



STRATEGIC HEALTH SYSTEM

Business Prospectus



STRATEGIC HEALTH SYSTEM

Today's Healthcare

For healthcare providers, the financial crisis of 2009 and the recent economic downturn has put enormous pressure on many of us. As a result, many of our practices have been impacted negatively. Additionally, we are being forced to react to the recent restructuring of insurance reimbursement schedules which has further limited our ability to keep our practices profitable. It is becoming clear that we must breakout and employ innovative strategies and become a part of value added partnerships that will help our practices thrive in today's healthcare environment.

Mission

Our mission is to teach Wellness Providers how to implement strategies that can dramatically increase the level of care provided to patients, increase patient confidence in the management of their care, distinguish practitioner as a superior caregiver, attract a highly desirable client base, and dramatically increase the profitability of their wellness practices.

Innovative Strategies

The Strategic Health System has developed a new healthcare strategy that employs the innovative and proven medical protocols of Dr. Joseph Prendergast (Board Certified in Internal Medicine, Endocrinology and Metabolism). The results of these protocols have received unprecedented support due to the astonishing results of more than 6,000 patients Dr. Prendergast has tested and documented over the past 20 years. These protocols are based on proven and validated science and we welcome your review. All specialties can benefit from these strategies and we invite you to learn more about the implementation process, how this can dramatically benefit your patients, and become a significant profit center for your practice.

Validation. The American Diabetes Association

In response to Dr. Prendergast's track record, The American Diabetes Association recently named him as their "Father of the Year" for his extraordinary accomplishments. They specifically honored him for:

"Clinically testing and documenting more than 6,000 of his own patients"

"Admitting less than 1% of his patients to a hospital for 19 years."

"Not losing one patient to heart attack or stroke in 19 years."

The Nobel Prize

In 1998, the discovery of Nitric Oxide (NO) as a signaling molecule in the cardiovascular system was an enormous accomplishment in validating the importance of this miracle molecule. The Nobel Prize also revealed how NO enables increased cardiovascular health as well as positively supporting many other systems in the human body. This proven science is the base of Dr. Prendergast's medical protocols.

Scientific Research

In addition to the Nobel Prize, several of the worlds leading cardiovascular scholars have also made profound contributions in this arena and continue to propel this scientific emphasis forward. In addition to the Nobel Prize Laureate, Dr. Prendergast has worked closely with John P. Cooke, MD, PhD, world leader of cardiovascular science from Stanford University, Victor J. Dzau, MD from Duke University who is currently chancellor for health affairs and President and CEO of Duke University Health System, and Bryan Williams, MD, PhD, the number one cardiologist in Europe from Leicester University in England who just ended his tenure as President of the British Heart Foundation. For decades, these individuals have been isolating and scientifically validating the significant benefits NO offers in the many processes of the human body.

Nitric Oxide Donors

The usage of L-Arginine in medical protocols for the purpose of increasing NO production in the human body is gaining favor in the scientific and medical communities around the world. L-arginine is one of the most effective Nitric Oxide donors science has discovered and is why those who understand the profound impact NO has on the health of virtually every cell in the human body, are wondering how to implement protocols that include L-arginine. But what formulation?

Proven Formulation

In addition to the scientific relevance of L-arginine, research over the past decade has also shown that when combined with other elements, the efficacy of L-arginine is greatly enhanced. The combining of these elements have produced profound results for patients in medical applications. The importance of this understanding is epic because it reveals that through proper formulation, the pathway to increasing the production of NO in the body can be managed!

Dr. Prendergast is the pioneer of applying these strategies in his own medical practice and is why The American Diabetes Association honored him with their "Father of the Year" award. More than any other physician, Dr. Prendergast has demonstrated how to utilize this science. Through 20 years of experience, Dr. Prendergast has created a formula that has dramatically increased the health benefits of those he cares for. The Strategic Health System represents the medical protocols Dr. Prendergast has utilized and he offers these strategies to you.

