

Moving Health Data Forward

Phase 2 Submission

1/12/17

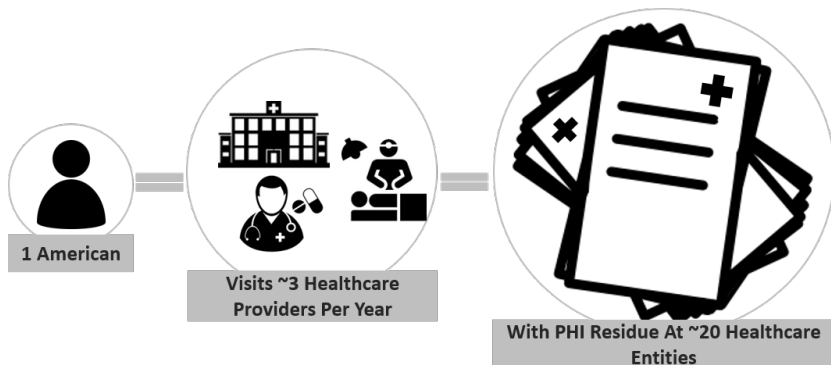
SpunJohn Consulting, LLC

MedGrotto.com

Mirza Baig, Immanuel Raj, Rumana Imam



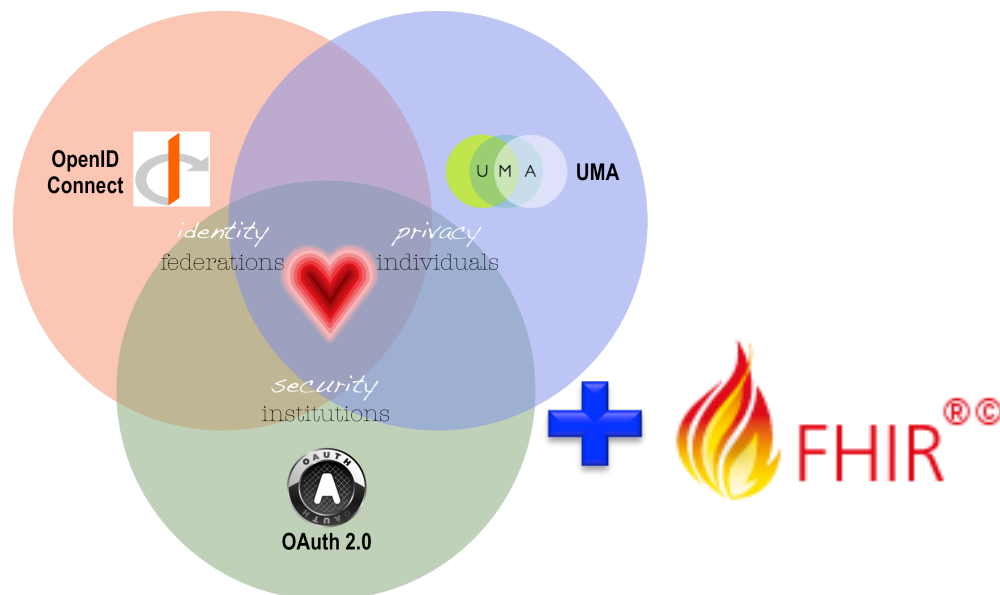
I don't control my own health information!



Introducing MedGrotto



Built on HEART WG & FHIR Specs



Pilot Goals

- Give patient control of privacy & Confidentiality
- Provide timely and appropriate access to relevant providers
- Prevent redundant tests

