



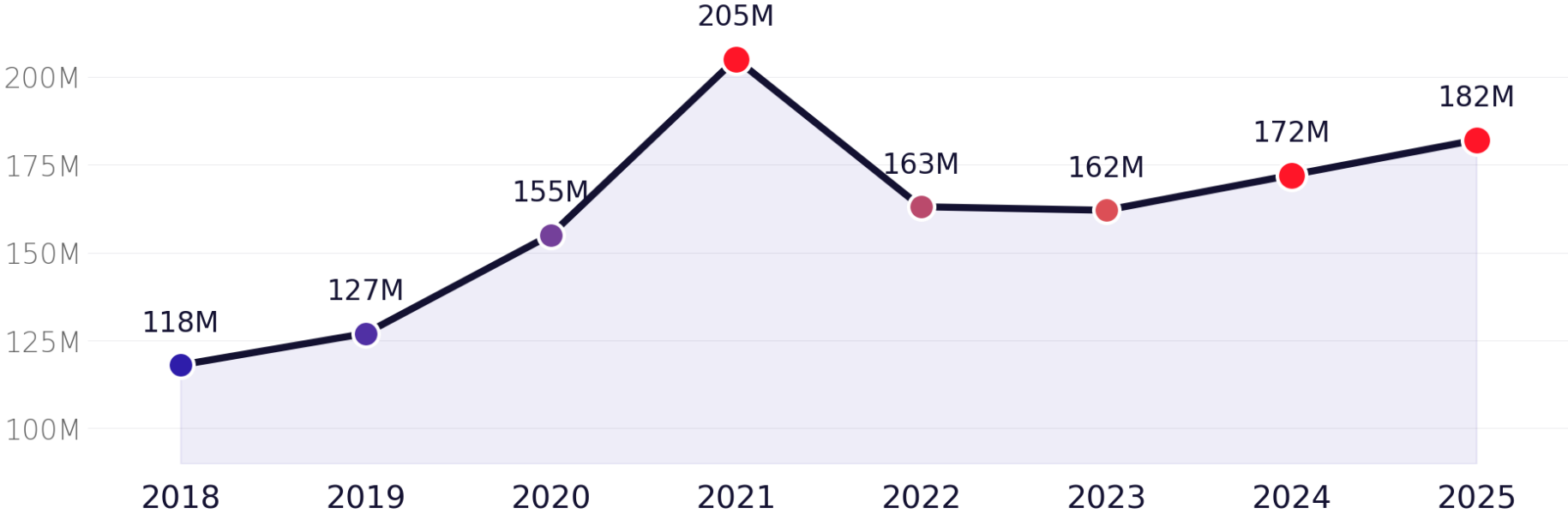
**Respiratory Testing, Amplified:
Unlocking the Potential
of Urgent Care's
Most Valuable
Service Line**

Scott Ferguson, PhD
CEO/Cofounder, Aptitude



America Relies on Urgent Care

180M annual visits and growing



182M
Annual visits (2025)

6%
CAGR (2019-2023)

14,300+
UC centers (2023)

Urgent Care isn't easy



\$0

average net income
across all UCCs



The thing that could help you the most, is the easiest to overlook...



Respiratory is your best lever to drive change

40%

of all urgent care visits
are for respiratory cases

based on principal ICD-10 code

This is the respiratory testing tradeoff everyone accepts



Rapid Antigen

- Cheap
- Fast
- Lower accuracy
- Lower patient trust



Traditional POC Molecular

- Accurate
- Expensive
- Slow
- Complex

Most operators stay on antigen because POC molecular is too expensive and complicated



But what if there was a third option that could
improve patient care
and make more money?



Introducing radically simplified molecular

Metrix Covid/Flu



Metrix

- Molecular accuracy
- Fast enough to fit an antigen workflow
- No complex equipment
- More profit vs antigen & traditional molecular



Let's revisit your respiratory testing strategy



To make the most of your existing visits:

1. Are you picking the right test?
2. Are you testing enough?



To make the most of your existing visits:

1. Are you picking the right test?
2. Are you testing enough?



$$\text{Profit} = \text{Revenue} - \text{Expenses}$$



Profit = **Revenue** - Expenses



Your visit revenue depends on your payer contracts

Global Rate Patients

Income = fixed fee per visit

Fee-for-Service Patients

Income = Fees from E&M + added procedures

What's your payer mix?



