OCEAN health systems

Partner and Sales Enablement

oceanhealthsystems.com
linkedin.com/company/oceanhealthsystems
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utilises data in open-source technologies to provide the tooling, governance, and knowledge to design clinical information models to produce meaningful healthcare data for clinicians. Our clever tooling identifies meaningful sources of data and turns it into purpose-based actions.

CKM

A powerful collaboration tool to manage, describe, and understand clinical data models.

- Informal Discussions, Change Requests & Archetype Proposals
- Formal Reviews (content, terminology bindings, translations)
- Projects & Incubators
- Use 5 mins or 1 hour of specialised clinician's time; instead of days in physical meetings
- **Formal + high-quality expression of clinical content**
- **Publishing**
- **Revision/Version Management**
- **Release and Dependency Management**
- **Transform Engine**
- International CKM instance provided to openEHR free of charge
- New 1.17.0 Release

MULTIPRAC

A proven Infection Control and Staff Health surveillance tool to support compliance of quality care

- Continuous Automated Monitoring of HAIs
- Identify Adverse Trends
- Implement Improvement Initiatives
- Assess Effectiveness of All Interventions
- Timely, Enhanced Infection Control Surveillance
- **NEW Cloud Version for smaller Healthcare facilities**
- **On-premise for larger linked Healthcare facilities**
- **NEW Mobile App for use without connectivity**
- **NEW Advanced Reporting ADR**
- Version 4.4 release

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Near to Medium Term Product Plans

CKM

Primary focus: address smaller modelling initiatives with a dedicated, less capable CKM version.

Medium/Long term:
- Extend audience beyond clinicians and informaticians
- Make CKM a meeting point of clinicians and developers.

MULTIPRAC

Primary focus: Move to cloud.
- Update architecture and Ocean platform to address hybrid (on prem and cloud) and pure cloud deployments
- Trim features down for smaller health providers
- For Enterprise: focus on smarter analytics and genomics

New product development

- EHRBase based proof of concept for a subset of Multiprac functionality
- A small workflow application for patient safety related non-clinical processes.

Operating Model

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Operating Model

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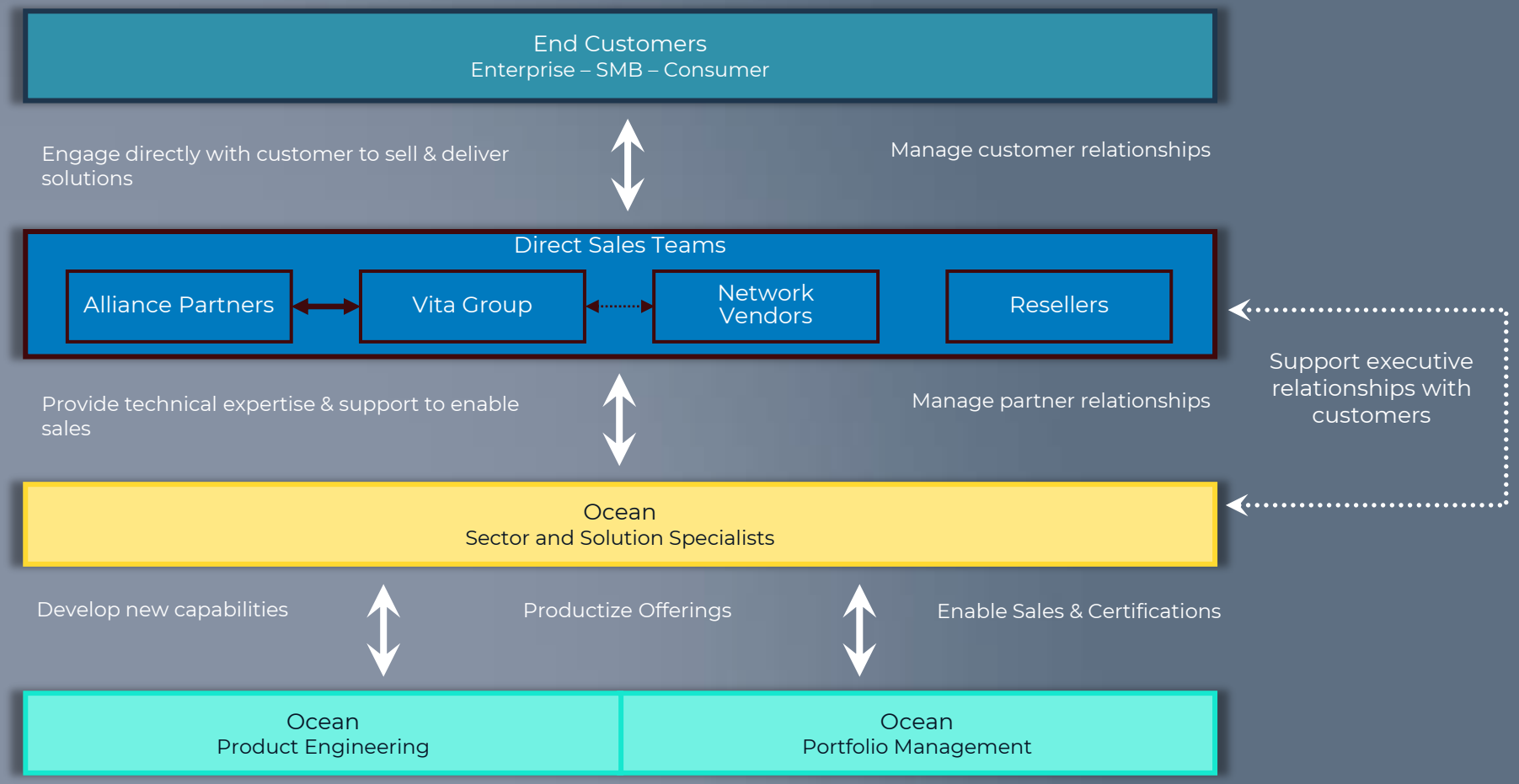
PARTNERS & ALLIANCES

