of the most frequent content development needs met by MCH:

- Patient stories to include surgical outcomes, specific disease treatments, healthy lifestyle segments and motivational content speaking to a specific audience.
- [Patient support](#) education to include content delivered at an 8th grade reading level and more in-depth patient content to address terminology the patient may hear from their care giver.
- National campaign content to address public health or seasonal health topics.
- Introduction to available retreats and patient support groups such as oncology patients.
- Professional education: Clinical study update interviews as they are announced during medical conferences.
- Professional education: Documentary style delivery of educational content offering higher levels of engagement.
- Additional treatments can be developed at the direction of the client.



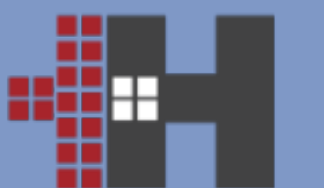
Campaigns



Patient Support



Patient Stories



PRODUCTION TREATMENTS

MISSION CRITICAL HEALTH

The content's message will steer treatment



PRODUCTION TREATMENTS

MCH has produced content in a variety of treatment styles :

MCH will work with the client to develop a treatment that best works to meet their audience engagement and budgetary goals.



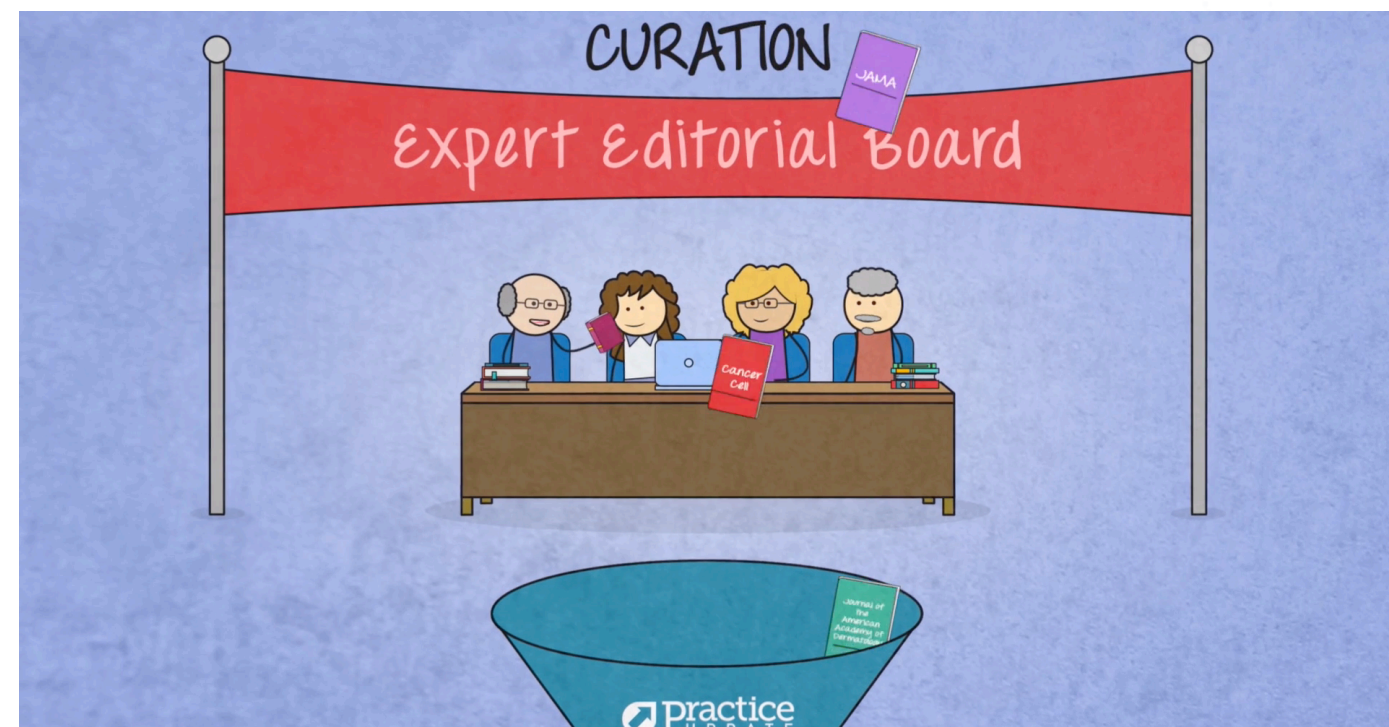
Documentary Treatment



News Report Treatment



Business Of Medicine (IR / PR videos)



