



HWB, INC.

HEALTHCARE WITHOUT BOUNDARIES
www.hwb-inc.com

Executive Summary

(Copyright 2010, HWB, Inc., all rights reserved)



The Telemedicine Business Opportunity

OVERVIEW

HWB, Inc. (HWB) is a global telemedicine company delivering medical expertise, training, education, and health management through end-to-end telemedical solutions.

HWB provides robust, comprehensive telemedicine capabilities, solutions and management tools to hospitals, physicians, patient groups and healthcare systems for the delivery of enhanced medical care and improved health worldwide. Our products and services span the entire spectrum of telemedicine—from satellite based systems that coordinate public health efforts in developing countries and bring specialized advanced medical expertise to remote locations to the distribution of multimedia medical education to healthcare professionals and patients. HWB includes capabilities from technology specific solutions such as devices and equipment to provider solutions such as expert physician consultations.

US expenditures on healthcare are vast and rising. Total spending on US health care was \$2.3 trillion in 2007 and is expected to reach \$4.2 trillion by 2016 based on an average annual growth rate of 6.9%¹. If the telemedicine market as it is now narrowly defined encompasses only 15% of the overall US healthcare expenditures, the domestic US market in eight years will be over \$630 billion dollars. HWB's goal is to establish itself as "the" resource for telemedicine— planning, implementation, systems development (both hardware and software), telecommunications access and gateways, expert consultation, treatment and patient monitoring, education sourcing and production.

Capitalizing on preferred partner relationships with top tier hospital networks like New York Presbyterian, the University Hospital of Cornell and Columbia ("NYP"), one of the most prestigious medical systems in the world that includes more than fifty (50) medical institutions worldwide, and our notable leadership, medical and technical consultants and partners, we seek to generate significant revenues through an array of product/solution offerings.

Unique strengths that distinguish HWB are its ability to integrate a comprehensive, one-stop-shop telemedicine solution using a step-by-step approach that combines technical solutions with access to the medical expertise at our partner institutions.



Telemedicine Extends Coverage, Decreases Costs and Improves Health Outcome

In the face of growing populations requiring more advanced and expensive diagnostics and therapeutics, coupled with the increasing global requirements for disease management, HWB's telemedicine solutions address the pressing need to optimize: the availability of medical expertise; healthcare facility capabilities; healthcare personnel training and public education and cost containment. Our business model and technology platform are uniquely designed to deliver access to medical experts around the world, provide telecommunications gateways and systems between remote locations, and share premium medical intellectual contents for education and training purposes.

¹ Source: Centers for Medicare and Medicaid Services

Across the world, healthcare delivery is confounded by the mismatch of resources and needs:

- *Overabundance* of health professionals and facilities in cities, few in rural areas;
- *Concentration* of specialists at hospitals affiliated with medical schools and research centers;
- *Insufficient* information on the health status of populations available to healthcare administrators;
- *Inappropriate distribution* of supplies and equipment; and,
- *Inadequate* and dated health training provided to those who most need up-to-date knowledge.

In the developing world such disproportions lead to the expenditure of the extremely limited health care monies on playing catch-up and chasing epidemics. In the industrialized world, the US for example, such misdistributions cause spiraling costs while denying access to more people.

Telemedicine advances the rationalization of medical capabilities and needs by;

- *Enabling* consultation between physicians in different geographic locations, providing the means for interpretation of tests by experts in other facilities;
- *Allowing* for the monitoring, examination and even treatment of patients in their homes, neighborhood clinics or local hospitals;
- *Gathering and coordination* of epidemiologic information, billing and medical records; and,
- *Education* of the public and training of health professionals apart from research centers and medical schools.

Telemedicine simply considered is the delivery of health care from a distance. Yet the capacity to fulfill that promise requires a disciplined and versatile organization that excels in understanding and coordinating activities over the range of disciplines, technology complexities, logistics, social structures, and cultures in order to bring, for example, an expert pediatric cardiac surgeon in New York City to assist in an operating room in Bogotá, Colombia, virtually, and in real-time.

