



Program Overview and Allergy Prescriber FAQs

About Nationwide Allergy?

Nationwide Allergy is a privately managed LLC and a member of StarHealth Network Group. Nationwide Allergy has partnered with Dr. Jay L. Gruhlkey, MD. Dr Gruhlkey is President of the Pan American Allergy Society and a highly reputable FDA-Licensed manufacturer of allergenic extracts. Nationwide Allergy offers Family Practice, Internal Medicine, Integrated Medicine and Pediatric prescribers the opportunity to provide their patients with a new value-added program. This program includes safe and proven on-site allergy and immunotherapy services.

How can Nationwide Allergy benefit my practice?

Nationwide Allergy is a “complete turn-key operation” designed to enhance your practice’s clinical offerings without disrupting current operations. Our support staff and clinical experience is provided to effectively drive and administer the treatment program.

Why are Nationwide Allergy’s services important to my practice?

The number of board certified allergists is expected to drop more than 6.8% per year, but demand for allergy treatment is expected to increase by 35%. By implementing immunotherapy in-house service, your practice will offer a value-added service, providing convenience to your patients and assistance with retention – ultimately increasing your practice’s revenue.



Who needs testing?

Nationwide Allergy will provide you with a list of common CPT codes that are covered with allergy testing and treatment. You, as the primary care prescriber, evaluate your patients and make candidate selections based on clinical evidence. Some of the diagnoses that could benefit from testing are allergic rhinitis, asthma, chronic sinusitis and allergic conjunctivitis. You, as the treating prescriber, decide who meets the clinical criteria for testing. Nationwide Allergy will always be available to provide support and evidence-based clinical guidance throughout the process.

How is the testing done?

Nationwide Allergy utilizes Modified Quantitative Allergy Push Testing (MQPT). In conventional prick testing, allergens are introduced only into the outermost layer of the skin (the epidermis) to give a broad sense of what an individual is allergic to and to grossly estimate how allergic they are to each allergen. Our process is less invasive but equally as effective.

A “Multi-Test” device is used to maximize efficiency and minimize discomfort. Push testing is well tolerated even in young children. A certified Nationwide Allergy technician will train and certify your staff, typically a medical assistant but some prescribers prefer to administer themselves, on how to administer the testing.

How is the allergy therapy administered?

After the testing is complete, your trained allergy technician will review the results with you and the patient. If the patient is determined by you to be a candidate for immunotherapy (allergy desensitization), then the allergy technician will enter the results into the online portal (typically completed in less than 2 minutes) and the Nationwide Allergy Laboratory will prepare the custom allergy serum vials based on the testing. The serum vials will be reviewed through testing by Nationwide Allergy’s clinical staff, and the immunotherapy will be shipped within 48 hours to your office to be administered by your staff per the Nationwide Allergy protocol.

How do my staff and I get trained and how much space is needed?

Nationwide Allergy is designed to fit seamlessly into your current clinical practice. prescribers and designated staff that will be certified as Allergy technicians will undergo an orientation by a Board Certified prescriber with experience in primary care and allergy. Nationwide Allergy will assign a Clinical Allergy Services Supervisor to manage the program in your office and provide ongoing support. Only a small amount of space is needed to get the program up and running. As the immunotherapy serum vials must be refrigerated, a small refrigerator is provided to your office free of cost if requested.

What if I have questions?

Nationwide Allergy is committed to customer service and outstanding patient outcomes. Nationwide Allergy’s technicians have been trained by some of the most preeminent allergy technician trainers in the country. If they are not able to answer your questions, our prescriber/administrative oversight is available to help. Your success is our success.

Practice Benefits from Nationwide Allergy

Generate more revenue with your existing patient base. See happier, healthier patients.

Immunotherapy treatment from Nationwide Allergy helps you build a better practice with a more diverse range of treatment options. Help allergy sufferers completely eliminate allergies while boosting revenue for your practice.

Partnering with us requires NO capital investment and features a wide range of benefits, including:

- Increased patient retention and revenue
- Ability to provide a wider range of services
- Convenience
- Increased practice awareness
- Continuous clinical support and oversight
- Chief Medical Officer on call

Contact us today to discuss offering immunotherapy from Nationwide Allergy to your patients.



Nationwide Allergy's Process

Clinical, competent & comprehensive.

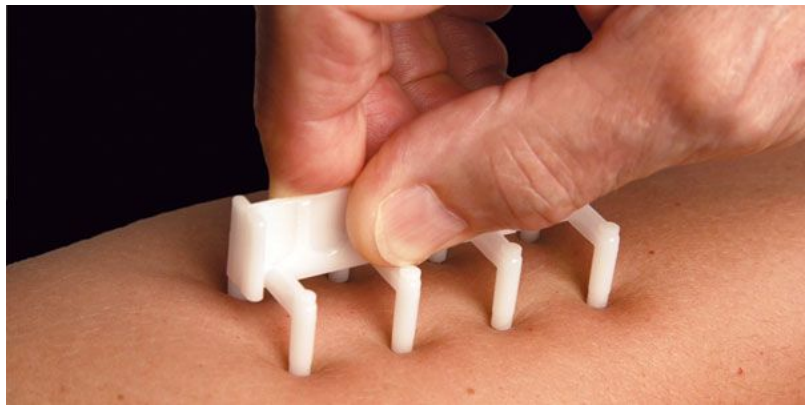
Nationwide Allergy provides a turn-key Allergy Service Center in your practice that will skin test and formulate individualized immunotherapy treatment for your allergy patients. We train and certify your existing and trusted staff as clinical specialists who administer the Nationwide Allergy Immunotherapy Protocol in your practice. All we require is some storage space for testing material and space in a refrigerator (may be provided as needed). Your patients are seen in your office, your office handles all the billing which is supported by Nationwide Allergy billing experts.

