Data Strategy Proposal for Healthcare Startup

Team 10

K Health
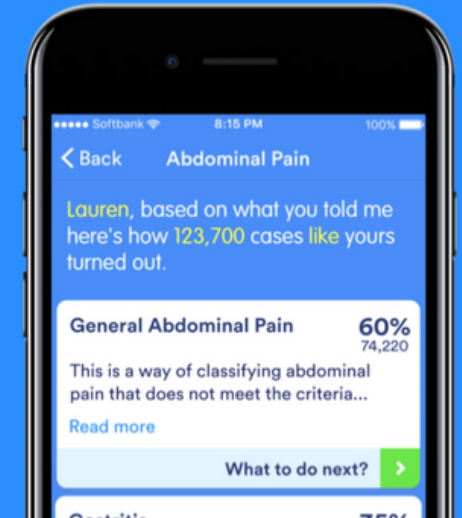
Company Briefing and Assumptions

- An AI health Saas, still in the seed phase.

- Founded in 2018, raised $10M in funding.

- Treat a limited amount of medical conditions.

- Team of executives with expertise in health and technology.

- Outsource Doctors.

- Small data team of engineers and analyst.

- Currently have basic data collection & analytic processes

- Limited data pipeline (internal & external).

- $1M annual revenues, subscription model

- Second mover advantage.

MARKET POTENTIAL

Telehealth

- **Bloomberg: $120B Industry in US by 2025**

- **Forbes: CAGR 30%**

- **Forbes: Key Technologies to Impact Growth**
  Big Data 30%, AI 25%, mHealth 15%, Wearables 10%, Cloud 7%

Competitors

$90M

MD Live is a web based telehealth platform that connects patients and healthcare providers via video, phone & email

$18M

HealthTap is a web-based medical advice service that connects patients and healthcare providers via video, phone & email

Problem Statement

How do we surpass our competition and earn market share?

Define Roles & Responsibilities

Secure and Competent Infrastructure

Hybrid Model

Fundraising

Company Culture & Key Partnerships

Organization - Hybrid

Finance

Client Relations

Product Development

Corporate Analysis & Governance

Customer Support

I.T.

Marketing

R&D

Keep some sensitive information in each division.

Share valuable data for other divisions.

Share best practices.

Role Definition and Responsibilities

- **Chief Compliance Officer**

  Healthcare Systems Regulations

- **Chief Marketing Officer**

  Generating Leads

- **Chief People Officer**

  User Experience

- **VP of Hospitals and Health Systems**

  Strategic Partnerships

- **Chief Technology Officer**

  Data Governance, Head of IT

Company Culture

Organized Scenario

1. Organization = Integration between departments

2. Prioritization = Centrally Prioritized

3. Requirements Gathering = Program Managed

4. Flexibility = Low

5. Visibility = High

6. Maturity = Medium - High

Developing the AI

- **Acquiring more medical records to enhance the database.**
  - Capacity of cloud calculating cannot be fully utilized
  - Clinics are finding a more efficiency way to store and aggregate their medical records
  - The larger database Khealth has, the better k's AI is

Developing the AI

- **Hiring more doctors to work with data analytics.**

  - Patient cannot describe their situation well

  - AI may record misdiagnoses and treat them as normal case even though they send the wrong information