Your visit revenue depends on your payer contracts

Global Rate Patients

Income = fixed fee per visit

Fee-for-Service Patients

Income = Fees from E&M + added procedures

65% of visits

National average based on charge and remit data

Here are CMS reimbursement rates for traditional COVID/Flu tests

Visual antigen
(CorDx)



\$70

CPT 87812

Reader antigen
(Sofia)



\$70

CPT 87428

Traditional PoC Molecular
(Cepheid)



\$143

CPT 87637



Profit = Revenue - **Expenses**

Here are the average prices for traditional COVID/Flu tests

Visual antigen
(CorDx)



\$3

Reader antigen
(Sofia)



\$20

Traditional PoC Molecular
(Cepheid)



\$70



$$\text{Profit} = \text{Revenue} - \text{Expenses}$$



How do traditional COVID/Flu test options stack up?

COVID/Flu Combo

CorDx

Sofia

Cepheid



How do traditional COVID/Flu test options stack up?

COVID/Flu Combo

CorDx

Sofia

Cepheid

CMS reimbursement

\$70

\$70

\$143



How do traditional COVID/Flu test options stack up?

COVID/Flu Combo	CorDx	Sofia	Cepheid
CMS reimbursement	\$70	\$70	\$143
Cost	\$5	\$20	\$70



How do traditional COVID/Flu test options stack up?

COVID/Flu Combo	CorDx	Sofia	Cepheid
CMS reimbursement	\$70	\$70	\$143
Cost	\$5	\$20	\$70

Profit for 10k tests:

- 100% FFS
- 65% FFS
- 50% FFS



At 100% FFS molecular wins

COVID/Flu Combo		CorDx	Sofia	Cepheid
CMS reimbursement		\$70	\$70	\$143
Cost		\$5	\$20	\$70
Profit for 10k tests:	100% FFS	\$650,000	\$500,000	\$730,000
	65% FFS			
	50% FFS			



At the national average, cheap antigen wins

COVID/Flu Combo		CorDx	Sofia	Cepheid
CMS reimbursement		\$70	\$70	\$143
Cost		\$5	\$20	\$70
Profit for 10k tests:	100% FFS	\$650,000	\$500,000	\$730,000
	65% FFS	\$405,000	\$255,000	\$229,500
	50% FFS			



And this is why antigen currently dominates

COVID/Flu Combo		CorDx	Sofia	Cepheid
CMS reimbursement		\$70	\$70	\$143
Cost		\$5	\$20	\$70
Profit for 10k tests:	100% FFS	\$650,000	\$500,000	\$730,000
	65% FFS	\$405,000	\$255,000	\$229,500
	50% FFS	\$300,000	\$150,000	\$15,000

Enter radically simplified molecular testing

Metrix Covid/Flu



Molecular CPT: 87636

CMS reimbursement = \$143

Cost = \$40

Same revenue as traditional molecular. But faster, simpler, and less costly.



Does Metrix change the paradigm?

COVID/Flu Combo		CorDx	Sofia	Cepheid	Metrix
CMS reimbursement		\$70	\$70	\$143	\$143
Cost		\$5	\$20	\$70	\$40
Profit for 10k tests:	100% FFS	\$650,000	\$500,000	\$730,000	
	65% FFS	\$405,000	\$255,000	\$229,500	
	50% FFS	\$300,000	\$150,000	\$15,000	



Yes. Metrix is now the best choice for most clinics.

COVID/Flu Combo		CorDx	Sofia	Cepheid	Metrix
CMS reimbursement		\$70	\$70	\$143	\$143
Cost		\$5	\$20	\$70	\$40
Profit for 10k tests:	100% FFS	\$650,000	\$500,000	\$730,000	\$1,030,000
	65% FFS	\$405,000	\$255,000	\$229,500	\$529,500
	50% FFS	\$300,000	\$150,000	\$15,000	\$315,000



