

bsk  **live** Inc. Presents...

StaffKnex
SRM (Staff Response Management)

*Web-based staff management
and communication service for
health care*

Schedule • Manage • Communicate • Analyze

Problem: Managing Staff Absences Today

Process



- Manual, labor-intensive
- Lots of hit/miss calls
- Begging and pleading
- Unpredictable response

Impact on Business

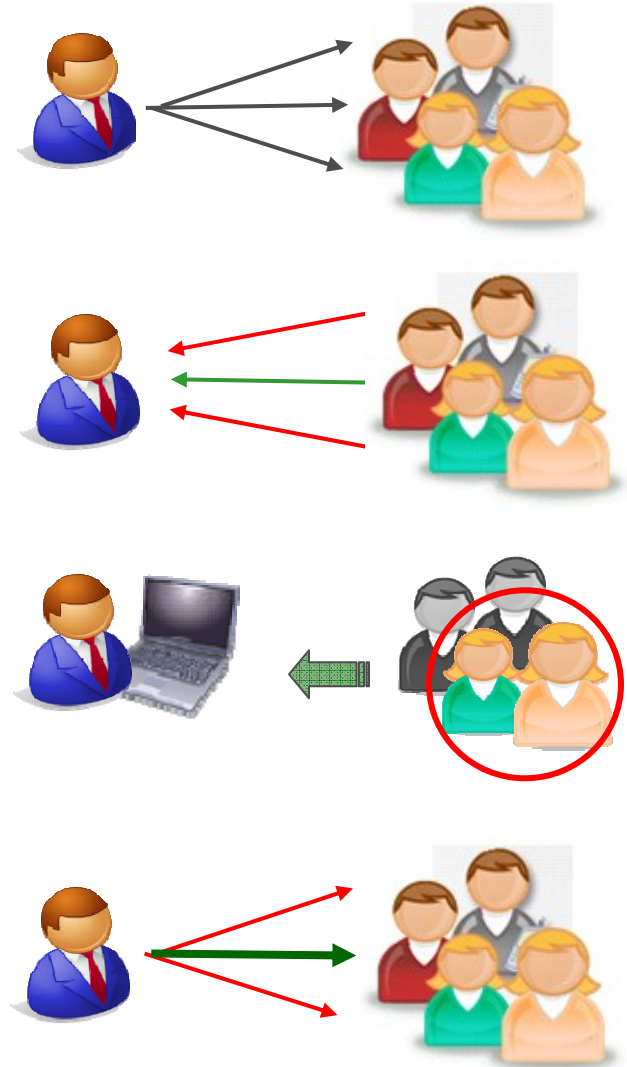
- Unplanned overtime and agency cost
- Ineffective use of staff time
- Increased turnover
- Regulatory penalties & fines

Cost of absences at 120 bed facility

| Role | Hrs | Cost |
|---------------------------|--------------|------------------|
| Weekday scheduling | 800 | \$16,533 |
| Weeknight scheduling | 500 | \$10,333 |
| Weekend scheduling | 320 | \$6,613 |
| DON Time | 200 | \$8,000 |
| Administrator Time | 200 | \$9,000 |
| Overtime Pay (50% filled) | 2,880 | \$30,240 |
| Agency Cost (20% filled) | 1,440 | \$36,288 |
| Manual Call off Reporting | 200 | \$4,133 |
| Total | 6,540 | \$121,140 |

StaffKnex: Communication and Response

1. Manager simultaneously notifies many employees about a shift opening.
2. Employees accept a shift – quickly and easily!
3. Report shows all employees who are interested in that shift – ***in real time***.
4. Manager quickly notifies employee who gets the shift, which completes the search.



StaffKnex: Complete Application Value

StaffKnex: *web-based staff management and communication service*

The StaffKnex Application

Calendaring

| User Name | Display Name | ? | October, 2007 | | | | | | |
|------------|--------------|---|---------------|-----|-----|-----|-----|-----|-----|
| 4402812535 | Christina M. | | Today | | | | | | |
| | | | wk | Sun | Mon | Tue | Wed | Thu | Fri |
| 2142442304 | Alla | | 39 | | 1 | 2 | 3 | 4 | 5 |
| | | | 40 | 7 | 8 | 9 | 10 | 11 | 12 |
| 2164696260 | david | | 41 | 14 | 15 | 16 | 17 | 18 | 19 |
| | | | 42 | 21 | 22 | 23 | 24 | 25 | 26 |
| 2162336022 | Alexis | | 43 | 28 | 29 | 30 | 31 | | |
| | | | Time: | 16 | : | 24 | | | |
| | | | Select date | | | | | | |

Staff Directory

Edit User
Items marked with an asterisk (*) are required.

| | |
|-----------------|--|
| *User Name: | 2169264244 |
| *Display Name: | Gene Groys |
| *Email Address: | gene@staffknex.com |
| *Password: | 9344 |
| Carrier: | UnKnown |
| City: | Cleveland |
| Administrator: | <input type="checkbox"/> Select for Administrative Use |

Save Cancel

Communication



Alert & Response

A screenshot of the StaffKnex application's Alert & Response interface. It shows a list of alerts with columns for 'Alert', 'Response', and 'Status'. The interface includes a search bar and a list of response options for each alert.

