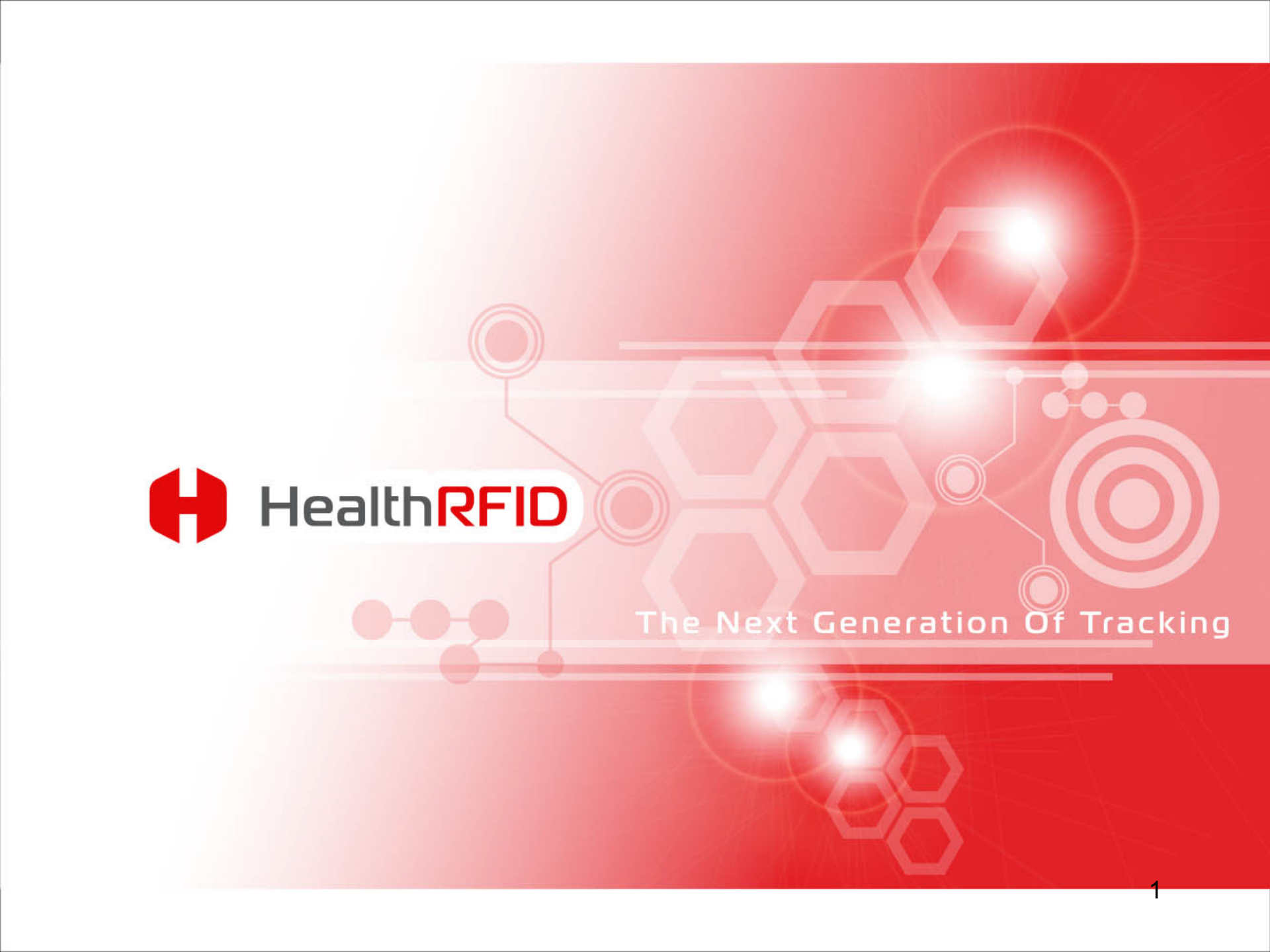
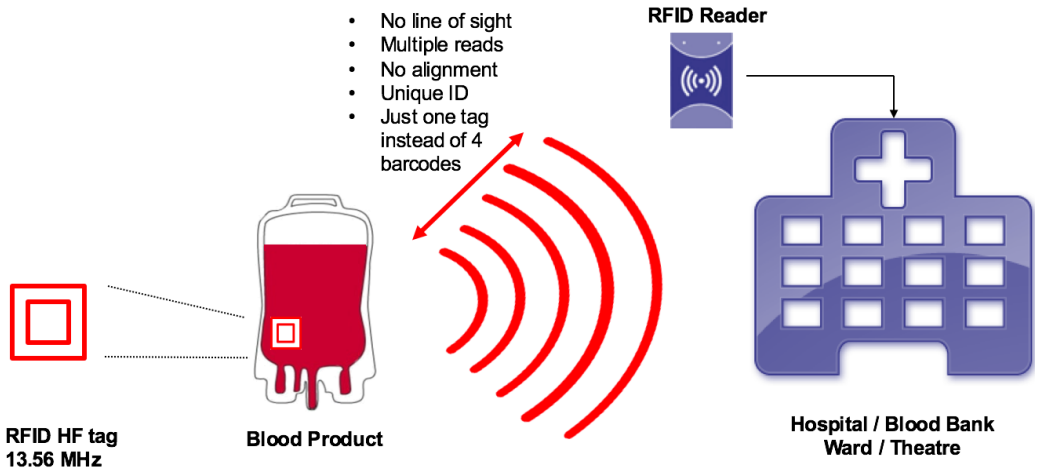