Benefits/ROI

- Higher satisfaction
- Better health
- Lower costs

MedGrotto






medgrotto.com/home.html

MedGrotto





Medgrotto/Home

Providers

List of Provider Resource Servers

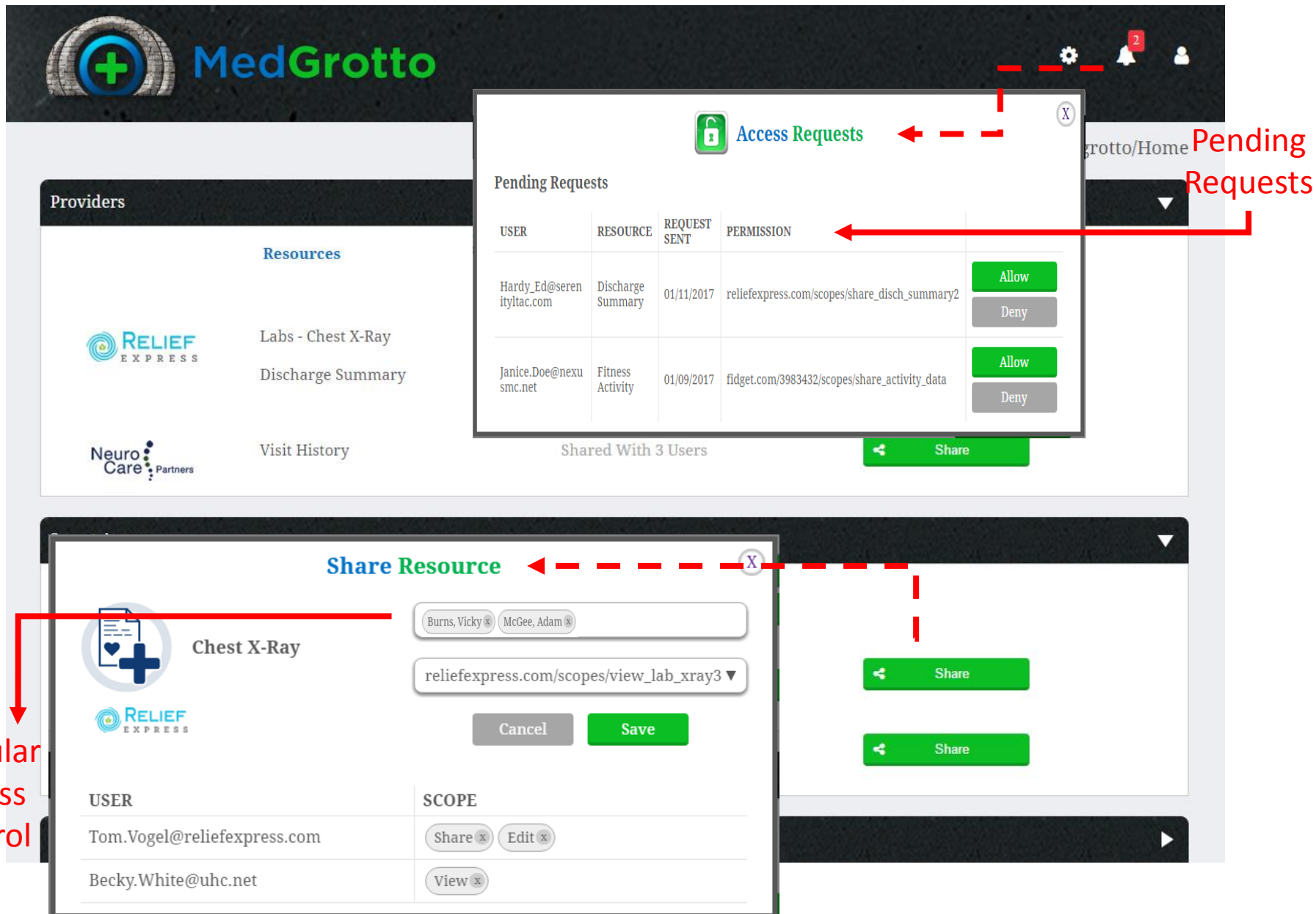
	Resources	Scope	
	Labs - Chest X-Ray	Shared With 2 Users	 Share
	Discharge Summary	Shared With 1 Users	 Share
	Visit History	Shared With 3 Users	 Share

Smart Apps

	Resources	Scope	
	Activity Log	Shared With 2 Users	 Share
	BMI	Shared With 0 Users	 Share



EHRs


List of personalized apps




Providers





Resources

-  Labs - Chest X-Ray
- Discharge Summary
-  Visit History


Shared With 3 Users 


 **Access Requests**

Pending Requests

USER	RESOURCE	REQUEST SENT	PERMISSION	
Hardy_Ed@serenitytac.com	Discharge Summary	01/11/2017	reliefexpress.com/scopes/share_disch_summary2	 
Janice.Doe@nexu-smc.net	Fitness Activity	01/09/2017	fidget.com/3983432/scopes/share_activity_data	 



