



# Concierge Service

## **NFL ALUMNI**

### **MEDICAL**

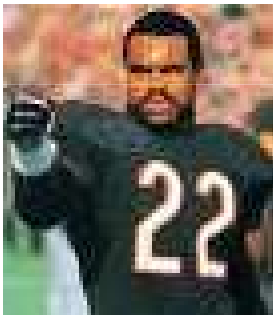
#### **ALLIANCE**

Players & Agent Company Benefits



# Life Changing Injuries

**Mike Webster** Dementia, died at 50 years old.



**Dave Duerson** -  
Chronic Traumatic Encephalopathy, died at 51 years old.

# In The News



## Report: Autopsy Reveals Sixth NFL Player Suffered From Head Trauma-Related Brain Damage

Latest research indicates that damage may accumulate in the brain from repetitive head trauma, even if injuries are allowed to heal.

by Peter Keating

## Super Bowl Heroes Can Expect Super-Sized Pain

<http://www.healthcentral.com/chronic-pain/c/23153/102911/super-expect/>

## Ex-NFL Linemen Prone to Heart Disease

<http://www.medicineonline.com/news/10/11173/Ex-NFL-Linemen-Prone-to-Heart-Disease.html>

## Glory Has Its Price

<http://web.mac.com/rustamtahir/iWeb/Site%20/Daily%20Blog/5BA42D5E-8DFD-456B-BD09-59E259D9F94A.html>



# Health Care Management



**MEDICAL**  
ALLIANCE

Medical  
Advisory Board

Scientific  
Medical Board

Licensing Company

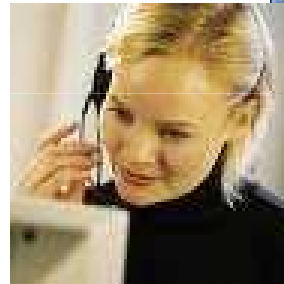
Concierge  
Medical Service



# The Service Explained

## Purpose

- To provide all former NFL Players with access to quality healthcare through an exclusive concierge service.



## Objective

- Assist and support all former NFL Players in acquiring quality healthcare in an expedited manner at the minimal cost permissible.
- Recruit, qualify and organize a network of physicians and health care facilities to support the concierge services.
- Provide options of coverage and treatment whether insured or uninsured.
- Generate revenue to fund NFL Alumni Association programs and operations.



# Strategy & Implementation

## Strategy

- Recruit at least 500 Doctors & 35 Facilities in 3 months for initial Rollout
- Certify all doctors using criteria set forth by JHACO and AAAHC to insure the quality of care
- Player enrollment ongoing through emails, mailings and personal contact.
- Recruit a select group of non-competing medical device companies as charter members.

## Implementation

- Press releases,
- print and electronic marketing,
- sales calls and
- NFL Alumni events.





# Service Provided to Player

- The medical alliance will set up a concierge medical service operating from the NFL Alumni offices in Newark NJ.
- This service will be made available to all former players and immediate family members with at least one year of service in the NFL, free of charge.
- The former player will call a dedicated concierge number and the Concierge will arrange an appointment with an internal medical doctor within 24 hours and a specialist within 72 hours
- The Concierge will coordinate all services needed until the health needs of the player is resolved.
- The Concierge will also coordinate insurance issues and other payment options available.
- The Concierge will proactively set up physicals, screenings and other tests recommended and appropriate to a particular player.





# Retired Player Needs & Solutions

## **Need:**

5 years with the NFL - career ending injury – retired – no insurance.

## **Solution:**

Concierge Service can coordinate multiple specialties and research potential insurance options.



## **Need:**

Retired – 10 years later – reduced income  
chronic pain - minimal insurance coverage.



## **Solution:**

Concierge Service will offer solutions based on your current needs/coverage while researching other provider cost/benefits.



# Timeline Implementation

## **By June 1, 2011**

- Start Concierge Medical Service both by phone and website.

## **By July 1, 2011**

- Network of physicians will be completed and set up in the Concierge system.