Proof

There is diagnostic equipment now available that can accurately measure the health improvements your patients will experience as you implement the Strategic Health System protocols into your patients individual health plans. These improvements are measurable. The BPro Cardio Pulse-Wave device can give you measurements of CASP (Central Aortic Systolic Pressure) and rAI (Radial Augmentation Index) with clinical accuracy (99.007 % accurate to that of cardiac catheterization). The BPro is FDA-approved, has CPT Billing Codes, and for the first time, enables you to have the data necessary at your fingertips to treat cardiovascular disease before it strikes.

Human Clinical Trials

The High Desert Heart Institute has conducted a comprehensive Human Clinical Trial that was performed on 34 of their Congestive Heart Failure Unit patients. This clinical trial revealed profound data that supports the efficacy and the profound health benefits of Dr. Prendergast's formulation. This study was fully funded, administered, and directed by the High Desert Heart Institute. The statistical data that supports the findings of this clinical evaluation will soon be published and available for public review. At least two additional double blind, placebo trials are scheduled to commence shortly that will be performed at Leicester Medical School and funded by the British Heart Foundation to prove the efficacy of this formulation.

Implementation

After utilizing the BPro device and receiving baseline evaluations of your patients cardiovascular condition, implement the wellness protocols provided by the Strategic Health System that include the L-arginine complexer Dr. Prendergast provides. After 90-120 days, re-screen your patients to document the improvement of their individual CASP and rAI.

Certification Training

The Strategic Health System provides comprehensive training that will take you through each necessary step of implementing this integrative wellness protocol in your practice. This training includes topics such as:

- Ethics
- Legal Compliance
- Office Procedures
- Organizational Structure
- System Income
- Practitioner Networking
- Profit Sharing
- Pulse-Wave Technology
- Scientific Support
- System Support



Strategic Partnerships

We invite you to become a part of a strategic partnership of forward thinking physicians and wellness providers who are committed to enter the new frontier of medicine by utilizing these proven strategies and for the purpose of uniting in direction and scope of knowledge to assure the quality of care for our patients and the viability of our practices.

A New Approach

Our goal is to change the way you approach healthcare in order to employ these innovative strategies. Instead of focusing on the procedure of treating a patient and earning a one-time fee, we are going to additionally focus on implementing a process of seeing a patient once, implementing a Strategic Health Plan that includes a proven integrative wellness protocol so you can get paid even when your patients are not in your office. Receive commissions month after month after month from the protocols that KEEP YOUR PATIENTS WELL. Earning money by keeping patients out of your office... now that's innovative healthcare.

Strategic Health Profit Study

There are two ways you can earn income by implementing the Strategic Health System into your practice; Operational Income and Colleague Referral.

Operational Income is the income you receive as your staff performs Cardio Pulse-Wave Screenings on your patients. You also earn income from the sale of the formulation as you implement the Wellness Protocols with your patients.

Colleague Referral represents the income you earn as you share the science of the formulation with other colleagues and they implement the Strategic Health System into their practices. You receive a monthly over-ride from this referral.

Operational Income Scenario

Your initial goal is to identify 50 patients in your first month that could benefit from the formulation. Have these patients receive a Cardio Pulse-Wave Screening and set up each patient with an average of 2 ½ cans of the formulation. Schedule a follow-up screening in 90-120 days. Continue this process for four months.

*NOTE: Billing Codes reimburse \$150 per screening. Practitioner's w/o billing codes receive \$50 to \$70 per screen. All Practitioner's receive an average of \$18 per can of formulation sold to their patients.

When the conditions of the Operational Income Scenario are met, the following income would result:

MD's Income Month One

- 50 CPW Screenings x \$150 = \$7,500
 - 50 Patients x 2.5 cans x \$18 = \$2,250
- TOTAL MONTH ONE = \$9,750**

MD's Income Month Two

- 50 CPW Screenings x \$150 = \$7,500
 - 100 Patients x 2.5 cans x \$18 = \$4,500
- TOTAL MONTH TWO = \$12,000**

MD's Income Month Three

- 50 CPW Screenings x \$150 = \$7,500
 - 150 Patients x 2.5 cans x \$18 = \$6,750
- TOTAL MONTH THREE = \$14,250**

MD's Income Month Four

- 100 CPW Screenings x \$150 = \$15,000
 - 200 Patients x 2.5 cans x \$18 = \$9,000
- TOTAL MONTH FOUR = \$24,000 TOTAL**

