



Nircel Health Services



Comprehensive medical care for your best life.

Vision

By 2030, there will be 71.5 million Americans over the age of 65 – one out of every five people. One in three people will be over 50 years old, which is a 50% increase beyond the current numbers. Yet very few companies have figured out how to successfully provide a comprehensive portfolio of medical and home care services.

The solution exists. Nircel Health Services endeavors to combine two established businesses – a medical clinic and home health services. Sarasota Wellness & Internal Medicine (FL) and American Family Home Health (IL) will be working under the one umbrella, providing all-inclusive services to accommodate client needs, improving their healthcare and their experience.

Nircel Health Services

Nircel Health Services will offer a full-service Internal Medicine clinic alongside home health care services to a membership based of patients over the age of 50 years old. This unique concept combines clinic and home health under a single organization. Clients enjoy more comprehensive support, from maintaining a healthy lifestyle to expedited recovery from surgery. Most importantly, they enjoy peace of mind.

Our practice is about solving problems, delivering preventative care, and providing critical services in a timely manner. We are committed to helping youthful and active seniors focus on living their best life.

Challenge

Americans over the age of 50 can have a range of care needs, from preventative treatments to post-surgical rehabilitation and so much more. Many people are frustrated with having to manage all the services and care they need through completely separate organizations – separate doctors and clinics, separate billing, separate treatments plans. This disconnection can lead to increased stress and even medical risks.



Am I getting the right care? I am healthy and will hopefully stay that way, but I also want a doctor's office that can cover most of my medical needs. How will I get back on my feet after my upcoming surgery? Who is keeping track of all my medications?

Solution

Medical services can go farther. People are willing to pay membership fees for spas and country clubs. Thousands of dollars are spent every year on vacations and hobbies. When people want to get better medical care, they are willing to pay membership fees to be part of an organization that will deliver a higher quality of service without the stress or the wait times.

The membership program provides hassle-free routine preventative medical treatments and additional services such as hormone therapy, weight loss, facial rejuvenation, IV therapy, and Medi-spa services such as Botox and fillers, skin tightening, fat destruction, and more. Health assessments, vital signs monitoring, wound care, infusion therapy, diabetes management, pre- and post-operative care, and medication management are just some of the services covered by skilled nurses delivering home health care.



Competition

While the individual services can be found through other clinics and organizations, there are extremely few organizations across the entire United States that are offering a similar cross-section of services. Most medical clinics provide very limited services and have no direct link to skilled nursing services. Similarly, businesses that offer skilled home health care do not offer clinical medical services.

Marketing and Sales Plan

Up to this point, both the clinic and the home health business have successfully attracted new business based



on word of mouth. Following the creation of Nircel Health Services, more emphasis and investment will be placed on advertising, partnerships with local hospitals and relationships with assisted living facilities.

During the 12-24 months after the creation of Nircel Health Services, growth will be focused on increasing the number of active patients with strategy staffing. After key targets are achieved, this will trigger the expansion to additional facilities as the business continues pursuing longer term expansion.