Patient Identification & Selection

We provide comprehensive patient history prompts and forms that the patient completes. The answers to this questionnaire identify the allergic patients and provide the medical necessity for performing skin testing. The skin testing is a confirmation of the diagnosis of allergy, as well as to specific triggers and the degree of sensitivity to different allergens.

Patient Testing

We believe skin testing remains the “Gold Standard” for identifying allergens to which a patient is allergic. While blood testing can be useful for certain select patients, skin testing remains the choice for the most sensitive diagnostic tool. It's advantages include the immediacy of results – 15-20 minutes, versus days with blood testing, as well as the the patient being able to actually “see” their allergies.



Nationwide Allergy uses the Modified Quantitative Push Testing (MQPT) method for skin testing. MQPT is the most innovative approach to blending methods of skin testing that allows the skin to reveal both what a patient is allergic to and to what degree, in order to customize treatments for each patient. A complete battery of allergy tests can be conducted in less than one minute with minimal patient discomfort.



Patient Treatment

We use skin test results to customize a program for each patient undergoing immunotherapy. We do not endorse “Universal Dosing,” where every patient receives the same immunotherapy mixture. While a universal formula might make things easier for the allergy service company, we do not consider it evidence-based medicine.

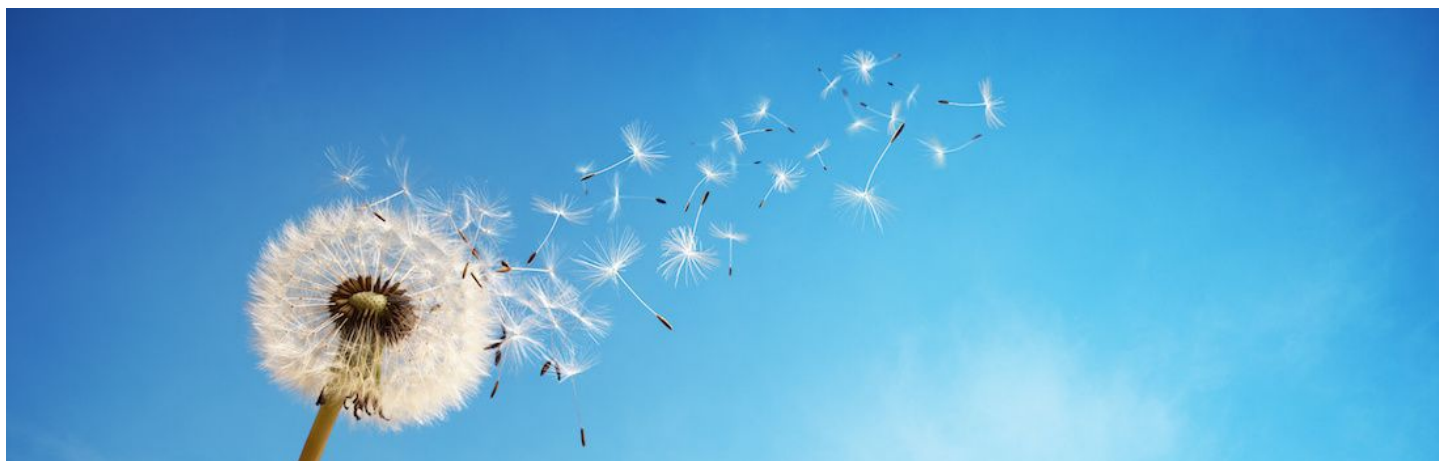
Nationwide Allergy offers both subcutaneous immunotherapy (SCIT) and sublingual immunotherapy (SLIT) in order to address the individual needs of each patient undergoing a course of immunotherapy. Each method has its advantages and disadvantages, but it’s important to provide the patient with options and let them choose the solution that best meets their needs.

Our Business Model

Our business model is legally and clinically compliant. Your trained clinical personnel perform all allergy-related services and procedures, and remain employed by you. Other than the provision of 100 – 160 square feet of space and a training from our technical experts, Nationwide Allergy manages the rest of the allergy operations.

In exchange for the allergy services, Nationwide Allergy will be compensated \$500 per patient to cover testing supplies, a year’s worth of patient management, ongoing support and all immunotherapy treatments. A moderately busy practice that tests eight allergy patients a week, with four of those going on to a course of immunotherapy, can generate over \$370,000 annually to the practice. Complete billing support, analytics and business intelligence dashboards are part of our wide range of support services.