Practitioner's Income Month One

- 50 CPW Screenings x \$70 = \$3,500
 - 50 Patients x 2.5 cans x \$18 = \$2,250
- TOTAL MONTH ONE = \$5,750**

Practitioner's Income Month Two

- 50 CPW Screenings x \$70 = \$3,500
 - 100 Patients x 2.5 cans x \$18 = \$4,500
- TOTAL MONTH TWO = \$8,000**

Practitioner's Income Month Three

- 50 CPW Screenings x \$70 = \$3,500
 - 150 Patients x 2.5 cans x \$18 = \$6,750
- TOTAL MONTH THREE = \$10,250**

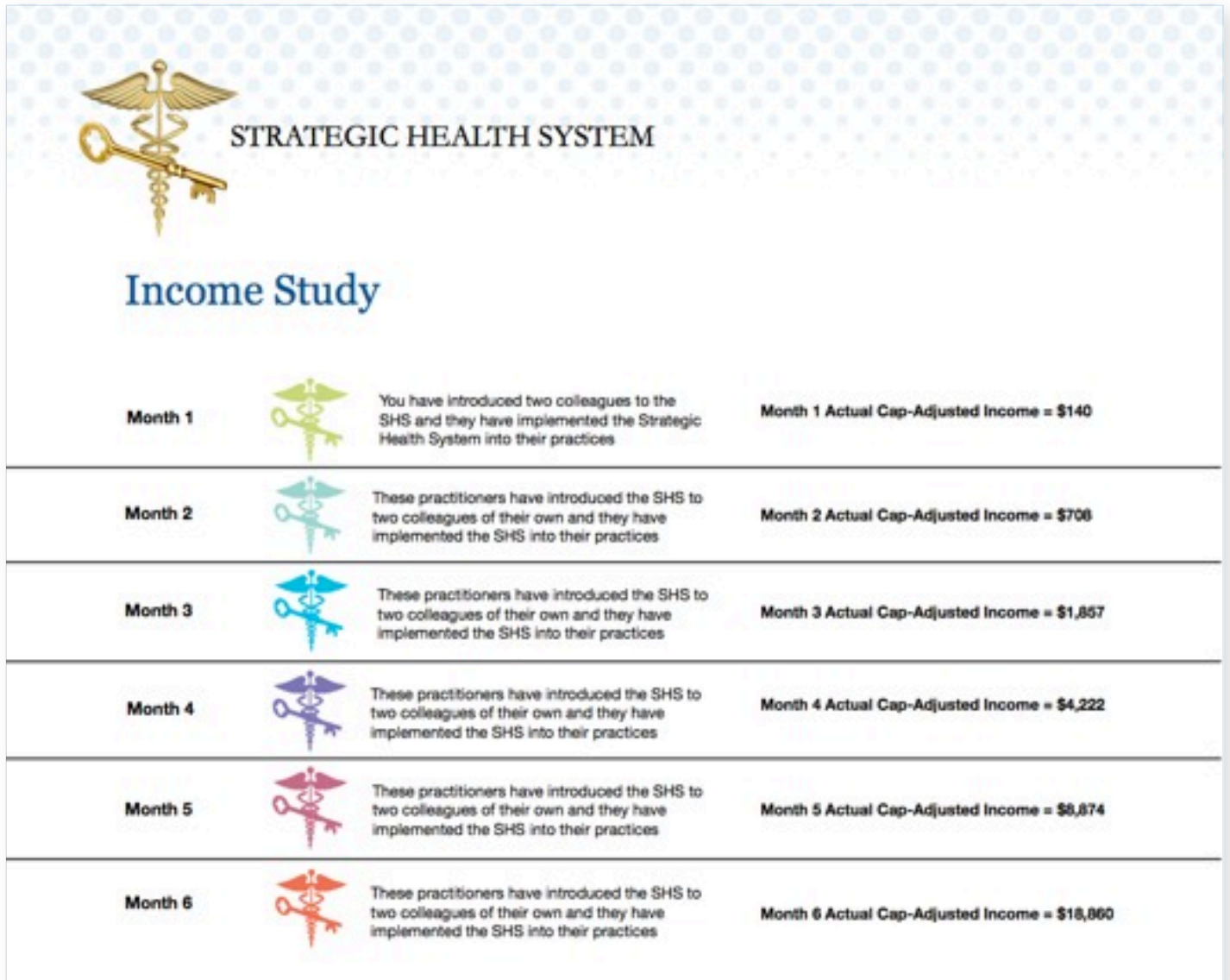
Practitioner's Income Month Four

- 100 CPW Screenings x \$70 = \$7,000
 - 200 Patients x 2.5 cans x \$18 = \$9,000
- TOTAL MONTH FOUR = \$16,000**