  - Professional expertise can help data analytic team to pick out the flaws
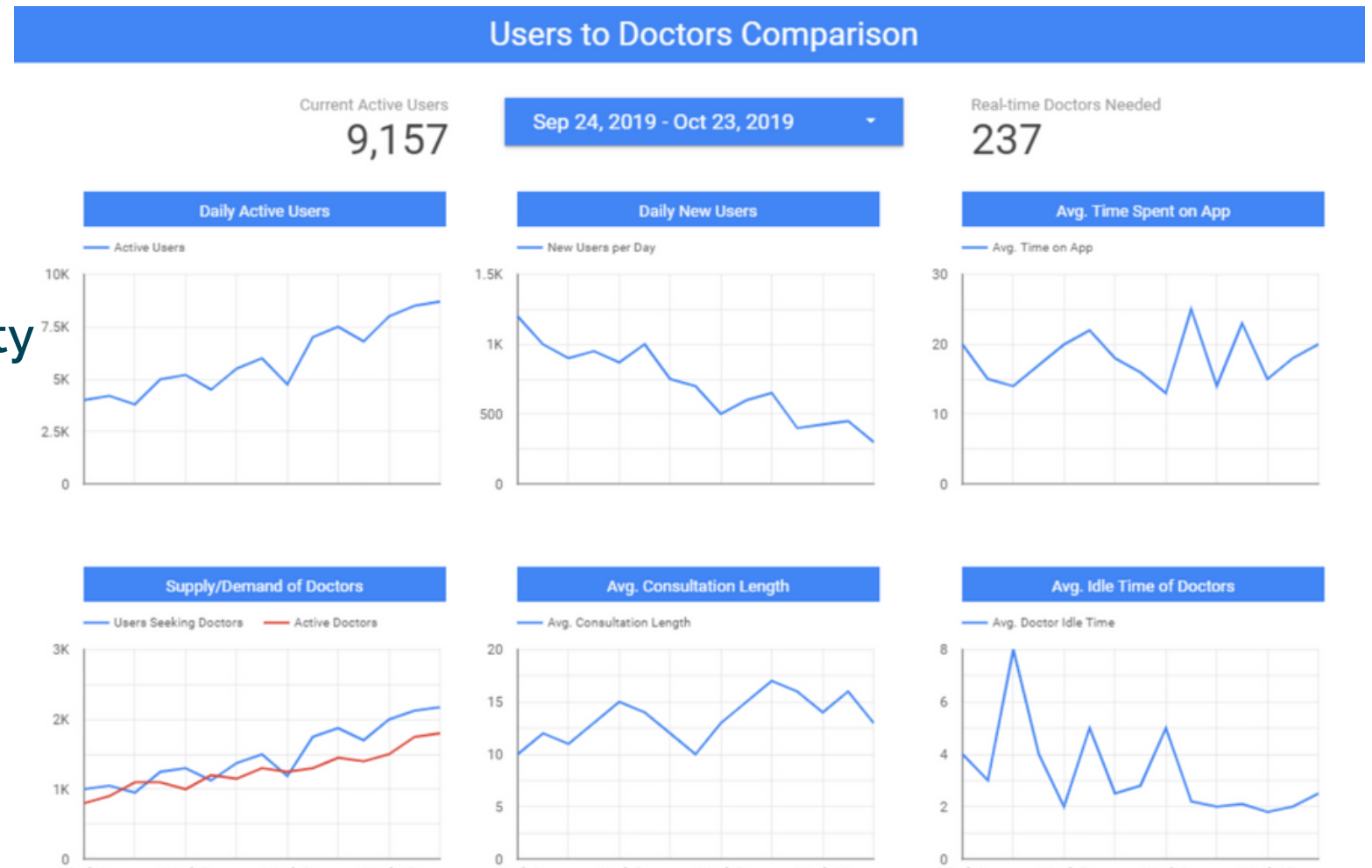
Data Governance and Compliance

- Designated Compliance officer

- Section 508 of the Rehabilitation Act.

- Transparency with privacy policies

- HIPAA Compliance

- Legal Hotline

Data Security/Storage

- Combination of SQL and NoSQL

- Data in NoSQL database shouldn't be traceable back to users

- Should use a Data Lake for NoSQL information and a Data Warehouse for SQL
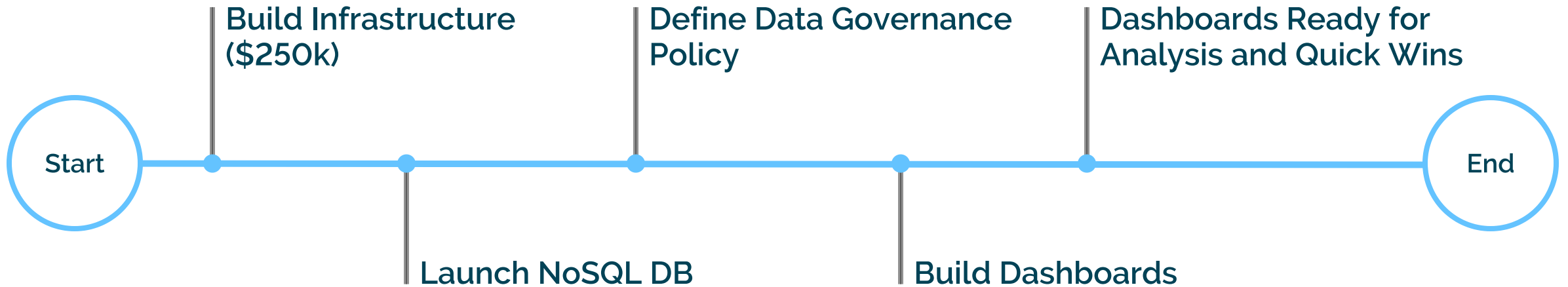
Reporting Processes