**Does this hold with
commercial payers in real-
world clinics?**



See example clinic at 70% FFS

	Payer Mix	Sofia Reimb.	Metrix Reimb.	Sofia Cost	Metrix Cost	Sofia Profit	Metrix Profit	Sofia P&L- 10k pts	Metrix P&L-10k pts
CMS	10%	\$69	\$143	\$20	\$40	\$49	\$103	\$ 47,113	\$ 98,920
BCBS	29%	\$20	\$57	\$20	\$40	\$0	\$17	\$ (636)	\$ 49,301
MVP	10%	\$31	\$143	\$20	\$40	\$11	\$103	\$ 10,545	\$ 98,920
Empire	13%	\$32	\$64	\$20	\$40	\$12	\$24	\$ 15,413	\$ 32,046
CDPHP	2%	\$31	\$143	\$20	\$40	\$11	\$103	\$ 2,636	\$ 24,730
GHI	1%	\$0	\$0	\$20	\$40	-\$20	-\$40	\$ (2,410)	\$ (4,819)
UHC	10%	\$0	\$0	\$20	\$40	-\$20	-\$40	\$ (19,277)	\$ (38,554)
Aetna	7%	\$0	\$0	\$20	\$40	-\$20	-\$40	\$ (14,458)	\$ (28,916)
Cigna	2%	\$0	\$0	\$20	\$40	-\$20	-\$40	\$ (4,819)	\$ (9,639)
Hudson	6%	\$0	\$0	\$20	\$40	-\$20	-\$40	\$ (12,048)	\$ (24,096)
Self Pay	4%	\$0	\$0	\$20	\$40	-\$20	-\$40	\$ (7,229)	\$ (14,458)
Other	6%	\$70	\$143	\$20	\$40	\$50	\$103	\$ 30,295	\$ 61,825
Total								\$ 45,125	\$ 245,261

>5x profit with Metrix



Another example



	Payer Mix	Sofia Reimb.	Metrix Reimb.	Sofia Cost	Metrix Cost	Sofia Profit	Metrix Profit	Sofia P&L- 10k pts	Metrix P&L-10k pts
CMS	4%	\$69	\$140	\$20	\$40	\$49	\$100	\$ 19,552	\$ 39,908
BCBS	24%	\$60	\$121	\$20	\$40	\$40	\$81	\$ 95,400	\$ 194,976
Pilgrim	5%	\$70	\$143	\$20	\$40	\$50	\$103	\$ 25,145	\$ 51,315
Health	9%	\$59	\$119	\$20	\$40	\$39	\$79	\$ 34,938	\$ 71,424
Unicare	2%	\$75	\$152	\$20	\$40	\$55	\$112	\$ 11,000	\$ 22,438
UHC	3%	\$70	\$143	\$20	\$40	\$50	\$103	\$ 15,087	\$ 30,789
Mass	3%	\$54	\$110	\$20	\$40	\$34	\$70	\$ 10,215	\$ 20,904
Tufts	3%	\$64	\$129	\$20	\$40	\$44	\$89	\$ 13,077	\$ 26,709
Self Pay	22%	\$58	\$118	\$20	\$40	\$38	\$78	\$ 83,996	\$ 171,732
Other	25%	\$65	\$132	\$20	\$40	\$45	\$92	\$ 113,075	\$ 230,900
Total								\$ 421,485	\$ 861,095

\$440k more with Metrix





To make the most of your existing visits:

1. Are you picking the right test?
For most clinics, Metrix is the right financial choice.
2. Are you testing enough?



To make the most of your existing visits:

