

TransactWellness CapitalFlow

Financial stimulus for the economies of wellness and fitness.

Matt Ganski

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Abstract

A premium service accommodating client lead generation for wellness or fitness facilities. When a facility opts into CapitalFlow, they may receive clients from TransactWellness who already have full or partial payment reimbursement. Clients are sourced from a variety of for-profit and charitable wellness initiatives to increase funding and adoption of holistic healing and fitness. CapitalFlow affords consumers with more frequent appointments, and provides facilities that use TransactWellness with a steady stream of full paying clients. The program reduces facility reliance on expensive marketing campaigns and deal site price cutting compromises.

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1 Overview

1.1 The Luxury of Well-Being

Most wellness and fitness services are not legitimized as health services because they aren't usually covered by our current healthcare system. The differences between transacting healthcare and wellness have substantially diverged these markets from each other. There are pros and cons to each market. Real cash costs for healthcare have unreasonably skyrocketed, but our health insurance system has swelled to cover the costs so far. Most plans fall short of providing ample opportunity for well-being. Wellness is lucky to have more of a free market, which keeps its price points much lower than healthcare. However, the lack of financial support for regular wellness services definitely impedes appointment consistency. Wellness facilities must rely on something other than sickness, alone, to get consistent clients through their doors. Some are able to establish regular clientele with quality and their dedication to their practice. Others must rely on time intensive digital marketing, or worse, cutting the cost of their services with deal websites just to stay in business.

TransactWellness believes that the pursuit of well-being is a fundamental right, not a luxury. We also believe that wellness businesses should not need to cut prices below their worth to do business, which severely limits long-term quality. Through the CapitalFlow service, wellness and fitness markets are financially stimulated by creatively incentivizing all contributors in our network. We run socially impactful stimulus programs with multiple funding sources, then, facilities get reimbursed digitally at the point of sale when clients go there for redemption of wellness credits.

1.2 CapitalFlow Overview

Many believe that financial support for wellness and fitness is just as necessary for our well-being as healthcare and allopathic medicine. Just recently, the leading cause of death for people under 50 in the United States switched to prescription drug overdoses^{[1][2][3]}. Some have labeled the problem a "modern plague." Ventures driven by social impact growth are becoming more and more abundant due to some of these startling realizations. The Affordable Care Act isn't enough to offset the costs of resolution, and may even be a contributor to the problem. There are many individuals who have pledged large portions of their financial fortunes toward furthering social impact^[4]. CapitalFlow is a real world service that invites these individuals to put

their money where their mouth is, and *redistribute the Health back to the people.*



CapitalFlow is designed as a win - win - win for funders, wellness consumers, and wellness facilities. It is priced with no transaction fees for the benefit of all participants. The purpose of CapitalFlow is to increase the volume of holistic health visits for the betterment of all society. Patrons benefit from wider networks and funding support. Facilities benefit with affordable lead generation with little effort and full market rates. Philanthropic contributors get transparency into where and who their money ends up helping socially. Unlike other charitable non-profits, donors of any volume can track their contributions to their final destinations. Real-time social impact data is reported to donors, facilities, and the public.

Donors and patrons use the TransactWellness mobile app to interface and take action with CapitalFlow. Patrons can purchase wellness memberships, apply for wellness financial support, find subsidized

wellness deals, and browse for facilities who are able to accept their wellness credits. Donors use the mobile app to browse active stimulus programs, donate tax-deductible contributions, and track the destinations of their funds.

Facilities use CapitalFlow as an add-on to our flagship practice management software (FacilityFlow). They use the built-in front desk kiosk to securely accept in-person transactions for instant financial reimbursements to their bank account. Patrons must have their mobile app present to prove their secure identity when making a transaction through a CapitalFlow facility kiosk. Any new CapitalFlow participant, whether they are a donor, patron, or facility further enriches the quality and availability of holistic care overall.

1.3 Eligibility

Facilities who opt into CapitalFlow must be a business in wellness or fitness, and must not offer any services on CapitalFlow's non-eligible services list. "Wellness or fitness" specifically means services that inwardly improve an individual's physiology, mental cognition, or self-realization of spirit. The non-eligible services list helps TransactWellness reach our long-term health and wellness goals by enforcing network fidelity and clearly defining the purpose of the system. It contains things like beauty appointments, cosmetic procedures, and dangerous alternative practices. The non-eligible services list is subject to change and can be viewed any time on the TransactWellness website.

The first phase of CapitalFlow is only available in the State of Colorado, where TransactWellness is incorporated. If you have a facility in Colorado, you can receive clients from CapitalFlow. If you have multiple facilities, and one is in Colorado, only your Colorado facility will be eligible. There are many different considerations for a service of this type within the different United State jurisdictions, for example: SEC security laws, healthcare regulations, and whether or not the State is willing to provide public funding for wellness. CapitalFlow will become a national service quickly after the Colorado solution has fulfilled our first funding mission. We encourage wellness and fitness facilities outside the state of Colorado to use FacilityFlow by TransactWellness because it is already superior to current practice management competitors, and integration with CapitalFlow is simple once the program goes national.

