

# ICBN

NEXT  LEVEL

WHAT COMES NEXT:  
**Acronyms Matter**



# The Starting Acronyms

## CCM – Chronic Care Management

- Physician-bill
- Heavy documentation
- Case-pharm intensive
- High operational size in pharmacy
- License/certification required

## RPM – Remote Patient Monitoring

- Device-based (stethoscopes, scales, etc.)
- Today data management
- Remote logistics
- Physician-control billing
- Billing agreement with local provider

**Both = Barriers to entry for independent pharmacy**

# **Not All** Acronyms Are Built the Same

## **RTM** - Remote Therapeutic Monitoring

- Software-based (no device inventory burden)
- Focused on medication adherence & therapy response
- Lower documentation complexity
- Designed for scalable workflow integration
- Pharmacy-aligned clinical model

**Own the Process. Expand Care.  
Create Recurring Revenue.**





# A New Flavor

## You gain:

- ✓ Technology platform – **NO** cost
- ✓ Compliance structure – **NO** cost
- ✓ Billing support – **NO** cost, BAA required
- ✓ Patient enrollment workflow
- ✓ Recurring revenue framework

**You're not renting access —  
you're building a service line.**



# Strategic Impact

## RTM allows independent pharmacies to:

- Create predictable monthly recurring revenue
- Increase patient retention
- Strengthen prescriber relationships
- Move beyond shrinking dispensing margins
- Increase enterprise valuation

**This isn't just reimbursement.  
It's clinical revenue ownership.**



# Show Me the Impact

## Revenue Projection – Assumptions:

1,500–2,000 monthly patients, ~60% Medicare eligible @ 25% participation rate @ \$25 per patient per month

### Conservative (1,500 patients)

$1,500 \times 60\% = 900$  eligible  
 $900 \times 15\% = 135$  enrolled  
 $135 \times \$25 = \mathbf{\$3,375/month}$   
 $= \mathbf{\$40,500/year}$

### Upper Range (2,000 patients)

$2,000 \times 60\% = 1,200$  eligible  
 $1,200 \times 25\% = 300$  enrolled  
 $300 \times \$25 = \mathbf{\$7,500/month}$   
 $= \mathbf{\$90,000/year}$

# **RTM + BrainHealth+** for Community Pharmacies

## **Community pharmacies are facing:**

- Shrinking reimbursement margins
- PBM pressure
- Staffing shortages
- Increased competition

## **At the same time:**

- Medicare is paying for remote therapeutic services
- Seniors are actively concerned about memory and falling
- This program addresses both



## 2 Fundamental Patient Fears

As we age, two primary concerns dominate:

- Loss of memory & cognitive ability
- Loss of balance → falls → fractures → hospitalization

**These are:**

- Quality-of-life issues
- Healthcare cost drivers
- Independence threats
- Now preventable through structured intervention

### **Falls:**

- \$50 Billion per year cost to healthcare system
- Projected to increase to \$101 Billion by 2030
- Cognitive impairment is a significant contributor to falling
- Dementia increases falls by 300%
- Loss of muscle and balance naturally occur with age and without regular exercise causes falls to occur
- A senior falls every second of every day!

**BrainHealth+ includes:**

- BrainSavers cognitive & balance retraining
- Remote Therapeutic Monitoring (RTM)
- MedTrac™ biometric facial scan monitoring
- Monthly progress tracking
- Medicare-covered clinical oversight
- Delivered in partnership with *Remote Care Today*





### **Program Overview**

- **Increased** Profits
- **Improved** Patient Memory & Balance
- **No Costs** to your Pharmacy
- Covered by Medicare (may have a copay)

## Research cited by Remote Care Today demonstrates:

- ~9.7% improvement in cognitive scores (MoCA)
- ~27.6% reduction in anxiety
- Improved executive function
- Enhanced resilience in older adults

## These outcomes support:

- Better adherence
- Fewer medication errors
- Reduced fall risk
- Improved independence



# MedTrac™

## Biometric Facial Scan Technology

A non-invasive facial scan that:

- Tracks biometric markers
- Identifies health risk patterns
- Monitors changes over time
- Enhances patient engagement



# MedTrac™

## Biometric Facial Scan Technology

### Why this matters:

- Early identification of risk trends
- Increased patient accountability
- Ongoing participation reinforcement
- Adds measurable health data layer to BrainHealth+

This is not guesswork — it is trackable engagement



# Medicare Coverage

## The program is reimbursable under:

- Medicare Part B
- Most Medicare Advantage plans
- May have co-pay/co-insurance

## That means:

- Recognized healthcare service
- Not a retail product
- Covered clinical monitoring benefit
- Recurring monthly reimbursement structure