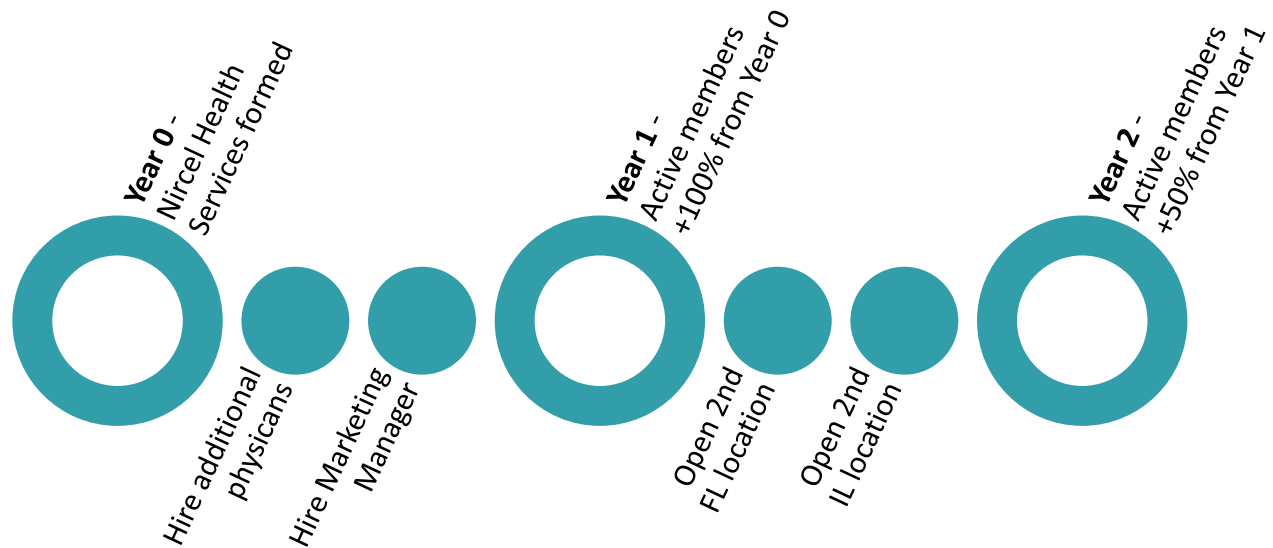
Team

Nircel Health Services will be guided by a team bringing distinct medical and financial expertise.

Chief Executive Officer	Medical Director	Assistant Medical Director	Financial Leadership
<ul style="list-style-type: none">Ajay Joshi	<ul style="list-style-type: none">Dr. Sheri Weinstein, for at least the first two years	<ul style="list-style-type: none">Dr. Kajal Joshi, will be successor for Medical Director	<ul style="list-style-type: none">Reagan Rodriguez, 5th Ave CapitalMark Landry, Pacific Funding International

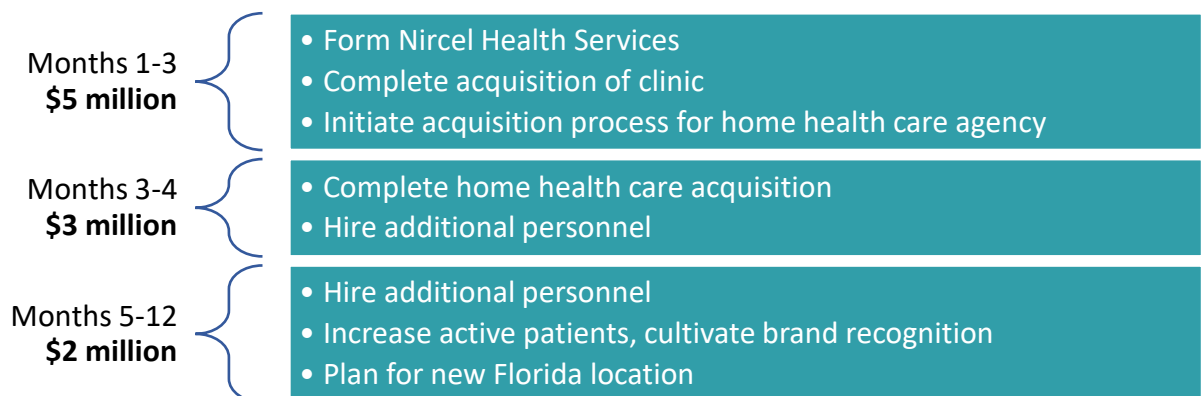
Milestones

Implementation of the plan has been carefully designed around achievement of milestones which will serve as gateways for the next phase of the roadmap.



Financials

The team are seeking funding in the amount of \$10 million from a select number of investors. Financial management and spending will be closely tied to milestones, ensuring the investment plan coincides with growth.



Conclusions

Nircel Health Services offers a unique opportunity to investment in a business with high profitability and strong market growth. In addition to delivering better healthcare and quality of life for members, the development plan will also create more than 60 new well-paid professional jobs.

Ajay Joshi and the future team of Nircel Health Services are seeking \$10 million in equity investment. Interested investors can contact 5th Avenue Capital to obtain a more detailed business plan.

Patients, staff, and investors can all step closer to achieving their best life with Nircel Health Services.



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5th Avenue Capital
Private Funding from \$10M to \$2B