Investor Presentation

INNOVATIVE HEALTHCARE SOLUTIONS

HealthLynked
1st Global Healthcare Network
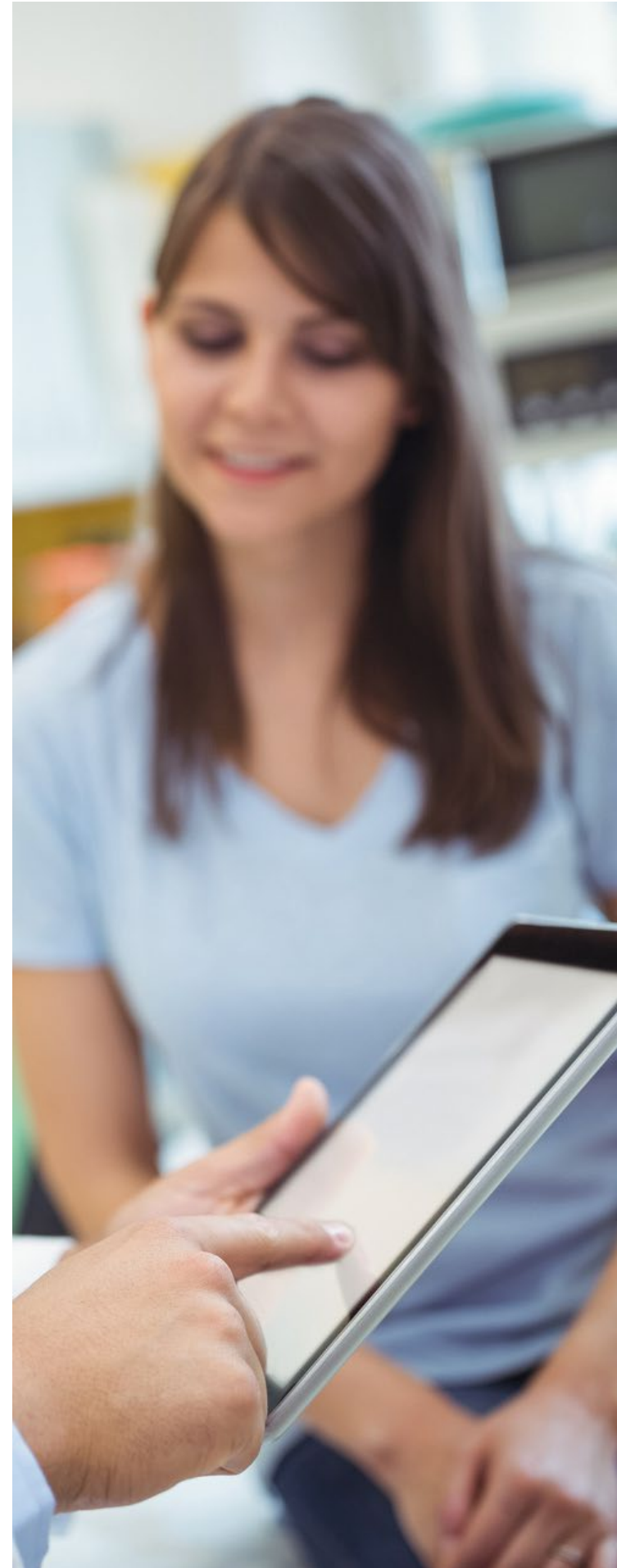
Table of Contents

This Investor Presentation may contain forward-looking statements as defined in the Private Securities Litigation Reform Act of 1995. These statements are based on current expectations and are subject to risks and uncertainties, which could cause actual future results to differ materially. Risks and uncertainties include the Company's ability to develop, market and sell products based on its technology, the expected benefits and efficacy of its products and technology, the availability of additional funding to continue operations and conduct research and development, clinical studies, and future product commercialization. Other factors include the Company's business, research, product development, regulatory approval, marketing, and distribution plans and strategies. These and other risk factors are described in more detail in our filings with the SEC, including our current reports on Form 8-K. The Company does not undertake to update any forward-looking statements made in this presentation.

Investing in our securities stock involves significant risk. We strongly advise you to carefully consider the risks outlined below, along with the information provided in our Annual 10-K and Quarterly 10-Q reports, as well as our financial statements and related notes, which may be relevant to your investment decision. Any of the risks described here could have a severe adverse impact on our reputation, financial condition, business operations, growth, and our ability to achieve strategic objectives. While we have organized the risks into groupings to enhance readability, it is important to note that many of these risks are interrelated and could be grouped or ordered differently. Therefore, no special significance should be attributed to the groupings or order presented below.

- Implementation risk of online personal medical information and archiving system
- Substantial future capital needs and reliance on raising additional capital for continued operations and achieving profitability
- Potential increased costs and limitations on collecting and using protected health information due to federal and state privacy laws, with potential penalties for non-compliance
- Potential slow or limited growth of the market for internet-based personal medical information and record archiving systems
- Risk of inadequate safeguarding of information on the HealthLynked Network
- Limited ability for stockholders to influence corporate decisions due to Michael Dent's controlling percentage of common stock
- Limited public market for common stock, with potential negative impact on its value and shareholder ability to sell shares.

The Problem

The US healthcare system faces challenges such as high costs, lack of access, fragmentation, aging population, and workforce shortages, which can result in delayed care, medical errors, and financial strain on individuals and families. Innovative solutions are required to address these challenges and maintain an adequate healthcare workforce to provide care to the growing elderly population.

High Cost:

Healthcare in the US is expensive, making it unaffordable or inaccessible for many Americans. This can lead to delayed or forgoing necessary medical care and financial strain on individuals and families, further burdening the healthcare system.

Fragmentation and Coordination:

US healthcare system is fragmented, with providers, payers, and facilities working independently. This can lead to coordination problems, duplication of services, higher costs, and medical errors.

Lack of Access:

Despite efforts to expand access, many Americans lack healthcare access, especially in rural areas and low-income populations. This leads to delayed or untreated medical conditions, poorer health outcomes, and increased costs due to advanced illness or disease.

5

The Solution

Healthlynked offers innovative solutions to healthcare problems by leveraging technology to provide more efficient, accessible, and personalized healthcare.

Efficient Health information Exchange

Efficient exchange of health information can significantly improve patient care by providing a comprehensive view of a patient's medical history, reducing errors, improving coordination of care, and facilitating better patient engagement.

Remote Patient Care

Remote patient care like telemedicine, remote monitoring, and direct-to-consumer lab testing can improve healthcare by increasing access, reducing costs, and improving outcomes. These technologies offer new and innovative ways to deliver care, resulting in improved efficiency and better healthcare.

Personalize A.I. Guidance

AI can improve healthcare by providing personalized guidance and oversight for patients. AI algorithms analyze data to develop personalized treatment plans, identify potential health issues, and improve medication management. AI has the potential to revolutionize healthcare by providing more effective care.

Executive Summary

Our Vision and Value Proposition

Vision: HealthLynked envisions a world where patients and healthcare providers can seamlessly connect, access and share health information, improving health outcomes for individuals and populations.

Value Proposition: HealthLynked provides an innovative healthcare platform that empowers patients and healthcare providers to connect, share and access health information, leading to improved outcomes, better quality care, and more efficient use of healthcare resources. Our technology leverages the latest advancements in AI, telemedicine, and health data analytics to provide personalized, accessible and cost-effective healthcare for everyone.

Michael Dent, M.D.