- This portion of the Operating Model focuses on how we collaborate and interface with other companies.
- In order to scale exponentially, Ocean will require a marketplace to sell our software solutions and products to end customers through third-party partners. For example, possibly the HIP environment Stefan identified.



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Sales Enablement

VERTICAL SALES SPECIALISTS

- Use Cases with Value Drivers
- Provocative Industry Insights
- Client References & Testimonials
- Bid Management
- Sales Method & Governance (Jedi Council)

PRODUCT ENGINEERING

- Software & API Catalogue
- HW Designs for Vertical needs
- Standard (SKU) Packages
- Tech & Solution Roadmap
- Product Method & Governance

PORTFOLIO MANAGEMENT

- Offering & Sales Collateral
- Clear Value Propositions
- Capability & Value Demos
- Pre-Packaged Solution 'kits'
- LMS Training & Certifications
- Offering Method & Governance

CREATIVE & MARKETING

- Core Ocean Story & Vision
- Branding Services
- Campaigns & Event Support
- Website, Press & Social Media

COMMERCIAL & LEGAL

- Pricing Tool
- Master Services Agreement (T&C)
- SoW Template
- PoV Contract Template
- Partner Agreements Template

SCALABLE DELIVERY

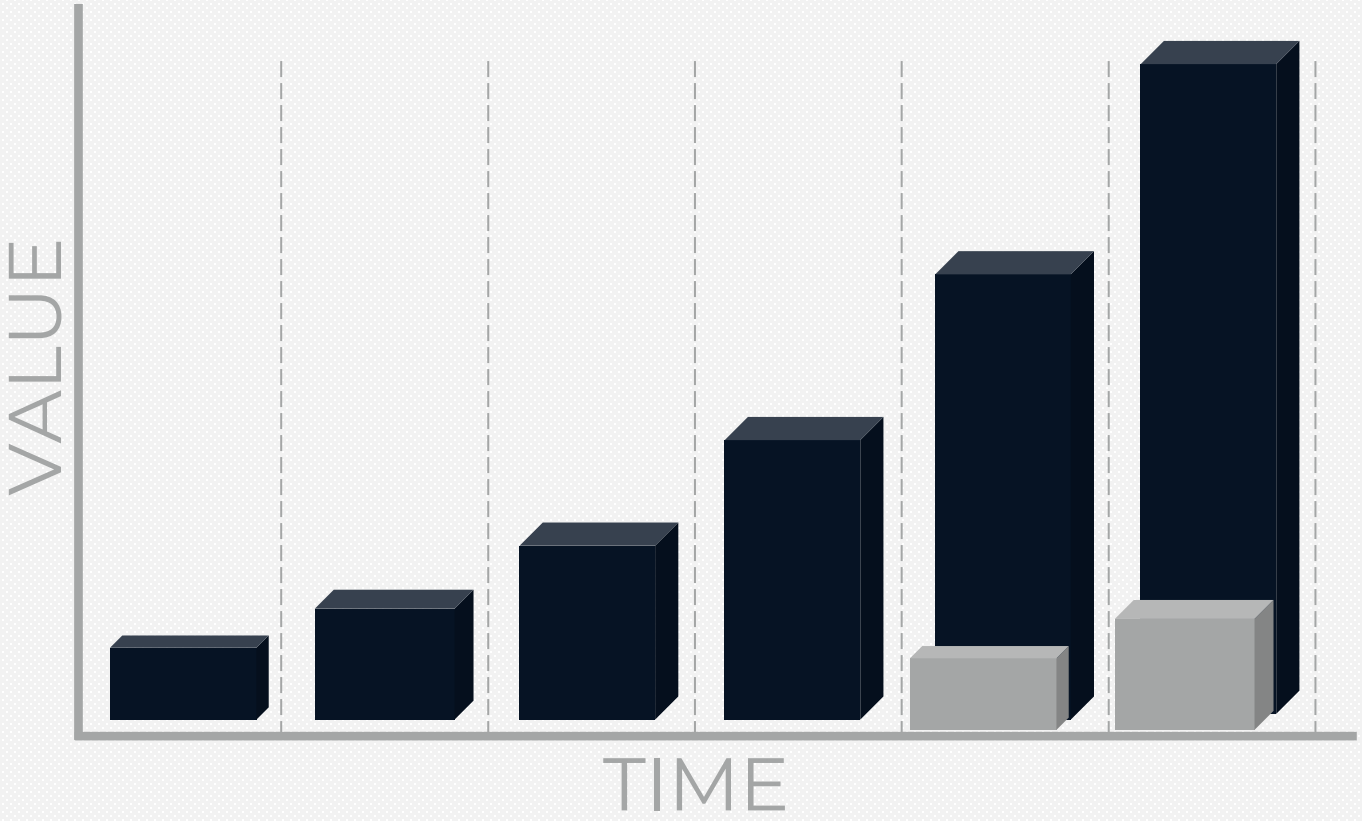
- Project Management Office
- Agile Project Delivery Model
- Partner Enablement Program
- PM Method & Governance