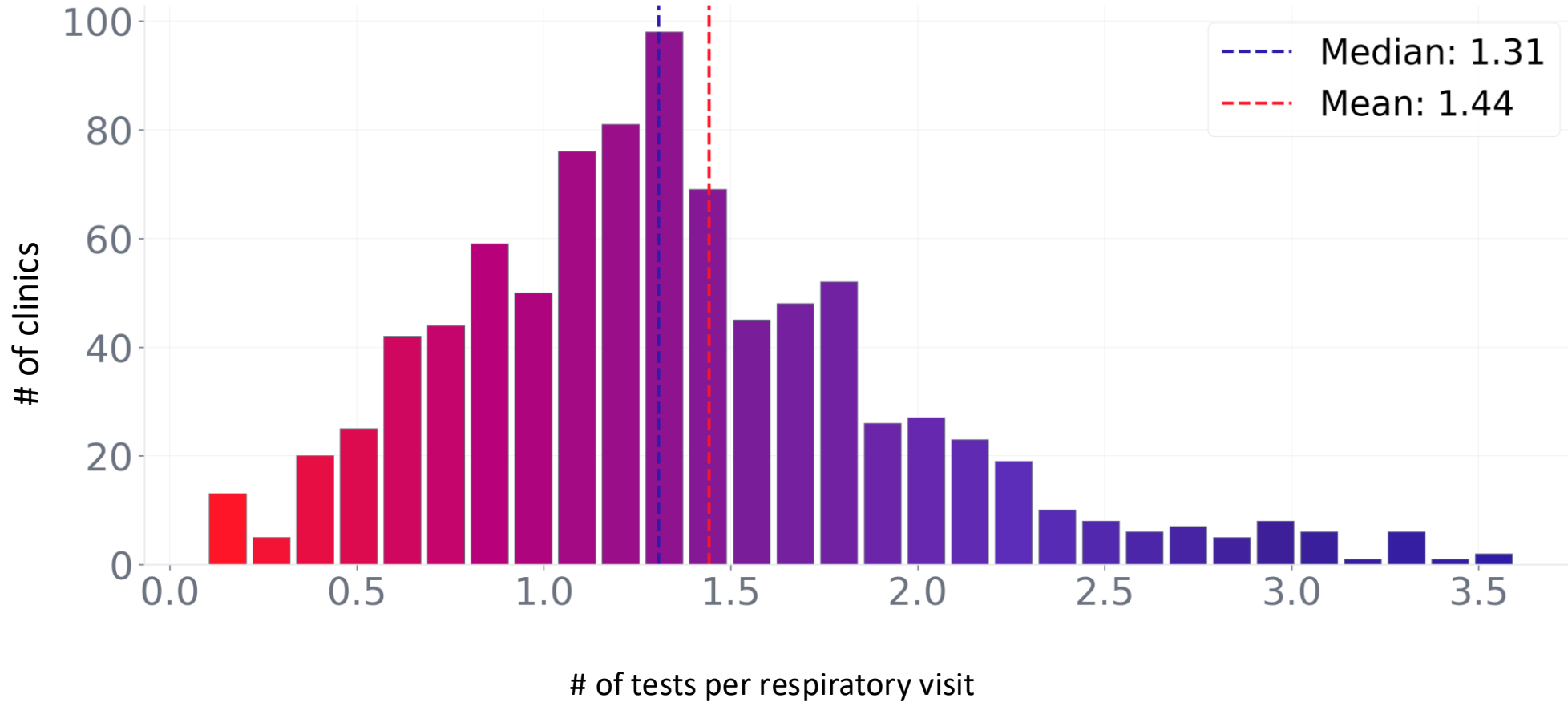
1. Are you picking the right test?

For most clinics, Metrix is the right financial choice.