HWB DELIVERS ENABLING PRODUCTS AND SERVICES

HWB's products and services can be divided into five lines: Clinical Health Care Delivery, Medical Information Exchange, Health Education and Training, Telemedicine Technology Solutions, and Telemedicine Solution Management. Each business is built on our versatile integrated technology platform; allowing each business line to stand independently and be profitable.

1. *Clinical Health Care Delivery*

Clinical Health Care Delivery includes those areas that can most readily be described as “*tele-diagnosis*” and “*tele-treatment*”. Our tele-diagnostic capacities facilitate a patient having basic or advanced diagnostic procedures performed in one location while the interpretation and diagnosis is made with the help of specialists located elsewhere. We have a preferred relationship with TIMMES, Inc. (developers of patented ultra secure, compression technology) that will enable us to securely transmit confidential medical information worldwide. Revenue generating opportunities exist for imaging specialties (radiology, MRI, PET scans, for example), echocardiology interpretation, stress tests, and clinical data, lab results and DICOM images, Physician to physician consultation, second

opinions, and in-home physiological monitoring will be available. Tele-diagnosis can occur in real-time or asynchronously through satellite or broadband video.

2. Health Education and Training: Educational Content Production, Capture, Editing, Aggregation, and Distribution.

HWB telemedicine infrastructure will have the capability to support not only medical consultations and health care management, but very importantly the dissemination of high quality and individualized health education and training, where and when needed to professionals and laymen alike.

Strong, preferred and exclusive partnerships with organizations like NYP and unique technologies for compressed high quality 3D imagery and animation, interactive auditory and 2D flash animation means that for example, the Grand Rounds presented at a hospital in New York City can be viewed by medical students and residents in Beijing as part of their training program. Further, HWB has identified specific business partners with products whose use can be optimized by taking advantage of our infrastructure. We can market such products as healthcare industry training courses provided by manufacturers of medical devices and new pharmaceuticals or therapies, and informed consent products that provide multimedia explanations of surgical and medical procedures to patients and digitally record the patient's interaction, understanding of the products and consent. Such sophisticated animation capability may more effectively inform patients of the nature of the procedures, the benefits and, of course, the inherent risks. Finally, consumer oriented products for layman may be disseminated through the HWB network to participating physicians, hospitals and patients.

HWB is in the enviable position of being able not only to distribute educational products produced by others, but because of our unique intellectual property partnerships to produce such educational products ourselves. HWB produces digital media for Continuing Medical Education (CME), general public health information and healthcare industry training. Examples of projects are: capturing, formatting and distributing Grand Rounds and other conferences and programs; providing content for distribution via broadcast or web channels like Discovery Channel or WebMD, internationally and to healthcare and pharmaceutical industry training programs.

Telemedical Technology Applications

HWB will design and implement integrated hardware and software telemedicine. While the HWB telemedicine network is designed to allow customers to use as much of their existing telecommunications infrastructure as possible, clients may gain enhanced capabilities from HWB specific integrated systems. HWB will also offer its expertise in the design, building and implementation of some customized telemedicine networks and systems. Consultation, design, software, hardware, implementation and maintenance will be sold individually or as packages.

HWB will market and sell such products as:

- Hardware - Computers, displays, telecommunications equipment, videoconferencing equipment, medical devices.
- Software - compression, display, security, compatibility
- Access – hard-line: VPN, Internet, cable, wireless, satellite, WiFi, 4G

Medical Information Exchange

Ready access to system-wide information about patient visits, ailments, supply inventory, personnel and logistics is needed by administrators to effectively manage resources. HWB products and services provide for the automated collection of information from all locations of a health care system. With special emphasis on developing countries and rural areas, through robust data capture and dissemination platforms, HWB can individualize software, hardware and communication gateways to meet the needs of specific public health systems. Projects can be built to automatically capture epidemiologic data, inventory and staffing, and other resources to facilitate the effective management of both everyday and acute health issues.

- Epidemiology
- Public Health coordination
- Medical Records
- Pharmaceutical manufacturer training programs for complex regimens (i.e. oncology)
- Clinical trials and outcomes research

Telemedicine Solution Management.