Dr. Dent is an accomplished entrepreneur, investor, and medical professional. He founded and led NeoGenomics, Inc., a cancer-focused testing laboratory network with a $1.5 billion market cap, and co-founded Inlight Capital Partners LLC, a healthcare-focused investment firm. Dr. Dent also founded the Naples Women's Center, a medical group providing comprehensive healthcare services to women. He holds an M.D. degree from the University of South Carolina and a B.S. degree from Davidson College.

George O'Leary

Mr. O'Leary is a highly accomplished professional with diverse experience in finance, business, and entrepreneurship. He has served as a former CPA with Peat Marwick and Mitchell (now KPMG), former VP of Cablevision Industries, and former CEO/President of Communication Resources Inc., where annual revenues from $5M to $40M. Mr. O'Leary also served as Vice Chairman of Timios Holdings Corp., which sold for $45M, and is a Co-Founder of Inlight Capital Partners LLC. He holds a B.B.A. degree from Siena College.

Bob Gasparini

Mr. Gasparini is retired with a successful career in scientific research and management. He served as Director, Chief Scientific Officer, and President at NeoGenomics laboratories. Prior to this, he was the Director of the Genetics Division for US Pathology Labs, Inc., which was later acquired by LabCorp for $155 million. During his time at the Genetics Division, he was able to grow the annual revenues to $30 million in just 30 months, which is a testament to his leadership and management skills. Additionally, he has also served as an Adjunct Professor at Harvard University.

Dan Hall

Mr. Hall is Vice President at Arthrex, Inc., a leading orthopedic medical device company with an estimated annual revenue of $2.6 billion. He is responsible for managing the global enterprise's treasury, investment, financial audit, tax strategy/compliance, and corporate structuring activities. In addition to his role at Arthrex, Mr. Hall serves as the Vice President of Krisdan Management, Inc., a high-net-worth single-family office.

Healther Monahan

Ms. Monahan is the former Chief Revenue Officer at Beasley Broadcasting Group (NASDAQ: BBGI) with a proven track record in sales and revenue growth. While at Beasley, she oversaw the entire sales organization and led the group through successful acquisitions and product additions, resulting in a doubling of the company's top-line revenue. Ms. Monahan is also a bestselling author, keynote speaker, and executive coach who specializes in empowering women in business. Her extensive experience in revenue growth and leadership will be instrumental as HealthLynked expands its services.

Paul Hobaica M.D.

Dr. Hobaica has served as the Medical Director at Arthrex since 2011 and is Board Certified in Internal Medicine. He received his medical education at the University of Mass Medical Center. In addition to his medical work, Dr. Hobaica also serves as a firefighter and emergency medical technician in the Collier County First Responder Program.
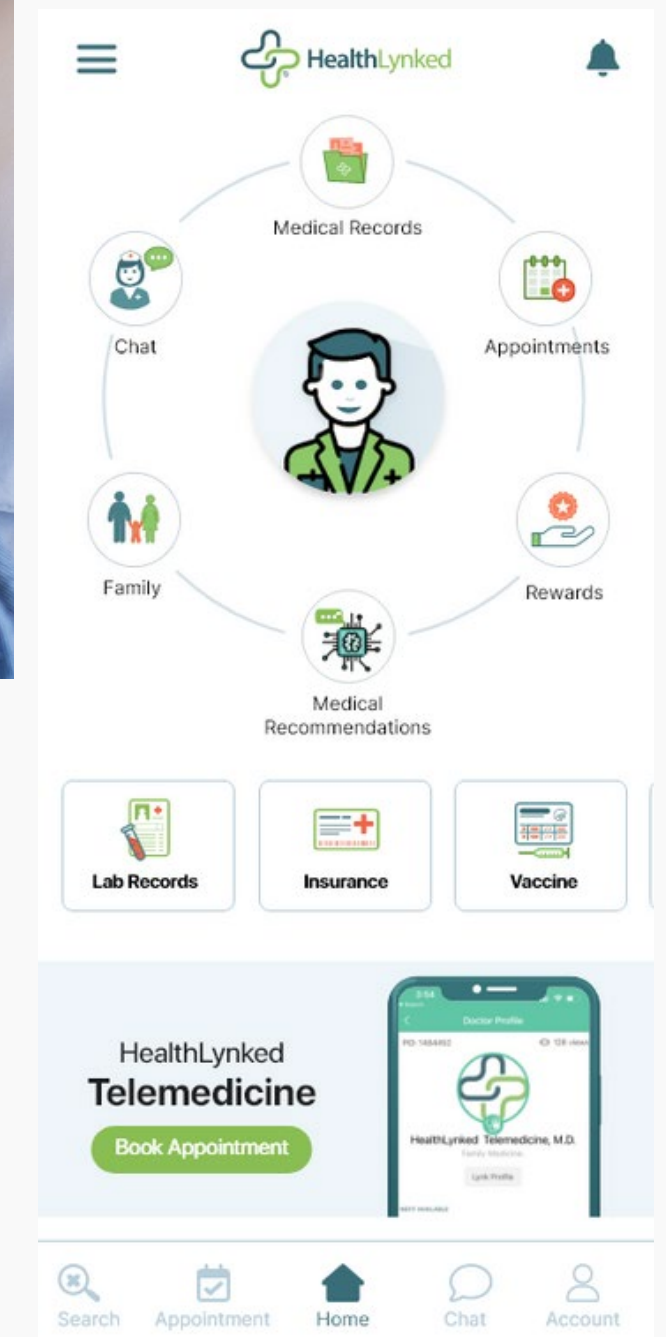
The HealthLynked Ecosystem

The HealthLynked ecosystem can provide personalized medical care and enhance patient-provider communication.

The HealthLynked Network Ecosystem is a comprehensive healthcare platform that connects patients, healthcare providers, and medical facilities in a secure, efficient, and cost-effective manner. The platform offers a range of services, including online medical records, appointment scheduling, telemedicine, and patient engagement tools.

With HealthLynked, patients can easily store and share their medical information with healthcare providers, receive reminders for appointments and preventative care, and access educational resources. Healthcare providers can use the platform to manage patient records, communicate with other providers, and offer telemedicine services.

