



# ALPHAЕON®

## ALPHAЕON ACQUIRES EXCLUSIVE WORLDWIDE LICENSING RIGHTS TO TOUCHMD™

**October 10, 2013, Newport Beach, CA** - ALPHAЕON Corporation, a leader in lifestyle healthcare and wholly-owned subsidiary of Strathspey Crown Holdings LLC, announced today that it has acquired worldwide licensing rights to TouchMD™, for an undisclosed amount. TouchMD is an interactive software platform that helps speciality physicians educate patients before, during and after practice consultation, which increases practice conversion rates and enhances the patient experience.

“We are excited to join together with TouchMD in offering best-in-class practice development solutions to specialty physicians around the world,” said ALPHAЕON Chief Executive Officer Robert E. Grant. “The TouchMD platform fits very well with our ALPHAЕON 5™ subscription services portfolio, a first of its kind fully-integrated, practice-centered suite of services designed to increase the efficiency, profitability and growth of physician practices in the self-pay sector.”

“TouchMD is one of the most unique and effective patient education tools in our practice,” said Toronto-based Plastic Surgeon Mitchell Brown, MD. “It functions as an extension of our office, enabling the patient to take the consult experience home and share it with their family, so that patients stay connected to our practice from the time of their initial contact through their post-operative period. This has allowed us to enhance our relationship with our patients, increase satisfaction rates and decrease cancellations and ‘no-shows’.”

TouchMD CEO Kary Smith, stated, “In an effort to continue to provide the ultimate patient experience and provide practices with the necessary tools to take care of patients, TouchMD has aligned itself with ALPHAЕON and its network of specialty physicians. The partnership will allow us to reach more physicians with more tools and more training to make the best use of our proprietary software platform. In addition, the partnership will allow TouchMD to expand from plastic surgery into additional lifestyle healthcare markets ahead of schedule.”

TouchMD is a premier practice development platform with compelling customer data showing increases in practice revenue and patient engagement. The platform is currently in use by more than 700 physicians in 10 countries and has been proven effective in helping practices better educate their patients on lifestyle healthcare procedures and treatments. Starting in January 2014, ALPHAЕON Corporation will be exclusively responsible for the 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](http://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 three key medical specialties: plastic surgery, ophthalmology and dermatology. For more information visit [www.strathspeycrown.com](http://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 Fusion Global, which 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](http://www.touchmd.com).

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