

## **Proton Cancer Centers of America, LLC**

5242 Seneca Place  
Simi Valley, CA 93063  
(805) 340-1668

December 10, 2012

### PCCA's Offer to its Partnerships

Proton Cancer Centers of America, LLC (PCCA) is a wholly owned consulting firm specializing in the development of "Proton Beam Therapy" centers - for the treatment of cancer.

#### **PCCA's Offer to its Clients**

1. Some of the proton industry's most experienced, knowledgeable, and connected individuals.
  - Knows most of the industry's key individuals, vendors, and their histories.
  - Is able to draw on resources from a pool of proven expertise, as needed.
  - Have been offered key leadership positions for almost every project and vendor.
  - Has worked with more institutions interested in proton therapy than any other group.
2. Experience in developing a broad range of proton therapy projects.
  - Has played key roles at Loma Linda University Medical Center's (LLUMC) Proton Therapy Center, the only proven high-volume proton therapy facility.
  - Has been involved in almost all U.S. based project developments.
  - Has also been involved in most of the international proton therapy project developments.
3. Experience in ramping-up and directing operations a high-throughput proton therapy facility.
  - A PCCA Founding Member was Director of Operations at LLUMC, the only facility that has ramped up from 40 to >160 proton therapy patients per day.
  - A PCCA Founding Member was Residency Program Director at LLUMC, Department of Radiation Oncology, where physicians were trained on how to effectively and efficiently treat with proton therapy, during ramp-up.
  - Has process improvement experience: To improve patient safety and treatment efficiency a optimized treatment process was developed, which reduced treatment times from 45 to 10 minutes.
4. Thorough understanding of the financials of a proton facility.
  - Has direct knowledge of most technology providers pricing and risk factors.
  - Has actual knowledge of all the costing details of a high-throughput proton facility.
  - Is skilled in developing project-specific financials & sensitivity analyses.
5. Clinical expertise and experience using protons.
  - A PCCA Founding Member has personally treated >2,500 patients with proton therapy and has more than 12 years of experience in the only high volume facility.
  - Is partnered with key proton-experienced physicians and medical physicists.
  - PCCA's partner physicians have treated >8,000 patients with proton therapy and most have several years of proton therapy experience.

- Has direct access to the industry's most experienced clinical & technical individuals.
  - Has developed many high-throughput clinical protocols that improve clinical outcomes.
  - Can develop clinical protocols, operational procedures, and training programs that allows highest patient safety and throughput while reducing the startup, operational and clinical risks.
6. Technical knowledge.
- Is highly knowledgeable in accelerator systems, beam-lines, nozzle systems, control systems, safety systems, software, and patient positioning systems.
  - Understands the past, current, and future technology developmental strategies of most of the operating facilities and all vendors.
  - Has assisted multiple institutions in developing their technical specifications.
  - Has direct access to shielding experts who can reduce building requirements.
7. Proven experienced in marketing for patients.
- Played key roles in marketing for and increasing (40-160 patients per day) the number of patients at Loma Linda.
  - Played key roles in managing the patient acquisition process and significantly improved the conversion ratios of patient inquiries-to-patients.
  - Has launched several marketing campaigns, resulting in free national and regional news coverage.
8. Knowledge and ability to raise project capital.
- Has developed a JV ownership structure that minimizes its medical center partner's exposure – without credit enhancement or recourse.
  - Has developed a detailed business strategy on how to set-up, fund, and operate a for-profit JV-based high-throughput proton facility.
  - Has access to various reputable funding sources for JV-based for-profit entities.
9. Effective communicators.
- Has a proven ability to articulate its vision in written, verbal, and formal presentation formats - to multiple disciplines.
  - Has extensive experience in communicating with clinicians, physicists, engineers, and business management.
10. Expertise in Sales & Marketing with strong negotiating and leadership skills.
- Has experience in getting project buy-in from all disciplines.
  - Understands the current state of market pricing, business trade-offs, and positioning potential, of all vendors.
  - Is experienced in all regulatory issues, such as FDA clearance process and radiation safety requirements.