2. Are you testing enough?

Clinics test respiratory patients very differently

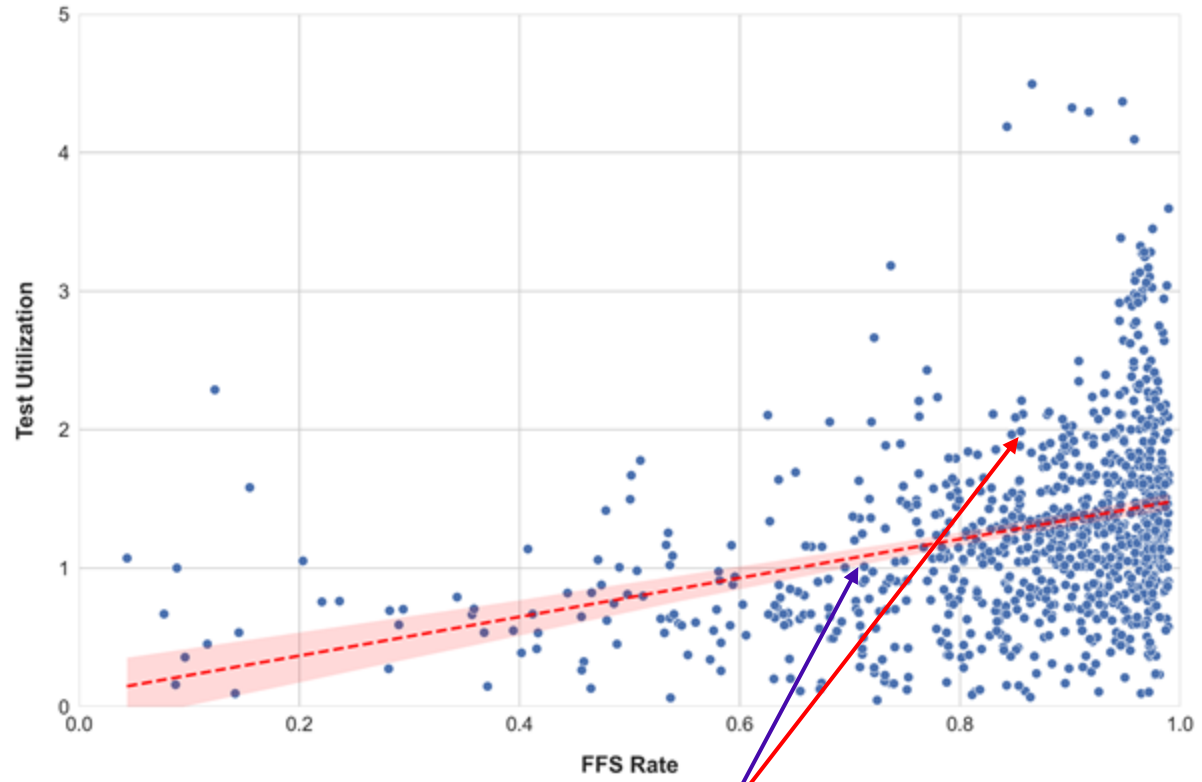
Variability of tests run by clinic per respiratory visits



4x spread in # of tests run by a clinic per visit

Practices with more FFS would test more, right?

**Some do.
Some don't.**



Let's compare these two



Testing more delivers better margins

Organization ID	A6457	A6634
State	VA	VA
FFS fraction	72%	85%
Annual respiratory visits	17k	13k
Diagnostics procedures per visit	0.98	2.2
Test profit per 10k patients (assume \$30 profit/test)	\$212k	\$561k



2x



\$350k
added
profit



To make the most of your existing visits:

1. Are you picking the right test?

For most clinics, Metrix is the right financial choice.

2. Are you testing enough?

Test more. Perform tests that are justified by ICD-10



That's about profit.

What's the best for patient care?



Testing more, with molecular, delivers better medicine

Detect what antigen misses:

- Fewer callbacks and retests.
- Detect infections earlier, when treatment works best.
- Reduce missed diagnoses and patient complaints.

R Arnaout The Limit of Detection Matters, Clin Infect Dis. 2021 Nov 2;73(9):e3042-e3046. doi: 10.1093/cid/ciaa1382



Testing more, with molecular, delivers better patient satisfaction

- Patients value visits that provide clarity quickly.
- Clinics that run quality testing improve patient satisfaction & outcomes.
- Reduce risk of negative reviews.

“Patients expect more from us than running the same tests they get in the mail for free.”

Clinical Director, UCLA Health



Testing more, with molecular, reduces total system cost for payers

Antigen and empirical management cause:

- Need for repeat and confirmatory tests
- Inappropriate treatments
- Escalated care requirements stemming from absent, untimely, or incorrect treatments

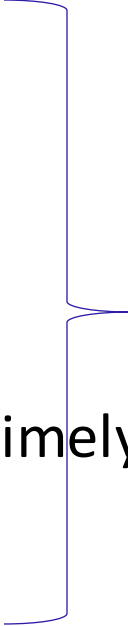
S Davies A cost-consequence analysis of the Xpert Xpress CoV-2/ Flu/RSV plus test strategy for the diagnosis of influenza like illnesses, *Journal of Medical Economics* 2024, VOL. 27, NO. 1, 430–441. doi: 10.1080/13696998.2024.2313391



Testing more, with molecular, reduces total system cost for payers

Antigen and empirical management cause:

- Need for repeat and confirmatory tests
- Inappropriate treatments
- Escalated care requirements stemming from absent, untimely, or incorrect treatments



\$260 savings

per patient switching to point of care molecular

S Davies A cost-consequence analysis of the Xpert Xpress CoV-2/ Flu/RSV plus test strategy for the diagnosis of influenza like illnesses, Journal of Medical Economics 2024, VOL. 27, NO. 1, 430–441. doi: 10.1080/13696998.2024.2313391



**To make the most of your existing visits
(considering both financial and patient benefits):**



To make the most of your existing visits (considering both financial and patient benefits):

1. Pick the test that boosts profit & patient care.
2. Test as often as medically indicated

This is a competitive edge for your business that not only makes you more money, it also makes your patients happier and allows you to deliver better care.



