



# Take Care of Your People

*Convenient, No Cost, Common Sense, Compassionate, Equitable, Human*  
Basic Healthcare for Employees and their Family Members

I hear you. I'll help you. I got you. BFineMD



[bfine@percentric.com](mailto:bfine@percentric.com)  
Text or Call: 757-818-8020

Bryan R. Fine, MD, MPH  
Percentric Physician Partners  
April 22<sup>nd</sup>, 2024



## Take Care of Your People

Hello doc

04/12/2024

Hey Kayla, What's goin' on? BFineMD

Bryan Fine (you) | 04/12/2024

Ok will do, thank u for everything man, this has been an issue I've put off far too long

You too sir thank you for caring it's appreciated 🙏🙏 !!

Hi [REDACTED] Thanks for reaching out! Let's see what we can tease out here, think I can help. Let me gather some info. First: I'm a human - [www.percentric.com/about](http://www.percentric.com/about) - so response times vary. I try to respond within minutes, but it can take an hour or two. Typical hours are 8a-5p M-F, but I respond outside those hours if possible. Sound ok? BFineMD

Hey doc. I have a question about...

- UTIs
- Blood Pressure
- Sinus Infection
- Knee Hurts
- Med Refill
- Health Insurance
- Rash
- My Newborn
- Cough
- And more...

Message

OK



HR Virginia 2024  
ANNUAL STATE CONFERENCE  
APR 21-APR 24 | RICHMOND, VA  
  
LEADING THROUGH  
WORKPLACE HURDLES



## Take Care of Your People

Hey Dr.Fine! If I ran out of my normal blood pressure medicine, but can't get an appt with my regular doc for another few weeks, would you be able to put in a prescription request to fill the gap?

Good morning Dr Fine!  
Hope you're having a great weekend. After a little research, I think I have pink eye.  
Only one eye.  
Irritated and red.  
Swollen.  
Woke up at night with discharge.

Thank you again. It's very nice to be able to speak with you instead of waiting hours at the urgent care.

Percentric builds custom workplace healthcare solutions that combine periodic onsite engagement with seamless SMS text access (with phone and video step-up as needed) to allow employees and their family members to easily collaborate, at no cost, with a consistent point-of-contact provider on non-urgent issues.

We exist in-between Google searches and (trying to go to) the doctor's office.



## Take Care of Your People

Just FYI, it's melanoma after all. They referred me to oncology and should be hearing from them in the next few days.

Thank you. This has been a pretty neat experience. First time doing this. I will share this with my colleagues in Arlington, VA.

I've scheduled my appointment but it's not till Aug 5 2024.. that was the first available appointment.

Hey! I saw that you assist with weight loss and that is something that I struggle with and wanted to know my options. I'm looking for something that will help build my metabolism and assist with losing weight.

04/08/2024

Ok. Want to come by when I'm onsite on Wednesday and we can discuss this further? BFineMD

Bryan Fine (you) | 04/08/2024

# The Solution: 'Doctor-on-Staff'

(or: fractional Chief Medical Officer)

- Direct Access to Dedicated Provider
- Regular SMS Texting (with step-up)
  - Periodic Onsite Engagement
- Ask Anything (Solve-or-Triage)
  - Longitudinal
  - No Cost
  - Human
- Executive-Level Benefits Engagement



Take Care of Your People

Mornin', Christopher.  
How're you feeling?  
BFineMD

# HEALTHCARE AT YOUR FINGERTIPS

A Convenient Health Benefit for You and Your Family



Speak With a Doctor Without Taking PTO.

- Onsite Clinic Most Wednesdays
- Doctor-by-Text Everyday

Bryan R. Fine, MD, MPH practiced as a pediatrician for nearly 20 years before starting Percentric, an innovative, employer-based medical practice that combines onsite work clinics and doctor-by-text access to provide people of all ages with easy access to basic healthcare.

As a rule, Percentric targets the vast, largely ignored but vitally important space between Google searches and actually going to the doctor. In this space, medical decision-making rests in the hands, hearts and minds of everyday individuals who, in most cases, have little-to-no medical training themselves. Frequently they just need a little human help.

Percentric's non-primary, non-urgent concierge-for-all healthcare services are delivered, at no cost to employees, when and where it's convenient to them. This model generally leads to multi-day collaborative discussions that - besides being deeply satisfying and delightful for employees - also promote workplace availability and limit exposure to unnecessary costs and expenses.

Powered by **percentric**  
**HAVE A MEDICAL QUESTION?**  
 TEXT 'BAUER' TO 757-447-4464



Lake Wright



# HEALTHCARE AT YOUR FINGERTIPS

A Convenient Health Benefit for You and Your Family

Use the camera on your smartphone to start texting.

**Doctor-by-Text Everyday**

**Onsite Clinic Most Tuesdays**

**Speak With a Doctor Without Taking PTO.**



HAVE A MEDICAL QUESTION?

TEXT 'CCALW' TO  
 757-447-4464

Powered by **percentric**





Take Care of Your People

9:23

Shares

3 shares

**Karis Richards...** • 2nd + Follow  
Talent Focused Leader | Effective... 17h •

I love having this option right in my office! We're hiring-this perk can be yours too!!

**BAUER COMPRESSORS INC.**  
18h •

Do you ever wish you could text your doctor a question instead of making an appointment? BAUER is ...see more

Susie Rubynia and 4 others

**BAUER COMPRESSORS**  
Quality. Our DNA

Onsite Clinic  
Most Wednesdays

Doctor-by-Text  
Everyday

## MENTAL HEALTH ASSISTANCE AT YOUR FINGERTIPS

**BCI is expanding our FREE on-site medical care to include mental health assistance.**

**Dr. Fine** will continue as your primary contact, but can now refer you to a licensed therapist or life coach. As always, you will not need to miss work to take advantage of this new program.