Benefits

- Regain Control
- Reduce Cost
- Shift focus to Quality of Care
- Equalize opportunity
- Improve Profit

Live Customer Results

Presque Isle Nursing and Rehab

“StaffKnex helped us eliminate the majority of our calls when looking for nurses or aides to fill call-offs.”

- Steve Feigenbaum, Administrator, Presque Isle

"With StaffKnex we are able to focus on patient care instead of making phone calls."

- Mindy Williams, RN/Scheduler, Presque Isle

Custom Health Care

“With StaffKnex we were able to get our staffing costs under control and win an extra case. The instant communication with RN and STNA even improved retention.”

- Paul Kloppman, Owner, CHC

Presque Isle: real call-off on 2/12/08

Alert

cna needed for 3-11 shift on 2/12/08. anyone interested nurses or cna's please let me know.

Responses

Recipients: [34] Responses: [7] Users Responded: [6] [REFRESH PAGE](#)

Alert Information

Conversations

False

is: True
mail:
False

Response 2008-02-12 14:08:00 via sms: c u then

Acknowledgement 2008-02-12 14:06:53: that would be great.

Resolution

Response 2008-02-12 14:04:43 via sms: i can do 7 to 11

Presque Isle: real call-off on 2/12/08

Alert

cna needed for 3-11 shift on 2/12/08. anyone interested nurses or cna's please let me know.

Responses

Resolving a call-off without making a single call...

Resolution

Pricele\$\$

Information

Conversations

False

True

True

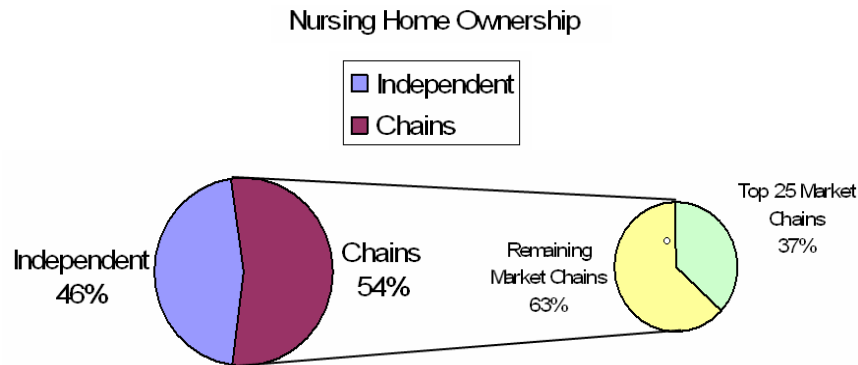
True

0 via sms: C u then

Acknowledgement 2008-02-12 14:06:53: that would be great.

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Healthcare Market Size



| Healthcare Sub-Markets | Facilities |
|------------------------------|---------------|
| Homecare Providers | 18,000 |
| Nursing Homes | 16,000 |
| Hospital Institutions | 5,759 |
| Hospice Institutions | 2,872 |
| Physical Therapy Providers | 5,100 |
| Adult Day Care Institutions | 4,000 |
| Teleradiology* | 29 |
| Assisted Living Institutions | 32,886 |
| Total | 84,646 |

Primary Market

- Over 84,000 target customers nationwide
- No current application services this market today
- Over 60% of market is part of chains
 - 22% of market is controlled by top 25 chains (Manor Care #1)

Secondary Markets

- Temporary staffing
- Schools
- Government

Funding Needs

BSKlive funding round will commence in the next 60 days

Seeking \$500,000

- 12-18 months of operation
- 40% for direct sales and marketing growth
- 40% for technology, product and support
- 20% for operations

Growth Projection

- Aggressive growth for next 18-24 month in healthcare
 - Est. ~227% CAGR over 3 years
 - Est cash positive by 09/09
- Expansion to 1-2 adjacent, strategic, verticals
- Evaluate and pursue exit opportunities in that time frame

Q & A

The **StaffKnex** Application

Calendaring

Staff Directory

Communication

Alert & Response

Contact:

Gene Groys

StaffKnex

President

216-926-4244

gene@staffknex.com

www.staffknex.com