As telemedicine systems, products, and services expand, the growth will lead participants, providers, users and insurers to shift administration of their telemedicine capabilities to companies like HWB with the expertise to manage this complex area. HWB will be poised to be a Telemedicine Solutions Manager as this market matures. This is analogous to the growth of pharmaceuticals in the mid-1980's which prompted employers and health plans to seek solutions on how to manage drug benefits, and led to the Pharmacy Benefit Management (PBM) industry. We believe that the telemedicine industry will follow a similar growth trajectory. The HWB business is organized to support the development of:

- Administrative services to bill telemedicine related claims;
- Telemedicine provider networks and electronic medical records (EMR);
- Negotiated discounts on telemedicine devices and
- Clinical services to manage results from deployment of new technology; i.e. PBM-like techniques to control spending and monitor clinical outcomes.

BENEFITS OF THE HWB TELEMEDICINE SOLUTION

Healthcare providers, patients, facilities and payers will profit from HWB business:

1. Physicians and hence their patients will benefit from consultations with specialists without long waiting periods, travel costs or plain lack of information as to which experts to consult, availability and/or access.
2. Healthcare providers and facilities can get real-time advice from an array of medical personnel without having them on staff - eliminating standing salaries and facility costs.
3. Medical training can be improved and costs decreased as students, doctors, nurses,

technicians, pharmacists, administrators and others participate in grand rounds, conferences, classes and workshops from world class institutions like Cornell and Columbia. And medical personnel in New York City for example, can learn about the diagnosis and treatment of diseases like schistosomiasis and malaria with real patient interaction when the information path way is reversed from rural tropical areas to urban areas in industrialized countries.

4. National, regional or local healthcare system administration can be optimized as information about health operations is captured, analyzed and reported systematically.
5. Subscription to the HWB network provides access to global resources without the need for global facilities.
6. Design, implementation and maintenance of hardware, software and systems by a company that provides telemedicine content and network will decrease long term costs, enhance the telemedicine experience and decrease the facilities' telemedicine down time as communications, software, user interface, displays, etc are optimized for health, rather than generic telecommunication.



Telemedicine Market

Whether a country has a public or private healthcare system, access to medical services is being compromised by burgeoning global demand.

Multiple factors including aging and growing populations, more and expensive diagnostic and therapeutic options, expansion of the definition of disease, dissemination of healthcare services to previously disenfranchised markets, and heightened concerns of internet-savvy medical consumers drive the problem. This dramatically increasing demand is further confounded by diminishing supply— widespread healthcare personnel shortages and maldistribution, resulting in the relative decreasing capacity of healthcare systems to meet the needs and wants of the world's well, worried well, early sick, and late sick. The imbalance is to the point that about half the primary care delivered in the U.S., for example, does not meet acceptable standards of care. Healthcare delivery choke points exist in public health systems, primary care offices, specialists' offices, and emergency rooms. Throughout healthcare systems as rationing occurs, quality drops, access suffers; telemedicine emerges as a key international safety valve for this global healthcare crisis.

Although some of the technologies underpinning segments of telemedicine are mature, telemedicine services are not well diffused. There are a number of telecommunication providers, but very few turnkey solutions companies providing end-to-end services. The telemedicine market is very fragmented in its present form and activities are limited to the regional level, which prevent them from reaching the critical mass necessary to turn a pilot program into an operational and profitable service.

The actual size of the "market" for telemedicine depends upon its definition. A simple definition of telemedicine is "healthcare carried out at a distance." Per this definition, HWB conservatively estimates that at least fifteen percent (15%) of healthcare services can safely be delivered telemedically. The existing worldwide healthcare market is over \$US 4.69 Trillion in 2007, of that \$2.3 trillion was spent in the US alone. If this amount increases at only half the projected U.S. growth rate of 6.9%, then, by 2016, world health expenditures will grow to around \$US 6.63 trillion. *Thus, the potential market for global telemedicine within the next decade could reach 15% of world market, or about \$US 990 billion (\$US 630 billion in US alone).*

We believe these estimates of telemedicine's potential market are low since they are based on telemedicine as it has been narrowly defined over the last 10-15 years. Today, telemedicine is not only an alternate delivery modality but also offers new, add-on, discretionary, gateways for access to healthcare by those millions not yet franchised by the system and hence not previously counted— e.g., the well and worried well in industrialized countries and previously untreated market segments in emerging and developing countries. From this perspective, new telemedicine solutions represent an influx of previously untapped revenue into the healthcare pool. **This opportunity is bolstered by the prominent inclusion of provisions promoting the development and adoption of telemedicine solutions in the recently adopted American Recovery and Reinvestment Act of 2009 (the “Stimulus Package”).**