# What's in it **THEM** (your patients)

## Patient Benefits:

- ✓ Improved cognitive function
- ✓ Reduced anxiety
- ✓ Improved balance & coordination
- ✓ Lower fall risk
- ✓ Increased independence
- ✓ Ongoing health monitoring through MedTrac™
- ✓ Medicare-covered benefit

**Patients feel proactive — not reactive**



# What's in it **THEM** (your patients)

## Why Patients Stay Engaged:

- Daily app-based exercises
- Simple interface
- Progress tracking
- Biometric feedback
- Pharmacy-supported program

## This builds:

- Trust
- Loyalty
- Continued prescription retention





# What's in it for Your Pharmacy

## Monthly review payment:

- \$25 per patient per month
- Review takes ~1 minute per patient

## Example:

200 enrolled Medicare patients x \$25  
= \$5,000 per month x 12 months  
= \$60,000 annually

**Recurring. Predictable. Scalable.**



# **But,** *but, but...*

## No Operational Burden

### This is critical:

- ✓ **NO** upfront costs
- ✓ **NO** equipment purchase
- ✓ **NO** additional personnel
- ✓ **NO** in-house Medicare billing
- ✓ **NO** AR management
- ✓ Third-party Medicare billing is fully managed.

**Compliance, documentation, coding — handled centrally.**



# Fully Turnkey Structure

**Under the business agreement, remote team handles:**

- Patient engagement
- Clinical documentation
- Medicare billing
- Compliance oversight

**Pharmacy responsibilities:**

- Identify eligible patients
- Support enrollment
- Review monthly progress reports
- No additional workflow complexity



# Why's this Different

## Most RTM programs require:

- Staff hiring
- Internal billing
- Compliance risk
- Equipment investment

## This model:

- Eliminates infrastructure burden
- Outsources billing
- Reduces compliance exposure
- Allows pharmacies to focus on patients



# **But,** but, but...

## **What You Actually Do**

- Identify Medicare-eligible patients
- Introduce program as covered benefit
- Review monthly progress report (~1 minute)

## **That's it.**

- **No** outbound call campaigns
- **No** documentation burden
- **No** billing submission



**But,** *but, but...*



- **Review** Patient Progress Reports
- **Earn** Administrative Service Fees

# Where Do I Begin?

- Notify Amy or Seth of your interest:  
**[agentsupport@myicbn.com](mailto:agentsupport@myicbn.com)**
- Execute simple business agreement
- Onboarding & training (brief)
- Receive pharmacy enrollment link
- Begin patient enrollment
- Launch: streamlined and guided





# Elevating Your Pharmacy

## This positions you as:

- Brain health partner
- Fall prevention advocate
- Medicare service provider
- Clinical care collaborator

Moves pharmacy from:

**Dispensing center** → **Preventive care hub**



# Final Thoughts

- No upfront cost
- No additional personnel
- No billing requirement
- Medicare-covered service; may have co-pay/co-insurance
- **Improves patients' lives**
- **Improves pharmacy profitability**



# ICBN

NEXT  LEVEL

# Thank You!

# ICBN

NEXT  LEVEL

# Appendix

# Remote Therapeutic Monitoring (RTM)

– started 2022

## Medical Conditions Covered

- ☐ Musculoskeletal Disorders
- ☐ Muscles
- ☐ Bones/Joints
- ☐ Tendons/Ligaments
- ☐ Nerves
- ☐ Respiratory
- ☐ Medication Management

## Symptoms Covered

- ☐ Pain
- ☐ Stiffness
- ☐ Weakness
- ☐ Swelling
- ☐ Limited Range of Motion
- ☐ Numbness or Tingling
- ☐ Lack of Balance

## Improved Outcomes

- ☐ Improved Cognition
- ☐ Improved Mobility
- ☐ Improved Motion
- ☐ Improved Balance
- ☐ Reduced Falls
- ☐ Pain Relief

# Pharmacy Tools

**Main Street Pharmacy** ENROLL TODAY!

A Message From Your Clinician

**Improve your MEMORY BALANCE COGNITION**

**PATIENT INTRODUCTION to BrainHealth+** 03:05

PLEASE WATCH THIS VIDEO

- Help Prevent Falls
- Recover Lost Skills
- Improve Memory & Concentration
- Improve Self-Confidence

COVERED BY MEDICARE\*

At our practice, we believe BrainHealth+, a new program covered by Medicare, may change your life! By spending 5 to 10 minutes a day, several days a week, you can stimulate your brain to overcome the two main concerns of our senior patients - losing their memory and their balance.

