

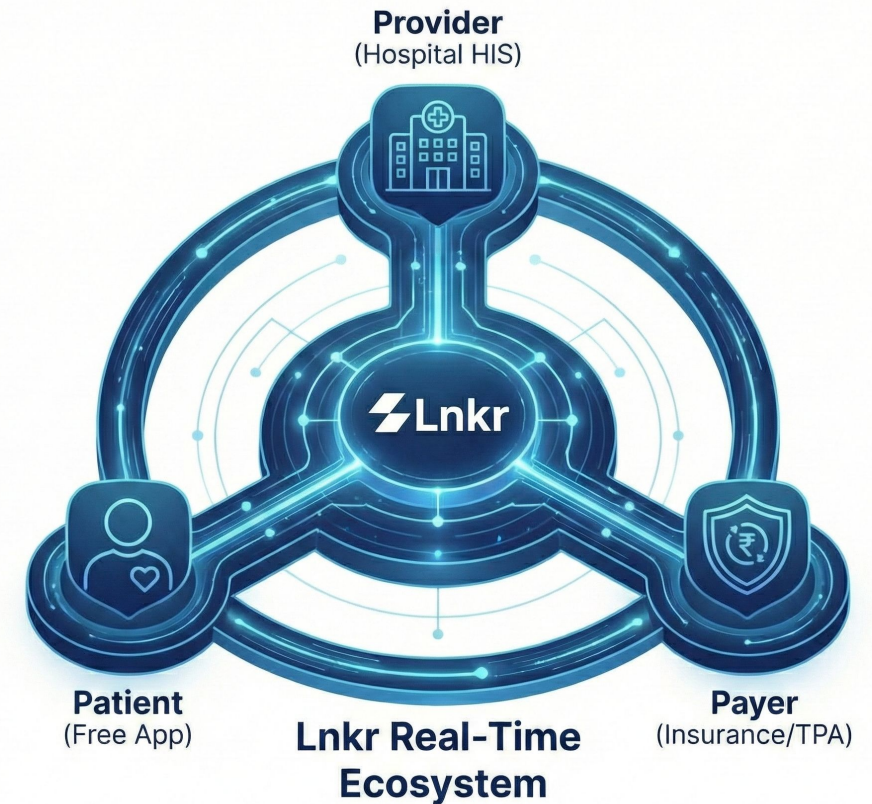


# The Healthcare Ecosystem Reimagined

Unifying the Healthcare Value Chain in Real-Time

# The Healthcare Ecosystem Reimagined

- **Mission Statement:** Lnr is the first holistic ecosystem in Egypt connecting Patients, Payers, and Providers through a single, real-time data rail.
- **The Problem:** In traditional healthcare markets, information is fragmented. This lack of communication leads to:
  - **High operational costs** due to manual adjudication.
  - **Revenue leakage** through fraud, waste, and abuse.
  - **Poor patient experience** caused by slow approvals and lack of data transparency.



# The Healthcare Ecosystem Reimagined

- **The Solution:**

A unified interface that digitizes the medical and financial relationship between all stakeholders simultaneously.