Share Resource




 Chest X-Ray



Burns, Vicky x McGee, Adam x

reliefexpress.com/scopes/view_lab_xray3 ▾

USER	SCOPE
Tom.Vogel@reliefexpress.com	 
Becky.White@uhc.net	

Pending Requests

Granular Access Control

Share



Assemblies Run

D:\Immi\Projects\HeartWG\oAuth2\oidc_uma\FullSet\Sj.Mg.Idsrv.Test.DLL

Summary

Tests run: **546** Run time: **37.655s**

All tests

Click test class name to expand/collapse test details

✓ Sj.Mg.Idsrv.Test.Configuration.AuthenticationOptionsTests	(1 test)	0.002s
✓ Sj.Mg.Idsrv.Test.Configuration.CorsPolicyProviderTests	(8 tests)	0.016s
✓ Sj.Mg.Idsrv.Test.Configuration.RegistrationTests	(6 tests)	0.008s
✓ Sj.Mg.Idsrv.Test.Conformance.Basic.ClientAuthenticationTests	(2 tests)	0.175s
✓ Sj.Mg.Idsrv.Test.Conformance.Basic.RedirectUriTests	(4 tests)	0.381s
✓ Sj.Mg.Idsrv.Test.Conformance.Basic.ResponseTypeResponseModeTests	(1 test)	0.127s
✓ Sj.Mg.Idsrv.Test.Connect.Endpoints.AuthenticationSessionValidatorTests	(2 tests)	0.326s
✓ Sj.Mg.Idsrv.Test.Connect.Endpoints.AuthorizeEndpointControllerTests	(5 tests)	0.387s
✓ Sj.Mg.Idsrv.Test.Connect.Endpoints.ClientPermissionsControllerTests	(9 tests)	0.838s
✓ Sj.Mg.Idsrv.Test.Connect.Endpoints.IdentityTokenValidationControllerTests	(9 tests)	0.846s
✓ Sj.Mg.Idsrv.Test.Connect.ResponseHandling.AuthorizeInteractionResponseGeneratorTests_Consent	14 tests	0.099s
✓ Sj.Mg.Idsrv.Test.Connect.ResponseHandling.AuthorizeInteractionResponseGeneratorTests_Login	(8 tests)	0.086s
✓ Sj.Mg.Idsrv.Test.Connect.ResponseHandling.DefaultRefreshTokenServiceTests	(6 tests)	0.039s
✓ Sj.Mg.Idsrv.Test.Endpoints.AuthenticationControllerTests	97 tests	6.866s
✓ Sj.Mg.Idsrv.Test.Endpoints.Connect.AccessTokenValidationControllerTests	(7 tests)	2.816s
✓ Sj.Mg.Idsrv.Test.Endpoints.Connect.Introspection.IntrospectionEndpointTests	(9 tests)	0.484s
✓ Sj.Mg.Idsrv.Test.Endpoints.Connect.PKCE.PkceTests	10 tests	0.771s
✓ Sj.Mg.Idsrv.Test.Endpoints.Connect.PoP.PoP_Asymmetrc_Tests_Code	(6 tests)	1.352s
✓ Sj.Mg.Idsrv.Test.Endpoints.Connect.PoP.PoP_Asymmetrc_Tests_Refresh	(2 tests)	0.756s
✓ Sj.Mg.Idsrv.Test.Endpoints.Connect.RestrictAccessTokenViaBrowser.HybridFlowTests	(4 tests)	1.114s
✓ Sj.Mg.Idsrv.Test.Endpoints.Connect.RestrictAccessTokenViaBrowser.ImplicitFlowTests	(4 tests)	0.431s
✓ Sj.Mg.Idsrv.Test.InternalizedDependencyCompatibilityTests	(1 test)	0.044s
✓ Sj.Mg.Idsrv.Test.Services.Default.AggregatePermissionsStoreTests	(7 tests)	0.274s
✓ Sj.Mg.Idsrv.Test.Services.Default.DefaultConsentServiceTests	15 tests	0.019s
✓ Sj.Mg.Idsrv.Test.Services.Default.DefaultCorsPolicyServiceTests	(5 tests)	0.003s
✓ Sj.Mg.Idsrv.Test.Services.Default.DefaultLocalizationServiceTests	(3 tests)	0.056s
✓ Sj.Mg.Idsrv.Test.Services.Default.DefaultRefreshTokenServiceTests	(2 tests)	0.052s
✓ Sj.Mg.Idsrv.Test.Services.Default.TokenMetadataPermissionsStoreAdapterTest	(2 tests)	0.010s