In addition, medical facilities can benefit from the platform's centralized scheduling and administrative tools, as well as the ability to offer patients a comprehensive suite of services through a single platform. Overall, the HealthLynked Network Ecosystem aims to improve patient outcomes and increase efficiency in the healthcare system.
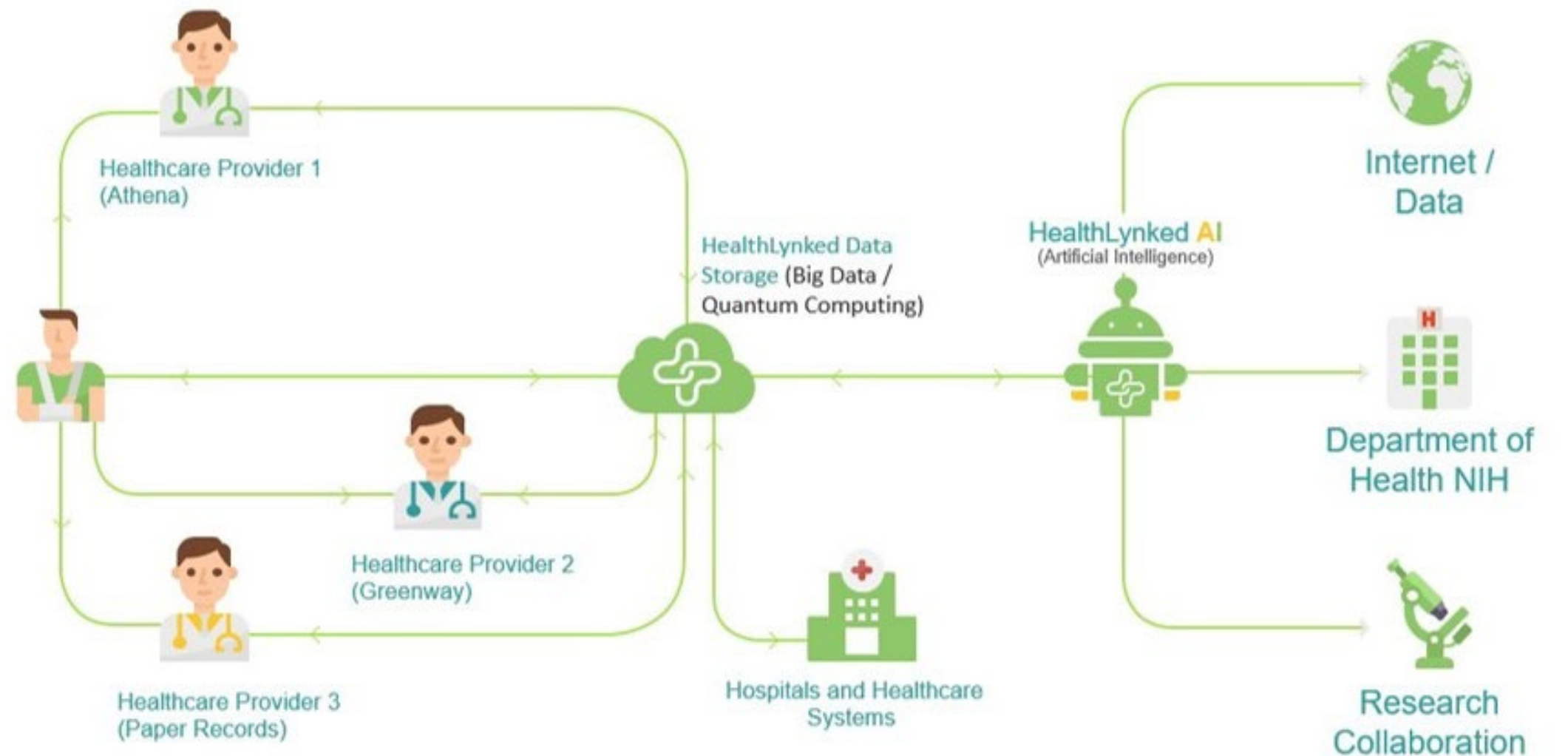

10

Network Architecture

Patient focused healthcare network

The HealthLynked Network is a patient-centric platform that enables seamless sharing of medical information across different record systems. Patients can connect with multiple healthcare providers and control the sharing of their medical information with any chosen provider. The HealthLynked AI analyzes patient records to provide personalized healthcare recommendations and guidance. The platform prioritizes patient privacy and security, while offering a reliable and user-friendly healthcare experience.

HealthLynked Network Diagram

Healthcare Provider 1 (Athena)

Healthcare Provider 2 (Greenway)

Healthcare Provider 3 (Paper Records)

HealthLynked Data Storage (Big Data / Quantum Computing)

Hospitals and Healthcare Systems

HealthLynked AI (Artificial Intelligence)

Internet / Data

Department of Health NIH

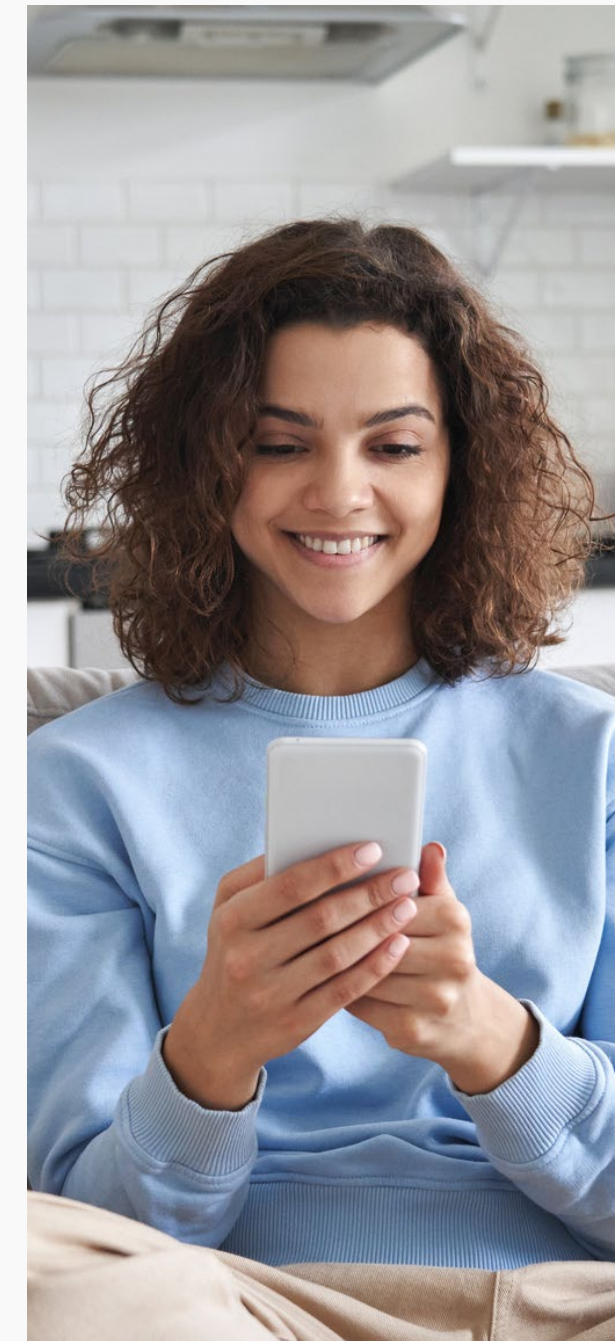Research Collaboration

Online Scheduling and Mobile Check in

"Streamline Your Medical Visits and Book Appointments Online and Check In on Your Mobile Device"

The HealthLynked Network is a comprehensive healthcare ecosystem that seamlessly connects patients and healthcare providers with a range of interrelated tools and services.

With the HealthLynked app, patients can easily access their medical records, connect with providers, and enjoy features such as online check-in and appointment booking. Meanwhile, healthcare providers can benefit from the platform's telemedicine capabilities and patient referral system, among other tools.

In addition, the HealthLynked Network offers access to educational resources and community forums, promoting patient engagement and empowerment. By streamlining and connecting various aspects of healthcare, the HealthLynked Network aims to enhance the overall patient experience and improve outcomes.

< Back

You're Almost Done!

HealthLynked Telemedicine

03/22/2023
Morning
Video Call
Allergy Consultation

Appointment Summary
Total: $60.00
You will not be charged until your appointment is confirmed.