- Dashboards with real-time information

- Flag app performance/functionality issues

- Optimize Doctor to User Supply and Demand

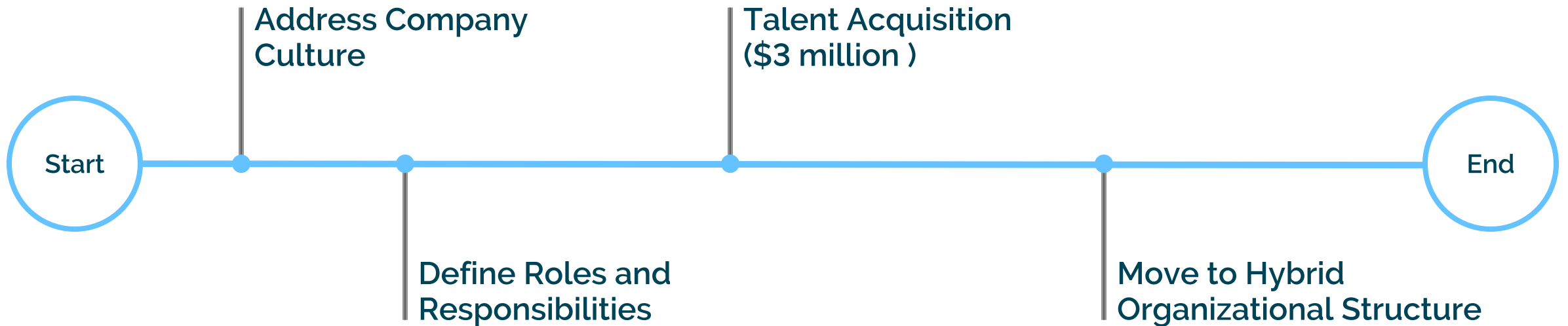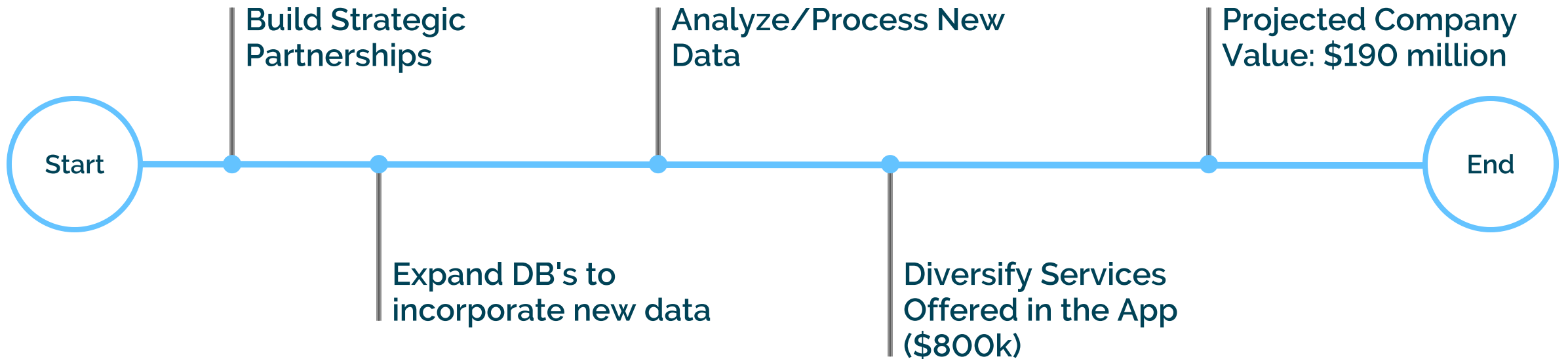- Increased efficiency will decrease costs

Road Map - Year 1

Raising Capital - Target: $12 million

Build Infrastructure ($250k)

Define Data Governance Policy

Dashboards Ready for Analysis and Quick Wins

Start

End

Launch NoSQL DB

Build Dashboards

Road Map - Year 2

Start

Address Company Culture

Define Roles and Responsibilities

Talent Acquisition ($3 million)

Move to Hybrid Organizational Structure

End

Road Map - Year 3

Start

Build Strategic Partnerships

Analyze/Process New Data

Projected Company Value: $190 million

End

Expand DB's to incorporate new data

Diversify Services Offered in the App ($800k)

Thank You!

Team Contributions

Josh McCormick
- Company Research & Roadmap
- Data Infrastructure
- Reporting & Dashmaps

Christina George
- Company Research & Roadmap
- Compliance
- Recommendations

Junjie Huang
- Company Research
- A.I.

Zanielle Cabrera-Lee
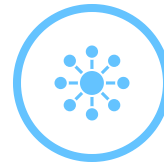- Company, Market & Competitor Research
- Roles
- Roadmap

Prashant Samuel Kanakapudi
- Company Culture
- Shareholders & Roles
- Video Recording + Editing

Roger Nakamine
- Company Research
- Organization

Sources

Slide 5: Market Potential

1. Transparency Market Research (TMR). (2019, July 10). mHealth Market to Gain an Impressive Value of US$118.4 Billion; Patients, Providers, and Payers Leverage Disruptive Potential of.

2. Das, R. (2018, November 13). Top 8 Healthcare Predictions for 2019.

3. Das, R. (2019, February 4). Top Five Digital Health Technologies in 2019.