



Telemedicine

A new scenario for Men's Health market

Copyright © 2022 Andromedical S.L.

2020: A NEW SCENARIO

01

TELE-UROLOGY

02

TABLE OF CONTENTS

03

**PENILE TRACTION
DEVICES**

04

**BUSINESS
OPPORTUNITY**





01

2020: A NEW SCENARIO

AUA ANNUAL CENSUS



45M

U.S. urologists handled 45 million patient encounters in 2018

62%

62% of U.S. counties having no practicing urologists

50%

50% of urologists are aged 55 or older; 30% are aged 65 or older

Source: AUA



WORLD IS CHANGING IN 2020



\$10,586 US\$/capita in health spending



50% workforce are underpaid millennials



Pandemics (Covid-19, SARS, Ebola, Zika)



4.54 billion people are internet users

RESOURCES ARE SCARCE

The high health expenditure of a population with increasingly fewer economic resources is a problem in the year 2020. In addition, pandemics will make health resources more scarce. But there are solutions that can help us, such as technology and the Internet.

Sources: OECD, Statista, PWC, WHO.

NEW SCENARIO



USERS

Trends: Lower income, few free time, internet users, non-surgical methods, low cost therapies, easy access to doctors, reimbursement-copay, etc.

Men's health: Patient are looking for easy procedures which follow their trends for Peyronie's disease, Post-surgery and Micropenis.

Solution: Tele-Urology

UROLOGISTS

Trends: Urban offices, elderly doctors, increase in patient visits, reduction of structure costs, work/life balance, increase income, focus on surgery, etc

Men's health: Urologists are looking for an easy way to manage patients of Peyronie's disease, Post-surgery and Micropenis which follows their trends

Solution: Tele-Urology



02

TELE-UROLOGY

TELEMEDICINE



TELE-UROLOGY

TeleUrology is a subset of TeleMedicine that specifically focuses on the treatment of urologic diseases, diagnoses, and health care management.

Tele-Urology services include: video visits, phone calls, and inter-professional consultations.

Medicare (and most major health plans) now cover Tele-Urology visits, which is an additional safety measure during the COVID-19 emergency.



BENEFITS



USERS

- Higher customer satisfaction
- Increased consumer access
- Overcomes geographic barriers



COSTS

- Reduced cost structure
- Reduces waiting time
- No transportation costs



UROLOGISTS

- Quality second opinions
- Reduces physician stress
- Increases income



SYSTEM

- 24/7 coverage
- Compatibility with EHR
- Free video providers with HIPAA protocol



AUTHORITIES

- Creates value for payers, consumers and providers
- Enhanced reach of healthcare services
- Improves quality of care



60% of patient visits to be delivered through TeleMedicine by 2023

Source: CMS/Medicare.

03

PENILE TRACTION DEVICES





THERAPIES

PEYRONIE'S DISEASE

AUA recommends penile traction devices as remodeling method to treat PD with CCH

PENILE TRACTION DEVICES (PTD)

They are user-friendly devices based on the safe Traction Therapy which applies a soft and progressive force to the penis

MICROPENIS

Penile traction is an effective proven method for penile dysmorphophobia and micropenis

POST-SURGERY

Penile shortening after radical prostatectomy and Peyronie's surgery can be avoided with traction

MEN'S HEALTH



USERS

- The prevalence in the US of Peyronie's disease is 423,000 men and of radical prostatectomy is 90,000 cases.
- The incidence of Peyronie's disease is 25/100,000 hab/year and of Prostatectomy surgery is 80/100,000 hab/year
- 30% of men worry about their penis size (small penis syndrome)

- Industry leader in Men's health non-surgical devices.
- Certificates and patents of penile traction devices.
- High potential in the medical channel and health insurances.

ANDROMEDICAL



UROLOGISTS

- AUA: "Three studies reported on the effects of penile traction for 4.5 to 5.0 hours a day and reported curvature improvements (studies done with Andromedical devices)."
- EUA: "Use penile traction devices and vacuum devices to reduce penile deformity and increase penile length"

04

BUSINESS OPPORTUNITY



STRATEGIC VALUE OF PTD's



USERS

There are 2 million/year potential patients in the developed world who would like to improve the penile morphology with a penile traction device.



REIMBURSEMENT

Medicare, Medicaid, Health Insurances in the US and Health Systems in the EU will include penile traction devices in the reimbursement systems instead of expensive surgeries or drugs.



PRESCRIBERS

The world urologists' associations (AUA, BAUS, EUA, SMSNA, etc.) include penile traction devices in PD protocols and they are loyal prescribers.



TESTED

Andropeyronie® is tested with clinical studies: "PTT seems an effective treatment for the AP of PD in terms of pain reduction, penile curvature decrease and improvement in sexual function."



LABS

The big urology device laboratories are only offering surgical options to treat Peyronie's disease. They don't have penile traction devices for non-surgical therapies.



BUSINESS OPPORTUNITY

1. **Urology market leader:** the future leader position will be given to non-surgical devices like a global method to treat patients without expensive and risky surgeries.
2. **Non-surgical market:** No laboratory is offering these non-surgical medical devices for Peyronie's disease and Post-surgery treatments.
3. **Synergies:** The introduction of these devices in a company with a multi-national sales network will increase sales exponentially with hardly any effort.
4. **Loyal prescribers:** Urologists' associations (AUA, BAUS, SMSNO, EUA) include penile traction devices in post-surgical procedures and in Peyronie's disease protocols.
5. **Potential customers:** There are 2 M/year potential patients in the developed world who would like to improve the penile morphology with a penile traction device.



THE KEY SUCCESS FACTOR

The advances in digital technologies, growing consumer demand and regulatory changes are encouraging the use of telemedicine. Urologists believe the use of these services offer individuals in underserved areas new opportunities for enhanced quality of care with reduced costs. But new situations are causing tele-urology to increase rapidly.

Many urologists prefer to focus on major surgeries, spending less time on in-office treatments such as Peyronie's disease, micropenis or post-operative. Penile traction devices are an effective therapy for these conditions that requires only diagnosis, device prescription and follow-up, which could be done through telemedicine by doctors or their assistants.

This situation will increase sales of these devices at the same time as it increases the use of tele-urology.



Investors Relations:
investors@andromedical.com

Copyright © 2022 Andromedical S.L.