Fill Out To Complete Your Appointment

Email

Phone Number

First Name

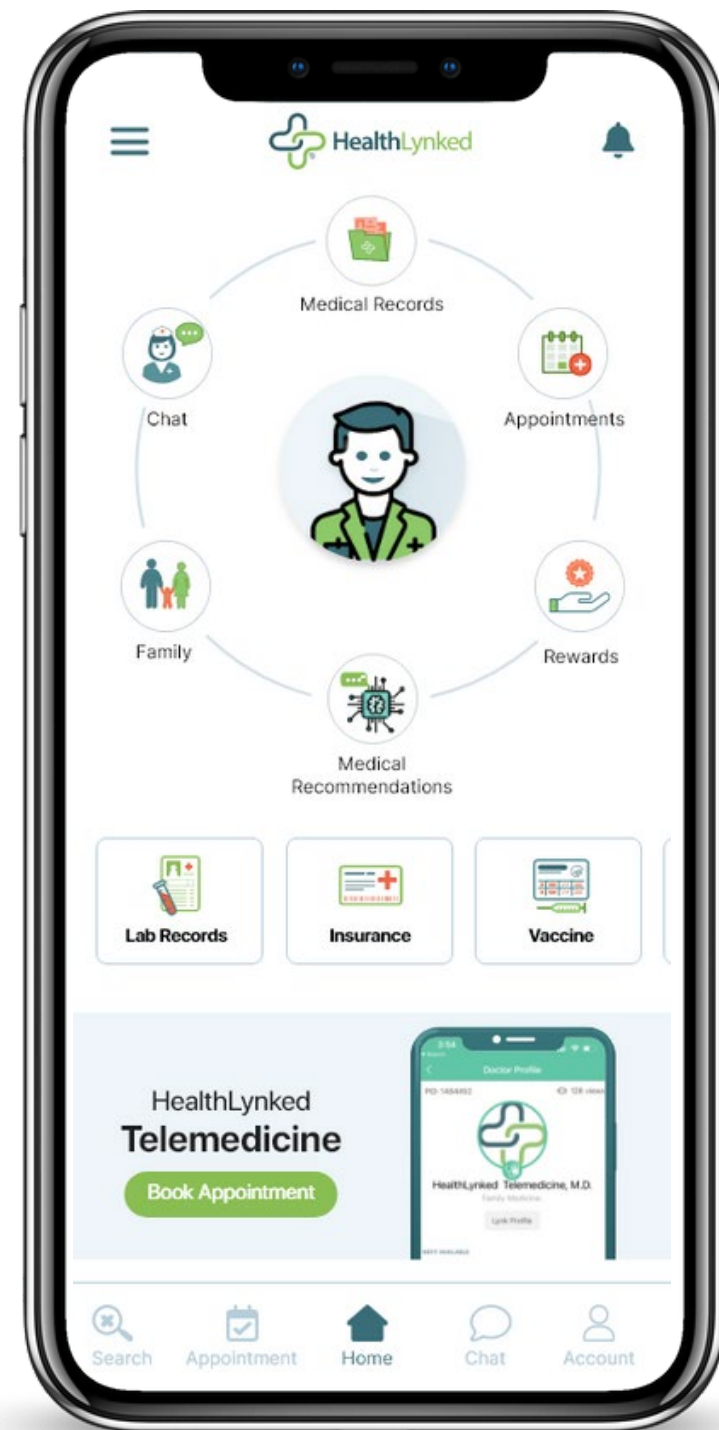Last Name

Healthcare Providers

HealthLynked extends a host of services to healthcare providers, intended to elevate their practice's efficacy, patient care, and operational efficiency. This gamut of services comprises the following:

- Online appointment scheduling

- A personalized online directory for each provider to showcase their practice and expertise

- A distinctive check-in solution leveraging mobile devices, to expedite the check-in process

- Practice metrics, to furnish crucial insights for enhancing performance and patient care

- Patient reviews and a practice communicator, for seamless communication between patients and providers

- Advertising opportunities in the HealthLynked directory, enabling providers to target specific geographic regions and reach new patients.

Competitive Advantages

Comprehensive Platform

HealthLynked's platform provides a comprehensive, all-in-one solution for patients, providers to access and manage healthcare services. Its robust features include appointment scheduling, secure messaging, patient record keeping, telemedicine, e-prescriptions, and insurance information, all seamlessly integrated into a single, unified platform.

HealthLynked stands out from its competitors with its comprehensive approach, which provides a broader range of services compared to those who offer only a limited subset of features. By offering a complete solution for healthcare management, HealthLynked streamlines the patient experience and makes healthcare more accessible, efficient, and user-friendly.

Competitive Advantages

Enhanced Patient Experience

HealthLynked's platform is thoughtfully designed to optimize the patient experience by providing a convenient, intuitive, and user-friendly interface. Patients can easily schedule appointments, access their medical records, communicate with their healthcare providers, and refill prescriptions from the comfort of their mobile devices.

By offering a seamless, end-to-end experience, HealthLynked enhances patient engagement and satisfaction, which can ultimately lead to better health outcomes and improved retention rates. This commitment to providing a superior patient experience sets HealthLynked apart in the healthcare landscape and makes it a valuable asset for both patients and providers.

Competitive Advantages

Streamlined Healthcare Ecosystem

HealthLynked's platform serves as a centralized network, connecting patients and providers and streamlining the healthcare ecosystem. This connectedness improves the efficiency of the healthcare system, enabling faster and more accurate communication, reducing redundant paperwork, and ultimately lowering administrative costs.

By adopting this streamlined approach, HealthLynked is able to reduce costs for patients and payers while simultaneously enhancing the quality of care and outcomes for patients. This commitment to improving the healthcare experience through enhanced connectivity and streamlined operations is a key factor in HealthLynked's success and sets it apart from competitors in the industry.

Patened Technology

Healthcare Network

HealthLynked patented technology sets it apart in the healthcare industry. The company was issued a patent for its healthcare network and unique technology, which enables patients to share medical information through its secure network with doctors, hospitals, and other family members. This patient-centric record management system allows patients to have greater control over their healthcare information, making it easier to access, share, and manage. HealthLynked's technology has revolutionized the way patients and healthcare providers interact, enabling more seamless communication and coordination of care. By empowering patients to take a more active role in their healthcare, HealthLynked is advancing the industry and improving patient outcomes.

Competitive Analysis

Companies offering some similar products or services to the same target audience.

Teladoc

Teladoc Health is a telemedicine provider that offers virtual medical consultations and other healthcare services.

Zoc Doc

a healthcare technology company that offers an online platform for scheduling medical appointments and finding healthcare providers.

Doximity

Doximity is a secure social network for healthcare professionals to communicate, collaborate, and share information.

Health Services

HealthLynked's Health Services Division is vital to the development process of the company's products and services. They test and refine innovations in real-world practice environments to identify potential challenges and areas for improvement before launch. By collaborating with patients and healthcare providers, the division ensures effectiveness, user-friendliness, and alignment with patient and provider needs. This approach leads to the delivery of high-quality healthcare solutions to customers.

Functional Medicine

The Naples Center for Functional Medicine provides personalized and integrative healthcare, focusing on root causes of illness and optimizing health through nutrition, lifestyle, and natural therapies.

Womens Healthcare

Naples Women's Center is a gynecology practice in Naples, Florida, offering comprehensive medical services to women, including routine gynecological care and other specialized medical services.