Agile Delivery Model

A VALUE-DRIVEN APPROACH

- Start with a low-risk and focused Proof of Value (PoV) for 1st use case
- Demonstrate business value using agreed Success Criteria
- Deploy the OHS solution across the total environment adding value in each Sprint
  Over time, the Sprint-adjustment needs will reduce and outcomes will become more predictable
- Initiate 2nd PoV use case to accelerate total value achieved across the enterprise

Build & deploy incrementally with fast, integrated learning cycles



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Partners and Alliances

APPROACH

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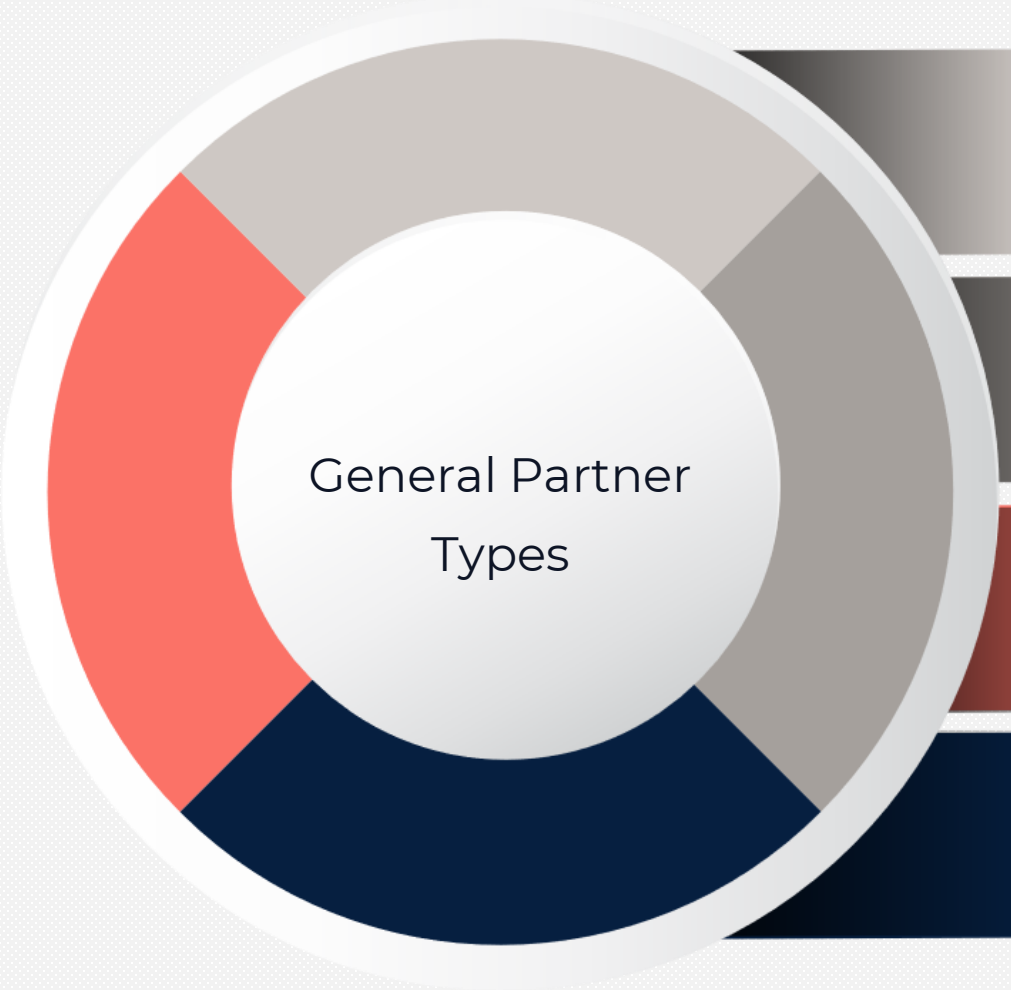
Partners & Alliance

