







THE JOINT[®] chiropractic

THE JOINT CORP. | NASDAQ: JYNT | thejoint.com

My Background Manjula Sriram

Education	Technology Experience
<ul style="list-style-type: none">• Bachelors: Computer Science, Electrical Engineering• Masters: Business Administration, Information Systems	<div></div>

Agenda

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The Team

2

Build vs. Buy

3

2019 Focus

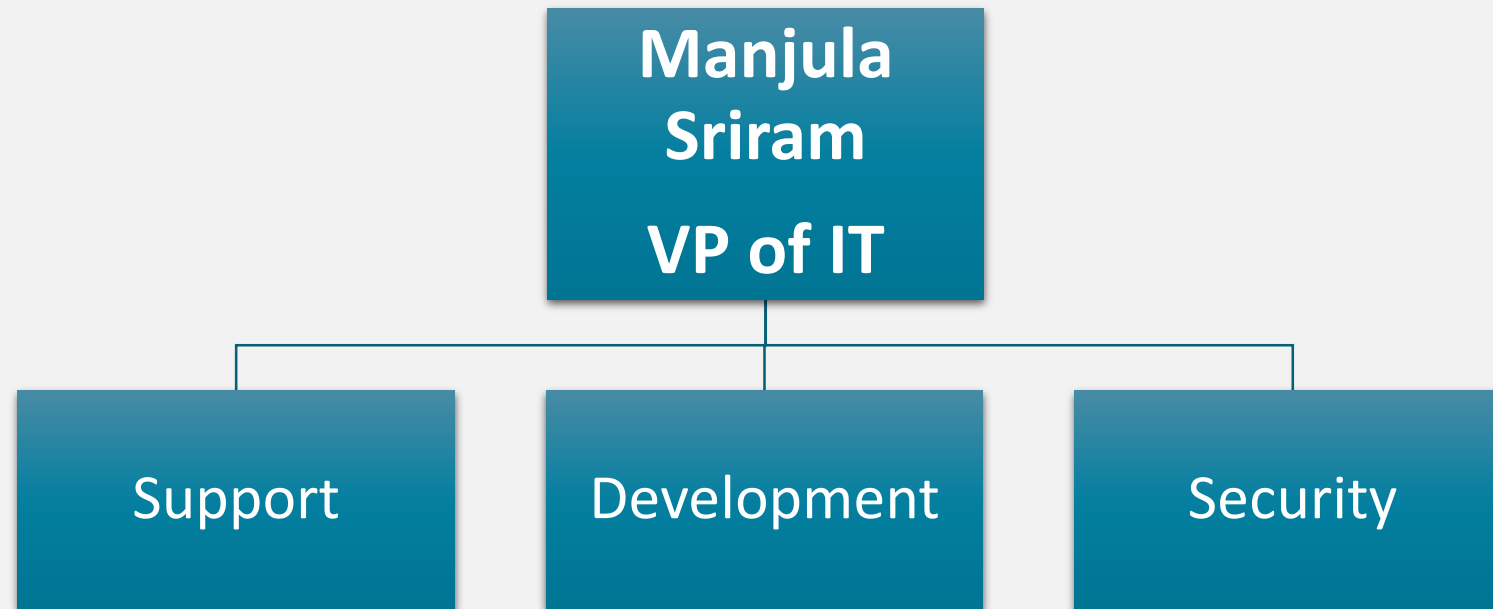
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**Near-Term
Roadmap**

5

**Technology
Vision**

Team



Build to Buy

Vision

Partnership with SugarCRM

- Security
- Progress towards HIPAA compliance

Legacy vs Modern

Legacy Systems (CRM)

- Transactional
- Siloed
- New Sales
- Service is Cost
- Data Centric

Modern Systems (CRM)

- Recurring
- Seamless
- Cross-sell, Up-sell & New Sales
- Service is Marketing
- Relationship Centric

SugarCRM + The Joint

- Sugar **integrates seamlessly** with existing systems to provide enhanced insights into your patients and business metrics
- Modern, intuitive Interfaces drive more engaging interactions and **improved user experience**
- Sugar **drives enhanced productivity** and efficiencies – helping you grow your business with lower costs and efforts



2019 Focus

ATLAS Stability

- 2018 and 2019 focus on stabilizing our current platform
- EMV implementation for PCI compliance
- Upgraded franchisee communication platform via FranConnect

Enterprise Email System implementation

- Improved email retention
- Spam and phishing email reduction
- Encrypted email

Axis 1.0

- Patient Portal meeting the strategic deliverables (Marketing)
- Improve search functionality for campaign management (Marketing)
- Mobile Check In based on customer focus group surveys (Marketing)
- All clinic forms management (Ops)
- Automate policies and pricing enforcement through Axis (Ops)
- Exception reporting on policy breaches through Axis (Ops)
- Quick mobile access to information (Ops)
- Credit card process linked through a patient and through system only (Ops)
- Automated soap notes patient documentation audits (Ops)
- PCI Compliance (IT)

Near-Term Roadmap

2020 & Beyond

Axis

- Digital blue book
- Integration with learning management system
- Automated clinic health report
- Patient experience survey assessments system trackable by clinic and groups

Automated Marketing CRM implementation

- Implement a CRM tool that facilitates automated, personalized, target lead and patient relationship nurturing via email, SMS and mobile app, with functionality available for franchisees and marketing team

Integrate with a POS system

- A more efficient mechanism to track the performance of promotions (example: bar code, bar code scanner)

Implementation of a BI Tool

- Implement a data warehouse tool to allow high-level analytics
- Ability to pull reports/analytics to slice and dice sales, packages, conversions, new patients, attrition, etc. by clinic, market, system, corporate, franchise, RD, FBC or any additional aggregations



Key Takeaways

1. Aligning with an industry standard world class CRM platform prepares The Joint for its ongoing growth
2. The Joint has minimized its risk of stagnation by choosing to buy
3. Technology is ever changing, and we are in a continuous innovative environment to ensure optimal care for our patients