



# Business Sustainability Plan

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*2016 Provider User Experience Data Aggregator Challenge*



## Executive Summary

1MEDiX is excited to be a participant in 2016 Provider User-Experience Data Aggregator Challenge. Our provider portal aggregates patient health data from multiple data sources based on open, standardized APIs, such as HL7, C-CDA and FHIR DSTU2 and DSTU3 standards.

With multi-channel mobile alerts, advanced analytics based on FHIR data model, secure messaging based on DIRECT, unified calendar for inpatient/outpatient events, aggregated diagnostic reports and results, and consolidated notes in ONE mobile-friendly, secure and easily customizable platform, our portal app can make clinical workflows more intuitive, specific to clinical specialty and more actionable.

Our platform focus on solving the problem that many providers face today – the ability to easily and electronically access their patient health data anywhere anytime securely, in one view, to better monitor and manage their health delivery and daily tasks.

## About Us

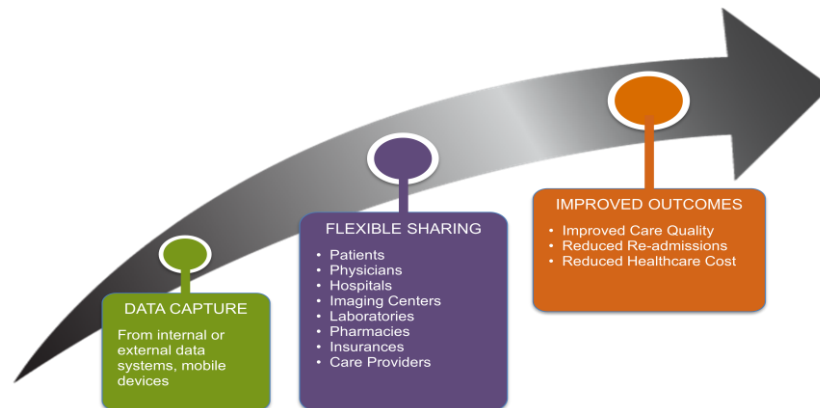
Founded in 2010, under the corporation name of Business Savvy Solutions, Inc. DBA 1MEDiX, we focus on developing solutions and technologies that enable patients and providers to aggregate their health information, facilitate better analysis and easier queries across multiple information sources and platforms. Our goal is to **Mobilize Medical Care, Simplify Connectivity, and Accelerate Decisions.**

1MEDiX solutions include:

- Secure scalable platform based on Open Standard technologies, such as Fast Healthcare Interoperability Resources (FHIR) and Spring Security Framework.
- Multi-Channel Alerts Management (Mobile, Web, Email, Text, In-App).
- DIRECT Messaging and Secure Messaging Support
- HL7 v2.x (e.g. ADT, ORU, MDM, OML, VXU) and C-CDA to FHIR parsers that can be customized for different clients' needs.
- Customizable Patient/Provider Portals and mobile apps.
- Consolidated Provider Calendar views based on bi-directional HL7 v2.x SIU messages from both inpatient/outpatient facilities.
- Forms / Questionnaire Builder and Portal Delivery.

## Current Market Opportunity / Issue Analysis

Per HealthIT.gov, as of 2015, 98% of all hospitals and 56% of all office-based physicians have demonstrated meaningful use of certified electronic health record (EHR) software. The battle for better data capture in Health IT is well on its way to victory. It is time to adjust our focus on to the next phase, more meaningful sharing of data gathered, with an eye towards improved outcomes.



1MEDiX has been in data interfacing business since 2010. We are founded on two principals:

- **Design and Usability:** Very few Health Care IT projects can demonstrate long term Return on Investment (ROI), not because of lack of capability, but mainly for lack of ability for end users to comprehend and utilize the information to its full potential. Our goal is to design a product that health service providers will want to use and love to use.
- **Connectivity and Mobility:** With the “Internet” generation graduating from medical schools and the “Facebook” generation growing up, we see medical service providers increasingly crave for information to be presented to them whenever wherever they need them. Whether it is a lab report that needs attention or a referral from a family doctor, the ability to access the information quickly and effectively will help drive how care will be delivered in the future.