So, do these conclusions apply to me?

- Do you have at least 40% patients with FFS contracts?
- Do you often skip testing even if it's justified by ICD10?
- Do you want to benefit from the difference in reimbursement between antigen and point of care molecular?

If yes to any of these, we can help.

See for yourself

- We make our data and insights freely available

You can calculate the financial impact of any test for your practice.

- We make our Metrix COVID/Flu test freely available to try

*You can test reimbursement firsthand and see the impacts.
Most see \$100+ profit/clinic.*

Try Metrix Free



urgentcare@aptitudemedical.com

Thank You



Better Medicine.
Better Margins.

Try Metrix Free



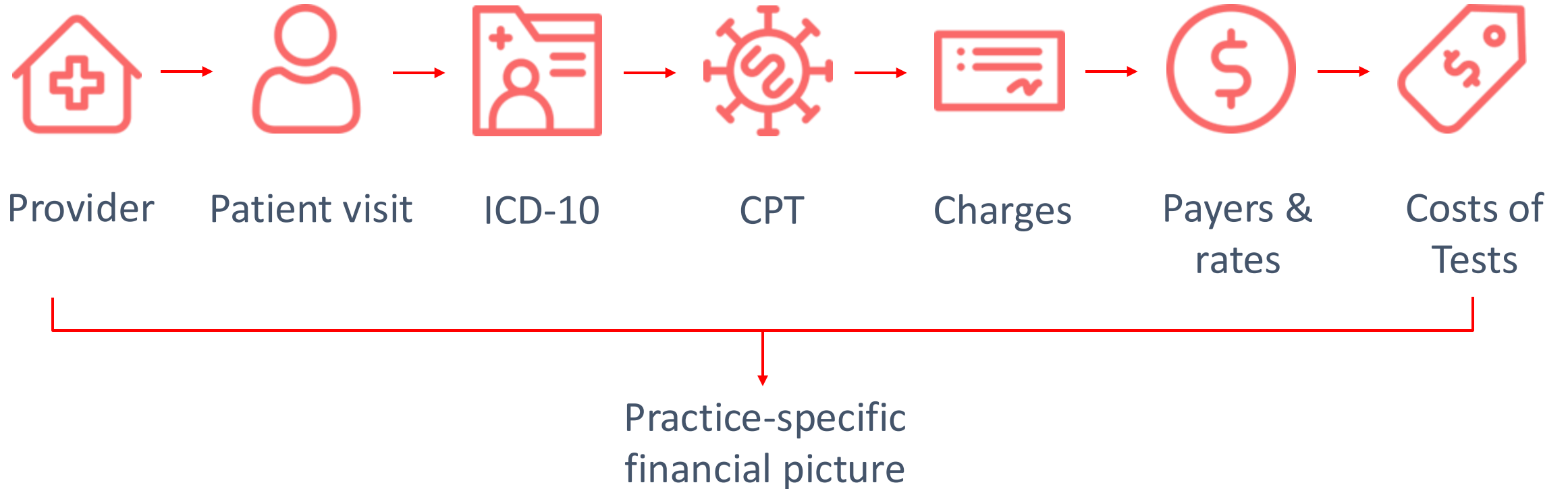
urgentcare@aptitudemedical.com

EXTRA SLIDES



Let's learn what works and what doesn't

Examine data spanning 300 M lives



Thank You



Better Medicine.
Better Margins.