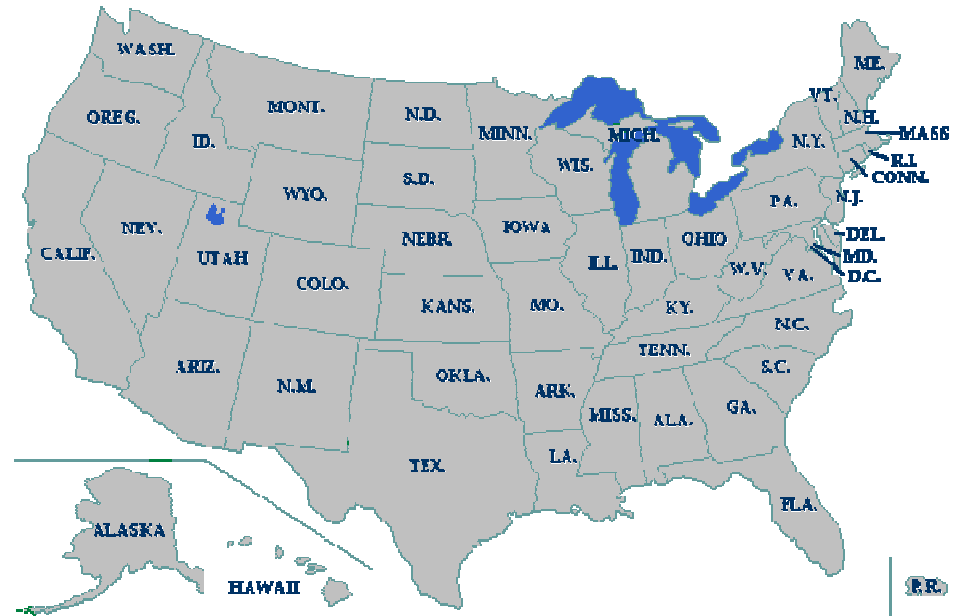
## **By August 15, 2011**

- Initiate additional medical services of Chiropractic, Endocrinology, Dentistry, Oncology and Radiation Oncology in the NY Market area.
- Initiate New Market area Programs and define priority list in Miami, Dallas, Southern California, and Chicago areas.



# Geographical Areas

- New York (Tri-State Area)
- Los Angeles
- Southern Florida
- Chicago
- Dallas
- Atlanta
- Phoenix
- DC Maryland Virginia
- Other areas and the order that they will be implemented will be guided by the Medical Advisory Board.





# Geographical Division

<b>Initial Specialties Per Area</b>	<b>Number of Doctors</b>
Internal Medicine	200
Cardiology	50
Orthopedic	50
General Surgery	25
Podiatry	50
Gastroenterology	50
Urology	30
Ophthalmology	25
Otolaryngology	10
Neurology	10
<b>Total Doctors in Network</b>	<b>500</b>
<b>Family Specialties</b>	
Ob/GYN	10
Pediatrics	10



## Doctor Participation in the Network

- The doctors will be credentialed in the network after a review of the AMA report and National Practitioner Databank inquiry.
- The doctors must be Board certified or eligible in their specialty.
- Doctors must agree to see the patients within the set up timeframes.
- Doctors will agree to participate in the coordination of care of uninsured NFL Alumni.
- Doctors will pay the annual network membership fee.





# Licensing Entity Participation & Benefits

**Licensing entities include Doctors, healthcare facilities, healthcare manufacturers and service providers.**

- Use of the NFL Alumni Logo for marketing and advertising.
- Access to Alumni for company sponsored events.
- Coordination of continuing educational opportunities.
- Access to Alumni Central at the Super Bowl.





# Boards to be Established

The NFL Alumni Association will appoint a **Medical Advisory Board** that will consist of medical professionals and NFL Alumni players. The purpose of this board will be to advise the Concierge service on issues such as medical specialty expansion and prioritize the timing and additional locations for the Concierge roll-out.

The NFL Alumni Association will appoint a **Scientific Medical Board** that will consist of medical professionals, medical device company officials and advocates of the NFL Alumni. The purpose of this board is to review and qualify proposals submitted to the NFL Alumni Association that pertain to new treatments for injuries and common illnesses of the NFL Alumni players.