2 How It Works

2.1 Vaulted Funds

All funds designated for wellness are vaulted by TransactWellness. The vaulted funds are drawn upon as reimbursement for the providers once the services are fulfilled within the system. Fraud prevention is managed by TransactWellness, the keeper of the reimbursement funds. The capital in CapitalFlow is more secure than capital deposited to any US bank because TransactWellness never re-invests deposited funds like banks would. No FDIC insurance is needed because any funds requested for withdrawal are always available in the TransactWellness vault.

2.2 FacilityFlow and the Service Ticket

All TransactWellness products are optional add-ons to our flagship product: FacilityFlow. FacilityFlow is our base product that allows a facility to sell memberships and exchange Service Tickets within their own network of clients. FacilityFlow is full-featured and will never turn off “faux-premium” features regardless of your facility’s size or capacity to pay us. In other words, our base tier kicks butt. Add-ons are optional and incur additional fees, but they are provided completely a-la-carte so that specifics can be enhanced for certain wellness niches. (for example: fitness tracking, member retention modules, facility device monitoring, etc).

CapitalFlow is the first add-on by TransactWellness. With it, FacilityFlow functionality remains the same within the facility’s client network, and CapitalFlow additionally permits the facility to fulfill wellness appointments funded elsewhere. In some cases, it may boost bookings from less than 50% capacity to near full capacity, which is certainly a goal for the program. Facilities can opt in or out of CapitalFlow at any time. CapitalFlow is risk-free for facilities. The facility is never charged the monthly add-on fee for CapitalFlow unless they fulfilled at least one CapitalFlow appointment in that month. If no leads are provided, the facility is charged only for FacilityFlow and any non-CapitalFlow add-ons. CapitalFlow does *not* charge facilities any transaction fees in addition to the monthly add-on fee. We are committed to bringing a steady stream of full paying customers to the facilities we serve, and our pricing model needs to support those possibilities.

2.3 Facility Kiosks

In order to verify the integrity of reimbursed transactions, all appointment transactions using Service Tickets sold through CapitalFlow are additionally verified by on-site hardware (an ipad or tablet with CapitalFlow software installed for digital signatures and encryption). Each reimbursement is only valid once the facility kiosk app securely communicates with the patron's TransactWellness native mobile app in person. For facilities who have not opted in to CapitalFlow, the facility kiosk can still be used for its features of automated client onboarding, waiver signage, and rapid client checkin (useful for group class environments).

2.4 TransactWellness Mobile App

Patrons and fund contributors use a native mobile app (IOS, android coming soon) to interface with CapitalFlow. One section of the app is for CapitalFlow funds contribution or applying for financial support. Here, donors and patrons browse and track their donations, fund-relief applications, and CapitalFlow related subscriptions. The app must be physically present at a valid facility kiosk when making reimbursable CapitalFlow transactions with awarded credits.

The rest of the CapitalFlow experience is seamlessly integrated with the non-CapitalFlow parts of the app intended for easily flowing clients to facilities (FacilityFlow). For example: Patrons can see their available wellness credits consolidated on one screen, no matter if the Service Tickets came from facility memberships, network memberships, donations, or somewhere else. Patrons can perform advanced searches for facilities who accept their CapitalFlow credits in the same way that they would search the whole network when paying out of pocket. The system is effectively equipped show where funds can be spent with simple transparency.

2.5 Making CapitalFlow Transactions

Patrons may book CapitalFlow-funded appointments through the normal facility website booking mechanisms, with appropriate authentication. However, the TransactWellness mobile app is the best place to browse where Service Tickets are redeemable for the patron's specifically awarded credits. Payment for services occurs on-site at the facility. If a patron is missing their CapitalFlow identity device (like forgetting a credit card), or they accidentally book a service disallowed by their credits, they will be personally responsible for the cost of the appointment.

Once the Service Ticket is collected by a facility and verified by our cryptographic security protocols, USD is immediately transferred from the TransactWellness vault into the appropriate facility bank account. Some Service Tickets only offer partial reimbursement, so it is the facility's responsibility to ask for any amount due not covered by the reimbursement. The interaction between patron mobile app and kiosk is simple and immediate, so that the focus of the moment remains on wellness, not payment.

3 Stimulus Programs

3.1 Stimulus Creation

TransactWellness has identified four initial strategies for moving Service Tickets, each of which has far reaching potential for stimulating business in wellness markets. Service types with the most volume through FacilityFlow will most likely be targeted with the heftiest of stimuli. The focus of our wellness education initiatives will certainly depend upon input the majority of facilities who join us by using FacilityFlow as their practice management software.

In the future, it is possible that wellness facilities who use CapitalFlow will be able to accept Service Tickets backed by health insurance dollars^[5]. For more information about this separate non-profit initiative, see <http://www.transacthealthcare.org>.

The following sub-sections outline our four initial strategies for succeeding with CapitalFlow in Colorado, which sets the foundation and gets the capital flowing.