Given its seasoned, creative management and its first-mover advantage, we intend to earn a sizeable portion of both the U.S. telemedical market and the growing international market, populated by millions of Canadians, Chinese, Europeans, Arabs, Africans, South and East Asians and South Americans, with rising disposable incomes, but frustrated by rationed access to care. Faced with limited local and national access to the best and most current healthcare support, we believe that many of these individuals and their healthcare providers will embrace the HWB value-based fee-for-service model in order to supplement their current, rationed, healthcare resources.

Studies predict that by 2020, America's aging population will have grown by 38 million, with a resulting critical shortage of approximately 200,000 physicians. We believe that the negative impact of this physician deficit will be heightened by the continued geographical and subspecialty maldistribution of not only doctors, but nurses, nurse practitioners, and physician assistants. Already today, studies indicate that nearly half the primary care delivered in the United States does not meet acceptable standards.

Clearly, the healthcare system must work not only harder, but smarter. Experts are unanimous in saying that providers as well as patients must become better educated. The existing patient and provider educational infrastructure is now cruising in neutral and must go into overdrive to meet growing national and international demand for cost-effective, evidence-based medical education products and services. Medical education products and services that competently teach and reduce medical errors, clearly promote productivity, and reduce liability exposure, while improving cost-effectiveness. We believe that effective knowledge transfer will become more important and will drive significant demand for our content rich, multimedia optimized digital products and services. In short, we believe HWB offers solutions to help ameliorate the impact of this growing healthcare crisis.

The Clinical Health Care Delivery Market

The overall US clinical health care delivery market was a \$1.1 trillion market in 2007 and is projected to grow in a compounded growth rate of 6.9%, thus, reaching over \$2 trillion by 2016, almost 10% of US GDP. This is an un-sustainable rate of spending, thus, a more efficient and cost effective way of delivering healthcare is desperately needed. Our tele-diagnostics facilitate a patient having diagnostic procedures performed in one location while the interpretation and diagnosis is made with the help of specialists located in a different location. Additionally, the availability of specialist consultation through the use of our telemedicine technology platform promotes real-time physician to physician or physician to patient interaction over long distances, thus reducing the maldistribution of healthcare services while decreasing the delivery costs.

The Health Education and Training Market

The existing approximately US\$2 Billion continuing medical education (CME) market is also fragmented and chaotic. Though it is difficult to quantify, we believe the international market place represents real growth opportunity for CME/health education and training products. Developing and least developed countries lack physicians, not to mention facilities to train physicians and health care providers. Thus, education content captured by us from celebrated teaching institutions like Weill Cornell Medical College commands a premium. Currently, most CME products are bland, old fashioned, illustrated text or videos of talking heads. More frustratingly, for publishers and providers of these products, they must compete with free products, which might meet a doctor's goal of earning the required CME credits, but do not build a truly enhanced knowledge base. We have identified a significant demand for high quality content from the text-based publishers, medical websites, physician associations, and government health administrations.



Our Team

We have assembled an experienced management team that has expertise in the healthcare, technology, and communications industries, including management, marketing and business development. Key executives include:

David Teckman, Chief Executive Officer

David Teckman is the CEO of HWB and is a seasoned executive with 30-years experience in many facets of healthcare. Mr. Teckman was recently the President & CEO of PharmaGenoma, Inc. PharmaGenoma, Inc., specializes in developing genetic tests for existing pharmacological products. Previously, Mr. Teckman was President and CEO of Sutura, Inc (SUTU) a medical device manufacturer in Orange Country, California where he led a successful turnaround effort. He went to Sutura from Whitebox Advisors, a \$4 billion hedge fund headquartered in Minneapolis, MN. Previously, Mr. Teckman was President and CEO of Vivius, a provider of personalized health insurance solutions, President of Disc Systems, a physician practice management software company, Senior Vice President, of PCS Health Systems, a pharmacy benefit management company, Executive Director of Equicor Health Plans and National Sales manager of Infomed Corporation. Mr. Teckman is a graduate of Miami University, Oxford, Ohio with a Bachelors Degree in Business Administration. Mr. Teckman is also Chairman of the Board of InstyMeds, a company that developed and markets an ATM style machine for dispensing prescription drugs in ER's and other acute care settings. In his spare time, Mr. Teckman and his wife started Per Cazo Cellars, a Paso Robles, CA based winery specializing in Rhone-style varietals.

