



NitroPCR by Open Frame

www.nitropcr.com

Mobile & Huntsville, AL

Enables smaller EMS providers to manage required reports in less time with better info, comply with growing regulations, and get paid faster.

Problem Your Startup Addresses

After treating a patient, a paramedic is required to fill out a Patient Care Report or PCR. PCRs provide valuable assessment and treatment information for the patient's continuing care. State governments require them for oversight, and most importantly, insurers require them before paying. In 2015, EMS providers in the U.S. filed 80 million PCRs. Half of those were filed using expensive, multi-part paper forms. Paper PCRs are time-consuming, illegible, vague, make quality control difficult, and are not easily or quickly shared. **Without clear, thorough information in the PCR, the patient's continuing care suffers. Insurers reject PCRs with errors or omissions, delaying payment.**

Customer and Potential Market

There are 18,000 EMS providers in the U.S. Many of the largest providers (2000 or more calls per month) have already moved from paper to electronic PCRs (ePCRs). **Smaller providers have endured the problems of paper PCR forms as a cost of doing business.** However, every U.S. state is currently implementing new national NEMSIS 3 reporting regulations which are quadrupling the amount of data required to be collected in each PCR. NEMSIS 3 paper forms would be 8-10 pages long, more complicated, and require more time away from life-saving and revenue-producing service calls.

Competitive Landscape

There are 25 notable competitors in the ePCR market. Most of these "legacy ePCR" vendors entered the market in the 1990's with PC-based products that ran on laptops. They have been slow to innovate, although a few are now producing web-based PCR products. Physio Control and Zoll are two of the more established legacy ePCR vendors. Most legacy ePCRs are not user-friendly, and have a high Total Cost of Ownership, requiring the purchase of ruggedized laptops, servers, software licenses, the investment of significant IT resources, and commitment to multi-year contracts.

The implementation of NEMSIS 3 regulations is shaking up this market. **State EMS offices are already encouraging—even requiring—the EMS providers in their states to move to NEMSIS 3 compliant ePCRs.** NEMSIS 3 compliance is a tall order for the legacy ePCR vendor who entered the market 20 years ago with a simple form-filler application. Smaller EMS providers, which make up half of the market, feel forced to change but are still unable to justify the expense of adopting a legacy ePCR.

Solution and Competitive Advantage

NitroPCR comes to the rescue with a complete, mobile, cloud-based ePCR solution developed from the ground up to run as an app on mobile devices. With NitroPCR, paramedics can complete their patient care reports from tablets or smartphones they may already own. The intuitive interface enables users to generate better-quality PCRs in less time. Paramedics can attach photos, collect signatures, and

instantly and securely share PCRs with ER staff. With validation built in, every PCR is error-free. NitroPCR is HIPAA-compliant and NEMSIS Gold certified.

A super-efficient and scalable Software-as-a-Service infrastructure allows the company to charge just \$2 or less for each PCR with all training and support included—a real competitive advantage. With no long-term contracts, this pricing plan is inexpensive, zero-risk, and easy to budget for. It is **designed to match the needs of the underserved, smaller EMS providers** that make up 50% of the market.

Revenue Streams

Each subscriber to the NitroPCR service generates a monthly recurring revenue stream. The base price starts at \$2.00 per PCR, and discounts begin at 500 PCRs per month. The company also offers optional services that carry additional charges, including faxing from the mobile device (20 cents per page) and PCR archiving (four cents per PCR per month). The company will soon enable additional revenue generating services, including electronic insurance claims submission and management. With 80 million PCRs filed annually, when one percent of those PCRs are processed through NitroPCR, **the resulting recurring annual revenue stream will exceed \$1.6 million.**

Team

Nik Martin, Open Frame's founder, is **an industry expert in EMS, Public Safety software, cloud computing, and an experienced software developer with 15 years of experience in IT.** After serving in the Navy, he worked as a firefighter and paramedic, and then for Intergraph Public Safety, where he designed and implemented software systems for some of the largest public safety organizations in the world. Nik has helped to launch four technology companies in Huntsville and Mobile.

Huntsville native Blake Herrin has 25 years of experience in leading business development, marketing, and sales teams in fast-growing high-tech startups. He has managed two companies that have each appeared on the "Inc. 500" list for three consecutive years: Q+E Software (Raleigh, NC) and Radiance Technologies (Huntsville).

Robert Bolton (The Outsource Group), an expert in healthcare revenue cycle operations, serves as an advisor. Bo Megginson (United Bank) and Mel Washington (University of South Alabama Small Business Development Center) have helped to develop the organization's structure, vision, growth, and management plans.

Funding

A quarter of a million dollars has been invested in Open Frame. Most of this funding has come in the form of bootstrap funding from the founder, \$175,000 to date. **In 2015, NitroPCR by Open Frame won a \$75,000 Alabama Launchpad grant.**

Stage

The company is in the growth/traction phase. NitroPCR's MVP offering received NEMSIS Gold certification and went into production in July 2014. Now with customers in eight states, in every time zone, the company has doubled its customer count in the last 8 months. **When that customer count doubles again, NitroPCR will be "in the black."**