Go-To-Market Strategy

Price

- Market-skimming

Process

- User enrollment
- Scale in Ecosystem

Promotion

- Direct
- Partners

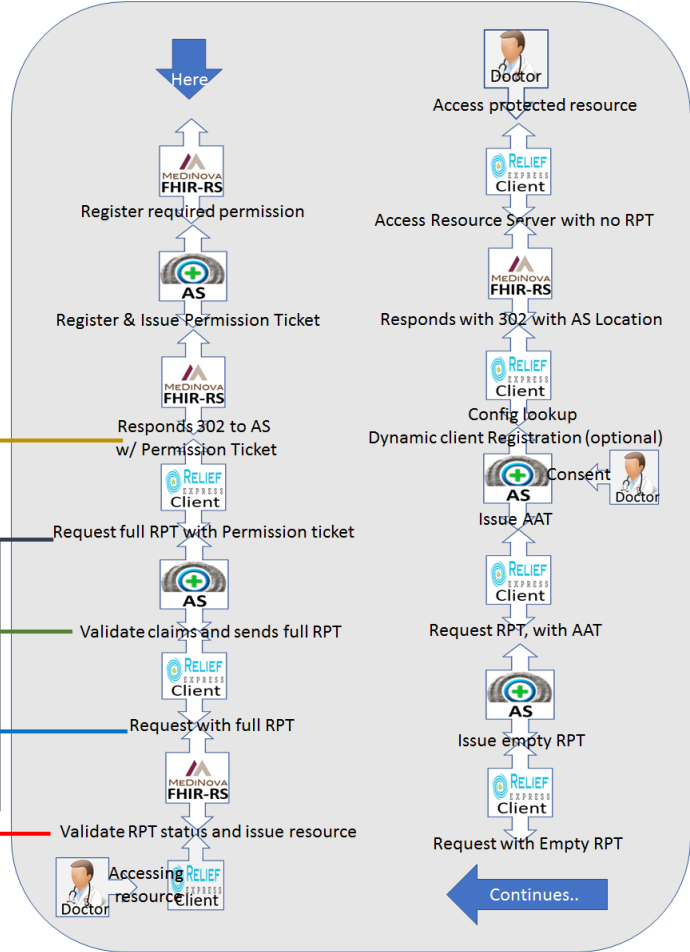
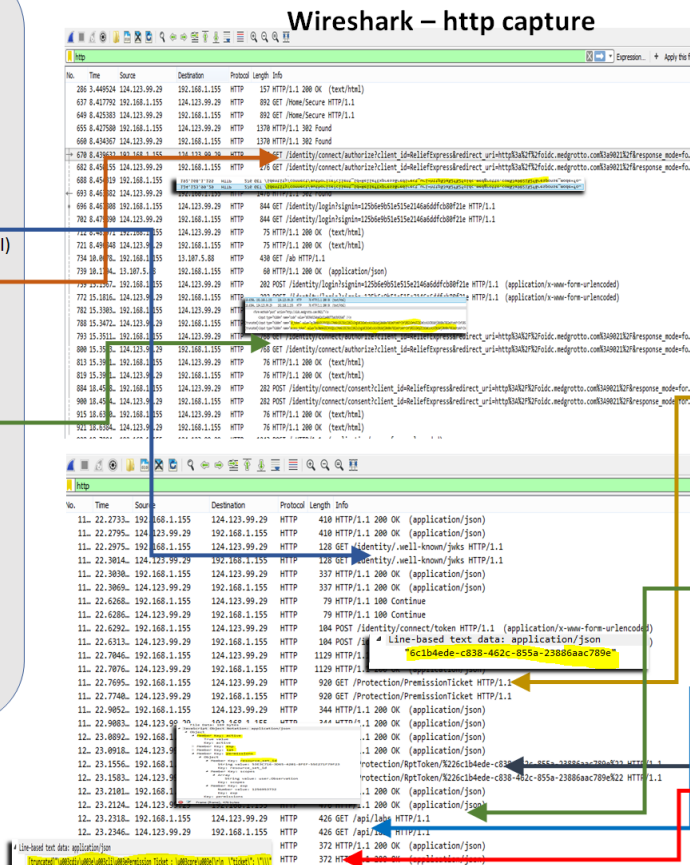
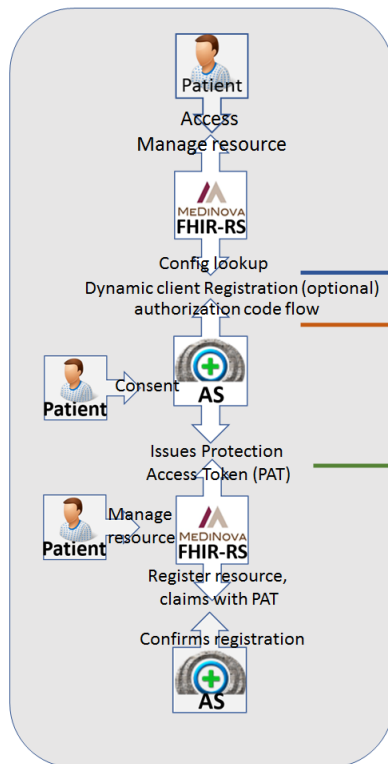
Product