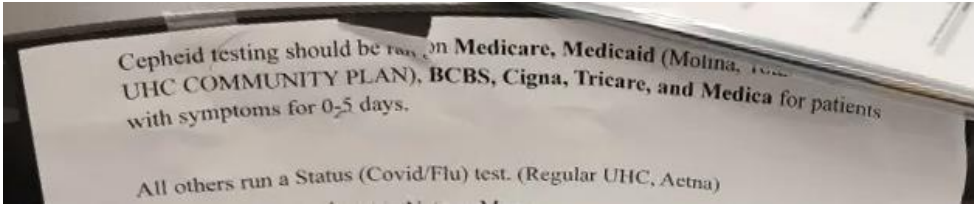
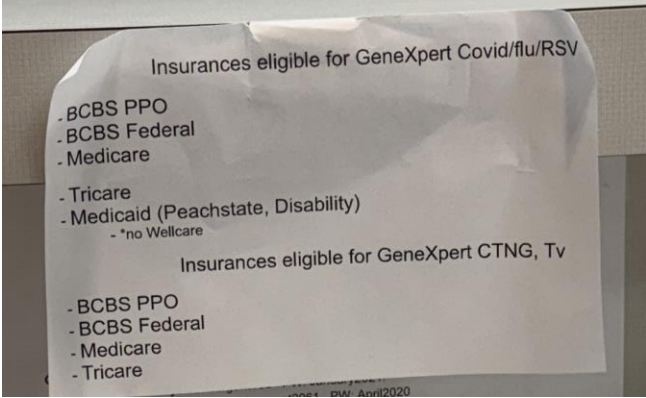
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Savvy operators clarify costs for each product and reimbursement for every payor



Free consultation to give you the power of data



Total Procedures
 Between and

Total Procedures
325,380,719

Total COVID/Flu Tests
13,802,531

HCPCS/CPT Code	# Total Procedures
87811	5,195,470
87637	344,236
87636	662,548
87635	1,544,999
87428	2,275,577
87426	3,779,701
Grand total	13,802,531

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HCPCS/CPT Code	# Total Procedures
99201	742
99202	1,933,453
99203	18,681,417
99204	23,127,119
99205	2,960,870
99211	2,445,086
99212	13,018,165
99213	121,913,715
99214	125,976,401
99215	10,454,416
S9083	4,869,335
Grand total	325,380,719

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Clinic	Clinic Type	City	State	HCPCS/CPT Code	# Total Procedures	NPI Number	Network
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Clinic ID

Clinic

Network: American Family Care (1)

Network Parent

City

State

Zip Code

Total Procedures
Between Enter a value and Enter a value

Total Procedures of 992 Codes
3,184,535

Total Procedures of S9 Codes
891,030

HCPCS/CPT Code	# Total Procedures
87811	562,791
87637	2,519
87636	7,810
87635	89,201
87428	8,784
87426	68,722
Grand total	739,827

1 - 6 / 6 < >

HCPCS/CPT Code	# Total Procedures
99201	1
99202	4,926
99203	495,808
99204	835,517
99205	21,756
99211	1,553
99212	7,828
99213	679,905
99214	1,116,127
99215	21,114
S9083	891,030
Grand total	4,075,565