HealthRFID
The Next Generation Of Tracking

Company Background

- HealthRFID is an Australian-based RFID technology company that supplies an RFID based test sample and blood tracking for the healthcare industry.
- The group has a large research and development facility in Geelong, Victoria and has been developing solutions for the healthcare industry since 2012.

RFID – Radio Frequency Identification



HealthRFID Solutions

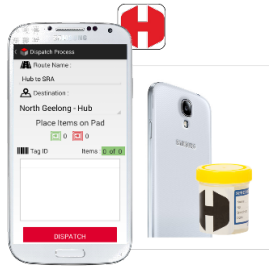


- **HealthRFID** focuses on supporting the complete hardware and software to address specific market needs by providing an end-to-end solution
  - ControlPoint Cloud Dashbaord
  - RFID Tags to meet specific healthcare requirements
  - Specifically-designed antennas to achieve the highest possible read rates
  - In-house developed and designed RFID readers and devices to support the business processes









Overview

- To create an animated video presentation showing stage-by-stage processes of transportation of blood from donation to transfusion.

  (*A second video presentation will also be required focusing on the “Sign-Out Register” dashboard. Details to be sent separately.)

- Maximum of 2 minutes in length.
- Style of presentation to include animations and real product images.
- The videos will be used to communicate and promote HealthRFID’s end-to-end solutions and will be uploaded on YouTube, LinkedIn and company website.

Target Audience

- Transfusion Nurse Consultants
- Lead Transfusion Nurses
- Operation Managers
- Blood Bank Managers and Assistant Managers
- Medical Directors
- Director of Haematology

Key Messages/Requirements

- Show overall process of blood bags tagged with RFID from donation to transfusion.
- Idea is to have 2 people discussing and listing issues on a whiteboard surrounding blood wastage, compliance, patient safety. One person dreams up the overall HealthRFID process (see pages 8 & 9). Return to whiteboard and tick mark the issues. End of video to show "**HealthRFID – Next Generation in Tracking**"

Key Messages/Requirements

- Highlight key benefits:
  - Patient Safety
  - Reduce blood wastage
  - NATA compliance
  - Real-time supply chain visibility