Physical Therapy

Bridging the Gap Physical Therapy provides personalized and integrative care for a variety of conditions, using a holistic approach that incorporates manual therapy, exercise, and patient education.
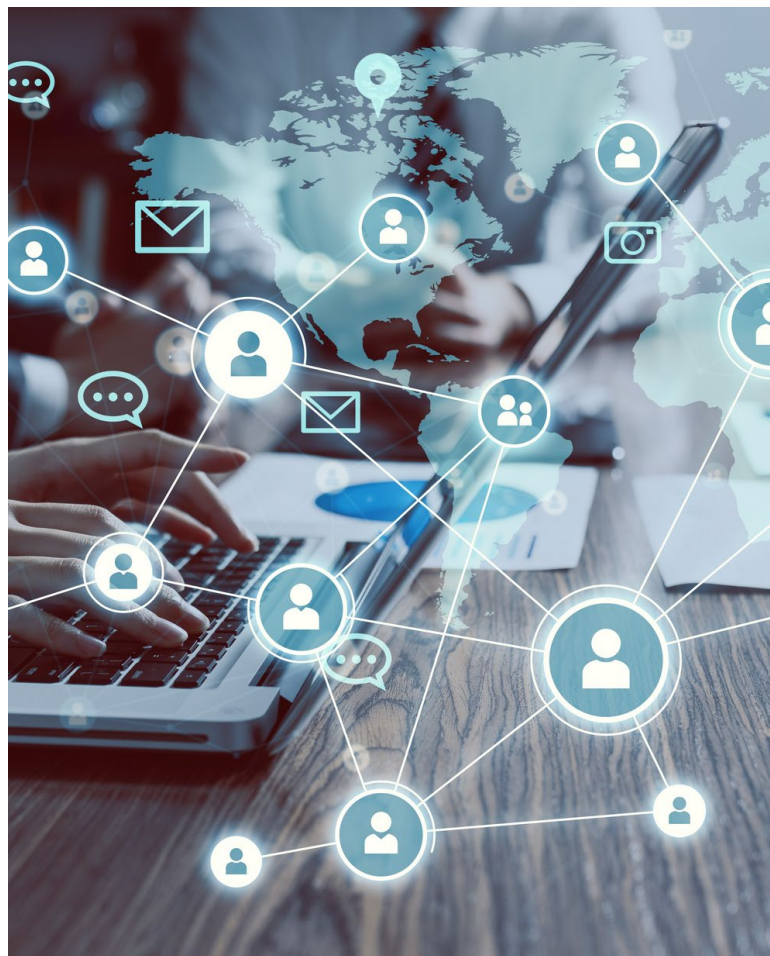
19

Our Technology

HealthLynked is a game-changer in the healthcare industry, providing innovative solutions that improve outcomes for patients and providers. Leveraging advanced technology and data management, HealthLynked streamlines processes, improves communication, and delivers quality care to all.

Personalized Patient Guidance

HealthLynked is a healthcare platform that uses patients' medical histories to provide personalized guidance, such as screening test reminders and medication recall alerts, to improve their health outcomes.

Healthlynked Network

HealthLynked is a healthcare technology company that offers an online platform for scheduling medical appointments, finding healthcare providers, and providing personalized healthcare recommendations, improving access to care for patients.

Patented technology

HealthLynked's patented technology enables patients to securely share medical information with doctors, hospitals, and family members, revolutionizing the industry and improving patient outcomes
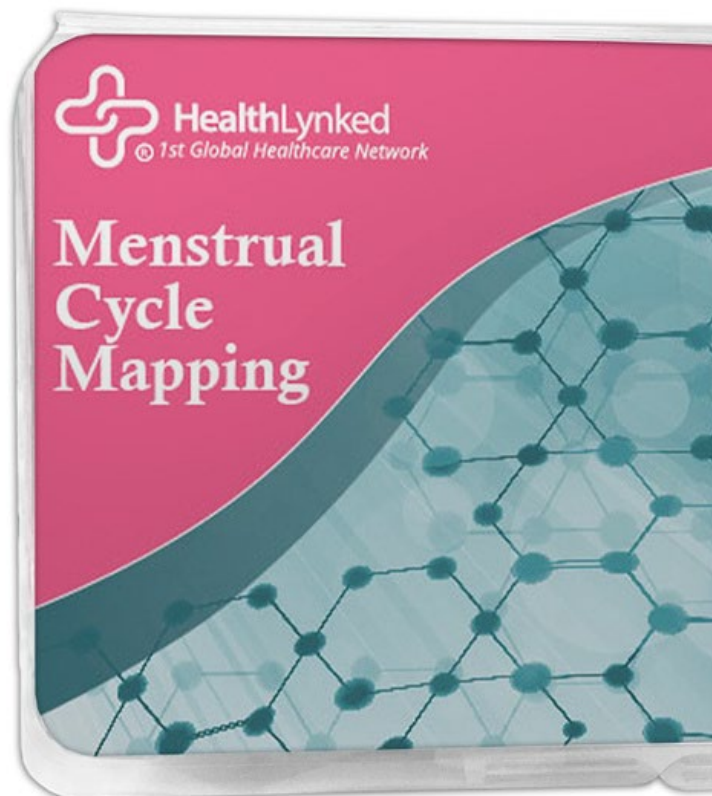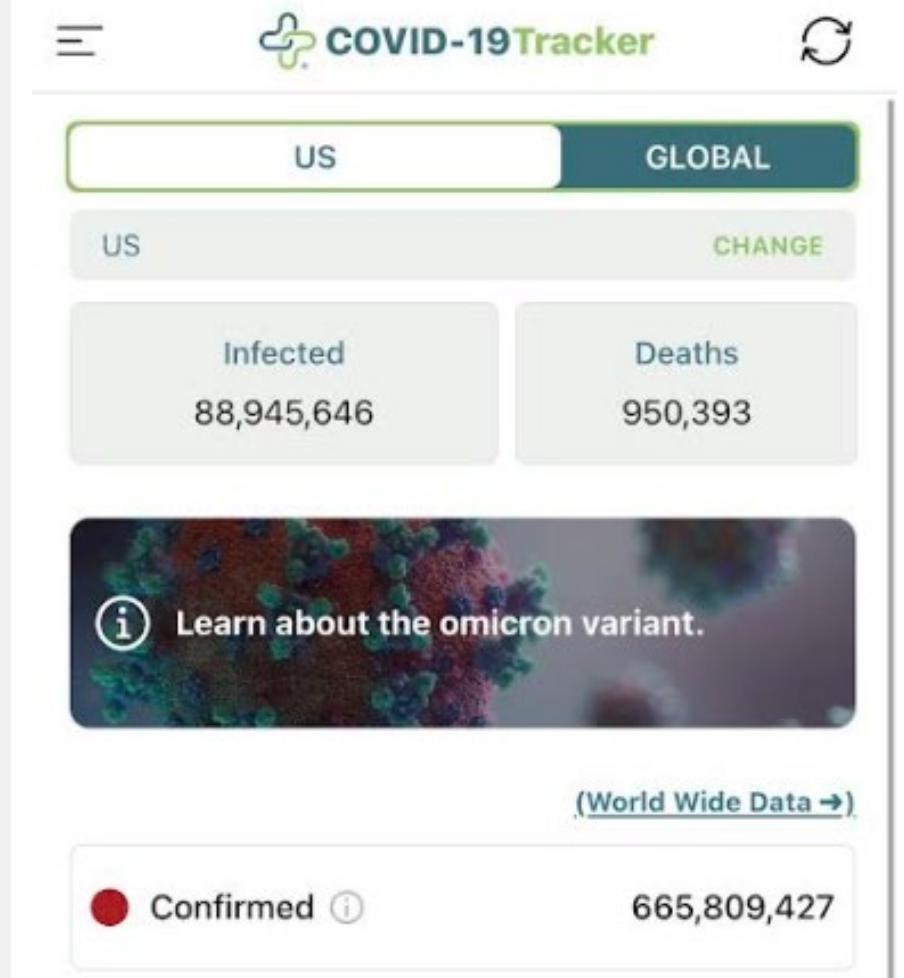
20

Our Technology

HealthLynked is revolutionizing healthcare through innovative solutions that enhance patient outcomes and provider efficiency. By leveraging cutting-edge technology and advanced data management, HealthLynked is able to streamline processes, improve communication, and deliver personalized care.

Covid tracking App

HealthLynked's COVID-19 tracking app was the top medical app in the Apple Store, with over 2 million downloads. aligning with HealthLynked's mission to improve healthcare.
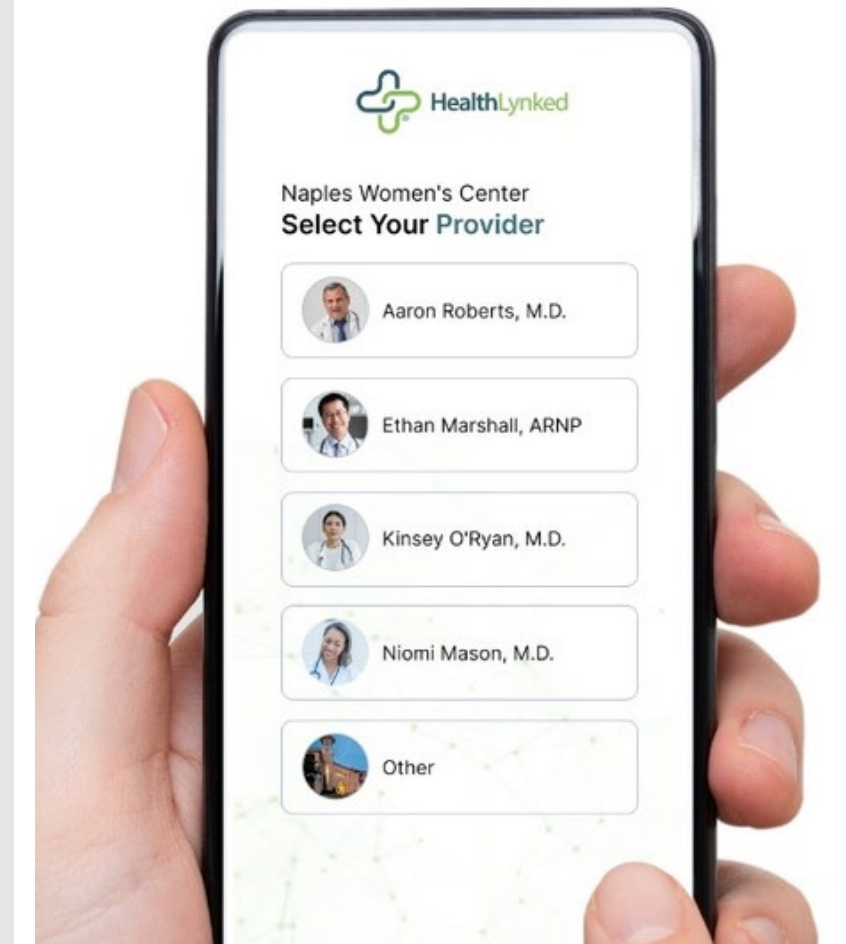

Direct to consumer lab testing

Direct-to-consumer lab testing allows patients to monitor their health from home with finger stick, urine, or saliva tests. Routine testing is an effective tool for early detection of medical conditions.

Mobile Patient Check-in

HealthLynked's mobile check-in app streamlines the process, shortening wait times and enhancing privacy by notifying patients on their mobile devices when doctors are ready to see them.

21

Our Technology

HealthLynked is changing the face of healthcare by providing innovative solutions that improve patient outcomes and increase provider efficiency. Through the use of advanced technology and data management systems, HealthLynked is able to enhance communication, improve care management, and make healthcare more accessible to all.

MedOfficeDirect

MedOfficeDirect is an online retailer that offers over 15,000 name brand medical supplies at low costs, both direct to consumers and to healthcare facilities across the United States.

Oohvie a Women's Health App

Oohvie is a comprehensive menstrual tracking app that integrates lifestyle and symptom tracking, ovulation and fertility predictions, pregnancy chances, and Nurse Chat.

Wearable Health Sensor

Lynk Fit is a wearable health sensor that remotely monitors heart rate, temperature, O2 saturation, and blood pressure. Information can be stored in the HealthLynked app and shared with healthcare providers.

Our Technology

HealthLynked is committed to improving healthcare through innovative solutions that increase efficiency and improve patient outcomes. By leveraging technology and data management systems, HealthLynked streamlines processes, enhances communication, and delivers personalized care.

Healthlynked University

HealthLynked University provides over 100 educational videos covering a wide range of medical topics for patients and healthcare providers to access and enhance their knowledge.
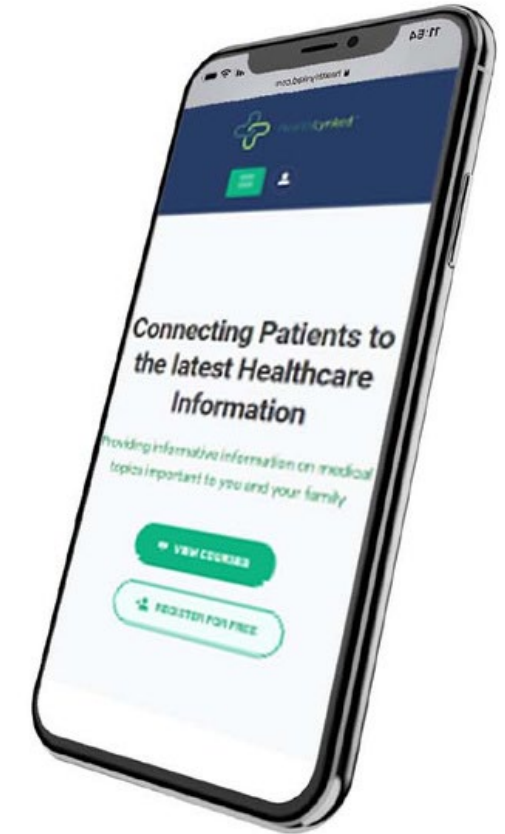
Patient Access Hub