Hear what people say about BrainHealth+ and their life-changing results!

- Reduce Stress & Anxiety
- Delay & Slow Dementia

ENROLL TODAY!

**TESTIMONIALS From Real Participants** 03:45

How Does it Work? What Does it Look Like?

Easy to use on:

- Phone
- Tablet
- Computer

**FREQUENTLY ASKED QUESTIONS**

How to complete...

- The Enrollment Form
- The Consent Statement
- The Enrollment Questionnaire

**HOW TO ENROLL** 03:40

ENROLL TODAY!

\*Limitations, copays and restrictions may apply.

Privacy Policy | Terms & Conditions

Landing Page

**Seniors: Maintain Your Independence!**

**Dr. Anderson's Family Practice**

**Improve Your MEMORY BALANCE COGNITION**

"BrainHealth+ games are challenging and lots of fun. We can hardly tell that we are exercising!"

- Help Prevent Falls
- Recover Lost Skills
- Improve Memory & Concentration
- Improve Self-Confidence

The Alzheimer's Association recently announced significant cognitive improvement in a multi-year study utilizing BrainHQ, included in BrainHealth+.

**BrainHealth+** MEMORY • BALANCE • COGNITION

COVERED BY MEDICARE\*

1. Open camera  
2. Point to QR code  
3. Tap on link or call us at: 800-480-3344

\*Limitations, copays and restrictions may apply.

Poster

**Pharmacy**

**BrainHealth+** MEMORY • BALANCE • COGNITION

PROTECT & IMPROVE YOUR

- MEMORY
- BALANCE
- COGNITION

Brain games that are challenging yet lots of fun!

MENTAL & PHYSICAL EXERCISES (updated daily)

TRY IT OUT TODAY (or Web from our bag)

1. OPEN camera  
2. POINT to QR Code  
3. TAP link

QUESTIONS? CALL (800) 480-3344

COVERED BY MEDICARE\*

Rx Bags

According to the U.S. Centers for Disease Control and Prevention (CDC) and other falls research:

- Fourteen million, or 1 in 4 Americans age 65+, falls each year.<sup>1</sup>
- Falls are the leading cause of fatal and non-fatal injuries among older adults.<sup>2</sup>
- In 2021, falls caused 38,000 deaths among those age 65+, and emergency departments reported 3 million visits due to older adult falls.<sup>2</sup>
- The cost of treating injuries caused by falls among older adults is projected to increase to over \$101 billion by 2030.<sup>3</sup>
- Among older adults who fall, over half receive care in a hospital; the estimated annual average cost per inpatient visit for falls injuries is \$18,658 and \$1,112 per emergency department visit.<sup>4</sup>

## The Stats

- Based on data from 2020, the total health care cost of non-fatal older adult falls is \$80 billion per year, up from \$50 billion in 2015. Sixty-seven percent of fall-related costs are paid for by Medicare, 4% by Medicaid, and 29% is paid privately/out-of-pocket by older adults and families.<sup>5</sup>

### Falls risk factors

- Falling once doubles the risk of falling again.<sup>6</sup>
- People with vision loss have almost twice the risk of falls as adults without vision impairment.<sup>7</sup>
- People with hearing loss are nearly three times as likely to fall compared to those with normal hearing, but wearing a hearing aid reduces the risk of falling by 50%.<sup>8</sup>

# The Stats

- Lower body weakness and difficulties with walking and balance increase someone's risk for falls.
- Certain medications can have side effects and interactions, such as dizziness and fatigue, that increase the risk of falls.
- Chronic conditions such as diabetes and arthritis can increase the risk of falls due to neuropathy, pain, and other symptoms that can affect walking and balance.<sup>9</sup>
- Hazards in the home, including clutter, poor lighting, and lack of supports such as grab bars, can cause falls. Home modifications can address these hazards to reduce falls risk in the home.<sup>10</sup>

Falls, with or without injury, also carry a heavy quality of life impact. A growing number of older adults fear falling and, as a result, **limit their activities and social engagements**. This can result **in further physical decline, depression, social isolation, and feelings of helplessness**.

## Sources

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## **National Falls Prevention Awareness Week:**

Every September, the Falls Free<sup>®</sup> Initiative promotes National Falls Prevention Awareness Week. States are encouraged to host and promote falls prevention awareness and screening activities to draw attention to the problem and offer older adults' practical solutions.

**Week of September 21, 2026**