Our research indicates providers desire to have all their inpatient/outpatient records, as well as relevant diagnostic results, studies, medication history, and authorizations all in one place. Whether they are seeing the patient at their office, at a nursing home, or fielding a call from the hospital, providers want to get a summary of everything they want to know in one place, such as lab results, medications, most recent notes, etc, without the hassle of logging into multiple EHR systems.

We also understand different specialties interact with their records differently. By default, most providers only want to see their own most recent notes entered. However, certain specialties may want to default to other views. Our platform can easily customize views based on provider specialty or individual provider needs based on system roles and permissions.

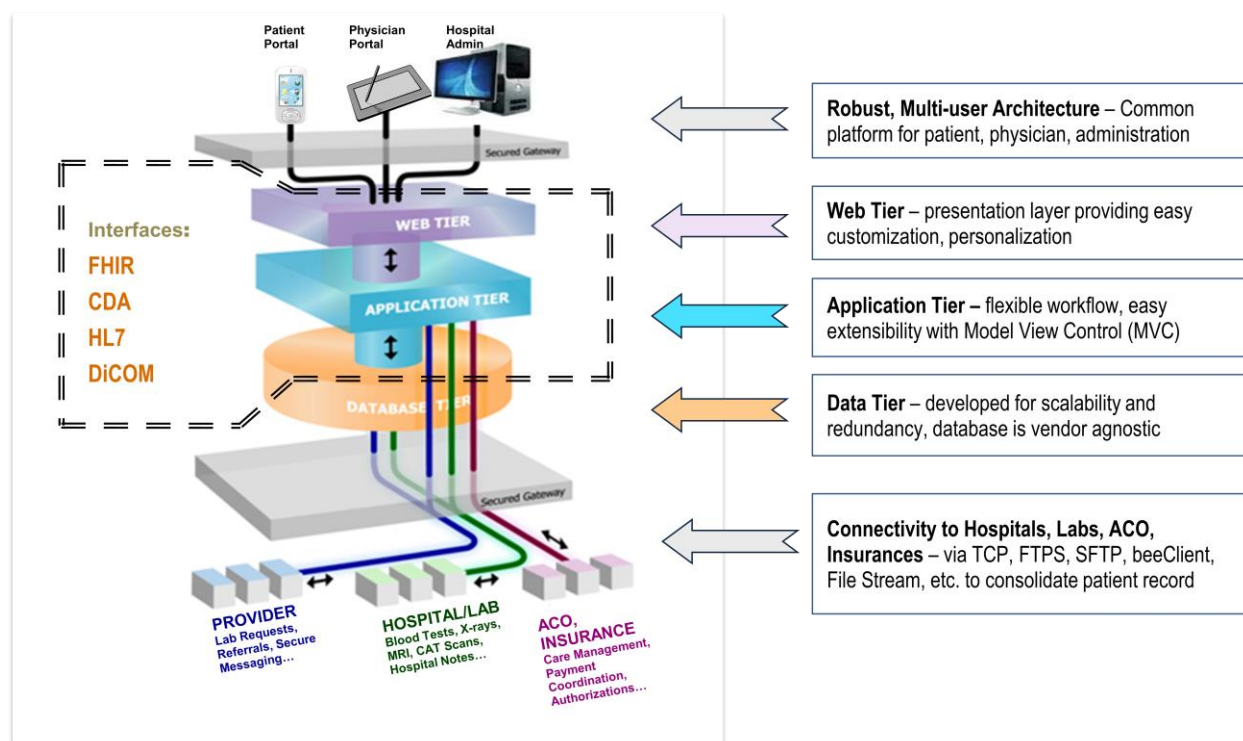


With mobile alerts, strong analytics based on FHIR data model, secure messaging based on DIRECT, unified calendar for inpatient/outpatient events, aggregated diagnostic reports and results, and consolidated notes in ONE mobile-friendly, secure and easily customizable platform, our portal can make clinical workflows more intuitive, specific to clinical specialty and more actionable.