Mae Jemison, M.D., Chairman and Director of Telemedicine

Dr. Mae C. Jemison is the founder of two technology companies including BioSentient Corporation, a medical technology devices and services company focused on improving health and human performance through physiologic awareness and self-regulation. Dr Jemison guided the company in the design, development and marketing of leading-edge, patented ambulatory equipment that provides wireless, real-time, real-life multi-parameter physiologic monitoring and the means to control one's responses to their environment and stimuli.

Dr. Jemison, the first woman of color in the world to go into space, served six years as a NASA astronaut. She flew aboard the Space Shuttle Endeavour in September 1992. Jemison served as NASA's first Science Mission Specialist performing experiments in material science, life science and human adaptation to weightlessness. Afterwards, she founded the technology consulting firm, The Jemison Group, Inc. that integrates the critical impact of socio-cultural issues when designing and implementing technologies, such as their projects on using satellite technology for health care delivery in West Africa and solar dish Sterling engines for electricity generation in developing countries. The Group is currently supporting on the creation of the first health cooperative in the state of Texas. As an environmental studies professor at Dartmouth College, Jemison taught courses on sustainable development and technology design and ran The Jemison Institute for Advancing Technologies in Developing Countries. A strong, committed national voice for science literacy, in 1994 Jemison founded the international science camp The Earth We Share™ for students 12-16 years old from around the world, chairs the Dorothy Jemison Foundation for Excellence and serves as Bayer Corporation's national advocate for *Making Science Make Sense* initiative. In October 2006 the Foundation developed program *Reality Leads Fantasy—Celebrating Women of Color in Flight* that brought together and highlighted women in aviation and space exploration from around the world.

Prior to joining NASA, Jemison served as the Area Peace Corps Medical Officer for Sierra Leone and Liberia in West Africa for two and a half years overseeing the healthcare system for Peace Corps (and State Department in Sierra Leone). She was a general practice doctor in Los Angeles. She is currently Chair of the Texas State Product Development and Small Business Incubator Board; Chair of Texas State Biotechnology and Life Sciences Industry Cluster; She is a member of the Board of Directors of Kimberly-Clark Corporation, Scholastic, Inc., Valspar Corporation and Gen-Probe Inc. She was an A.D. White Professor-at-Large at Cornell University. Dr. Jemison majored in chemical engineering and African and Afro-American Studies as an undergraduate at Stanford University and received her medical degree from Cornell University. Throughout Jemison's career, her work has taken her to countries throughout the world including to work in a Cambodian refugee camp and with the Flying Doctors of East Africa. She is a highly sought after speaker on issues ranging from health care, social responsibility, technology and motivation.

Jemison is a member of the National Academy of Sciences' Institute of Medicine; an inductee of National Women's Hall of Fame, National Medical Association Hall of Fame and Texas Science Hall of Fame; winner of the Kilby Science Award and in 1999 was selected as one of the top seven women leaders in a presidential ballot national straw poll. In *Find Where the Wind Goes*, she writes for teenagers about growing up on the south side of Chicago, cultivating her aspiration to be a scientist, her experiences as a medical student in Africa and her history-making journey into space. She appeared on an episode of Star Trek: The Next Generation, hosted the Discovery Channel's World of Wonder and was chosen one of People Magazine's "World's 50 Most Beautiful People" in 1993. Dr. Jemison resides in Houston and loves cats.