ARCBS

Donation

Reception ARCBS

Processing

Deep Freeze

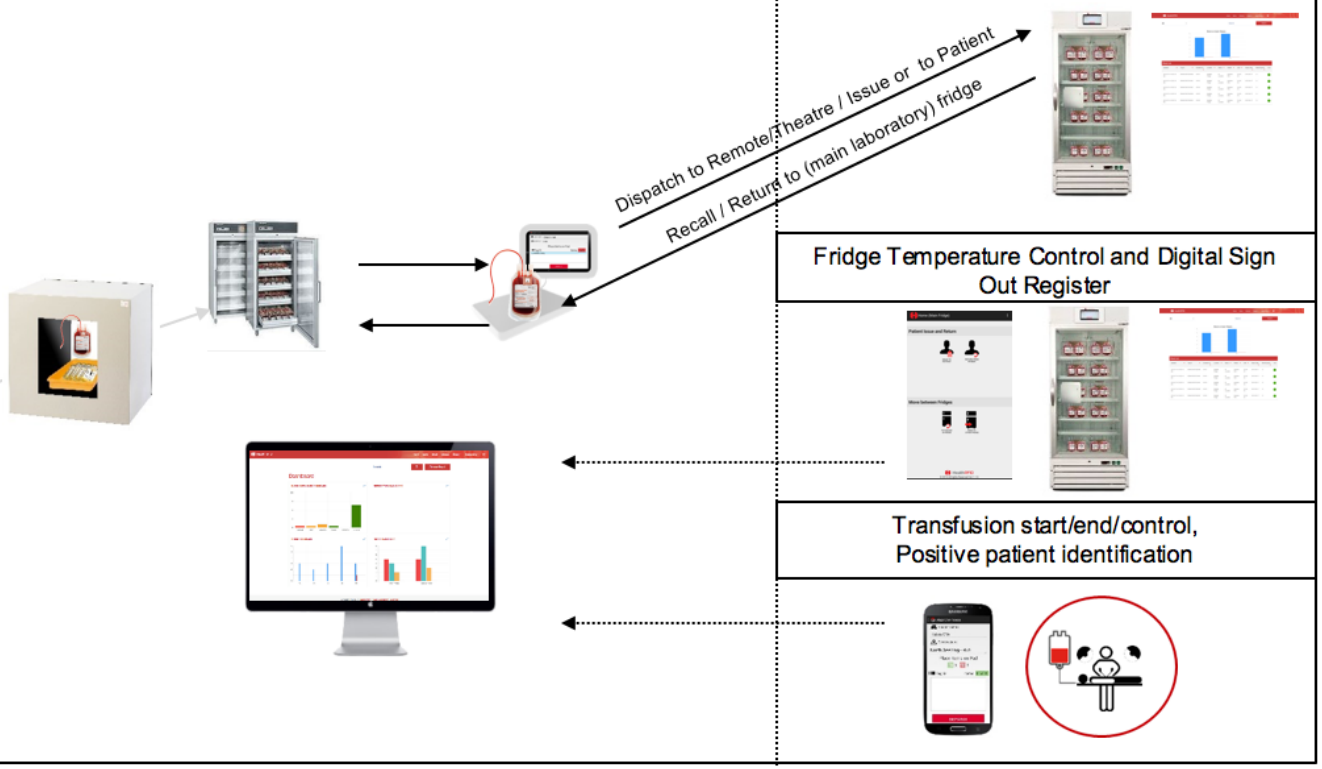
Packaging

Request

Delivery

New Hospital Blood Process

Laboratory Main Fridge	Hospital / Laboratory / Third Party Remote Fridge / Bedside
Laboratory Cross-match RFID label applied	Blood check in / check-out and stock control



Blood Bag Process

Box with blood bags from Aus Red Cross Blood Service arrives at hospital

↓

Blood bag goes through the Tunnel Reader

↓

Cross-match – associate blood bag with patient

↓

Remote Fridge with RFID reader - Blood bag is stored here and scanned by the RFID reader which tracks the in & out of fridge time

↓

Blood Transfusion stage – mobile reader digitally checks and reads the blood bag, nurse's badge and patient's armband

↓

Dashboard - supply chain visibility

Competitors

- BloodTrack (Haemonetics)
- Bloodhound (Msoft eSolutions)
- Sample360 (Msoft eSolutions)

Schedule

- To be released by April 2016