PROGRAM OVERVIEW



1) **Vendors & Subcontractors** – a provider of hardware, software or services needed for our ecosystem solutions, ideally certified

2) **Resellers** - a company selling our solutions to end customers, typically large Enterprises and Small- and Medium-Sized businesses (SMB)

3) **Alliance Partners** - the limited-few companies who sell solution packages we co-develop and co-market by leveraging their global salesforce to drive Ocean's products sales worldwide

4) **Network Carriers** - a network provider selling our solutions to end customers including Consumers

Partners & Alliance

PROGRAM OVERVIEW

Profile Summary	Resellers	Alliance Partners	Carriers
Sell OHS individual software products/platforms	✓	✓	✓
Sell the full OHS solution suite	✓	✓	✓
Share sales revenue based on level of customer engagement and sales volumes	✓	✓	✓
Self-package our solutions with own products & Services	✓	✓	✓
Access to the Vita EHRbase and HIP Platform	✓	✓	✓
Co-develop Enterprises & SMB solution packages		✓	✓
Co-develop Consumer solution packages			✓

Partners & Alliances

REVENUE SHARING MODEL

Partner Accountabilities		Silver	Gold	Platinum
Tiers based on annual spend (AUD)		<$300K	$300-500K	>$500K
Organizational Commitment	1) Minimum dedicated OHS Staff 2) Staff must be OHS trained & certified within 6 months	2 people	3 people	5 people
Business Development	3) Source lead at CxO level 4) Gain commit via signed MoU for audit or site visit 5) Manage the relationship after closure of 12-month minimum commitment	2%	2%	3%
Pre-Sales Solutioning	6) Deliver the audit and results 7) Deliver the site visit and results 8) Lead proposal, solution development and pricing 9) Gain closure and signature of 12-month minimum commitment	3%	6%	7%
Post-sales solutioning	10) Lead deployment of solution 11) Single point of contact with client to address issues to resolution	10%	12%	15%
	Maximum Revenue Share	**15%**	**20%**	**25%**

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Partners & Alliance

PROGRAM OVERVIEW

Pricing Tiers	Licences per End-Customer	Multiprac: Rates per Bed Qty	CKM: Rates per Asset Qty	White-Label Option
Trial	✓	Free	Free	
Basic	✓	✓	✓	
Business	✓	✓	✓	
Enterprise	✓	✓	✓	
Platform Licence *		✓	✓	✓

* Platform Licences are issued to the Platform Provider who can onboard any quantity of end-customers at no additional licence cost beyond total bed or asset quantity rates

Vendor & Subcontractor Roles

Role	Description
Distributor	Vendor – OEM-licensed company able to sell catalogue products *Engage through Purchase Orders (PO)*
ICP Support	Subcontractor- Professional services that works specifically with Infection Control and Prevention as a Clinical resource *Engage through Statement of Work (SoW)*
OpenEHR Architect	Subcontractor- Professional services company that specifically works with OpenEHR solution architecture, integration and projects *Engage through Statement of Work (SoW)*
System Integrator	Subcontractor – Professional services company that provides solution architecture, technical/application integration & project management services *Engage through Statement of Work (SoW)*
Technical Support	Subcontractor – Help Desk company providing steady-state support services *Engage through Master Services Agreement (MSA)*