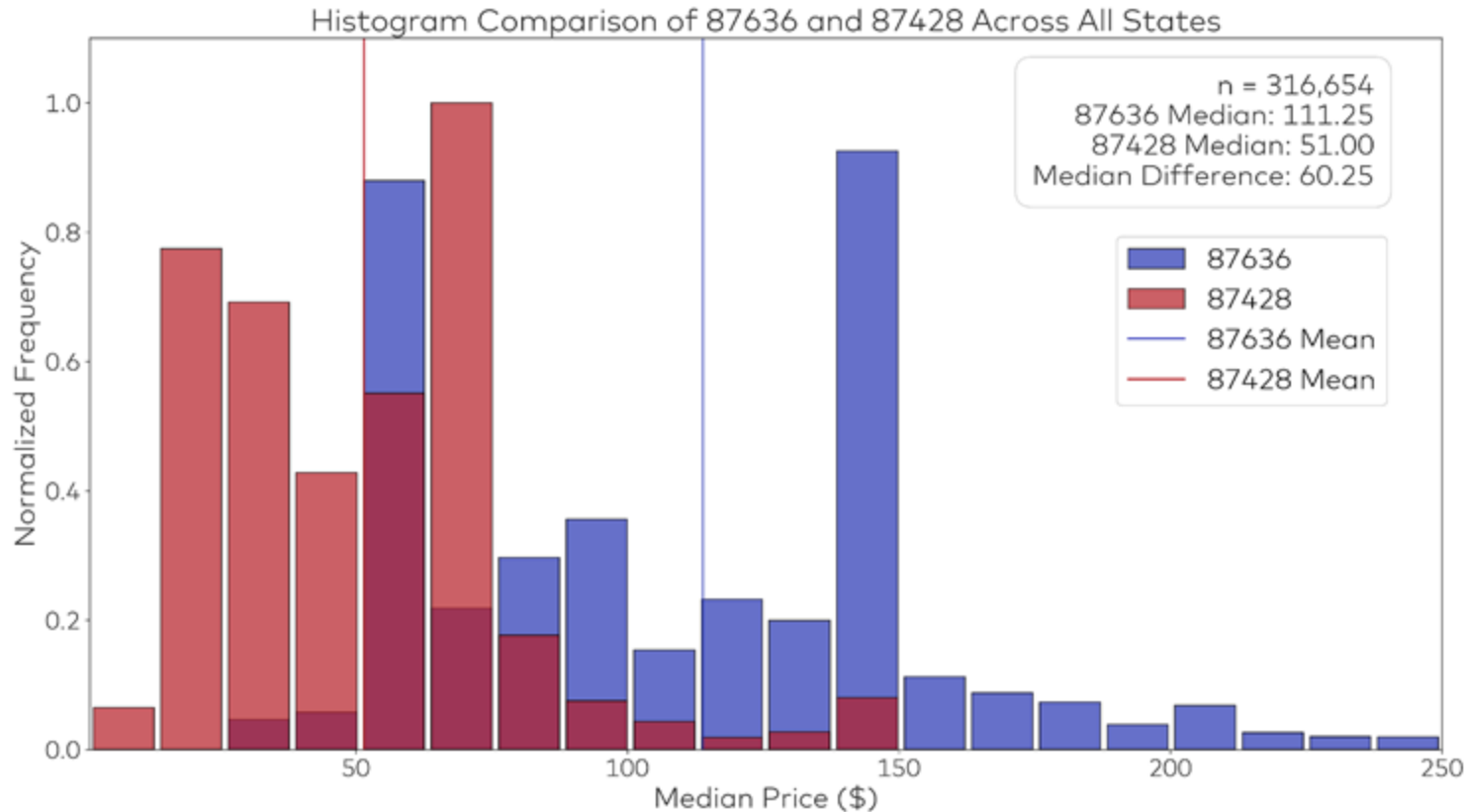
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	Clinic	Clinic Type	City	State	HCPCS/CPT Code	# Total Procedures	NPI Number	Network
46.	AFC Urgent Care Waltham	Urgent Care Clinic	Waltham	MA	87635	3921	1417205105	American Family Care
47.	American Family Care (FKA PhysicianOne Urgent Care)		Attleboro	MA	87635	749	1881307023	American Family Care
48.	AFC Urgent Care Worcester	Urgent Care Clinic	Worcester	MA	87635	78	1457188435	American Family Care
49.	AFC Urgent Care West Springfield	Urgent Care Clinic	West Springfield	MA	87635	132	1568299691	American Family Care
50.	AFC Urgent Care Bedford	Urgent Care Clinic	Bedford	MA	87635	2517	1093268260	American Family Care
51.	AFC Urgent Care Chelmsford	Urgent Care Clinic	Chelmsford	MA	87635	3	1811440381	American Family Care



**How does this look when we
consider commercial payers?**

Let's look at BCBS



Median payment nationwide with BCBS for COVID/Flu combo tests:

- Antigen (87428) = \$51
- Molecular (87636) = \$111



Combine commercial reimbursement with FFS rate

	Price	BCBS payment	FFS Rate	P&L 10k tests
Flow flex	\$5	\$51	65%	\$281,500
Sofia	\$20	\$51	65%	\$131,500
Cepheid	\$70	\$111	65%	\$21,500
Metrix	\$40	\$111	65%	\$321,500

Even considering the “economic” payer, most practices will make more with Metrix even vs a \$5 antigen.



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Feedback Requested – Scan the QR

