



# EXECUTIVE SUMMARY

## Company Introduction

BB Imaging (BBI) started as a mobile ultrasound service in 2004. The company's focus was to increase access to high quality prenatal care for all women. BB Imaging specializes in providing ultrasound services and support to hospitals, physician offices, and clinics. From those early relationships, the company evolved into more than just an ultrasound provider.

The company's expertise lies in building sonography departments from the ground up including staffing, equipment procurement, telemedicine set-up and billing utilization. With a deep understanding of the operational needs, cultural norms and challenges of the healthcare industry, BBI became the largest ultrasound company in Texas and expanded to Kansas, Missouri, and Oklahoma.

## TELESCAN: MODERNIZING ULTRASOUND DELIVERY



### A New Strategy

In 2012 the BBI model shifted to creating strategic hospital partnerships in order to extend their reach. This shift brought to light some common challenges with staffing in rural areas. Although BBI operated with great efficiency, expansion was dependent on the availability of highly skilled sonographers (the technicians who obtain fetal images) and scarce obstetrical specialists (Maternal Fetal Medicine physicians.)

**\$ 7.5 million**

OBSTETRICAL ULTRASOUNDS PER YEAR

**\$ 2 billion**

ULTRASOUND MARKET



#### Work With What They Have

TeleScan's clients leverage their existing clinical personnel and ultrasound equipment.

### TeleScan: How it Works



#### Tech Enabled Ultrasound

The technician installs and runs TeleScan software, guided step by step through the ultrasound capture.



#### Fast Expert Analysis

Videos sync immediately to BB Imaging's sonography team, where experts analyze and return the reports to the mother in as little as one hour.



### Problem: Risk Factors Are Not Identified Resulting in Avoidable Complications Including Loss of Life

Every year expectant mothers lose their lives or face long-term health complications because they are under-diagnosed for high risk complications that require advanced prenatal care.

Research finds that unskilled sonographers or under-skilled healthcare providers lead to worse outcomes in pregnancy. Additionally, women in rural communities are 9% more likely to have a dangerous birth experience due to lack of access to care.

Often expert care is expensive and the process to install necessary resources can be lengthy, especially in underserved communities. The CoVid-19 crisis has further complicated access to care which may lead to an increase in negative pregnancy outcomes including a higher mortality rate.

Improvements to screening and increased detection of at-risk pregnancy by providers can improve maternal morbidity and mortality by as much as 35%.



### Solution: TeleScan

#### Software that turns every hospital into a professional sonography lab with sonographic expertise and reporting as a service.

TeleScan intends to transform the delivery of ultrasound which has been largely unchanged since the 1980s. It utilizes existing clinical personnel and ultrasound equipment which the vast majority of facilities are already equipped with, even in rural areas.

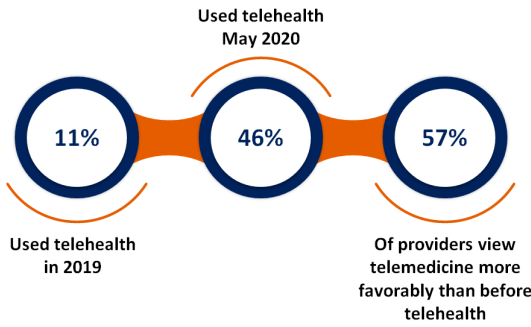
TeleScan provides the technician with HIPAA compliant software. The technicians are guided step by step through the

ultrasound video process, with technique informed by hundreds of the world's best ultrasound experts. Those videos are automatically uploaded to a team of BB Imaging experts that will analyze and deliver reports in as little as one hour.

This will reduce the dependency on skilled technicians in the field in order to extend prenatal care to the most vulnerable patients.

An Opportunity: Surge in Telehealth Patients

**EXECUTIVE SUMMARY**



**Physicians and other health professionals are now seeing 50 to 175 times the number of patients via telehealth than they did before the pandemic.**

Many modalities have found the method for implementing telemedicine, however, sonography is lagging due in large part to the dependency on a skilled technician to acquire images. BB Imaging's TeleScan software addresses this constraint.

**MARKET AT A GLANCE**

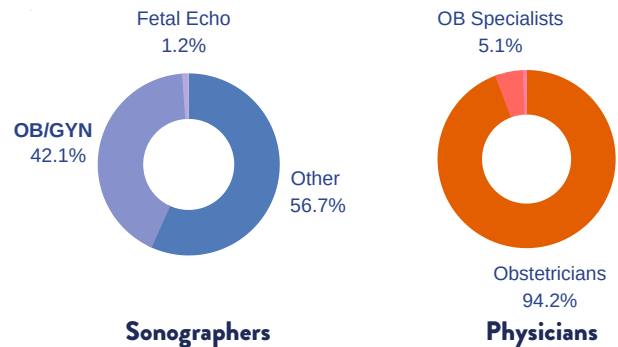
**Competition**

Indirect competitors such as PostDiComm, Direct Radiology act as image storage and retrieval systems. Equipment Manufacturers (OEMs) have the ability to review images remotely. However, both these systems still require a skilled sonographer to be physically present at the facility.

Direct competitors include family practitioners and independent contractors who may complete their own scans. The ultrasound skills of these individuals is usually below the skill level of highly trained remote sonographers employed by BB Imaging. These individuals also face similar scaling constraints as BBIs current model.

**Scarcity of Providers in the U.S.**

Fewer than half of rural counties have a practicing obstetrician (OB/GYN). This lack of prenatal care increases the likelihood by three to four times that women will die a pregnancy-related death, and contributes to higher rates of infant mortality.



**INCREASED SCREENING & ACCURATE DETECTION IMPROVES OUTCOMES BY UP TO\***

**60%**

\*Ultrasound Obstet Gynecol. 2017 Oct;50(4):429-441. doi: 10.1002/uog.17246. Epub 2017 Sep 7.

**Implementing TeleScan**



Leverage partnerships, focus on known territories, and expand into under-served markets,

**ADDITIONAL & APPROPRIATE IMAGING VIA TELESCAN CAN INCREASE REVENUE BY**

**33%**

**Bringing expertise at the right time**

**Blanca Lesmes, Co-Founder & CEO**

Blanca has served as the CEO over the past 15 years holds an MBA from UT, and actively mentors through DivInc, Women@Austin, and the Herb Kelleher Center of Entrepreneurship.

**Ben Buentipo, Co-Founder & COO**

With over 25,000 scans performed, Ben has been a national speaker on ultrasound and holds the highest credential in the field, as an Advanced Practice sonographer. He holds a MS in Healthcare Informatics

**Mandi Bowen, Clinical Lead**

Mandi has been on the BBI team for the past 6 years and acts as the liason between technology development and testing with the clinical environment.

**Impacting the future with TeleScan**