We believe there is a significant market demand to streamline provider workflow to interact with various Electronic Health Records in their health decisions and analytical needs, especially among patients with long term illnesses. We believe the main revenue streams will be coming from providers using the tool, as well as health systems and laboratories that incentivize providers to build better relationships. ACOs will also reap benefits from users making wise health decisions.

## Our Solution

We strongly embrace open, standardized APIs to help develop our architecture. Our data layer is modeled after Fast Healthcare Interoperability Resources (FHIR). Security is managed with Spring Security Framework. Development is based on a rapid development platform called GRAILS.

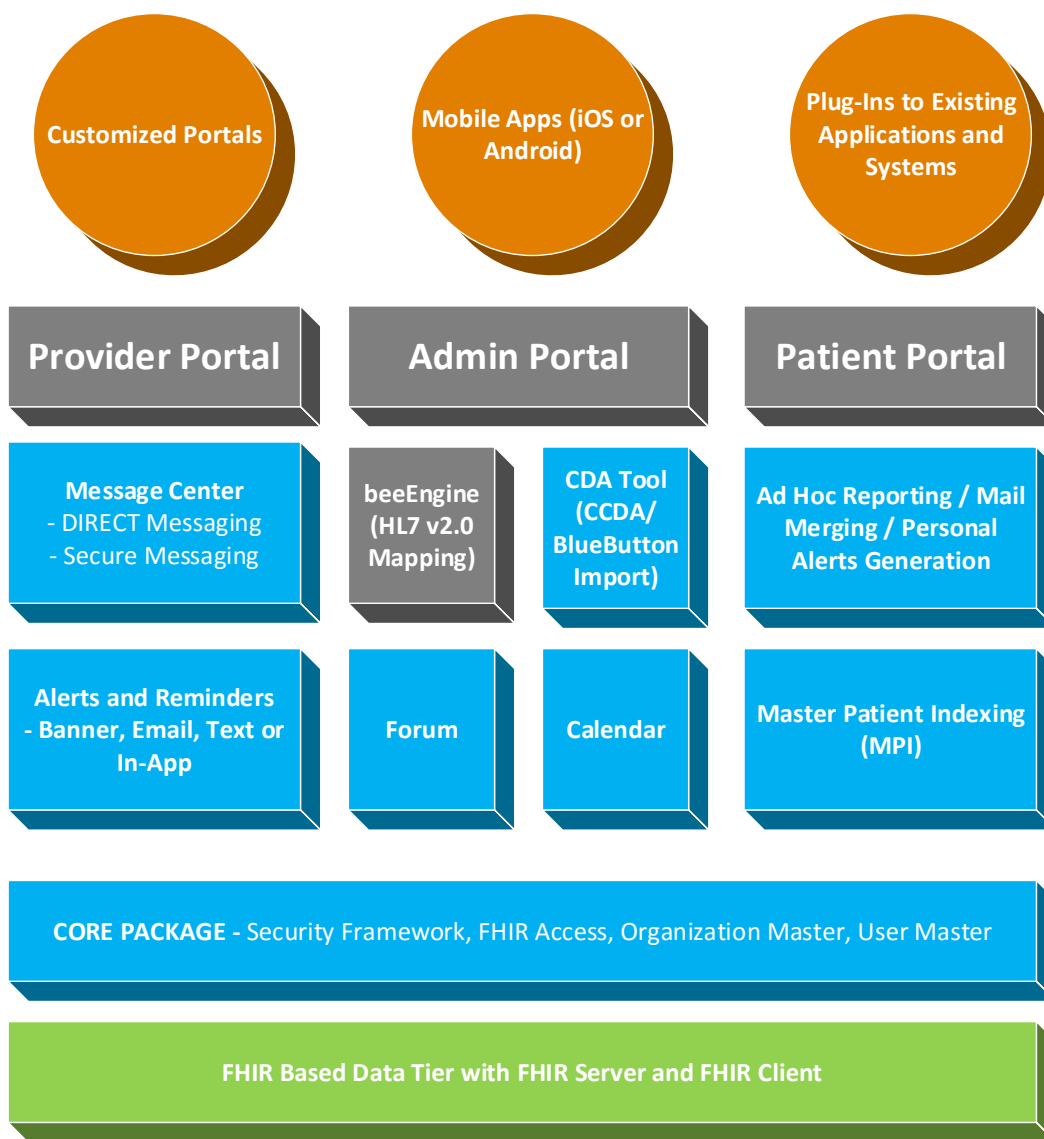


With our platform, providers can:

- Timely and securely aggregate health data from different health data sources, such as hospitals, labs, medical offices. ***Imagine pulling up a patient chart with complete medical history, your inpatient and outpatient notes, important lab results, allergies and medications, within seconds, right before starting your examinations during an office visit.***



- Mobile enable your patient record. ***Imagine when you can pull up a patient chart securely whenever wherever hospital calls you.*** Within seconds, you have all the answers you need to tell them in your fingertip.
- Consolidate your inpatient/outpatient calendars and events in one place.
- Let 1MEDiX alert you of important diagnostic results that needs your immediate attention, or incoming abnormal lab results for patients you choose to monitor, instead of searching through a stack of paper.
- Streamline Referral Process. All your referrals can be tracked in one place, without faxing over records or giving out paper records. The entire electronic record can be sent to the provider office with a simple secure DIRECT message or secure message in 1MEDiX.
- Streamline education material and forms delivery. Patients will have a record of education materials to review in their patient portal. They can also complete forms before coming to office.





## Financial Estimate

Financial Estimate is based on following assumptions:

- Monthly Provider Subscription Fee of \$75 Per Month
- Annual Provider Subscription Fee of \$825 Per Year
- Interface Development Fees average about \$5000 per Interface, sponsored by Hospital, Lab or Imaging Facilities, for the providers.
- Advertisements will initially be placed on patient portal, but will be removed when our income reaches fiscal balance.
- Consulting services are projects, such as our current engagements with certain National Physician Organizations, universities, and non-profit foundations on various researches, studies, and mobile apps development/maintenance and website maintenance.
- License and Maintenance are for license fees and annual maintenance to host their own instance of 1MEDiX for their providers. We currently have 2 licensed instances in production.
- Administrative Services will provide Sales Support until Month 7 of go-live.
- Business Savvy Solutions, Inc., the incubator, will continue provide rent, internet, utilities, and facility maintenance until January, 2018.
- Business Savvy Solutions, Inc., the incubator, will provide tier 1 customer services support free of charge until July, 2017.
- Credit Card Processing Fee of 5% for membership subscriptions.



