



With a message from Rodney Brown | January 2015

### Executive Message

Health care organizations, businesses, schools and government entities demand great technology, value added services and exceptional support. HealthNet connect|BroadNet connect are committed to all three. I will use this update to give a high-level overview of some of our business development initiatives.

### HNCBNc 2015 Focus

HNCBNc Focus areas in 2015 will be simple. We will focus on growth! Growing our revenues and customer base and widening our markets. We are looking to grow our top line revenues over the \$4 million mark and further expand our markets into Nebraska, Illinois and Wisconsin. We will also grow our team adding sales and technical support personnel to support our revenue and customer growth. Below are just a few of things that will help spur our growth:

- HealthNet connect through our Healthcare Connect Fund (HCF). This multi-million dollar multi-year grant will allow us to strategically expand HealthNet connect into our HNCBNc markets.
- Our Telehealth offering takes advantage of the slow but sure move of hospitals expanding care by offering virtual visits and consultations.
- We will add services around mobile device management and security which will further complement our already robust offering.

## White House invites UnityPoint Health Broadband subsidiary HNCBnc to President Obama's Broadband event in Iowa



HealthNet connect | BroadNet (HNCBnc), wholly owned subsidiary of UnityPoint Health, was invited to attend President Obama's Broadband event in Iowa. HNCBnc was contacted by the National Telecommunications and Information Agency (NTIA) due to their success in administering and managing a federal broadband grant and turning the grant project into a sustainable business in a short period of time. Rodney Brown, executive director of HNCBnc represented the company at the event. The event was held in Cedar Falls, IA at Cedar Falls Utilities.

UnityPoint Health received federal awards from the Rural Health Care Pilot Program and the Broadband Technology Opportunities Program (BTOP) both part of the American Recovery and Reinvestment Act (ARRA) signed into law by President Obama in 2009. These grants supported the deployment of broadband infrastructure, enhance and expand data centers, encourage sustainable adoption of broadband service, and develop and maintain a nationwide public map of broadband service capability and availability. Through its subsidiaries, UnityPoint Health administered the federal funding to purchase new robust equipment, fiber telecommunication huts, and constructing fiber routes connecting the fiber network backbone to healthcare related community

anchor institutions (CAIs) and businesses. The purpose of these grants were to improve broadband access to these CAIs in rural underserved areas within the Midwest.

By 2010 UnityPoint Health, one of the largest health systems in the country created three subsidiaries as a result of receiving broadband grants from the ARRA initiative. These subsidiaries are HealthNet connect, LC, a health care consortium with over 100 health care providers connected to our private fiber optic network and infrastructure. HNC Services, Inc. and BroadNet are private companies that provide low cost broadband Internet to hospitals, clinics, schools, local government and businesses. Together these companies form HNCBNC. HNCBNC, through UnityPoint Health, own our own private fiber optic network that runs through Illinois, Iowa, Nebraska and Colorado. Today we connect hospitals, clinics, businesses, schools and local government in Iowa, Nebraska and Illinois and will expand to Wisconsin. We mainly focus on the rural parts of the states.

Not only do we provide low cost high-speed broadband Internet, but we also provide a host of broadband technology services such as cloud services, telehealth services and information technology support services. HNCBNC is now a revenue producing business and have created dozens of good paying high-tech jobs right here in Iowa. This is a tremendous success story for the ARRA Broadband initiatives!

HNCBNC has partnered with local leadership to build an operating network that closes any "digital divide" between rural and urban communities. One of these partnerships is with Cedar Falls Utilities (CFU). HNCBNC provides CFU with 10 gigabytes of transport to help deliver gigabit broadband services to the city of Cedar Falls. This aligns with HNCBNC's mission of providing services that helps customers make a difference in the lives of the communities they serve.

We will continue to expand the fiber optic network as new opportunities for growth are developed.

For additional information, please visit [www.hncbnc.com](http://www.hncbnc.com) and follow us:



