



## Medical Information Technology

### CORPORATE HEADQUARTERS

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Naples, FL 34110

Phone: 1-800-928-7144

[www.healthlynked.com](http://www.healthlynked.com)

**Industry:** Healthcare Information  
Services, Medical Information  
Technology

**Year End:** December 31

### SHARE DISTRIBUTION

Outstanding: 69,703,640

### STOCK SUMMARY

Symbol: OTCQB: HLYK

Price: (As of 5/9/17) \$0.45

Market Cap: (5/9/17) \$31.4 million

### MANAGEMENT TEAM

**Michael Dent M.D.**

*Chief Executive Officer*

**George O'Leary**

*Chief Financial Officer*

**Rob Horel**

*Chief Commercial Officer*

### INVESTOR RELATIONS

Amato and Partners, LLC  
90 Park Avenue, 17<sup>th</sup> Floor  
New York, NY 10016

[admin@amatoandpartners.com](mailto:admin@amatoandpartners.com)

## HealthLynked, Corp. OTCQB: HLYK

HealthLynked is a cloud-based platform technology that allows patients to enter their medical history, medications, allergies, past surgeries and medical records in one online location. Once entered, the software allows the patient to share and restrict this data with their healthcare providers. Access can only be achieved by a bidirectional acceptance.

Patient members are not charged for utilizing the HealthLynked network but can choose to upgrade services such as online medical support and telemedicine. Physicians pay a monthly subscription fee to increase online visibility, recruit new patients and improve office efficiency.

Information is encoded and encrypted to prevent any unauthorized access to patients' information. Sensitive information is stored in separate data location and not linked to patient data until access is verified.

### Key Features

#### Patients

- Easier to find a physician and schedule a consult online.
- Simplifies managing appointments and keeping track of scheduled health exams/vaccine records.
- Keeps patient medical history updated on an ongoing basis in one central location in the cloud.
- Parents are able to create profiles for children under 18.
- Faster access to medical care by eliminating paper work at medical offices.
- Access to records in emergencies and online consultants for any health related query.
- Seamless integration of healthcare records when traveling and between different healthcare providers.

#### Healthcare Providers

- Ability to see more patients.
- Increased online visibility via HealthLynked profile
- More accurate patient information, helps making more accurate decisions and reducing medical errors.
- Ability to participate in telemedicine programs.
- Increased patient retention.
- Increased online filling of vacancies in office scheduling.

### Investment Highlights

- Executive Team consisting of experienced and respected healthcare professionals.
- Sales team deployed in geographical targeted areas, focusing on Florida and Texas for initial launch.
- Medical practice acquired to be beta site and generate revenue stream to support development of platform.
- Participating physicians are offered an attractive ROI.
- Technology platform integrates with all Electronic Medical Record (EMR) systems.
- Market Size (Healthcare Information Services, Medical Records, Telemedicine, Medical Scheduling)
  - Opportunity: \$2.1 Billion

## True Integration of Healthcare

- The system integrates with all EMR systems by an e-fax bar code that allows for a stand-alone solution not relying on other software systems to function.
- Integration of educational and healthcare recommendations will also be provided to members to better educate them on how to best maintain and improve their health.
- Designed with mobile devices in mind, allowing appointment reminders and access integration via all smart phone devices.



## Sales/Marketing Strategy

- Direct marketing to patients and direct sales force targeting physicians to subscribe.
- Doctors incentivized to encourage patients to sign up.
- Reduced cost of network per month based on number of patients subscribed.
- Drive utilization and demand from both patients and doctors.
- Sales team in geographical targeted areas, initially focusing on Florida and Texas.

## Industry Segments

Healthcare Information Services (HIS)

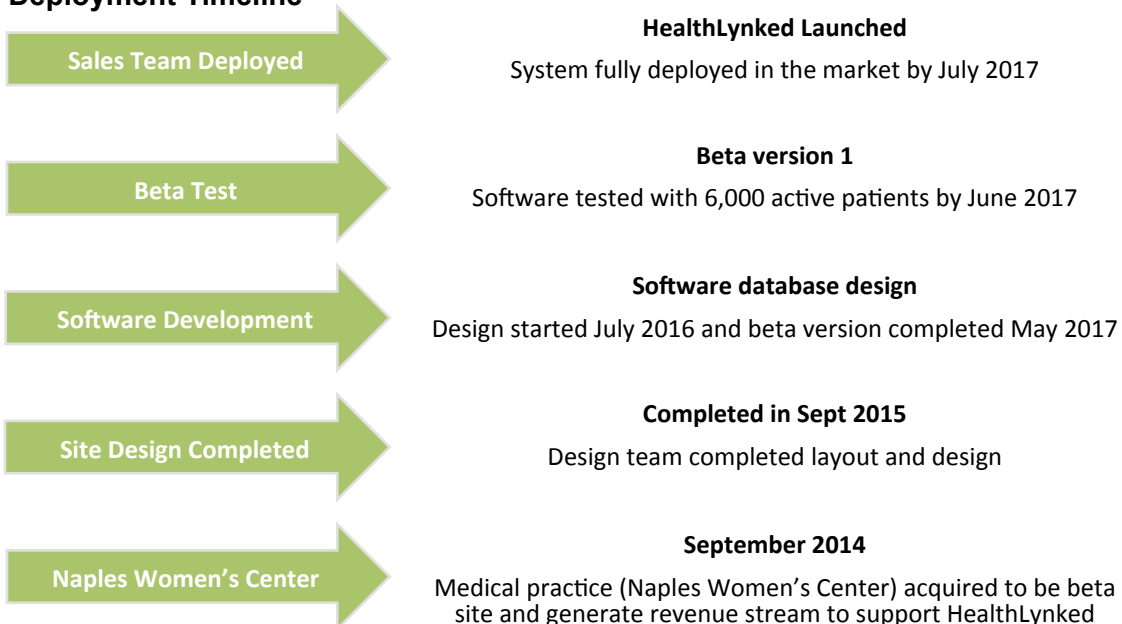
- Industry average 6 times revenue and 70 times earnings