Peter N. Greenwald, Chief Operating Officer

Mr. Greenwald has 30 years of management, operational and legal experience in a range of industries. Since 2004 he has served as Chief Administrative Officer of the Penzance Companies, a private equity real estate investment firm focused on Washington, DC commercial properties. His responsibilities included organizational development, business and legal strategies, investor relations, internal and external communications, and media relations. Previously, he served as Executive Vice President, General Counsel and Secretary of Retired Persons Services, Inc., a mail service pharmacy company that at its peak had sales in excess of \$400 million, 13 locations nationwide and more than 2,500 employees. Retired Persons Services pioneered the mail service pharmacy industry for the private sector and introduced pharmacy benefit management to the over-50 population. Mr. Greenwald had responsibility for corporate communications, marketing and business and product development, and

strategies in addition to serving as the company's chief liaison with clients. He also had responsibility for the company's legal affairs and Board relations. Early in this decade Mr. Greenwald helped to engineer the sale of the company's principal assets, and was asked by the Board of Directors to spearhead the winding down of the business in the aftermath of the sale, including the termination of the pension and health benefits plans in a manner that assured that all retired and former employees were fully protected. He organized for the Board the distribution of the fund balance through a competitive grant application process among nonprofit groups whose charter purposes were aligned with those of Retired Persons Services. He had responsibility for developing programs and products from conception to implementation in a broad range of areas and industries from insurance and financial products to pharmacy services for the nation's largest membership organization and its affiliates. He also served as a trustee of the AARP and RPS Pension and Welfare Plans. During the period that Mr. Greenwald represented AARP, he negotiated the contracts for the AARP group health insurance program for members, printing and production contracts for the AARP magazine which had one of the largest circulations in the US, and lease and development terms on AARP's behalf for what was, at the time, the largest non-governmental lease transaction in D.C. history.

Mr. Greenwald has served as a member of the Executive Committee and the Board of Directors of the Mount Vernon Triangle Community Improvement District in D.C., and serves on the Executive Committee and the Board of Directors of the Rosslyn Business Improvement District in Virginia. Mr. Greenwald was named to the board of The Aging in New York Fund by Mayor Giuliani, and has remained a member of the Board and the Executive Committee through the Bloomberg administration. He has been designated by two successive UN Secretaries-General to serve as a member of the Board of Trustees of the United Nations International School in NY. He founded the New York law firm of Greenwald & Strongin PC after having been a partner at Rosenman & Colin, now KMZ Rosenman. Mr. Greenwald received his AB (magna cum laude) and MA degrees (both in American History) from Harvard University and his JD degree from the New York University School of Law.

Norrie Thomas, Ph.D., EVP, Business Development

Prior to joining HWB, Dr Thomas was responsible for the design and development of clinical innovations to support the pharmacy services and products for Magellan Behavioral Health, based in Avon, Connecticut. Magellan Health Services is one of the largest providers of mental health services in the United States, with over 50 million members. Prior to Magellan, Dr. Thomas was the president and Managing Director of The Manchester Square Group, an international consulting company with a business focus in designing and testing new business initiatives in healthcare. Dr. Thomas' tenure in the managed care pharmacy industry included a senior position with MedAdvisor, a subsidiary of Schering-Plough that developed patient support and compliance management programs for retail pharmacies and managed care. In 1995 Dr. Thomas relocated to London and accepted a position with the Eli Lilly Company as Executive Director for Europe, Middle East and Africa (EMA Region). Before accepting this position, she was the Executive Vice-President Managed Care for PCS Health Systems based in Scottsdale, Arizona.

In 1990, Dr. Thomas founded Clinical Pharmacy Advantage, one of the early pharmacy benefit management (PBM) companies. Under Dr. Thomas' leadership, Clinical Pharmacy Advantage grew from an organization with zero members to over 7 million members (representing 40 customers) in less than four years. Clinical Pharmacy Advantage was purchased by McKesson Corporation/PCS in 1994 and since then has managed benefits for over 38 million members.

Dr. Thomas has published several papers and books and made presentations on the managed care industry, information systems, quality assurance, and pharmacy. Her educational background includes a doctorate, masters and bachelor's degree in pharmacy from the University of Minnesota. While obtaining her Ph.D. in pharmacy administration, she spent two years as a graduate fellow at the

Department of Laboratory Medicine and Pathology of University of Minnesota under the Health Computer Science grant studying the impact of information technology on drug use review systems. Dr. Thomas has also spent time at the London School of Economics as a ‘visiting researcher’ comparing pharmacy benefits in socialized countries.

