



Psychiatrists available On Demand

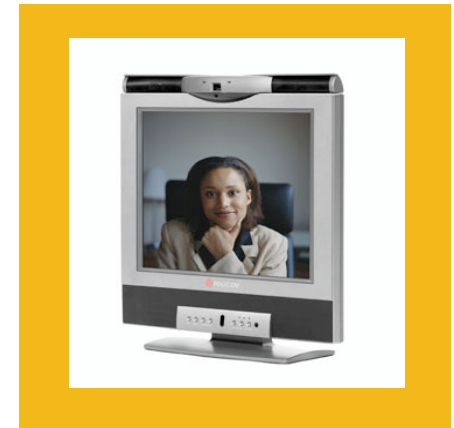
24 Hours a day, 7 days a Week

On-Site within Minutes

Using State of Art Telemedicine Equipment

Flexible Array of Services

Emergent, Urgent and Routine Evaluation



Telemedicine for Behavioral Health

Psychiatrists When and Where you Need Them

Overview of JSA Health LLC

Company created to improve access to high quality psychiatric care through telemedicine.

JSA Health Telepsychiatry was formed by internationally recognized psychiatrists with extensive experience in the delivery of psychiatric emergency services, disaster response, and mental health administration.

JSA offers fast and flexible access to emergent, urgent, and routine psychiatric evaluation, 24 hours a day, seven days a week.

- JSA Health Telepsychiatry has operated since 2007, addressing the need for quality psychiatric consultation to hospitals, clinics, mental health centers, and other locations.
- Founders are leaders in the field of emergency psychiatry and innovators in telemedicine.
- Provides care to adult, child/adolescent, geriatric and forensic populations.
- High definition video conferencing readily accepted by doctors and patients.
- Documented patient satisfaction of JSA Health patients.
- Currently serving over 50 locations.
- 15,000+ encounters provided per year.

JSA Health combines psychiatric expertise and state of the art technology to provide innovative clinical solutions to behavioral health needs, improving access and quality of care.

**Psychiatrists Available on Demand
24 Hours a day, 7 days a week**

**On-site within Minutes
Using State of the Art Telemedicine Equipment**

**Flexible Array of Services
Emergent, Urgent, and Routine Evaluations**

JSA Health strives to provide improvements to health status, cost, and convenience as a leading partner to healthcare organizations and their patients.

Wellness Benefits

Early and more rapid diagnosis and treatment

Cost Efficiencies

Better management of Chronic Disease and Fewer
Hospitalizations

Growing Acceptance, Demand and Satisfaction

For telemedicine services by consumers and insurance
companies



JSA Health Telepsychiatry
Founder

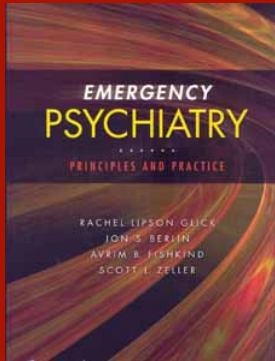


Avrim Fishkind, M.D.

- President and Chief Medical Officer of JSA Health
- Past President of the American Association for Emergency Psychiatry
- Developed and led comprehensive psychiatric emergency services in New York City, Austin, Houston, and Washington, D.C.
- Consulted on the design of psychiatric emergency services at locations throughout the United States and Canada
- Chaired the Crisis Redesign Clinical Subcommittee for the State Of Texas resulting in \$250 million dollars in emergency psychiatry funding statewide
- Frequent author and presenter on the avoidance of coercion in psychiatry and on methods of verbal de-escalation
- Consulted with the Substance Abuse and Mental Health Services Administration (SAMHSA) on emergency department overcrowding with psychiatric patients
- MD from Johns Hopkins Medical School in Baltimore, MD
- Residency in Psychiatry at Mt. Sinai Medical Center, NY
- Public and Administrative Psychiatry fellowship at Columbia-Presbyterian Medical Center at the New York Psychiatric Institute
- Board Certified by the American Board of Psychiatry and Neurology



Activities & Awards



First Comprehensive
Textbook of Emergency
Psychiatry published 2008.



Psychiatrist of the Year –
recognized by the National
Alliance on Mental Illness for
Disaster Response



Design, Implementation and
Operation of the Hurricane Katrina
Astrodome Psychiatric Emergency
Services



JSA Health CEO



Robert Cuyler, PhD

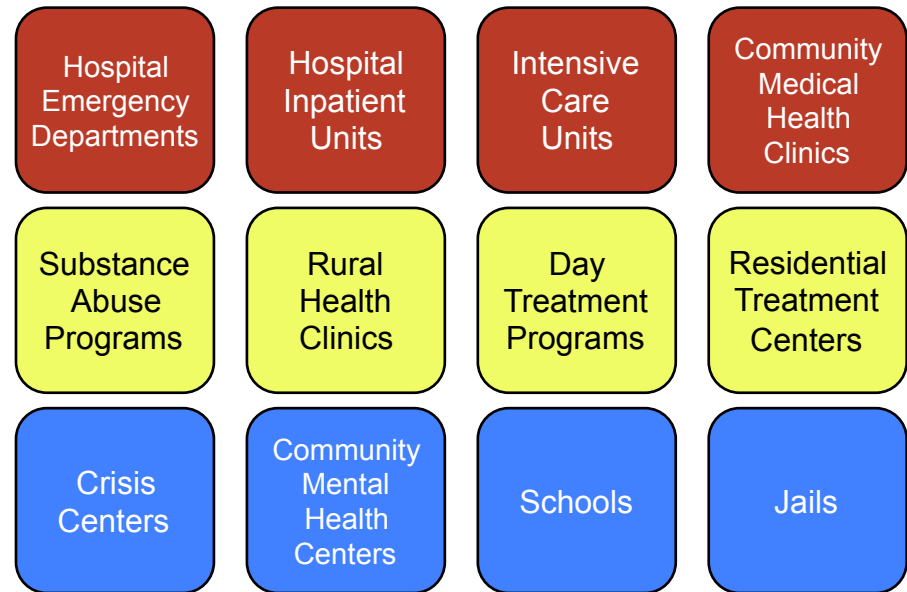
- CEO of JSA Health
- PhD in Psychology, Louisiana State University
- Post-doctoral Fellowship, Menninger Foundation
- Previous Co-founder & COO, Heritage Health Services
- Previous Senior Vice President, Diamond Healthcare
- Decade of experience designing & implementing telemedicine operations
- Previously served as member of Texas Hospital Association's Psychiatric Advisory Council & National Institute of Mental Health National Mental Health Leadership Council
- Life Science Advisor for Rice University's Rice Alliance for Technology and Entrepreneurship
- Judge for annual Rice Business Plan Competition
- Frequent presenter at American Telemedicine Association annual conference & other state/national meetings



III. JSA Health Markets

Where do we work?

- On demand emergency consultation to ED's & Crisis Centers
- Inpatient consultation and liaison
- Initial psychiatric evaluations
- Medication management
- Scheduled child, adolescent and adult clinics
- Pre-Admission Psychiatric Hospital exams
- Staffing conferences with hospital medical personnel
- Training and education for hospital personnel



“The markets for telepsychiatry are limited only by the imagination. How about airplanes in flight, ships at sea, or even in space or on the moon? JSA Health was designed to provide psychiatrists when and where they are needed.”

- Dr. Avrim Fishkind



Advantages to Emergency Departments

- **JSA founders are nationally recognized leaders in Emergency Psychiatry**
- **JSA offers 24/7 access to experts in Emergency Psychiatry with vast experience in telemedicine**
- **JSA MD's provide rapid assessment, psycho-pharmacology management and crisis de-escalation**
- **Options to ED physicians range from doc-to-doc consults to in-depth patient assessments**
- **JSA MD's can initiate and release involuntary holds**
- **Risk reduction - in working with suicidal, homicidal and aggressive patients**
- **Decreased - seclusion, restraint, forced medication, staff/patient injuries, elopements**
- **Quality - Evidence based psychiatric medicine**
- **Cost effective – improved ED throughput, decreased hospital admissions, lengths of stay, unnecessary medications, and use of 1:1 Observation**





JSA Health Customers

Case studies illustrate
the value of JSA Health
Telepsychiatry
Services

- **Burke Center Psychiatric
Emergency Services:** Free
standing psychiatric emergency service
- **University of Texas Medical
Branch Teen Health:** Integration
into schools
- **Healthcare for the Homeless:**
Integration into Primary Care / FQHCs



JSA Health Markets –
Psychiatric Emergency Services

Burke Center Psychiatric Emergency Services

December 2008

Focus:

“Of the 1,460 people who were admitted into the facility since its opening 18 months ago, 87 percent were stabilized and returned to their homes, with only 13 percent transferred into a psychiatric hospital for additional care.”



Susan Rushing, Burke Center CEO, speaks at the Burke Center's new Mental Health Emergency Center ribbon cutting. The new center provides care for adults experiencing a mental health crisis.

- The Burke Center serves 12 mid-size rural counties in East Texas.
- The Burke Center operates a Psychiatric Emergency Service, treating voluntary and involuntary psychiatric emergency patients brought in by concerned police and families around the clock. In-person psychiatric staffing is not feasible or affordable.
- Via Telemedicine, JSA provides emergency psychiatric assessments and make rounds three times per day on extended observation and residential patients.
- JSA Health has provided services since December 2008, seeing more than 1000 patients per year...all via telemedicine.
- The National Council for Community Behavioral Healthcare invited JSA Health and the Burke Center to present this innovative project at their National Meeting in Orlando Florida in March 2010.

■ From the Lufkin Daily News:

David Cozadd, the Burke Center's director of operations, said most people who take advantage of the center's services usually suffer from one of two illnesses: psychosis or a mood disorder, which includes depression and bipolar disorder. Substance abuse problems often compound those illnesses, when people attempt to self-medicate and become addicted, Cozadd said.

“It's not uncommon for 70 to 75 percent of the people we see to have a co-occurring substance abuse problem,” he said.

Of the 1,460 people who were admitted into the temporary facility since its opening 18 months ago, 87 percent were stabilized and returned to their homes, with only 13 percent transferred into a psychiatric hospital for additional care.

“What makes us unique is that we are not a hospital, but we are taking in people that could have been placed or referred to an inpatient psychiatric facility,” Cozadd said. “By treating people in a non-medical facility, it is much more cost-effective, and the patient can be treated in their own community, in a more comfortable, less clinical setting.”



JSA Health Markets –
Primary Care Clinics

Healthcare for the Homeless Houston – a Federally Qualified Health Center

March 2008

Focus:

Telepsychiatry provides a cost effective method for allowing access to psychiatrists in Primary Care clinics.

“We incorporated telepsychiatry into the clinical services at our clinics to enhance its level of psychiatric care and to provide on demand consultation with video conferencing capability in 90 minutes or less. The new technology shows considerable promise in treating homeless men and women, with significant cost benefits. Our Jail Project has been able to get medications for the mentally ill discharged from jail where it was previously not possible...all through JSA Health’s On-Demand capability”

-Dr. David Buck
HHH President and Chief Medical Officer



- Healthcare for the Homeless (HHH) - Houston had always struggled with how to care for their mentally ill homeless patients.
- Predicting when a homeless client would drop in needing mental health services was impossible, so HHH could not afford to keep a psychiatrist on staff full or part-time.
- In June 2009, JSA Health used it’s 24/7 on demand capacity to help HHH solve their problem. HHH physicians can now call for a JSA Health consult in real time, with JSA Health providing psychiatric consultation on an urgent basis – within 90 minutes.
- Early indications are that these homeless mentally ill patients are more likely to be compliant with follow up appointments for medical and psychiatric care...most likely due to:
 - Early intervention with their psychiatric symptoms
 - Early development of a therapeutic relationship with a mental health professional
 - “One stop shopping” for the patient’s mental and physical problems, as well as case management



JSA Health Markets - Schools

UTMB Teen Health

May 2009

Focus:

Remote assessment and treatment via telemedicine combined with onsite case management enhances access to mental health services for low-income and minority student.



Program director
John Fred Thomas, PhD
notes:



“The Teen Health Telepsychiatry program is recognized by the U.S. Department of Health and Human Services, Agency for Healthcare Research and Quality, as a Program of Outstanding Innovation. It’s a great example of a public – private partnership enhancing mental healthcare for children.”

- Telehealth for School-based Mental Health was established to meet the mental health needs of Galveston’s adolescents through a collaborative framework
- Collaborator’s include University of Texas Medical Branch (UTMB), JSA Health, the Robert Wood Johnson Foundation (RWJ), the Galveston Independent School District and the city’s philanthropic community
- Bringing mental healthcare to area secondary schools is driven by a powerful but simple goal – to close the gaps in access to mental health services for adolescents in the community through school based health clinics
- Benefits:
 - Less absenteeism; children remain at the school
 - Parents prefer to come to school rather than pick up, take to the doctor’s office, and drop back off
 - Students have less stigma...leaving the school for appointments draws attention
 - Providing services at school makes it less likely that referral for treatment will “fall through the cracks”
 - Overcomes barriers to receiving timely mental health services including poverty, social stigma, and transportation
 - Treating psychiatrist can access teachers, school social workers and psychologists directly
 - Children in mental health crisis can be seen immediately



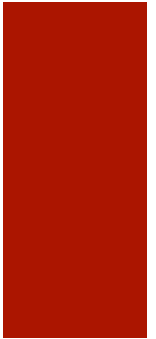
Technology Requirements



- Video-conference systems readily available at a variety of price points
- Solutions available for mobile connectivity to laptops, tablets, smart phones
- JSA Health Telepsychiatry can provide recommendations for Manufacturers & Vendors
- Systems are secure & HIPAA-compliant
- Broadband needed: dedicated business class internet or T1
- JSA on EMR system allowing instant access to medical records, MD orders, and prescriptions



Implementation



- Agree upon scope of services and locations
- Establish working relationship with clinical leadership – physicians, nurses and administrators
- Credential clinicians
- Setup and test equipment
- Implement clinical procedures and protocols
- Training



Why JSA Health?

- Trained, competent, mental health practitioners are a scarce resource, especially in emergency, rural, and under-served settings
- JSA Health brings these skilled professionals into your facility on demand...24 hours a day, 7 days a week
- On-demand telemedicine can expedite assessment, diagnosis, treatment, and disposition of patients in a wide variety of settings. JSA Health brings psychiatrists and advanced nurse practitioners to the point of service...when and where you need them
- 3+ years of clinical success stories and consumer satisfaction
- JSA Health can provide contract options including on-demand, scheduled clinic, or fixed monthly fees, tailored to customer need





JSA Health

Telepsychiatry for Behavioral Health

On-Site within minutes using state of the art Telemedicine Equipment

410 Pierce Street Suite 103
Houston, Texas 77002

Web: jsahealthmd.com
Email: info@jsahealthmd.com
Phone: 1- 888 - 792 - 7122



Avrim Fishkind, MD

President and Chief Medical Officer

Email: afishkind@jsahealthmd.com

Phone: 713-252-2484



Robert Cuyler, PhD

Chief Executive Officer

Email: rcuyler@jsahealthmd.com

Phone: 888-792-7122