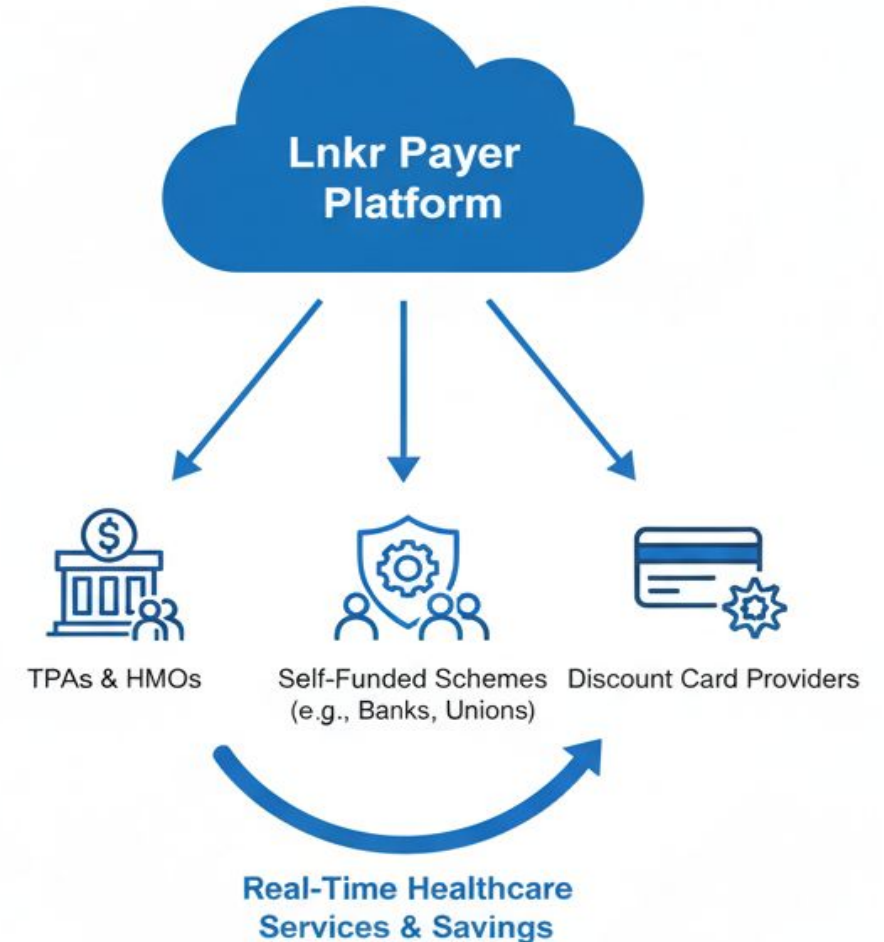
- **The Lnr Advantage:**

- **Full-Stack Connectivity:** Unlike "point solutions" that only handle one part of the process, Lnr provides the entire infrastructure for hospitals, labs, pharmacies, doctors, and patients.
- **Pay-As-You-Go Efficiency:** We eliminate high fixed costs by charging only per transaction, allowing you to pay exclusively for actual medical consumption rather than a flat fee per member.

# Who is a "Payer" in the Lnrk Ecosystem?

At Lnrk, we define a Payer as any entity responsible for the financing or administration of healthcare services. Our platform is purpose-built for:

- **TPAs & HMOs:** Managing medical operations on behalf of insurance risk carriers.
- **Self-Funded Schemes:** Organizations like banks, unions, or private corporations that manage medical services for employees internally.
- **Discount Card Providers:** Companies offering discounted healthcare rates, including those providing supplemental coverage for family members of insured individuals.



# The Lnr Value Proposition

## 1. A Unified, Comprehensive Infrastructure

Lnr provides the only ecosystem that connects all stakeholders through six specialized platforms:

- **5 Provider Platforms:** Dedicated interfaces for Doctors, Hospitals, Pharmacies, Labs, and Scan Centers.
- **1 Patient App:** A seamless mobile experience for beneficiaries.

**The Difference:** This infrastructure is provided to providers **free of charge**, ensuring high adoption and 100% real-time interoperability between medical and financial records.

# The Lnr Value Proposition

## 2. Performance-Based Pricing (Pay-As-You-Go)

We have replaced the rigid "Per-Member-Per-Year" model with a consumption-based structure.

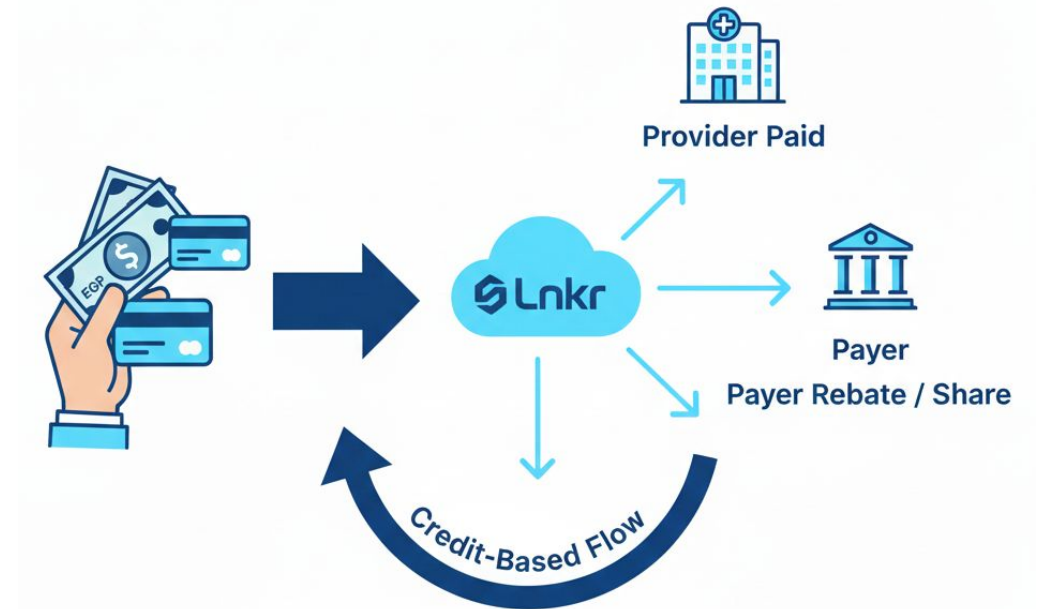
- **Cost:** Starting at **EGP 2.5 per transaction** (defined as any billable event, such as a visit, surgery, or medication dispensation).
- **Signing Incentive:** Sign a 1- or 2-year contract and receive **EGP 12,500 in credits** (covering your first 5,000 transactions at zero cost).