Explainer Videos



Instructional Videos



Professional Education

FILMING INTERVIEWS

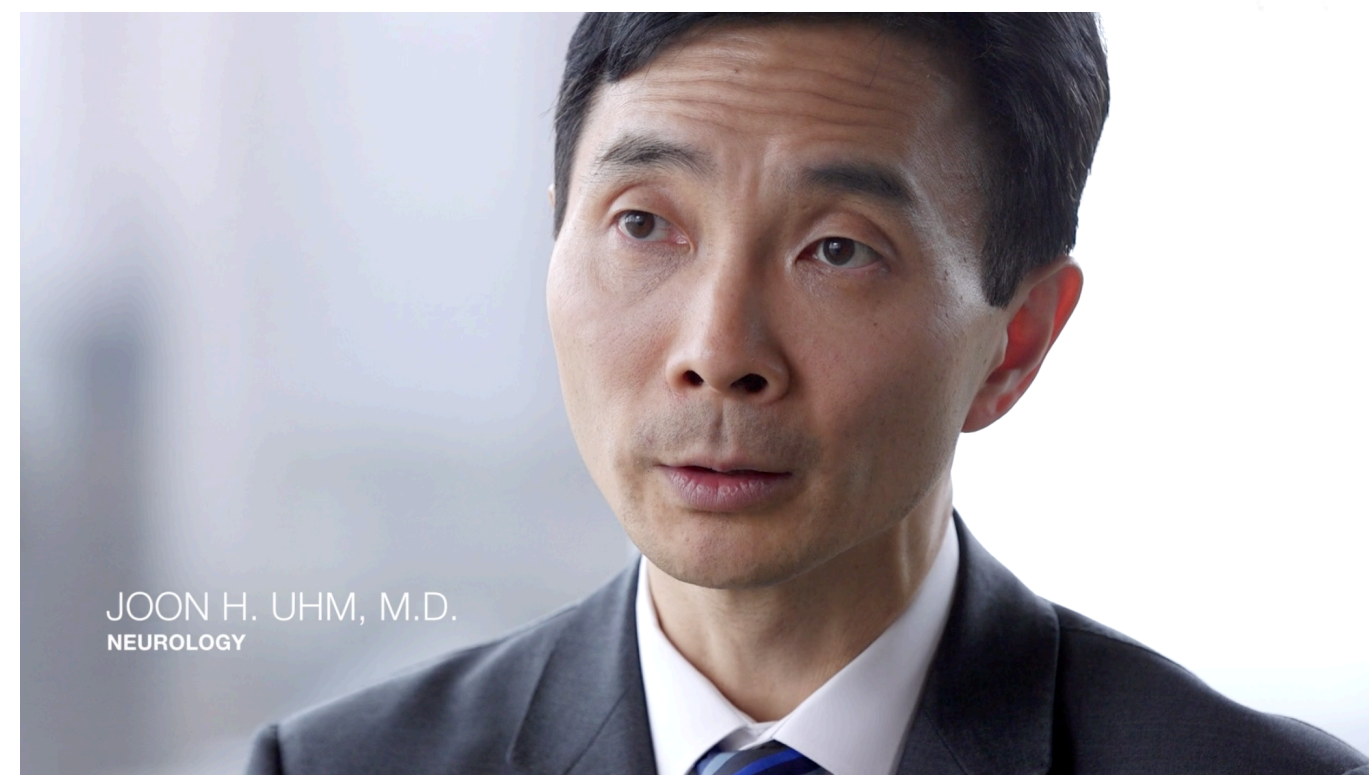
▶ MCH Typically Utilizes 3 Cameras for Interviews:

CMG will work with the client to develop both a treatment and related production requirements.

- Camera #1 is typically a locked-down tight shot.
- Camera #2 is typically on a constant motion rig providing a slow moving shot
- Camera #3 is typically a locked-down wide shot
- Watch [this video](#) to see application



Three camera setup for hosted interviews



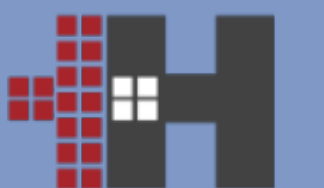
Camera 1



Camera 2



Camera 3



SPECIALTY AREAS

MCH's producers have years of experience writing and producing stories featuring patients and their emotional journey. These productions often require filming on-location and capturing the patient's experience in a manner that speaks to a larger audience.