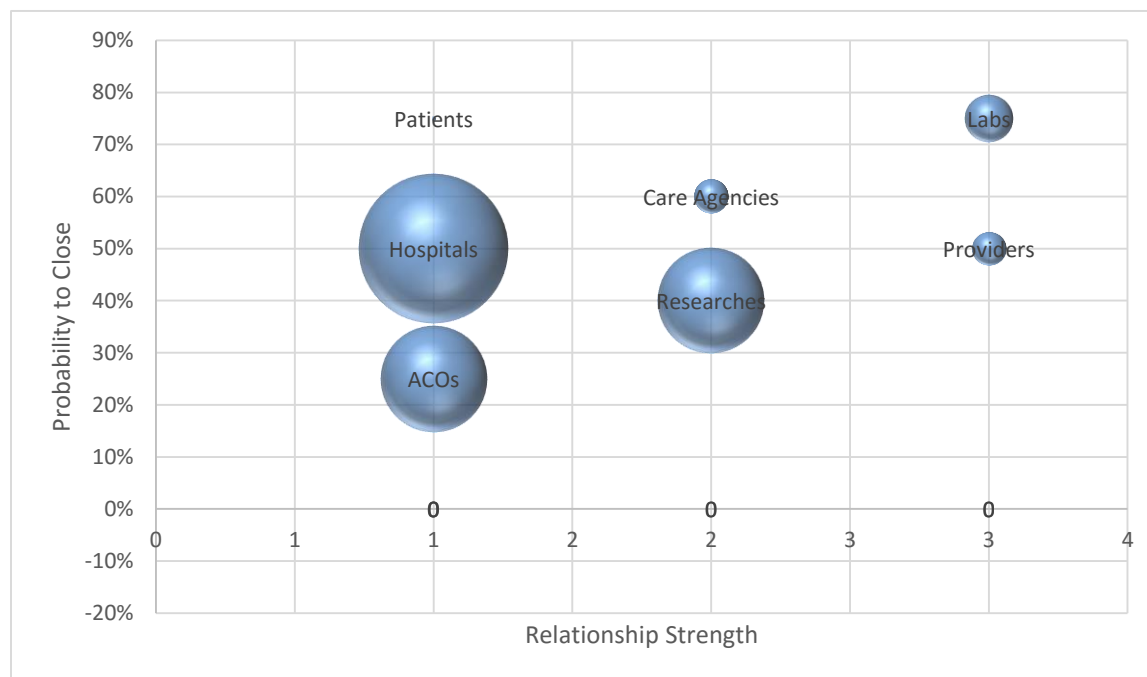
Twelve Month

## PROFIT & LOSS PROJECTION

FISCAL YEAR BEGINS: JAN 2017

	JAN-17	FEB-17	MAR-17	APR-17	MAY-17	JUN-17	JUL-17	AUG-17	SEP-17	OCT-17	NOV-17	DEC-17	YEARLY
<b>REVENUES (SALES)</b>	<b>TREND</b>												
Monthly Subscription	\$ 375	\$ 750	\$ 1,125	\$ 1,500	\$ 1,875	\$ 2,250	\$ 3,000	\$ 3,750	\$ 4,500	\$ 6,000	\$ 8,250	\$ 9,000	\$ 42,375
Annual Subscription	\$ 825	\$ 825	\$ 825	\$ 1,650	\$ 1,650	\$ 1,650	\$ 2,475	\$ 2,475	\$ 2,475	\$ 4,125	\$ 8,250	\$ 4,125	\$ 31,350
Interface Development			\$ 5,000	\$ 5,000	\$ 5,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ -	\$ 90,000
Advertising Income	\$ 60	\$ 79	\$ 98	\$ 158	\$ 176	\$ 195	\$ 274	\$ 311	\$ 349	\$ 506	\$ 825	\$ 656	\$ 3,686
Consulting Services			\$ 24,000				\$ 24,000				\$ 24,000		\$ 72,000
License and Maint.	\$ 10,000					\$ 35,000			\$ 35,000			\$ 35,000	\$ 115,000
<b>TOTAL SALES</b>	\$ 11,260	\$ 1,654	\$ 31,048	\$ 8,308	\$ 8,701	\$ 49,095	\$ 39,749	\$ 16,536	\$ 57,324	\$ 25,631	\$ 56,325	\$ 48,781	\$ 354,411
<b>COST OF SALES</b>	<b>TREND</b>												
Developers/QA	\$ 6,750	\$ 6,750	\$ 6,750	\$ 6,750	\$ 6,750	\$ 6,750	\$ 10,500	\$ 10,500	\$ 10,500	\$ 10,500	\$ 10,500	\$ 10,500	\$ 103,500
Customer Services	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,500	\$ 3,500	\$ 3,500	\$ 3,500	\$ 3,500	\$ 3,500	\$ 21,000
Consultants	\$ -	\$ -	\$ -	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 45,000
Hosting Services	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 2,400
Credit Card Processing	\$ 60	\$ 79	\$ 98	\$ 158	\$ 176	\$ 195	\$ 274	\$ 311	\$ 349	\$ 506	\$ 825	\$ 656	\$ 3,686
3rd Party Licenses	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 1,200
