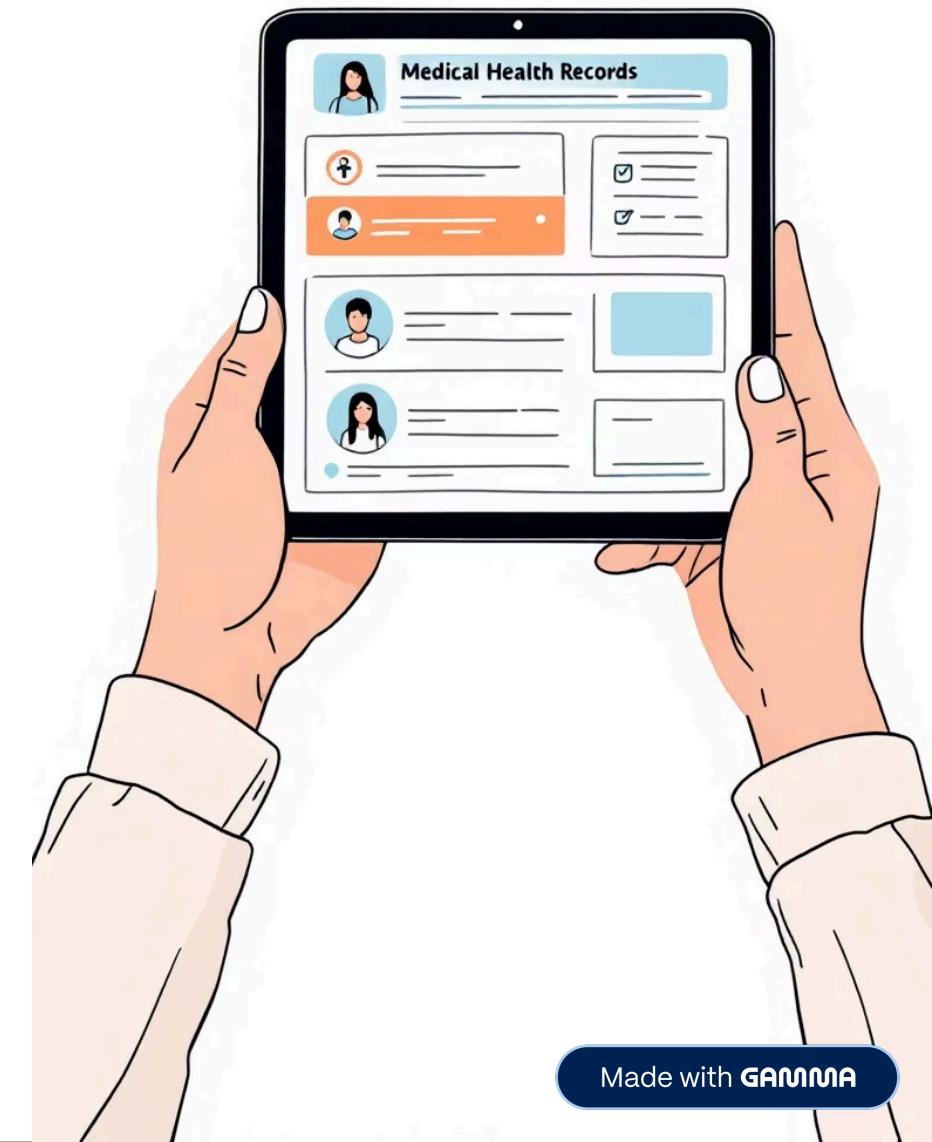


PatientSide

Keep ownership of your health data

A patient-first electronic medical record platform that puts you in control of your complete health story—across every hospital, clinic, and provider you've ever visited.



The Problem With Current Solutions

Data is fragmented across systems

Industry leaders like Epic or Athenahealth are tied to one health system. Records often split across systems → moving data becomes slow and confusing for patients.

Provider-centric, not optimized for patients

Current EMRs are optimized for clinical workflows and billing. Patients see snapshots of visits, not a single, organized story of their health.

Click heavy and hard to learn

Workflows require many clicks and nested menus. Providers need extensive training, and patients often need help just to find basic information.

Impact on Patients & Providers

Customer Discovery Results



In-Depth Interviews

Conducted with physicians, clinical informaticists, rural health researchers, nurses, and NGO leaders



MVP Prioritization

Centralized storage hub, summary export, and audit/consent layer identified as highest-value features for initial launch.



Validated Pain Points

Missing information and lack of interoperability consistently cited as critical barriers to care delivery.



Opportunity Refinement

Expanded our scope beyond underserved clinics to include *all* care settings facing data fragmentation and delayed information sharing.

Key Insights

- "Missing information from an outside hospital... delayed deciding whether or not we need to give a treatment."
- "The providers have to rely on paper copies that we bring for X-rays or imaging."
- "Sometimes a lot gets lost... if you don't access that second chart, you don't know the exact timeline."