Filming surgeries is also an area where MCH excels. Often times it is necessary to film a surgery in order to deliver an in-depth anatomical reference for the patient and to support the patient's overall understanding of a specific procedure. MCH crews are highly experienced filming within the OR.



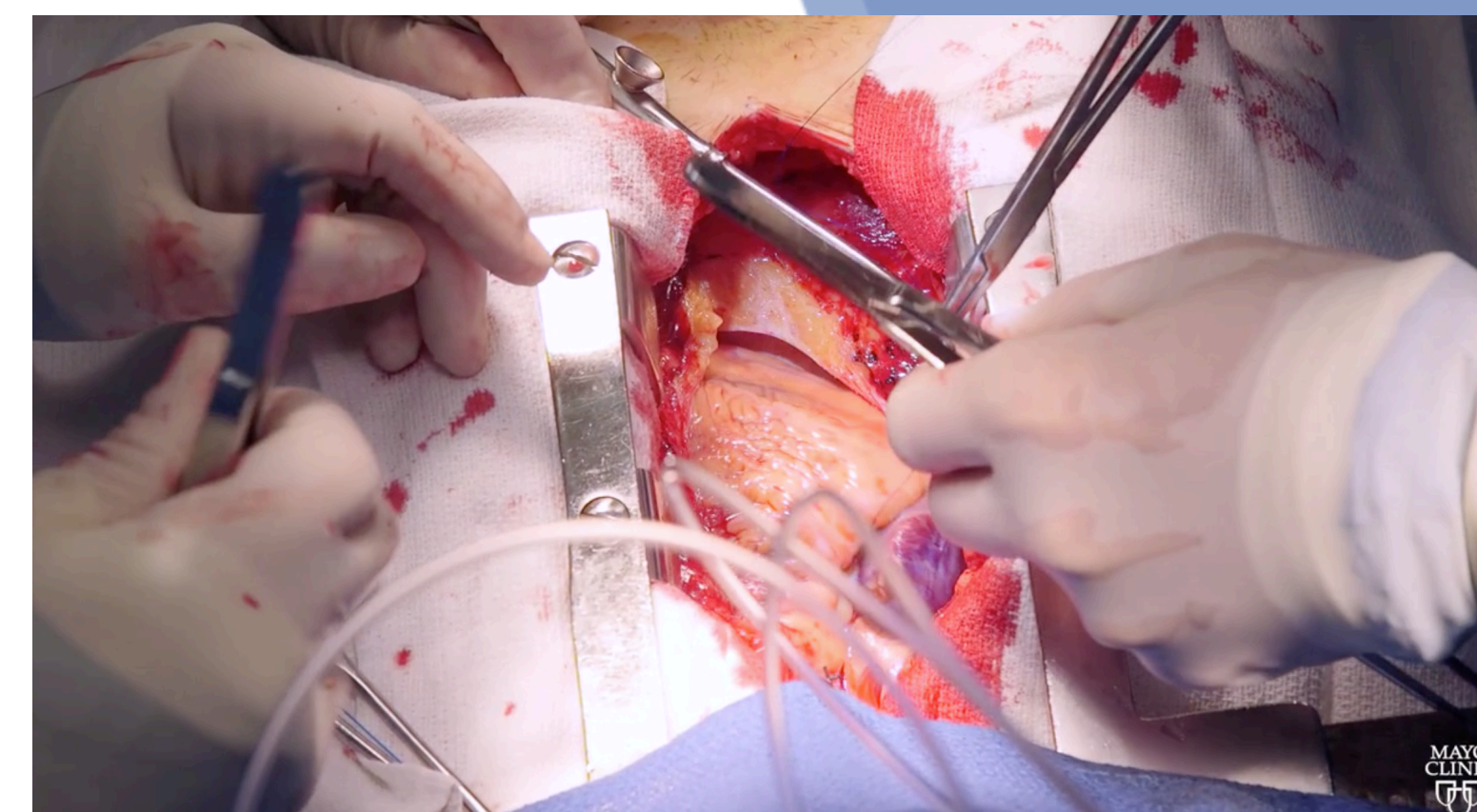
MCH filming medullary thyroid cancer surgery



Patient Story (Spanish language)



Patient Story (Spanish language)



MCH filming cardiomyopathy surgery

MISSION CRITICAL HEALTH CONFERENCE COVERAGE

In 2015 MCH expanded to conducting interviews at major medical conferences nationwide. We were honored to have been selected by Elsevier to develop content from such conferences as ASCO, SNO, SABCS, ACC, ASCO GU, ESMO and the ADA. These Practice Update interviews capture the most recent clinical results and are filmed and distributed within 24 hours.