<b>TOTAL COST OF SALES</b>	\$ 7,110	\$ 7,129	\$ 7,148	\$ 12,208	\$ 12,226	\$ 12,245	\$ 19,574	\$ 19,611	\$ 19,649	\$ 19,806	\$ 20,125	\$ 19,956	\$ 176,786
<b>Gross Profit</b>	\$ 4,150	\$ (5,475)	\$ 23,900	\$ (3,900)	\$ (3,525)	\$ 36,850	\$ 20,175	\$ (3,075)	\$ 37,675	\$ 5,825	\$ 36,200	\$ 28,825	\$ 177,625
<b>EXPENSES</b>	<b>TREND</b>												
Administrative Services	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 60,000
Salary and Commission	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000	\$ 5,000	\$ 5,000	\$ 8,000	\$ 5,000	\$ 7,400	\$ 35,400
Payroll expenses	\$ 2,350	\$ 2,350	\$ 2,350	\$ 3,350	\$ 3,350	\$ 3,350	\$ 4,800	\$ 4,800	\$ 4,800	\$ 5,400	\$ 4,800	\$ 5,280	\$ 46,980
Office Supplies	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 1,200
Advertising and Marketing	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 4,500
Travel Expenses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000	\$ 3,000
Accounting and legal	\$ 3,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000
Rent	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Utilities	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Insurance	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 1,200
Taxes (real estate, etc.)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Meals and Entertainment	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 1,200
Dues and Subscriptions	\$ 3,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000
<b>TOTAL EXPENSES</b>	\$ 13,900	\$ 7,900	\$ 7,900	\$ 8,900	\$ 8,900	\$ 8,900	\$ 15,600	\$ 15,600	\$ 15,600	\$ 19,200	\$ 15,600	\$ 21,480	\$ 159,480
<b>Net Profit</b>	\$ (9,750)	\$ (13,375)	\$ 16,000	\$ (12,800)	\$ (12,425)	\$ 27,950	\$ 4,575	\$ (18,675)	\$ 22,075	\$ (13,375)	\$ 20,600	\$ 7,345	\$ 18,145