Market Opportunity

Care Across Multiple Providers

Patients move between many providers, but their records don't. Clinics still rely on faxes and PDFs, creating delays and gaps that a patient-held record can bridge.

70%

of U.S. adults see multiple providers each year.

Limited Interoperability in Rural Clinics

Smaller and rural practices often lack the infrastructure for full interoperability tools, making simple, low-overhead solutions much more valuable.

45%

of small and rural practices can't exchange patient data nationwide.

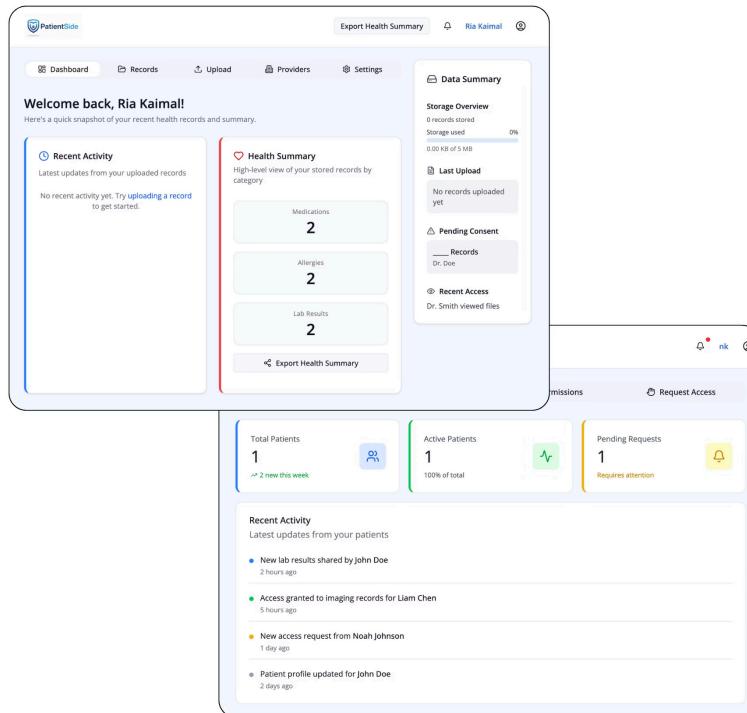
High Workflow Burden for Clinicians

Clinicians spend too much time searching for, requesting, and re-entering outside records. Faster intake and cleaner summaries directly reduce this burden.

~4.5

hours spent using EMRs per day

Our Solution: PatientSide



01

One Central Hub

All records unified from Epic, Athenahealth, PDFs, and imaging files in a single secure location.

02

Patient-First Timeline

See your complete health journey as a clear story, not disconnected encounters.

03

Simple, Secure Sharing

Control exactly what you share and with whom—like sending last year's cardiology records to a new specialist.

Key Features

Centralized Storage Hub + Summary Export



1 Dashboard Overview

See all your health data at a glance

2 Data Actions

Access, upload, and share with one click

3 Consent Layer

Control exactly what data becomes shareable, with full transparency and confirmation.

Business Model



Individual Patients

Freemium model - free access to all features and basic storage space for files, premium subscription for storage upgrade.



Healthcare Providers

Subscription licensing for medical institutions needing clear, organized, viewing and sharing of patient health records.

Meet the Team!



Shinyoung Park

Product & Strategy Lead

Initiated the concept and drove core feature definition



Ria Kaimal

User Research & Design

Led user research and wireframing



Sarah Koo

Front-End Development

Implemented UI for providers to manage and view data



Nahom Kibreab

Back-End Development

Databases



Filippos Kozakos

Back-End Development

Built and connected database models

Our team combines expertise in healthcare technology, user experience design, software engineering, and global health—uniquely positioned to solve fragmented health record challenges.

Financials & The Ask

Investment Opportunity

We are seeking \$350,000 in Seed Capital to secure 12 months of runway, fund critical development milestones, and validate our model in real-world environments. This funding will take PatientSide from its current prototype status to V1 Public Beta Launch.

01

Product Development

Cloud hosting, security certification (HIPAA), and developing foundational API/EMR connection tools to facilitate data acquisition from multiple systems.

02

Pilot Programs

Operational costs for deploying and managing 5 pilot programs in varied settings (e.g., rural clinic network, multi-specialty urban practice) to validate patient data portability.

03

Operations & Legal

Accounting, legal filings, and general administrative expenses.



What We Need

- **Introductions** to healthcare IT decision-makers and administrators in large urban and regional health networks.
- **Partnerships** with EMR vendors like Epic and Athenahealth for integration access.
- **Expert Mentorship** from executives experienced in scaling B2B/B2C healthcare interoperability solutions.
- **Funding** to support technical development and pilot deployments.

Your Health Data Belongs to You

PatientSide puts patients back in control with unified records, simple sharing, and transparent access—transforming fragmented healthcare into a connected, patient-centered experience.

Let's build the future of patient-centered healthcare together.