Daniel J. Moran, EVP, Strategic Development

Mr. Moran is a co-founder of Kafodisti Partners, a boutique investment and advisory company, who with Mr. Marshall helped found and has been assisting and guiding HWB from its inception. He is also currently involved in the investment and management of Teany Beverages LLC, which distributes a “teany” branded line of ready to drink iced tea products internationally; Teany Cafes International LLC, the owner of the teany café, a renowned vegan vegetarian tea house in New York City and the rights to establish additional “teany café” locations worldwide and Blue Marble Distribution LLC, a newly formed venture which will begin distribution of “Blue Marble” branded organic ice cream products made with grass fed dairy in the summer of 2010. Mr. Moran began his career in the financial services industry as an insurance agent and broker. During this time Mr. Moran focused on the needs of private practicing doctors and other high net worth individuals and handled their investments in biotech and healthcare. In 1998, he became the President of a start-up venture that grew to become the largest indoor aquaculture company in the US. As President of that firm he was able to secure the first tax free municipal bond for aquaculture and was approved for the then largest EU grant in history for a non European Union company. Later, Mr. Moran was engaged to source deals and capital for Washington Capital Management, an investment company specializing in the incorporation, investment and exploitation for commercial purposes of declassified and other government sponsored technologies. These technologies were cultivated outside the confines of the government with many being eventually resold back to the government when viable. Concurrently, Mr. Moran served as an assistant chief estimator for HM Hughes, one of New York's oldest construction management firms, which has an emphasis on hospital and secure communication construction. In 2004, Mr. Moran was instrumental in splitting off a specialty division of Coca Cola called Brain-Twist Inc. As Director of Strategic Planning, for Brain-Twist he secured the necessary operating capital and recruited key board members that allowed the company to operate independently. Brain-Twist’s business developed to a point that Coca Cola reentered with a large capital investment and took on the distribution of its products. Mr. Moran has a BS, Speech Communications from SUNY NY, Oneonta and an AS, Psychology.

Thomas R. Marshall, EVP, External Affairs and General Counsel

Mr. Marshall is a co- founder of Kafodisti Partners, a boutique investment and advisory company, who with Mr. Moran helped found and has been assisting and guiding HWB from its inception. He is also currently involved in the investment and management of Teany Beverages LLC, which distributes a “teany” branded line of ready to drink iced tea products internationally; Teany Cafes International LLC, the owner of the teany café, a renowned vegan vegetarian tea house in New York City and the rights to establish additional “teany café” locations worldwide and Blue Marble Distribution LLC, a newly formed venture which will begin distribution of “Blue Marble” branded organic ice cream products made with grass fed dairy in the summer of 2010. Mr. Marshall is also attorney and he has been involved in structuring and managing private equity transactions for more than 20 years. He is expert in domestic and international businesses matters relating to mergers and acquisitions, corporate finance, general taxation matters, broker dealer and general securities issues, asset-based financing, project finance, technology licensing, contracts and commercial transactions. Mr. Marshall has a BS, University of Rhode Island - College of Business Administration and a JD from St. John’s University School of Law and an LL.M. in Taxation from New York University School of Law.

Board of Advisors

Rubin S. Cooper, MD, Senior Advisor, is a board certified pediatrician and pediatric cardiologist. Dr. Cooper was recently named the Chief of Service, Division of Pediatric Cardiology at the Steven and Alexandra Cohen Children's Medical Center of the North Shore-Long Island Jewish Health System. Previously, he was the Director of Pediatric Cardiology at the Weill-Cornell Medical College and Associate Director of the Pediatric Cardiovascular Center of the New York-Presbyterian Hospital. Dr. Cooper was also Professor of Clinical Pediatrics at Weill-Cornell Medical College and occupied the David Wallace-Starr Foundation Chair in Pediatric Cardiology. In addition, he is Adjunct Professor of Clinical Pediatrics at Columbia University's College of Physicians and Surgeons. He is a fellow of the American Academy of Pediatrics and the American College of Cardiology. Moreover, he is a member of the New York Academy of Medicine, and the American Heart Association and its New York affiliate. He is also a member of the sections of Cardiovascular Diseases of the Young and Adult Congenital Heart Disease. Dr. Cooper's research and interests include: congenital heart disease, acquired heart diseases (Rheumatic and Kawasaki), and telemedicine. He has participated in international cardiology missions to South America and the Caribbean for the past twenty five years and has served on the medical board of Variety International, The Children's Charity. Dr. Cooper has initiated the Center for Multi-Media Education (CMME), a plexus utilizing 3-D animation and interactive computer technology for education and the dissemination of medical information for students, health care professionals and the general public.