## Engagement Plan



## Action Plan

Based on our relationship strength, our Engagement Plan involves 3 different categories: Inform, Inquire, Close.

Inform	Inquire	Close
ACOs Hospitals Patients	Research Grants / Projects Care Agency	Labs Providers

## Inform

For candidates that we aim to inform, we are planning to:

- Host events and sponsorships, leveraging our relationships at local health communities such as Redwood Mednet and various local Senior Centers.
- Seek out to work with Influencers, such as Innovative Labs at various hospitals, some of which are already engaged in conversations with our company.
- Leverage existing relationship in organizations to get to direct stakeholders, such as data services managers, interoperability managers and provider relationship managers.
- Google Ad Words Purchases and possibly Published Ads at relevant industrial magazines, such as Health IT News.





## Inquire

For candidates that we are aiming to inquire for direct opportunities to propose, we are planning to:

- Continue to work with existing contacts on proposals, such as NASPGHAN, Arsenics Research Grant at an east coast university, as well as at local hospitals such as Huntington Hospital.
- Engage and seek opportunity to publish Case Studies and White Papers with existing clients.
- Engage local universities with research projects or grants that are relevant to our platform.
- Engage local care agencies with industrial influencers who are currently on our advisory board.
- Continue to fine tune and improve our offering based on market feedback.

## Close

For candidates that we aim to close, we are planning to:

- Continue to work with the existing proposals and try to engage additional sales resources.
- Extend existing relationships, mostly with interface projects, with data aggregation offerings and FHIR based analytic capabilities.
- Seek out direct referrals from providers of their colleagues and other resources that may benefit from our tools.

## 1MEDiX Contact

For further information, 1MEDiX can be contacted at:

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For Challenge related communications, please contact our Chief Executive Officer, Justin Tsui:

Justin Tsui, CISSP

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