# The Lnrk Value Proposition

## 3. Lnrk Pay – Revolutionizing Discount Cards & Cash Tracking

Traditionally, discount card transactions are "invisible" because patients pay the provider in cash. Lnrk Pay changes this:

- **Visibility:** Payers can now monitor and track every discount card transaction in real-time.
- **Financial Flow:** By converting cash payments to credit-based flows by requiring the patient to pay before receiving the service.
- **New Revenue:** This visibility allows Payers to negotiate volume-based rebates with providers.



# The Lnr Value Proposition

## 4. Advanced Control & Fraud Prevention

- **In-System OTP:** Secure patient verification via the Lnr mobile app to ensure the beneficiary is physically present, eliminating identity fraud.
- **Real-Time Adjudication:** Our AI-driven auto-approval engine processes medical and financial data instantly, reducing manual claim review costs and tracking policy limits in real-time.
- **Complex Plan Management:** We support intricate policy builds, including the ability to share limits across family members—a complex feature previously unavailable in the market.

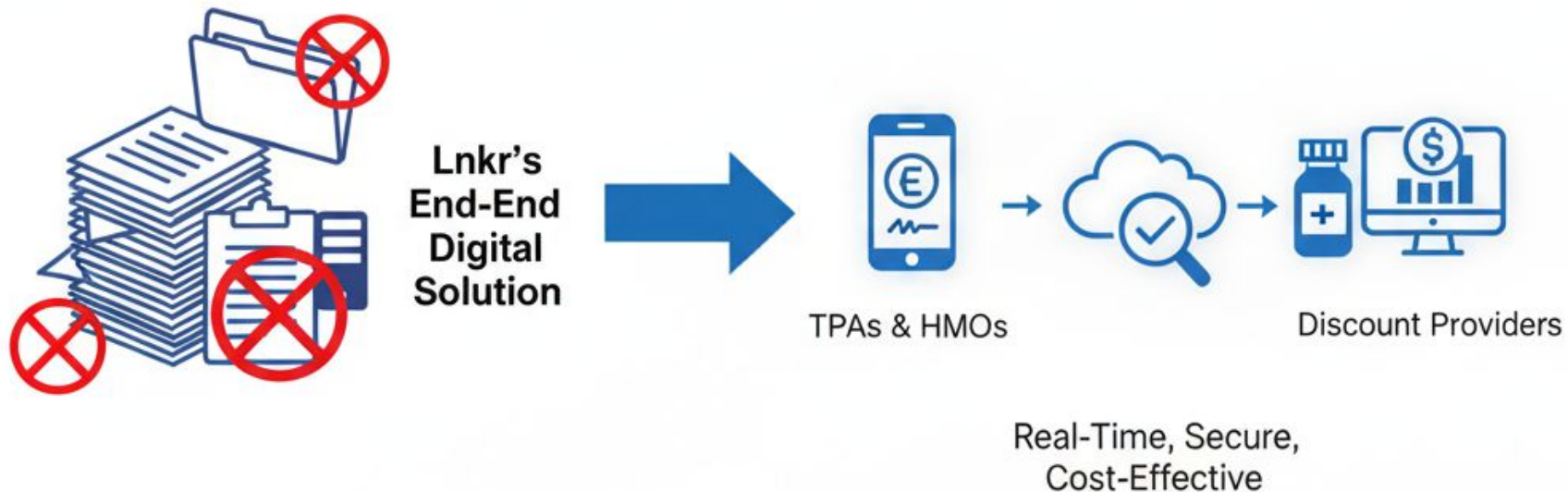


Lnr Security

# The Lnr Value Proposition

## 5. Truly Paperless Operations

While many systems claim digital transformation but still rely on physical paperwork for verification or claims, Lnr offers a native **end-to-end paperless solution**. We eliminate manual bureaucracy at a fraction of the traditional cost.



# Onboarding: Get Started in Minutes

Lnkr is designed for rapid deployment. Unlike traditional systems you can begin in three simple steps.

## **Step 0: Access the Portal**

Visit [insurer.lnkrtech.com](https://insurer.lnkrtech.com) and create your organization's profile to gain immediate access.

## **Step 1: Upload Beneficiary Data**

Populate your ecosystem by uploading your member list via our standardized **Excel template**.

## **Step 2: Approve Provider Contracts**

Navigate our extensive network of thousands of pre-integrated providers (hospitals, pharmacies, labs, and clinics).

## **Step 3: Build Your Policy**

Configure your medical and financial rules using our intuitive **Policy Builder**.



# Contact Us or Get in Touch



**Address:** 5 El-Fadl, Bab Al Louq,  
Abdeen, Cairo Governorate 11513



**Website:** <https://www.lnkrtech.com/>



**Email:** [info@lnkrtech.com](mailto:info@lnkrtech.com)