Partner Profiles

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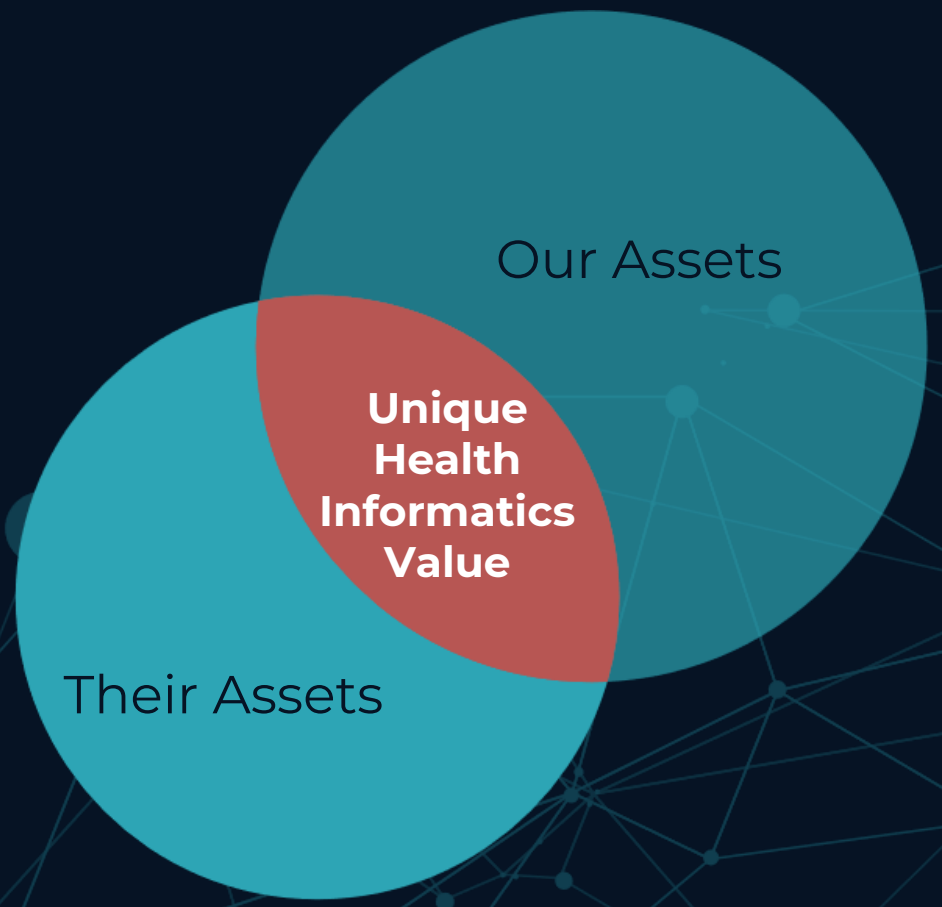
Partners & Alliance

COMMUNITY & CROWD

- **DOES** something new exist in the world that would not be possible without this partnership?
- **WHAT** makes this solution unique?
- **WHO** does what?
- **WHY** do they care?
- **HOW** must we organize to help?
- **IDENTIFY** the partnerships with the greatest potential value!



LEVERAGED ASSETS

EDUCATE

Both teams must comprehend the same value proposition

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Products

CKM PRICING MODEL

		Essential (Tier 1)	Advanced (Tier 2)	Professional (Tier 3)	Custom (Tier 4)
Tiers based on total number of assets managed in CKM		1-100	101-500	501-1000	1000+
Asset Types	Includes assets in any status 1) Archetypes 2) Templates 3) Termsets / value sets	 x x x	 x x x	 x x x	 x x x
Hosting	Hosted service, managed by Ocean, included	x	x	x	x
Translation	1) English version 2) Translated version available 3) Translated version included (customer provided)	x x -	x x -	x x -	x x x
Licencing	Per annum (Minimum 3 months - can cancel/stop service anytime after 3 months)	AUD 47,500	AUD 99,500	AUD 149,500	AUD 190,000
Support	CKM technical support per annum	AUD 9,500	AUD 19,900	AUD 29,900	AUD 35,000

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Products

MULTIPRAC PRICING MODEL

Cost		Cloud ($297/mth) ($3564/yr)	Enterprise (33,000/yr)
Beds		1-150 beds	> 1000 beds
Criteria	Total Users Total Facilities	2 1	>5 >5
Functionality	Patient Management Module Activity Management Module (SO, BSI, SSS) Search module User management module Business rule notifications	x x x x With integration	x x x x x
Integration	PAS, Pathology, HR, Theatre	Additional $6500	x
Add On Functions	Mobile, ADR	Additional $97/mth each	X
Support	MPIC technical support per annum	Additional	$16,500

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SOLUTION PROVIDER.

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