

Paying for our Service

Primacea clients pay the following charges:

Annual fee: \$500

Contract-Based Fee:

- First \$20,000 Per Contract: 10%
- Next \$30,000: 5%
- Over \$50,000: 2%

Our Fee includes:

- Contract negotiation (review/negotiation of each contract, timely renewals)
- Fair-Market-Value Assessments
- Use of our iPhone app/web portal (invoicing, payment processing, report generator for tax and compliance filings)
- Open Payments/Sunshine Act payment review and dispute

Our Leadership Team



Steve Cagnetta

A practicing attorney for nearly 20 years, Steve has negotiated hundreds of contracts between physicians and industry.



Tom Cronin

An MIT-trained entrepreneur that grew a healthcare services firm to \$70 million in revenue before its sale to a public company



Dr. Michael Jaff

Medical Director, Mass General Vascular Center. Dr. Jaff believes physician-industry collaborations have been critical to the advancement of patient care. He is an active clinical consultant in all aspects of vascular medicine

Primacea

www.primacea.com
PRIMACEA LLC

Office Address:

160 Federal Street, 21st Floor,
Boston MA

Mailing Address:

PO Box 324
Winchester, MA 01890

Dr. _____, you are receiving this letter because CMS reported that you are # _____ in Sunshine Act payments for 2014, including funds received from _____ and (possibly) other organizations

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Revolutionary Management of Industry Relationships for 'Key Opinion Leader' Physicians

Specializing in:

- Contract Negotiation and Renewal
- Fair-Market-Value Assessment
- A 'five click' iPhone App and Web Dashboard for billing industry consulting contracts
- Review and dispute of 'Open Payments/Sunshine Act' filings

Two Quotes from Primacea clients:

"My professional success has led to international recognition, and with this has come numerous opportunities with industry partners to represent MGH and Harvard Medical School, while bettering the care patients receive worldwide. However, I am a physician — not a regulatory expert, and not a lawyer. The process of working with industry to achieve these goals has become much more complicated from a regulatory and legal point of view. Negotiating contracts, maintaining regulatory compliance and ensuring I meet hospital expectations is next to impossible without support. This is where Primacea has really delivered."

"I don't think I could go back to the previous way"

Primacea Makes Life Easier for KOL's By:

Negotiating industry contracts on your behalf for no additional fee

- Our experienced counsel will review all industry contracts for you to ensure that they adhere to industry standards, and do not include problematic provisions like non-competes, or indemnity or disparagement clauses.
- Primacea has a large and growing 'contract library' of hundreds of industry/physician contracts.

Ensuring that you are obtaining 'Fair Market Value' for your services

- Primacea will use its large base of contracts and proprietary 'FMV Evaluator' to ensure that you are being compensated what you are worth

Managing all of your contracts through our iPhone App on on-line portal

Primacea's user-friendly portal and app allow physicians to bill and collect amounts due under contracts in one-tenth the time spent. Primacea has spent years building their software to allow physicians to:

- Bill industry contracts with <5 clicks
- Easily upload and bill expense items
- Facilitate renewals with timely notifications, and maintain a filing system allowing immediate access to each contract
- Receive payments electronically (checks are sent to Primacea, for further credit to the physician account, rather than the hospital or home address)
- Generate reports showing income and expenses for tax and reporting needs

Serving as your advocate for 'Open Payments' and institutional compliance

- Provide filings through our portal to your institutional Compliance Office
- Verify/Dispute Open Payments amounts through our web portal (avoiding the cumbersome CMS log-in process!)

Quotes from our satisfied physician clients

Primacea has successfully negotiated hundreds of contracts for the country's leading physicians. Their comments:

"Your help reviewing contracts was invaluable. The comments were very helpful. You noticed things that I would not have caught."

"Your help with the details of my consulting contract were quite useful and helped me to understand a complex process

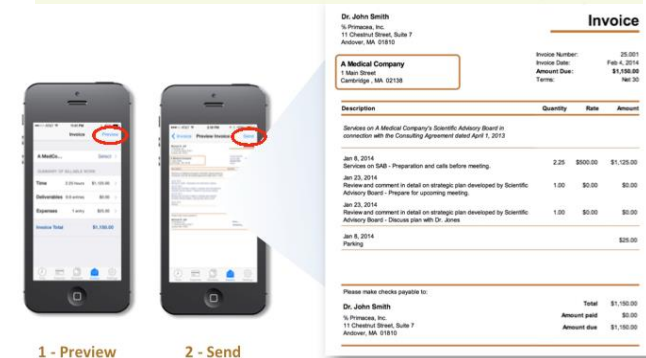
"Interestingly, with Primacea's input, I have actually been able to justify more competitive contracts, as they not only recognize the fair market value of my efforts, but are able to convey this fact to sponsors. While I do not regard this as a primary reason to work with Primacea, I do feel it is an important value-add for academic physicians who supplement their