creates a secure WiFi access point for point-of-care centers, allowing for more detailed tracking of practice performance and management in a secure and efficient manner.
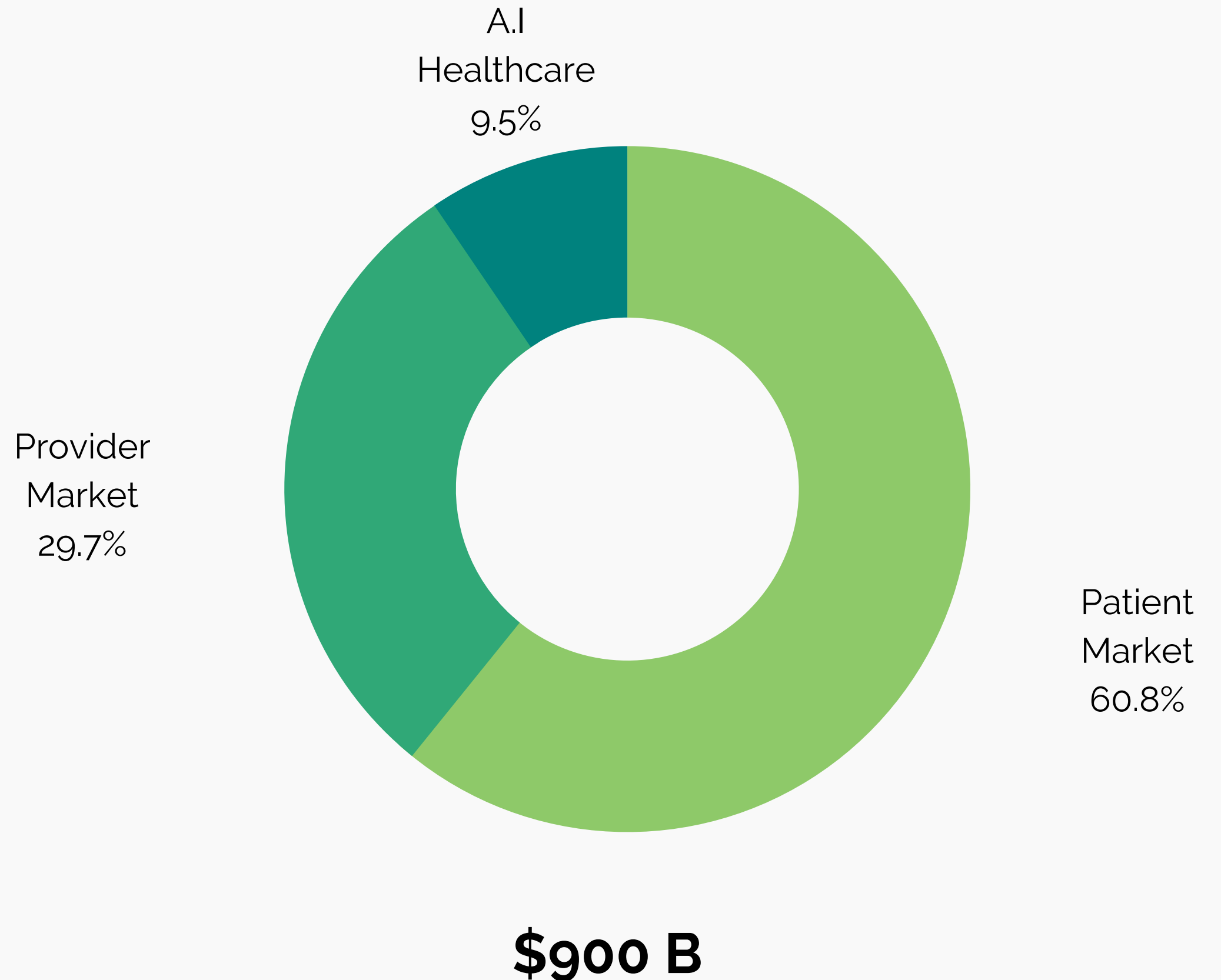
Cost Lynk

CostLynk is a cost estimator tool for patients to determine the cost of medical procedures and services, enabling them to compare prices among hospitals and make informed decisions.

Target Market Opportunity

How big is the Market for HealthLynked?

Healthlynked has a significant market opportunity in the healthcare industry, which is projected to reach a total value of over $900 billion by 2027. By addressing the patient, provider, and payer markets, as well as leveraging its advantage in healthcare data and AI, Healthlynked is well-positioned to tap into this market opportunity and drive growth and profitability for the company.

A.I Healthcare
9.5%

Provider Market
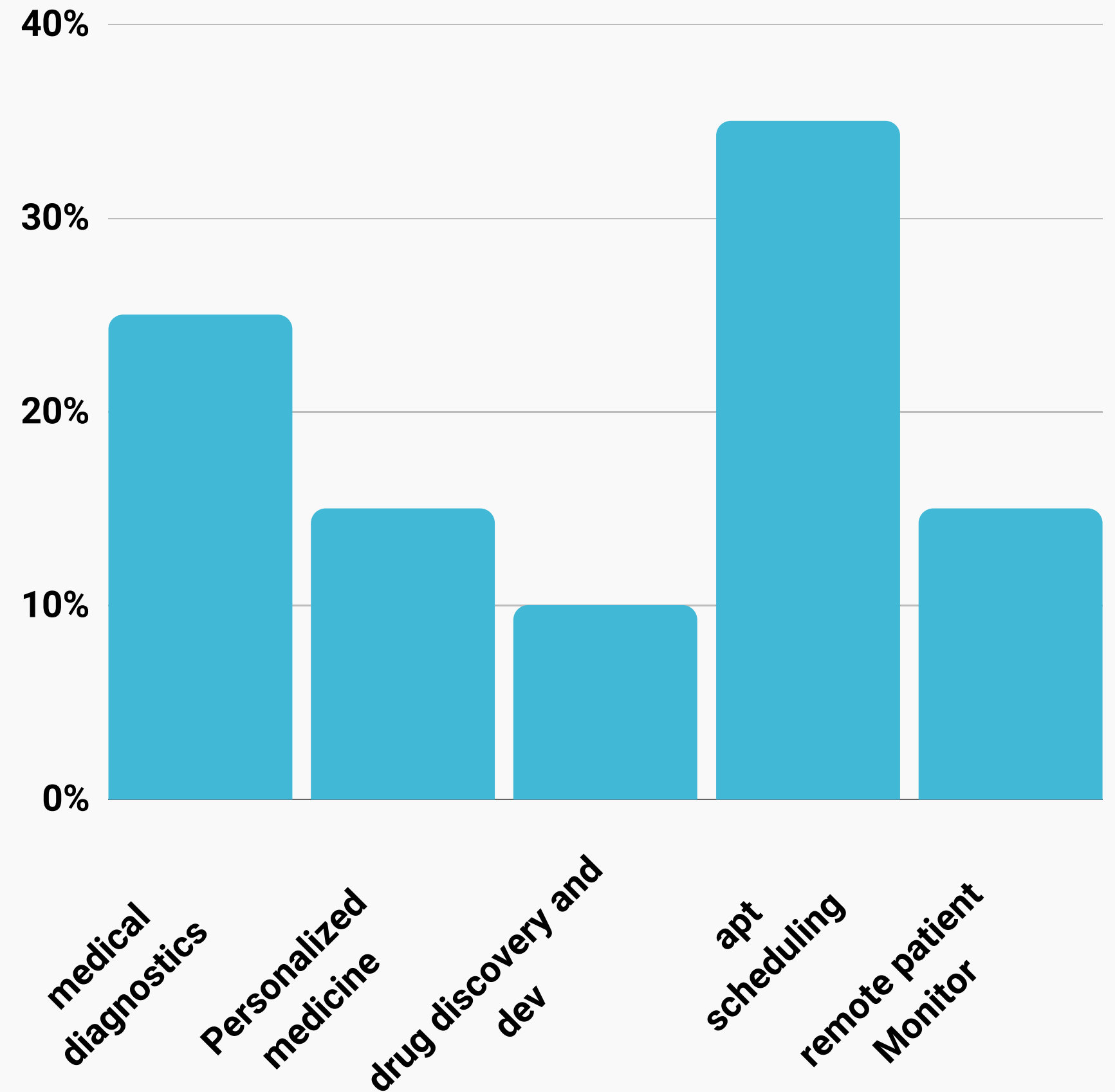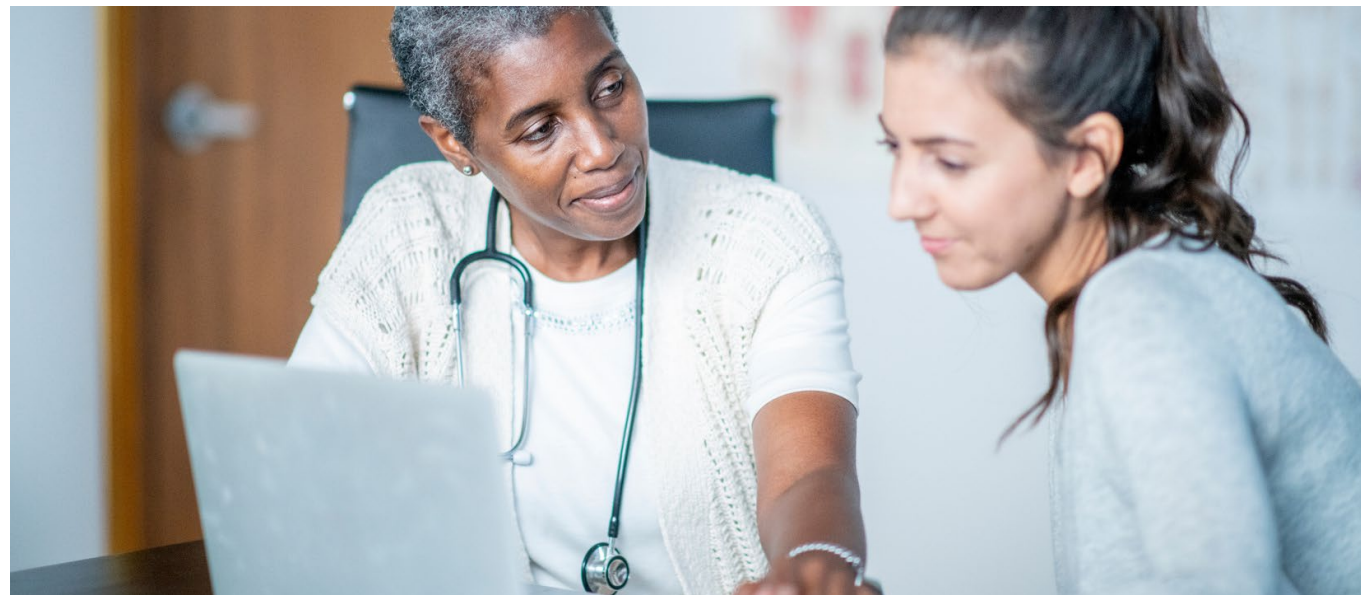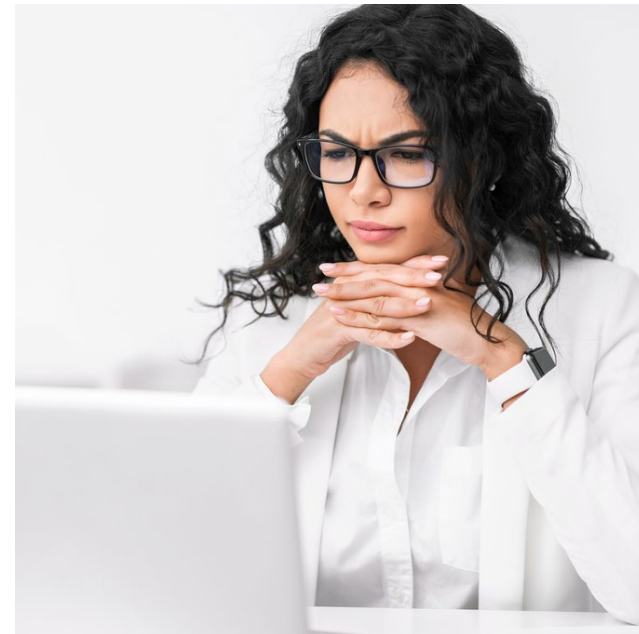29.7%

