



ALPHAЕON®

ALPHAЕON ACQUIRES TOUCHMD™ AND ITS STATE-OF-THE-ART PATIENT CONSULTATION PLATFORM

October 10, 2014, Irvine, CA - ALPHAЕON Corporation, a leader in lifestyle healthcare and subsidiary of Strathspey Crown Holdings LLC, announced today that it has acquired TouchMD™ for \$22 million. TouchMD is an interactive software platform that helps specialty physicians educate patients before, during and after practice consultation, which enhances the patient experience and increases conversion rates.

“TouchMD is a best-in-class practice consultation platform that has been shown to increase practice revenue by up to 33%,” said ALPHAЕON Chief Executive Officer Robert E. Grant. “TouchMD’s patient engagement technology is a critical element of the ALPHAЕONMD™ portfolio, a first of its kind integrated technology suite designed to increase the physician practice’s efficiency, profitability and growth.”

“TouchMD’s patient portal, education tools and sophisticated drawing capabilities have enabled us to provide a unique patient experience that leads to greater patient confidence with their procedure and with my plastic surgery practice,” said Dr. Lou Bucky. Overall, the platform has allowed us to enhance our relationship with patients, increase conversion rates and decrease cancellations and ‘no-shows’.”

“We are very excited to join a company that puts physicians at the center of everything they do,” said TouchMD CEO Kary Smith. “I believe strongly that ALPHAЕON’s unique business model and focus on innovation will help physicians build deeper patient relationships leading to higher patient satisfaction and practice profitability. Through the acquisition, we will continue to drive innovation and provide specialty physicians the latest patient engagement solutions.”

A one-of-a-kind platform that engages and impacts patient decision-making at every stage, TouchMD is helping physicians better educate patients and thereby move a greater number to procedure. The platform is currently helping patients in over 10 countries, three specialties and more than 800 physician offices. Effective immediately, ALPHAЕON Corporation will be responsible for all operations, sales, marketing and promotion of TouchMD, in both the U.S. and international markets.

About ALPHAЕON Corporation

ALPHAЕON Corporation is a lifestyle healthcare company committed to partnering with board-certified physicians to bring to market and develop highly innovative technologies and services that promote patient wellness, beauty and performance. Ensuring access to leading advancements in lifestyle healthcare, the company fosters deep relationships with leading specialty physicians so patients look their best, feel their best and know they are receiving the best in lifestyle healthcare. For more information, please visit www.alphaeon.com.

About Strathspey Crown

Strathspey Crown is a growth equity firm specializing in lifestyle healthcare. Strathspey Crown uniquely partners with board certified physician specialists to bring to market highly innovative technologies and services in the self-pay sector. The firm is founded in partnership with physician investors across key medical specialties including plastic surgery, ophthalmology, dermatology, dentistry and orthopedics. For more information, please visit www.strathspeycrown.com.

About TouchMD

TouchMD is a state-of-the-art system that enhances the relationship between doctor and patient. While currently offering product lines in Plastics, OBGYN, Dermatology, and Orthopedics, TouchMD continues to grow and develop other specialties. TouchMD is a DBA of North Main Group, Inc., which together with its predecessor company has been producing high quality interactive presentations for over ten years. TouchMD is patent pending. More information about TouchMD can be found at www.touchmd.com.

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