



Executive Summary

BHC, LC is a wholly owned subsidiary of UnityPoint Health. BHC consist of two subsidiaries, HNC Services Inc. and Broadband Inc., dba BroadNet connect (“BNC”). Through these subsidiaries BHC offer tremendous opportunities to develop business, improve efficiency and lower costs by providing business, communications and technology services to health care providers, business organizations, education and local government. The foundation is a private fiber optic network and data center infrastructure. The definition of the subsidiaries are as follows:

HNC Services Inc. is a communication and information technology services company providing value added services to the HealthNet connect consortium and the general health care community.

BroadNet connect is a communication and information technology services company providing valued added services to community anchor institutions (education and local government), and businesses.

HealthNet connect, LC (“HNC”) is a wholly owned subsidiary of UnityPoint Health and a consortium of health care entities sharing a common goal of instantaneous communication of medical information by utilizing and sharing technology.

Together these companies form HNC|BNC and are connecting hospitals, businesses, education and government organizations throughout the mid-west to our fiber optic network and data center infrastructure.

Extensive accomplishments have been realized towards the build out of HNC|BNC in both an unexplored marketplace and a very mature marketplace in the case of communication and technology services. The objectives of HNC|BNC is to expand client base by offering value-added and innovative services and develop strategic joint initiatives and partnerships that will expand our offering and community reach. The foundation of HNC|BNC infrastructure has been built by way of an extensive, privately owned and secure fiber optic network running through the states of Iowa, Nebraska, Illinois, and Colorado and can extend throughout the Mid-West. In addition to a Data Center infrastructure capable of handling the security requirements related to both healthcare and financial markets. The impending endeavor will be to maximize the goal of evolving health care and other business markets through a creative and innovative business operations.

The demand for advanced Information Technology services by companies located here in Iowa and around the world is growing and evolving at a rapid pace. Information technology is changing the landscape of every business. Iowa and the mid-west are leading the way in technology adoption in everything from healthcare, agriculture, education, manufacturing, finance and insurance. In order to keep pace and stay competitive, organizations are relying on technology and associated infrastructure more than any time prior. Keeping the infrastructure safe and improving its cost effectiveness are top concerns for all.

HNC|BNC was built for modern I.T., is based in Des Moines, Iowa and is the only regional services provider, local to the customers we serve, that owns a private DWDM fiber optic network and data center that provides end to end I.T. services to meet the needs of our customers. The leadership of HNC|BNC are experienced executives with backgrounds in Fortune 100 companies, start-ups, health care and investing. HNC|BNC is governed by a board of directors.



HNc|BNc is primed for considerable growth. Services offered to clients comprising of clinics, hospitals along with other business entities will spur the growth of HNc|BNc. The opportunities are abundant and the challenges will be tackled with a detailed strategic and tactical focus. There is not another regional services provider that has its own fiber optic network and data center infrastructure. HNc|BNc will be able to capitalize on this unique advantage.

HNc|BNc Community Focus

“Our mission is to introduce and integrate business concepts and related technologies seamlessly within our client’s organizations. As a business partner and technology advisor we will provide the best services, support and infrastructure enabling health care organizations, schools, government entities and businesses to make a difference in the lives of the communities they serve.”

Many critical access hospitals and clinics throughout Iowa, Nebraska, Illinois and Wisconsin expressed their need for a improve business model for the delivery of critical I.T. services. Their connections to our secure, carrier grade, private fiber optic network and data center allows them to share and transport critical and private information and data interstate or intrastate.

In some cases, HNc|BNc provide our customers with a complete range of I.T. solutions. From help desk, to strategic I.T. roadmap and planning, to implementation of new technologies that delivers the cost savings and security organizations are looking for.

In November 2014, HNc|BNc announced our new and fully managed Telehealth and Telepresence platform. The platform will allow hospitals and clinics to connect patients via live video to primary care and specialty providers and mental health professionals anywhere in the HNc|BNc network. It will also allow schools, businesses and local governments to conduct virtual education, health and training. Our solution brings the technical capability to reliably deliver HD-quality video, operate securely over our private fiber optic network and provide efficient access to computers as well as mobile devices.

HNc|BNc has also connected rural cities, such as Denison, IA and Maquoketa, IA. We have put fiber rings in these cities to connect city and county government offices and provide these rural communities with high speed broadband access.

In early 2015, we will be offering a new service called mobile device management. This will allow health care organizations and businesses to see, control and secure the mobile devices entering their organizations, whether they are provided by the company or part of a Bring Your Own Device (BYOD) program.



An Innovative One-Stop-Shop

In the past, many of the above I.T. needs were implemented in a variety of ways. High cost capital expenditures, multiple vendors network, data center, security, applications, telepresence and support services

Businesses and organizations today are looking for a seamless end to end I.T. solution provider that improves their ROI, reliability and cost structure for I.T. services. No other regional provider can do what HNC|BNC can do...provide a comprehensive suite of I.T needs and support all under one roof.

Layered on top of all of our services is our customer support. Our customers enjoy the best customer support experience in the business. Our customer support will soon be enhanced by a new service desk portal that will allow an even greater customer experience.

Our family of companies are designed as an I.T. as a service provider. Our current and future customers are asking for; an organization that has the vision and innovation mindset to adapt and package solutions to meet the needs of business, healthcare, government and education marketplaces, at a good price with flexible terms and excellent support. We are meeting those needs!

The employees that make up HNC, HNC Services and BNC all came here because of the culture of innovation. From the chief executive whose past experience includes, AT&T and Apple, through the sales department, technical advisors/engineers and business office; all have worked for organizations recognized for their innovation and success.

Being part of an I.T. as a Service type of company, every one of us is responsible for looking ahead and practicing within a culture of innovation. That is what has made us the company others want to know more about, conduct business with and work for.

Our parent organization, UnityPoint Health has a long history of being recognized for innovation. Here is just a sampling of our local and national awards:

- One of "Most Wired Health System" in the U.S. several years in a year
- UnityPoint John Stoddard Cancer Center – Numerous awards
- 5 awards for UnityPoint website in 2014
- Quality of Care for Cardiac Center
- And numerous other awards throughout UnityPoint Health

It is from that parent, HNC|BNC was born.



Commercial Impact on Innovation

HNc|BNc started from grant projects to build a robust, secure fiber network infrastructure for health care and community anchor institutions. We have exceeded those goals and have built a sustainable business.

We have over 100 hospitals and clinics connected to our infrastructure and sharing critical information between Iowa, Nebraska and Illinois. We will be moving into Wisconsin in 2015. We have over 50 businesses we provide high speed transport and internet services to. We have connect cities in rural areas and provide education institutions high speed connectivity. All of this and we have not completed our 2nd full year of operations.

Our revenues have gone from zero to \$1.5 million in our 1st year of operation. We will finish our 2nd year of operation with \$3 million in revenues and 2015 is projected to come in at \$5 million in revenues. That is consistently over 50% increase in revenues Y/Y.