O. Wayne Isom, MD, Senior Advisor

Dr. O. Wayne Isom is the Terry Allen Kramer Professor of Cardiothoracic Surgery and Chairman of the Department of Cardiothoracic Surgery at Weill Cornell Medical College and at New York-Presbyterian Hospital.

A native of Idalou, Texas, Dr. Isom attended Texas Tech University and earned his medical degree from the University of Texas Southwestern Medical School. He completed his medical internship and general surgery residency at Parkland Hospital in Dallas and completed his cardiothoracic surgery residency at New York University Medical Center. He then joined the faculty at NYU School of Medicine, and, in 1978, became Professor of Surgery and Director of the Cardiothoracic Training Program, a position he held for the next seven years.

In 1985, Dr. Isom was recruited to New York Hospital-Cornell Medical Center to be Chairman of the Department of Cardiothoracic Surgery. Under his supervision, the cardiothoracic surgeons at what is now called New York Weill Cornell Medical Center have performed more than 25,000 open-heart procedures. Over his career of 30 years, Dr. Isom has been responsible for teaching third and fourth year medical students as well as general surgery residents. He has been instrumental in training over 50 cardiothoracic surgeons, eleven of whom are departmental chairmen.

Dr. Isom is the recipient of numerous awards, including the American Heart Association's distinguished "Bugher Foundation Award for Achievement in Cardiovascular Science and Medicine"; the "Hero With A Heart Award" from the National Marfan Foundation (2000); the recently bestowed "First Annual Humanitarian Award" from the Larry King Cardiac Foundation and the NYSAE Education Research Foundation; the highly coveted "Third Year Teaching Award" from Weill Cornell medical students (Class of 1996); and the "2004 Maurice R. Greenberg Distinguished Service Award" from New York Presbyterian Hospital. A noted professor and speaker, Dr. Isom has authored over 150 journal articles and over 20 book chapters. Dr. Isom is a member of numerous medical and surgical societies, including the American Association for Thoracic Surgery, the Society of Thoracic Surgeons and the American Surgical Association.

Abraham B. Bornstein, MD, Senior Advisor

Dr. Bornstein is currently Assistant Professor of Medicine at Weill-Cornell Medical College and a board certified cardiologist on staff at New York Presbyterian Hospital. He attended Boston Latin School from 1959 to 1965, and then Boston University, where he graduated Magna Cum Laude in 1969. He subsequently attended Tufts University School of Medicine, graduating in 1973. From 1973 to 1978 he did his subspecialty training in internal medicine, consultative and invasive/interventional cardiology, at The Tufts-New England Medical Center Hospital in Boston, Massachusetts. He also trained in Cardiac PET at Columbia Presbyterian Medical Center in 1999 and Nuclear Cardiology at Roosevelt-St. Luke's Medical Center in 2000.

He has more than 20 years of clinical practice in both the private practice setting as well as in the academic community. Because of his strong interest in medical education and curriculum development, he has been instrumental, throughout his career, in promoting medical education as the backbone of ongoing clinical excellence, receiving multiple teaching awards. In recent years, he has focused on the use of technology to facilitate medical education and patient care and provide access to medical information at both the professional and lay levels.

At Weill-Cornell Medical College, he has been extensively involved in many areas of graduate medical education, including the training of the pediatric house staff, medical house staff, and cardiology fellows. He has developed content for the medical school curriculum, as well as for CME and teleconferencing. Additionally, he is currently involved in the deployment of a telemedicine-based adult congenital heart disease service as a joint project involving the divisions of Pediatric Cardiology at the Weill-Cornell and Columbia Campuses of New York Presbyterian Hospital as well as SUNY-Downstate College of Medicine.