Specialized Health Services (SHS)

- Industry average 1.23 times revenue and 30 times earnings

HealthLynked is currently in SHS and moving into HIS, representing a significant opportunity for value creation.

## Deployment Timeline



## **Management Team**

### **Michael T. Dent M.D., Chief Executive Officer,**

Dr. Dent is Founder, Chairman, and Chief Executive Officer. He has held key leadership positions in business development, operations, corporate development, and strategy in the healthcare & technology industries since the mid-90s. Prior to founding HealthLynked, Dr. Dent was Founder, Chairman & CEO of NeoGenomics Laboratories (Nasdaq: NEO). As a practicing physician, Dr. Dent is uniquely qualified to understand the challenges and opportunities in healthcare and emerging technologies. Dr. Dent received his bachelors from Davidson College, where he majored in both Biology and Pre-Med, and went on to earn his Medical Degree from The University of South Carolina in Charleston, SC. Dr. Dent has also attended FGCU's Business Executive Education program.

### **George G. O'Leary, Chief Financial Officer,**

George O'Leary is a Board Member and Chief Financial Officer. He is a financially trained senior executive specializing in innovative strategic problem-solving across functional and industry boundaries. He is currently the Chairman of the Board of Timios Holdings Corp. Mr. O'Leary is founder and President of SKS Consulting of South Florida Corp. ("SKS") where he works with public and private companies in board representation and/or under consulting agreements providing executive level management expertise, as well as helping the implementation and execution of their companies' strategic, financial & operational plans. From 1996 to 2000, Mr. O'Leary was CEO and President of Communication Resources Incorporated (CRI), where annual revenues grew from \$5M to \$40M during his tenure. Prior to CRI, Mr. O'Leary was Vice President of Operations of Cablevision Industries, where he ran \$125M of business until it was sold to Time Warner. Mr. O'Leary started his professional career as a Senior Accountant with Peat Marwick and Mitchell (now KPMG). Mr. O'Leary holds a B.B.A. degree in Accounting with honors from Siena College.

### **Rob Horel, Chief Commercial Officer,**

Mr. Horel has served as our Chief Commercial Officer since December of 2016. He brings with him significant corporate leadership success with a commercial concentration and an advanced acumen in personnel and team development for focused achievement and execution. Prior to joining HealthLynked, Mr. Horel served as the Vice President of Sales for ViraCor, a Eurofins corporation (EPA: ERF, US OTC), and before that, the Vice President and General Manager of PathLogic, a division of NeoGenomics (Nasdaq: NEO). Mr. Horel also served as Vice President of Sales and Marketing at NeoGenomics from May 2011 to October 2015 – a period of outstanding commercial growth. He joined NeoGenomics in December 2006 as the Regional Sales Director for its Southeastern Region. Prior to NeoGenomics, Mr. Horel held commercial positions of increasing prominence with Ventana Medical Systems (now a division of Roche), US Labs (now a division of LabCorp), and Radiometer America, a division of Radiometer (CPH:RADCb). Mr. Horel graduated from the United States Naval Academy in 1987, earning a Bachelor of Science Degree with Distinction in Mechanical Engineering, and he served as a pilot in the US Navy prior to beginning his business career in 1998.

#### **Safe Harbor Statement**

*Any statements contained in this fact sheet that do not describe historical facts may constitute forward-looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995. Any forward-looking statements contained herein are based on current expectations, but are subject to a number of risks and uncertainties. The factors that could cause actual future results to differ materially from current expectations include, but are not limited to, risks and uncertainties relating to the Company's ability to develop, market and sell products based on its technology; the expected benefits and efficacy of the Company's products and technology; the availability of substantial additional funding for the Company to continue its operations and to conduct research and development, clinical studies and future product commercialization; and, the Company's business, research, product development, regulatory approval, marketing and distribution plans and strategies. These and other factors are identified and described in more detail in our filings with the SEC, including, our current reports on Form 8-K. We do not undertake to update these forward-looking statements made by us.*