Colleague Referral Income Scenario

As you share the science with other colleagues, you can significantly benefit financially through monthly referral fees paid to you. This income is illustrated here.

NOTE: The income listed below is in addition to the Operational Income.



Industry Trends

According to PriceWaterhouseCoopers, the healthcare industry is the fastest growing industry in the world. It is represented by 750,000 physicians in the US, it has a US Market share of \$2.2 Trillion, and employs one in every 11 US residents.

Considering that 2010 is being touted as the most pivotal year in healthcare, and we have a product based on Nobel Prize-winning science that has been clinically proven to address MAJOR health issues positively, there is tremendous opportunity for us all.

Ongoing Education

The Strategic Health System provides you with a scientific library, ongoing education, and resources that include specific medical protocols, clinical papers, and wellness strategies for your use and benefit.

We invite you to participate on our weekly “Practitioner Only” Round Table Webinar that will educate you more about the Strategic Health System. Dr. Prendergast and other participating practitioners also provide weekly “Collaboratory Council” Conference Calls that are highly informative. These conference calls are open forums where you can ask questions and converse with the Council and to contribute to our learning. These tools provide the medical collaboration you need to successfully implement this System in your practice.

Infrastructure

Synergy WorldWide provides the corporate infrastructure globally for the Strategic Health System. Synergy provides products, manufacturing, warehousing, shipping, employees, inventory, customer support, product development, medical advisory staff (33 PhD's, MD's, and biochemists), and handles payout of commissions to the Strategic Health System, globally.

- \$110 Million in Liquid Assets
- ZERO debt - Long or Short term
- Open in 22 International Markets with goal to be in 70 International Markets in 15-20 years
- Sales up 40% in last fiscal year
- Retention is 52 1/2 % (product users after 12 months)
- Named “Manufacturer of the Year” for pharmaceutical grade nutritional product
- Ability to handle rapid growth, currently manufacturing at 40% of production capacity
- Pays highest in industry to distributors
- Owns the proprietary formulation of ProArgi-9 Plus

Getting Started

Getting Started with the Strategic Health System is easy. To participate, it is important to understand the relationship between you (your practice), the Strategic Health System, and Synergy.

This relationship is simple. You are the owner of your practice. Synergy represents the product manufacturer and supplier of ProArgi-9 Plus, and the Strategic Health System represents the marketing arm of this integrative wellness protocol.

To get started, you need to formalize a relationship with Synergy by enrolling as a Team Member. By accomplishing this, you will be able to purchase products at wholesale for your own product inventory and start your own Strategic Health System.



Synergy Registration

The person that introduced you to the Strategic Health System will provide you with their personal Synergy website address. Example: www.YourHostsName.MySynergy.net. This person is your “Sponsor” and they will help you successfully implement this wellness protocol into your practice.

Please visit your Sponsor’s MySynergy website and select the “Enroll as a Team Member” link and follow the four simple steps.

1. Place an initial sample order by selecting the “ProArgi-9 Plus 4-Pack”. This order provides you with a sampling of ProArgi-9 Plus so you can become familiar with this product. This initial order comes to approximately \$240 and comes with a 100% 90-day money back guarantee - even if the product has been used.
2. Set up your monthly product Autoship order by selecting any of the Autoship options (Approximately \$180 - \$215 depending on your choice of Autoship package). The Autoship begins the month AFTER you register with Synergy. You can change this order as often as you like or you can cancel it if you need.
3. Complete your personal and payment information. That’s it!

Following the registration process, you will receive a welcome email from Synergy that confirms your Activation order and your Autoship order. Immediately following this registration process, go to the SHS website and register for your Certification Training!