3.2 PurposePool

In PurposePool, donors contribute funds, which are distributed to qualified applicants with complex mental trauma. Service Tickets distributed for this program can only be used for specific trauma services. Wellness facilities are vetted before their kiosk is given permission to render appointments for PurposePool. All contributions from donors are considered charitable and deductible under Internal Revenue Code Section 170. PurposePool manages its funds through a non-profit tax exempt organization in Colorado dedicated to health finance^[6].

The first service stimulated through PurposePool is RESTherapy^[7] (Reduced Environmental Stimulation Therapy, aka Floatation Therapy) because of its phenomenal results in recent clinical trials^{[8][9]} for effectively treating addiction, severe anxiety disorders, and cases of complex PTSD. We have found that floatation centers struggle filling their doors during the week, and could benefit greatly from pre-funded long term care programs that may even take pressure off of our mental health and pharmaceutical drug system. Through this program, we are committed to maximizing healing opportunities in comfortable environments for veterans, victims of domestic or sexual abuse, and those among us with hyper-sensitive neurological responses. Eventually, the PurposePool will support many more service types and a wider network of facilities servicing the charitable portions. Possible covered services in the future may include: DBT (Dialectical Behavioral Therapy), Mental Health Counseling, Acupuncture, Functional Medicine, Massage, Occupational Therapy, Sound Healing Therapy, Yoga, and more.

3.3 Network Memberships

The non-PurposePool parts of CapitalFlow are much more inclusive of the general public. With network memberships, TransactWellness manages recurring payments directly from wellness consumers and deposits Service Tickets into their account. The Service Tickets for this are valid for use on appointments within a specific price range, but are not limited by service type or location. Thus, the member can visit any wellness facility in the CapitalFlow network, and the facilities they visit will get reimbursed appropriately at appointment time. This program allows for facilities to get business from those wellness customers who would never otherwise purchase a membership with the facility because they prefer variety. Donors may also contribute funds to subsidize the total membership costs for all wellness consumers.

3.4 Corporate Wellness

TransactWellness sells employee wellness plans to corporations who have offices in the vicinity of our facility network. The wellness credits under these benefits are distributed to employees as Service Tickets. Similar to network memberships, these Service Tickets are valid for services within a specific price range at any CapitalFlow facility. Corporate wellness funds that aren't used by the end of each fiscal year are automatically donated for use in PurposePool. Donors may also contribute funds to subsidize the total costs of these programs for employers.

3.5 Subsidized Wellness (Groupon replacement)

TransactWellness accepts tax-deductible contributions from donors to generate consumer deals and facility exposure similar to Groupon, but not at the detriment of the facilities themselves. The goal for wellness deals is to help consumers who want more regular wellness appointments, but can't qualify for PurposePool or afford the out of pocket cost. TransactWellness sells discounted wellness services and delivers them to patrons in the form of Service Tickets. Each ticket is backed by the full reimbursable amount, which is a combination of funds from the patron and a matched donor.

Active deals change in real time depending on the state of the fund. Most of the deals are purchased on a first come, first serve basis from the TransactWellness mobile app. The rest of the fund is reserved for offering low cost wellness for people trying holistic wellness services for the first time. TransactWellness sells discounted services out in public, during our consumer education efforts, and at community events.

4 Summary

There are many practice management software platforms to choose from in the market. Many new systems attempt to improve the subtleties of scheduling and billing for various wellness niches. Some focus on one niche rather well; others seek to support them all, encouraging facilities with mixed services. Some focus on providing marketing metrics and tools for high service costs; others provide limited features for affordable prices. There are many considerations, personally and professionally, when choosing the practice management software that will be with you day after day.

Despite this market saturation, the number one reported problem from our facility research was the difficulty in attaining and retaining clients. After digging, TransactWellness discovered that the reason for this is not caused by neglectful practices, but instead, by near-impossible market conditions for wellness businesses. Marketing add-ons, and companies like Facebook and Groupon claim to come to the rescue, but upon further experience, they provide us little while distracting our time, and are fundamentally not built with the best interest of our facility's best interest in mind. AirBnb and Lyft are better modern innovations that connect multiple stakeholders to valuable marketplaces for the benefit of all contributors, and it is time for a modern solution like this to exist for transacting wellness and fitness in similar ways.

When contribution or usage in our network grows, these wellness and fitness markets become further enriched. At a certain scale, we will have legitimized many wellness practices to have the same or more coverage than the common levels in healthcare today. No facility in our network will have to spend time searching and keeping clients, and if they do they can trust it as real feedback that something in their practice needs improvement. Some wellness niches will no longer be viewed in some health circles as ineffective, but rather they will be deemed as necessary supplements to a balanced healing strategy, making allopathic healthcare more effective as well. As a result, some wellness niches will overcome struggles for getting regulations and get standards for quality of care in place (such as Floatation Therapy for trauma relief), which advances these markets into their next stage of inevitable growth. Our mission is to flow maximum funding for fulfillment of services in wellness and fitness without compromising the industry's price points like Healthcare and Groupon.

We invite you to join us. Together with your contribution as a donor, facility, or patron, we will *redistribute the Health back to the people.*

5 Acknowledgements

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