### THE SERVICE PROCESS

The customer begins her service journey on the CleopatraRX website that facilitates connections with third party consulting physicians and a compound pharmacy.

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#### **QUALIFY**

Customer chooses
to complete the
online questionnaire
to begin the
treatment
qualification
process.



#### PRE-SCREEN

Customer questions
clarified with
Registered Nurse
otherwise referenced
as the Patient Care
Coordinator.



# PAYMENT FORM COLLECTED

Customer selects to move forward with the telehealth appointment, and credit card information is gathered.



# TELEHEALTH NOTIFICATION

Physician is notified that there is a patient file to review, and appointment to be held.



### TELEHEALTH APPOINTMENT

Patient and physician discuss if the PearlPAK treatment is appropriate for their specific conditions.



### PAYMENT PROCESSING

Transaction for telehealth visit processed. (\$49)



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### PRESCRIPTION WRITTEN

If patient/physician appointment identifies that the PearlPAK is a good fit, patient chooses if they would like to move forward & prescription is written.

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# PAYMENT PROCESSING

If patient chooses to
move forward,
transaction for threemonth prescription is
processed (\$97),
followed by an
additional \$97 fee for
two months

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### PHARMACY FILLED

Compounding
pharmacy fills the three
-month prescription
and sends directly to
patient in confidential
package.
Patient may cancel
prescription at ANY

TIME.



and compassionate experience.

#### **FOLLOW-UP**

Within one week
following the initiation
of the prescription,
CleopatraRX initiates a
wellness call.
An additional wellness
follow-up call will occur
roughly 5 months after
the initial prescription



The customer journey is structured to provide a frictionless

## REFILL CONFIRMATION

Another three-month prescription refill will be automatically replenished if there are no changes required.

Patient may cancel prescription at ANY TIME.



Unless patient or physician choose to not move forward, three-month prescription refills are processed and credit card is charged for \$97 monthly.

**PROCESSING** 