Contact us today to get the process started.



Nationwide Allergy - Who We Are

Experts in Immunotherapy Treatments

Headquartered in Dallas, Texas, Nationwide Allergy provides prescribers across the country with on-site allergy and asthma testing with customized immunotherapy treatments. Immunotherapy is a process that helps desensitize an allergy patient to the indoor and outdoor allergens that trigger symptoms, such as itchy, watery eyes and sneezing.



An ideal alternative to expensive, ineffective over the counter allergy medications, immunotherapy completely eliminates allergies, helping allergy sufferers spend more time doing the things they love. Prescribers benefit from offering a wider range of in-house services that lead to increased clientele and happier, healthier patients.

Our diverse team and board of advisors is made up of experts in leadership, healthcare, business management and operations to ensure prescribers and patients receive the highest standards of professionalism, knowledge and expertise.

Contact us today to learn more about immunotherapy and how we can help you.

The Nationwide Allergy Difference

As a practicing prescriber, you are all too aware of the prevalence of allergy – up to 30% of the US population.

You see these patients every day. Perhaps you manage their symptoms with appropriate pharmacotherapy or refer them to a specialist – with mixed results.



Prescribers are increasingly asking if there is more they can do to help their patients who suffer from allergies, specifically, is there a way to diagnose and treat allergies at their cause? Can this be done in my office where I can keep my patients under my care? The answer is yes.

Nationwide Allergy is a complete turn-key operation. We train and certify clinical specialists who manage our Allergy Immunotherapy Center in your practice. All we require is the space (typically one exam room) to conduct the allergy testing and treatment formulation. Your patients are seen in your office, your office handles all the billing.

Assist more patients, increase awareness of your practice and boost revenue by adding immunotherapy to your practice. Contact us today to get the process started.

Nationwide Allergy Patient Benefits

Do what you enjoy without worrying about allergies.

Immunotherapy treatment from Nationwide Allergy allows you to treat the cause of your allergies – not just the symptoms. Live a richer, fuller life free from allergy symptoms that prevent you from doing the things you love.

Enjoy the benefits of completely eliminating your allergies, including:

- Ability to spend time around animals and pets.
- Ability to spend time outdoors in any season.
- Increased physical activity and daily productivity.
- Decreased medication intake.
- Decreased long-term costs of medications.

Sublingual Immunotherapy

Sublingual immunotherapy (SLIT) is similar to allergy shots in that it is a form of allergy immunotherapy. (Allergy shots are known as *subcutaneous immunotherapy* or SCIT.)

Both SLIT and SCIT treat allergies by exposing the body to liquid antigen that helps desensitize the immune system to allergic triggers. The big difference is that with subcutaneous immunotherapy, the antigen enters the bloodstream by way of injection. With sublingual immunotherapy, the antigen is dispensed under the tongue through oral drops and absorbs into the bloodstream through specialized oral cells.

Sublingual immunotherapy is safer than allergy shots. In fact, it has even been shown to be safe for children less than 5 years old.¹ (Shots are not usually appropriate for kids younger than 7.) Because of allergy drops' heightened safety profile, they can be taken at home, which is perhaps the biggest advantage of sublingual immunotherapy. (Most allergy shot programs require patients to report to the prescriber's office a couple times a week for shots.) Sublingual immunotherapy has been widely prescribed since the mid-1980s. In many parts of Europe, it is prescribed at least as often as allergy shots are. In the U.S., it is becoming increasingly popular as fewer people have time to go to the prescriber's office for allergy shots.

There is also an impressive body of sublingual immunotherapy research. The Cochrane Collaboration, World Health Organization and ARIA guidelines (Allergy Rhinitis and its Impact on Asthma) all affirm SLIT as do hundreds of research studies. In fact, the 2007 ARIA guidelines showed that according to World Health Organization standards, SLIT has surpassed SCIT in terms of the amount of modern evidence in its support and the quality of that evidence.

How do you know if you are a candidate for sublingual allergy immunotherapy?

While medications like pills and nasal sprays may be enough to keep allergies in check for some allergy sufferers, one big drawback is that they only treat the symptoms of allergy. Only sublingual allergy immunotherapy has been shown to change the underlying allergic disease.

When determining if a patient needs sublingual immunotherapy, a prescriber will often consider:

- **Severity.** A person may be a candidate for sublingual allergy immunotherapy if their allergies are not just a passing annoyance but are severe enough to markedly affect their quality of life.
- **Duration.** A person may be a candidate for sublingual immunotherapy if their allergies occur over at least three to four months of the year.

Once a patient has met the criteria for sublingual allergy immunotherapy, they can then decide whether allergy shots or allergy drops (sublingual immunotherapy) are a better fit for their lifestyle.

¹Rienzo VD, Minelli M, Musarra A, Sambugaro R, Pecora S, Canonica WG. "Post-marketing survey on the safety of sublingual immunotherapy in children below the age of 5 years." *Clinical and Experimental Allergy* 2005, 35:560-4