Patient Market
60.8%

$900 B

Artificial Intelligence in Healthcare

How big is the market for HealthLynked?

AI presents a significant and rapidly growing opportunity in healthcare. It has the potential to revolutionize healthcare by improving patient outcomes, reducing costs, and increasing access to care. AI can analyze large datasets, assist in drug discovery, and enable remote patient monitoring, among other applications. The projected market size for AI in healthcare is over $36 billion by 2025.

Leveraging A.I. for Better Healthcare

ARI - Augmented Realtime Interface

HealthLynked has devised an innovative technology known as ARI, or Augmented Real-Time Interface, which enables patients to interact with the HealthLynked network via an AI avatar of their preference. With ARI, patients can effortlessly complete their intake and medical records by conversing with the system, which utilizes advanced natural language processing (NLP) technology. The groundbreaking ARI system employs sophisticated tools such as Chat GPT to provide a distinctive and smooth experience for the patient. By utilizing ARI, patients can ensure that their medical records are current and receive customized guidance to address their unique healthcare requirements.

Business Model & Revenue Streams

Patient Revenues

- HealthLynked provides medical record management to patients through an annual subscription service. starting at $120 per year.
- Telemedicine services are available for patients $60 per call.
- Patients can purchase medical supplies through the platform. with 40% margins.

Provider Revenues

- Monthly practice fee starting at $450.
- $60 per new patient booking fee.
- Pay-per-click marketing in the HealthLynked directory.
- Communication and collaboration tools between healthcare providers and patients.
- Access to a comprehensive healthcare ecosystem.

Marketing Revenues

- Direct-to-consumer advertising.
- Physician marketing in the HealthLynked online directory.
- Selling medical supplies.
- Reach a wider audience.
- Connect with healthcare providers.
- Sell products or services directly to consumers.
- Increase visibility.
- Drive revenue growth.

Marketing & Sales Plan

Marketing Strategy

HealthLynked's marketing strategy focuses on providing convenient and efficient online scheduling and concierge services for patients. By engaging patients and creating free accounts, HealthLynked can introduce them to a wide range of healthcare services and encourage them to become members. The strategy involves contacting healthcare practices on behalf of the patient, promoting the benefits of becoming a member, and ultimately improving the patient and provider experience. This approach positions HealthLynked as a leader in the healthcare technology industry and has the potential to build brand loyalty and increase overall revenue.

Sales Strategy

Healthlynked's sales strategy is to focus on building relationships with healthcare providers and facilities, emphasizing the benefits of our platform for both the practice and the patient. Our team will reach out to providers and offer personalized demos and onboarding support to ensure a smooth transition to the platform. We'll highlight the features and benefits of Healthlynked, including online appointment scheduling, unique check-in solutions, practice metrics, patient reviews, and more. By demonstrating the value of Healthlynked and providing exceptional customer service, we aim to establish long-term partnerships with healthcare providers and expand our user base to improve healthcare access and outcomes for all.

Traction/Milestones

HLYK: OTCQB

05/15/2017 The company went
public through an initial public
offering (IPO) on the (OTCBB)

MOD Acquired

10/20/20 acquired
MedOfficeDirect, an online
seller of medical supplies

HC Wainwright

8/31/21 An institutional
investor invested $2
million in HLYK, increasing
credibility with Wall Street

Dr. Dent Invest $3M

8/20/20 Dr. Dent, CEO,
makes a $3 million equity
investment

Family Office Inv $2M

2/26/21 a private family
office makes a $2 million
equity investment in
HLYK

Sale of Cura ACO

1/17/23 sales of Cura ACO
to Palm Beach ACO

Thank You!