ASCO Chicago



ASCO GU Orlando



ESMO Munich



SNO Phoenix



ACR Las Vegas



SABCS San Antonio

PRODUCTION SAMPLES

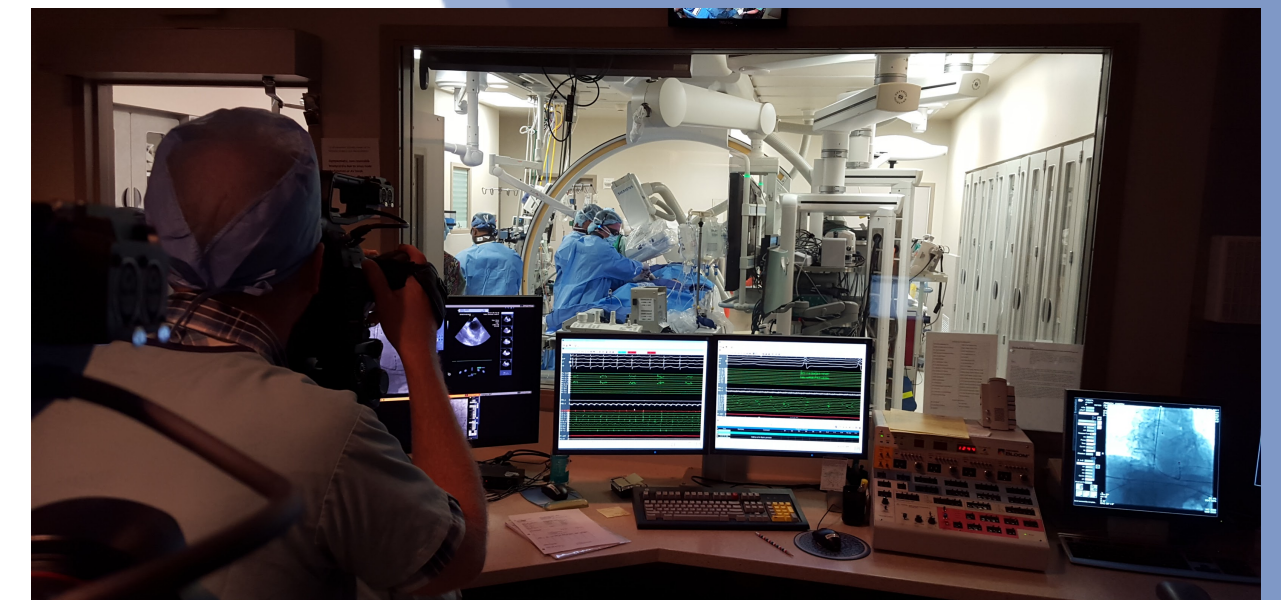
Feel free to contact us if you need any additional information.

- [The Importance of Medication Adherence for Women Living with Heart Disease](#)
- [What is the Definition of Moderation](#)
- [Advancements in epilepsy diagnostics and treatment](#)
- [The Uncommon Lesion: Dural Fistula](#)
- [Planning a Metastatic Breast Cancer Retreat](#)
- [Medullary Thyroid Cancer and its Primary Treatment](#)
- [A Patient's View of Breast Cancer: First Meeting](#)
- [ADA 2018: Metformin Use in Renal Disease, Dr. Deborah Wexler](#)
- [A Review of Key Melanoma Trials at ASCO 2018 with Dr. Ari VanderWalde](#)

- [Pencil Animation Sample](#)
- [Studio Quality Animation Demonstration Reel](#)



MCH films cardiac monitor story with Holy Cross Hospital.



MCH films cardiac ablation surgery.



MCH producers film interview with neurosurgeon.

FEEDBACK

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“WE HAD A GREAT EXPERIENCE WITH YOU AND YOUR TEAM AND WOULD LIKE TO WORK WITH YOU IN THE FUTURE. THANK YOU.”