"[Primacea] has already made my life easier to track agreements. The speed of review and response with companies is fantastic. And just having one place to send things to, knowing they will get reviewed, and knowing approvals and communication with the company are all stored is huge. In the past, things often went into a black box; responsibility to keep everything and track where things stood was solely mine and hard to track. I don't think I could go back to the previous way"" [ADD MERITS NAME]

"When questions/concerns about Open Payments reporting were raised, Primacea explored the issue in a diligent fashion, revealing important facts that reflected the unfortunate way the system is vulnerable to errors. In this way, they truly helped me in a way that I could never have figured out."

Our iPhone App and Web Portal Make it a Breeze to Invoice Industry Contracts!

Open our app, choose the contract, enter hours spent, then invoice in two clicks



Send/print compliance and tax reports at any time. No more repeatedly filling out burdensome forms.

Dr. John Q. Smith Income Statement January 1, 2015 – November 11, 2015

Payments Received		\$ 24,746.83
Actual Compensation	22,486.65	
Reimbursed Expenses	1,247.68	
Expenses		3,645.15
Airfare	2,560.00	
Auto mileage	466.47	
Bus	23.00	
Car rental	177.00	
Education	250.00	
Lodging	65.33	
Meals	56.80	
Other	1.00	
Parking	14.00	
Postage and freight	19.55	
Taxi	12.00	
Net Income		\$ 21,101.68

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Primacea 'Open Payments' a la carte clients pay the following charges:

Set-Up/Report Fee: \$95

Dispute Fees: \$50 First line item, \$20 each additional line item

Resolution/Follow-Up time with Industry Filer: \$75/hour (if necessary)

Our Fee includes:

- Set-up/paperwork to allow Primacea to access the Open Payments system on your behalf (saves you time)
- Sending you an email with a report showing all of your listed payments, which you can easily review and dispute
- Filing disputes on your behalf
- Working to resolve the disputes with your industry partners

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IMPORTANT: The Open Payments 'Dispute Window' is closing on May 15. Are you ready?

Our work shows that when physicians review their 'Open Payments/Sunshine Act' reports from industry, they typically dispute a significant portion of the line items.

Let Primacea navigate the review and dispute process for you using our proprietary system.

A Quote from a Primacea client:

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Primacea Services Specific to 'Open Payments'

Primacea was formed well in advance of the Open Payments system in order to assist physicians in managing all aspects of industry contracts.

Soon, though, Open Payments became an important part of our work. After a prominent physician was incorrectly publicized in the *New York Times* as having received over \$300,000 from an industry company, we were asked to intervene. We determined that the actual payment was less than half the amount shown. Still, one couldn't undo the negative publicity of the article.

At that time (2014), we investigated whether our other client physicians were also victims of erroneous reporting. We found errors with:

- 31% of payments made
- 34% of dollars listed

While system improvements have been made since that time, we still find our clients disputing a substantial portion of their listed payments. As a result, we have introduced an 'a la carte' system where we will assist physicians through the Open Payments review and dispute process.

After achieving log-in to the system on your behalf (no small feat, as is well known to people who have tried it), we will send you a populated link to our web portal, where we will have loaded all of your payment listings. You then, click boxes to dispute particular line items. If you return disputed items to Primacea before May 10, we will enter the disputes into the system on your behalf (including the required explanation of the dispute). We will then oversee the dispute process, coordinating with you and the industry organization to resolve the issue.

Act now, and the disputed items will not appear in the Open Payments listing!

Or Choose Our 'Full Service': Primacea Makes Life Easier for KOL's By:

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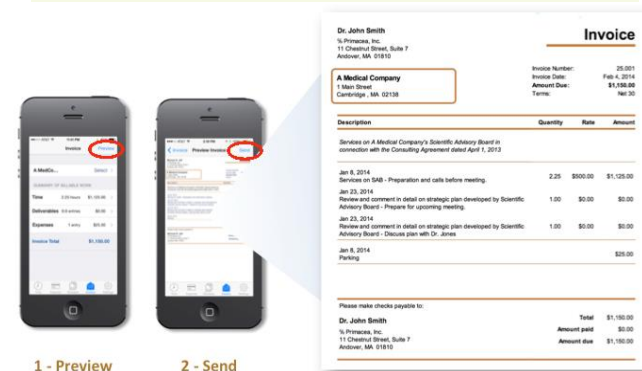
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