



## Market Analysis Maps

# Conviva – Pompano Beach

Humana – Workplace Solutions

# Primary Care Organization

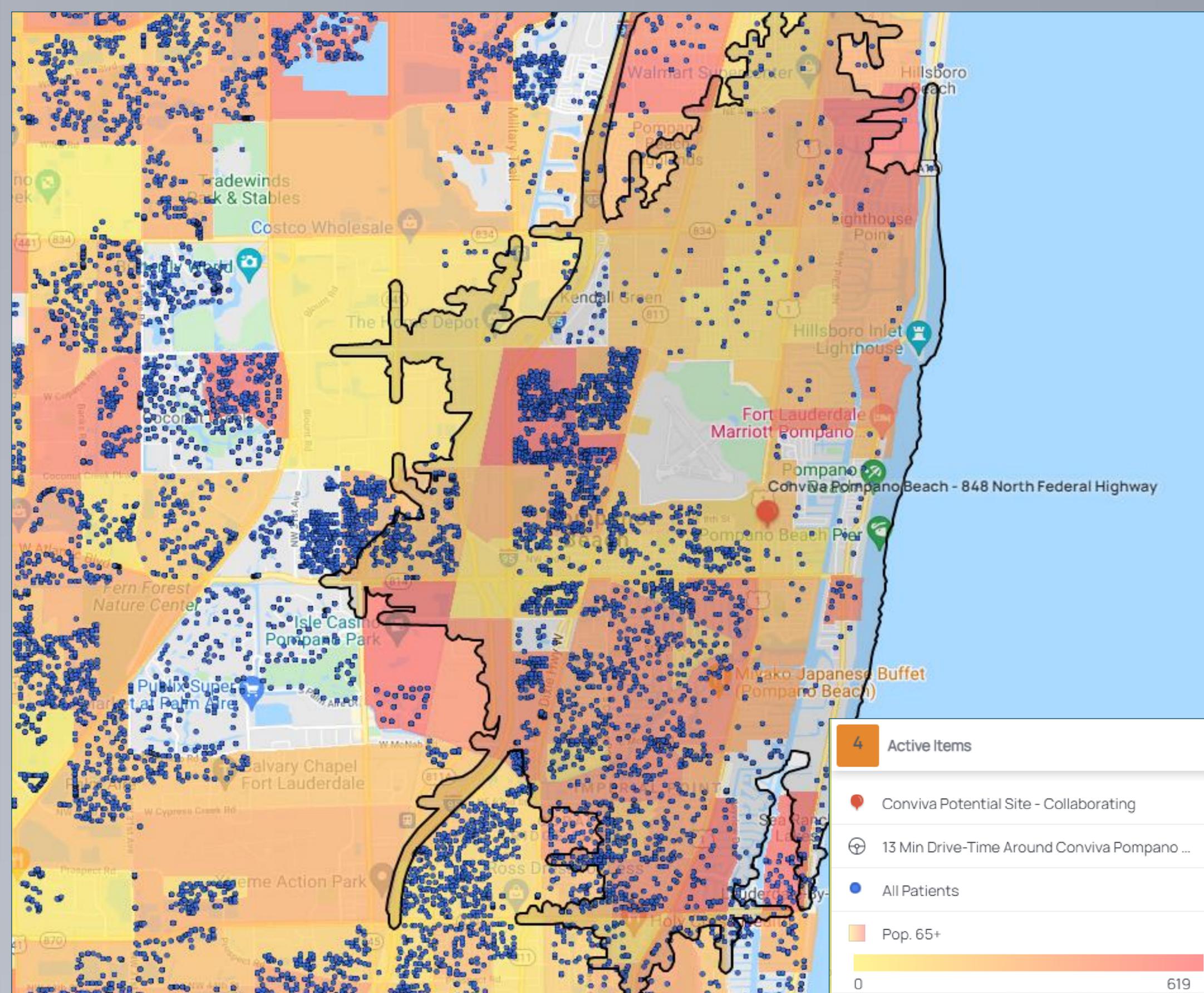


## PRIMARY CARE ORGANIZATION

### Existing Patient Coverage

# Pompano Beach

- This map view primarily shows locations for existing Conviva patient members via the blue dots on the map in and around Pompano Beach market area.
- Additionally, it shows a heat layer for demographic concentration of Medicare Eligible seniors aged 65+.
- Our planned move into this location in Pompano Beach is a strategic shift of positioning so that we can continue offering our health & wellness services to the senior population already served by Conviva as well as increase our services to additional seniors in this market area.
- The black outlined area represents our target market area, which shows a 13 minute drive time from our planned clinic location.



Existing Patient Coverage

# Pompano Beach

- This map view is the same as the map on the previous slide with one addition: Potential Patient Households
- Each small, dark red dot on the map represents 1 household that is most likely to become a patient member of Conviva services.
- This data is based on analyzing robust market segmentation data on our entire Florida portfolio of patient/members currently under our care in Conviva Centers and matching that up against the household demographic and market segmentation data within our targeted area.
- All of this data has led to our decision to select our clinic location at the target property in Pompano Beach as we believe this location will present the best opportunity to continue serving our existing patient base as well as extending our tremendous senior care services to an even broader population.