**Anissa Blanshan
Medical Professional Marketing Manager
Mayo Clinic**

“I WAS IMPRESSED WITH YOUR TEAM. THEY WERE VERY PROFESSIONAL, RESPECTFUL, AND EXPERIENCED IN WHAT THEY WERE DOING. YOU GUIDED US WELL IN PROMPTING US HOW TO SAY WHAT NEEDED TO BE SAID TO GET THE IDEAS ACROSS IN A SUCCINCT MANNER. I WAS QUITE IMPRESSED. THE VIDEO MAKES ALL OF US LOOK SO PROFESSIONAL, AND THE HOSPITAL LOOKS GREAT IN ALL OF YOUR SHOTS. THE QUALITY OF THE VIDEO, EVEN BEFORE THE EDITS WAS AWESOME!! THE WAY YOU OVERLAID PEOPLE SPEAKING, WITH THE NURSING PROCESS, AND BACKGROUND OF OUR HOSPITAL WAS AMAZING. IT ALL FLOWED SO SEAMLESSLY.”

**Karen Corrick, BSN, RN
Nursing Informatics
Great River Health Systems**

“THESE ARE AWESOME! THE PATIENT CASE STUDY BROUGHT TEARS TO MY EYES. THANK YOU FOR CAPTURING WHAT WE DO SO BEAUTIFULLY. I WILL SHARE THE VIDEOS WITH ALL WHO PARTICIPATED — AND MORE AS WE WILL USE IT ON OUR WEBSITE AND SHOUT IT OUT ON SOCIAL MEDIA. I MAKE MANY PRESENTATIONS NATIONALLY AND INTERNATIONALLY AND THESE WILL BE INCLUDED, FOR SURE. THANK YOU AGAIN,”

**Sandra Barker, PHD
Center for Human-Animal Interaction
Virginia Commonwealth University School of Medicine**



“THIS IS THE BEST VIDEO EVER! SERIOUSLY. WE SHOULD USE THIS AS A TOOL BECAUSE IT SHOWS THE VALUE OF THESE VIDEOS TO A PRACTICING CLINICIAN IN A HIGHLY CONTROVERSIAL AREA AND OUR ABILITY TO GET 3 DIVERSE EXPERTS WITH NUANCED VIEWS TO PROVIDE THE BEST POSSIBLE GUIDANCE. ANYONE WHO KNOWS HOW MEDICINE WORKS WILL SEE WHY OUR VIDEOS HAVE 80% PLUS VIEWERSHIP AT THE 75% MARK.”

**Aman Shah
Executive Publisher
Elsevier, Practice Update**

“ THIS IS SOOOOO WONDERFUL! I HAVE WATCHED IT NOW 6 TIMES AND LOVE IT. YOU DID AN AMAZING JOB!

**Lillie D. Shockney, RN., BS., MAS, ONN-CG
University Distinguished Service Professor of Breast Cancer
The Johns Hopkins Breast Center**

“IT WAS A PLEASURE WORKING WITH YOU. WE APPRECIATE YOUR EFFICIENCY AND KNOWLEDGE ABOUT THE WORK BEING DONE IN EACH AREA, AND MAKING EVERYONE FEEL COMFORTABLE. WE LOOK FORWARD TO SEEING THE FINAL PIECE. LET ME KNOW IF WE CAN HELP WITH ANYTHING ELSE. MANY THANKS.”

**Katrina Healy
Corporate Communications
Cleveland Clinic**



PRODUCTION BUDGETS

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PRODUCTION PRICING:

▶ **MCH is interested in developing long-term relationships**

For the past 12 years MCH has been able to deliver superior production quality and provide a more professional experience at a production price point lower than other production companies or agencies with comparable experience.

Each of MCH's production services will have a variety of cost variables which impact overall production costs but if selected to be part of your education team, MCH will provide project management services to drive down production costs by utilizing efficiencies obtained through advanced planning and economies of scale when available.

MCH has worked with production budgets of all sizes. MCH will be able to meet our client's production needs within budget and meeting all HIPAA, content, treatment and broadcast specifications. It is MCH's goal to exceed expectations regardless of the production budget size and scope.



MORE INFORMATION INCLUDING VIDEOS CAN BE VIEWED HERE:

▶ www.MissionCriticalHealth.com

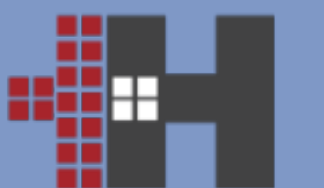
Questions regarding this presentation should be directed to:

- David Holden, Executive Creative Director
- dholden@missioncriticalhealth.com
- 561.304.2939

▶ **Additional Corporate Information**

Feel free to contact us if you need any additional information.

- Capital Media Group Inc
- Duns # 159095285
- Cage Code # 5C970
- NAICS: 512110, 512191, 541921
- SIC: 7812
- PSC: T006
- FSC: 5836
- \$2 Million Aggregate General Liability Insurance Policy
- Certified Small Business designation



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