Have a Medical or Mental Health Question?  
**TEXT 'BAUER' TO 757-447-4464**

Powered by **percentric**

**BAUER COMPRESSORS**  
Quality. Our DNA

## HEALTH & WELLNESS SCREENING

SAVE THE DATE

WEDNESDAY, JANUARY 31<sup>ST</sup> | 9A - 5P

**YOUR WELL-BEING MATTERS...**

This screening provides a great opportunity for Bauer employees to engage in a brief, prevention-focused dialogue with Dr. Fine. Your assessment will cover the following topics:

- Introduction & Information Gathering
- Health Insurance & Access to Primary Care
- Mental Health & Domestic Issues
- Lifestyle Factors
- Brief Physical Examination
- Medication Review
- Suggested Preventive Measures & Screenings
- Family Healthcare Needs

Following your screening, Dr. Fine will personally reach out to each individual through text, video or in-person communication. This ensures a proactive health plan is tailored to your specific needs and well-being.

**percentric** **DON'T WAIT...REGISTER TODAY!**  
SIGN-UP SHEET AVAILABLE AT THE FRONT DESK

**BAUER COMPRESSORS**  
Quality. Our DNA

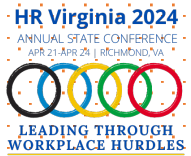
Lace up your **SHOES**.  
Exercise your **HEART**.  
Enjoy the **ENVIRONMENT**.

# WALK WITH THE DOC

EVERY WEDNESDAY AT 12 NOON

Join Dr. Fine for a 10-minute walk around the BAUER campus to boost cardiovascular health.  
*Please wear comfortable shoes and gather at the flagpole.*

**bauercomp.com**





## Take Care of Your People

Ok I will thank you so much!!!  
I really did not want to go to urgent care today. I appreciate you!!

Hi Dr. Fine! Am I still able to use your resources?

Good morning. Sorry to text so early. My husband and I are doing better but my daughter isn't. Any suggestions would be greatly appreciated

Ok. I keep thinking...what would they do at the ER if we took him. It's not bleeding...so it feels like it would just be a waste of time and energy to go.

Good morning. I'm feeling well. No more episodes. I've been looking for PCPs. The one's that interest me have no new patient statuses. So my quest continues!!

# Value Proposition

- Culture
- Productivity
- Healthcare Costs



## Take Care of Your People

Morning! I have a yeast infection. I was on an antibiotic about a week ago and it is typical for me to get a yeast infection when I take antibiotics.

What time should I take 300mg? I hope it is not too strong for me to start the day.

Hey it's Lori again.. hate to bother u I know it's late, I'm not in the office today. As a matter of fact I am just getting off the plane in San Diego. I am messaging u bc I have a 911, I feel like I have a UTI again.. I've been only having symptoms since this morning. I've been on a plane since 7am.

# Regulatory Considerations

- HSA
- ERISA / Group Health Plans
  - Occupational Health
    - EAPs
    - HIPAA
  - Licensing
- Confidentiality





Take Care of Your People

I am getting better, thank you so much for everything. That was very convenient and thoughtful. Never said that before. Have a nice day and weekend.

Morning!! I sure did. I just took my second dose & I must tell you I already feel better this morning!! What a difference. Thank you sooooo much for sending me in a antibiotic 😊

The kids are doing great! Except my youngest couldn't finish the cefdinir or however you spell it because she couldn't stand it. But her throat seems ok. I can't tell you how much I appreciate you checking on them!

## Affordable, Modern Concierge-for-All Not Primary. Not Urgent. Convenient.

		Traditional Healthcare Provider	Typical B2B Telemedicine Provider
See Patient In-Person	✓	✓	✗
Periodic Onsite Presence	✓	✗	✗
Doctor-by-Phone / Video	✓	✗	✓
Doctor-by-Text	✓	✗	✗
Independent from Insurance	✓	✗	✗
No Episodic Cost to Patient	✓	✗	✗
Clinical Follow Up Included	✓	✗	✗
Health Benefits Optimization	✓	✗	✗

*All Percentric services are designed to be compliant with state-based regulations and adhere to HIPAA guidance.*



Take Care of Your People

Percentric interface showing a list of messages and a search bar.

Search: Search name, phone, custom fields or tags

Status: Active

Person	Message	Category	Actions
Don Mattingly Yankee Icon	Good morning Don, Just checkin' in to see how you're doing? BFineMD 12:34 PM	Rash: Face	Hide ...
Cyrano de Bergerac Novelist	Good morning. ENT went well. Doctor said the white stuff was Maybe mucus and ear drops buildup... He sucked it out and Prescrib... 12:32 PM	Referral: ENT	Hide ...
Marilyn Monroe Heartbreaker	I believe I have a UTI 12:27 PM	Concern UTI	Hide ...
Iron Man Marvel	Were you able to pick up your prescriptions, Iron? BFineMD 12:24 PM	Medications Refill	Hide ...
Minnie Mouse Disney World	Hi Dr Fine. My daughter was bit by a cat last night/early this morning and the area around the bite is extremely swollen and red and ... 11:50 AM	Cat Bite	Hide ...

Broadcast



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Basic Healthcare for Employees and their Family Members



Honestly I'm so glad that ur so accessible

Thank you for being so kind and helpful 💖

Thank you Dr. Fine for checking up on me, truly appreciate it. I will surely keep in touch 😊



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