- Best in class
- UX-focused
- Quality driven

Phase-1

oAuth2, OpenID connect, UMA (Flows)

Phase-2 & 3





MedGrotto PRODUCT ROADMAP & IMPLEMENTATION PLAN

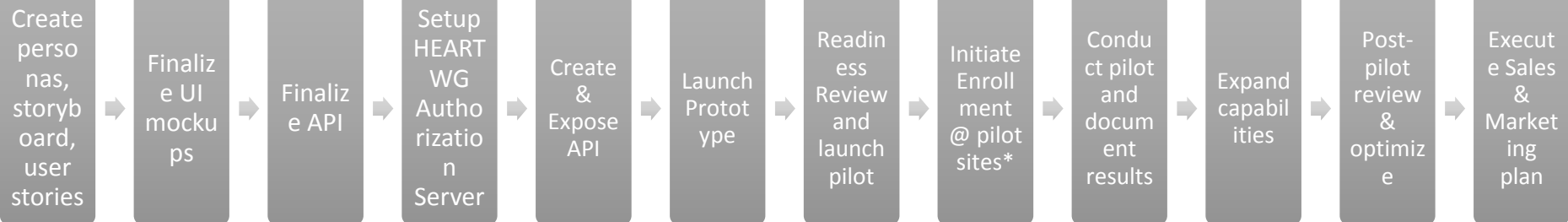


Oct '16 – Jan '17

Jan – Mar '17

Apr – Jun '17

July – Dec '17



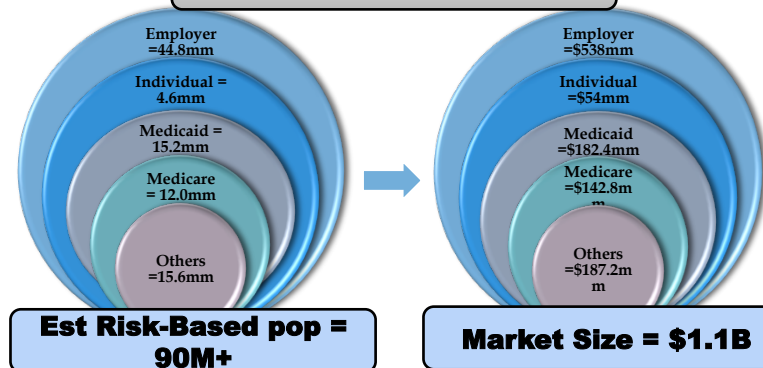
* 2 Pilot sites have already signed up – Relief Express, TX and NeuroCare Partners, TX

Revenue Model

Income Statement	2017	2018	2019
Revenue			
Total Patients Managed	300	10,000	150,000
Fees @ \$1 per mo./per pt.	\$43,200	\$1,440,000	\$21,600,000
Total Revenues	\$43,200	\$1,440,000	\$21,600,000
Operating Expenses			
Management	0	250,000	\$1,000,000
% of Revenue	0%	17%	5%
Sales/Marketing & Admin	\$20,000	\$200,000	\$3,000,000
% of Revenue	46%	14%	14%
Technology Development	\$200,000	\$500,000	\$3,000,000
% of Revenue	463%	35%	14%
EBIT	\$(176,800)	\$490,000	\$14,600,000
% Margin	(409%)	34%	32%
Taxes		\$147,000	\$4,380,000
Rate	0%	30%	30%
Net Income	\$(176,800)	\$343,000	\$10,220,000

Expenses Allocation
Margins
Funders

Funder	Smart Seed Money	Street Cred
Mirza B Baig	\$75K + Tech expertise + Entrepreneurship	Co-founder of 3 successful startups; White House & Blue Chip Co experience incl CTO at a healthcare Inc
Dr Nusrat Baig	\$150K + Neurosurgeon + Medical Entrepreneurship	MD, PhD; 3 patents-in-review & owner of several healthcare ventures

Total Addressable Market

Pilot Metrics

KPI	Unit	Success Criteria
Volume	Enrolled patients	10
Volume Efficacy	# of successful exchange of access invokes/revokes	100%
Accuracy	Access only the relevant and authorized data	100%
Efficiency	Specific and timely exchange of data by IoT without user intervention after initial setup	100%

RISK & MITIGATION STRATEGIES

Risk Area	Description	Mitigation Strategy
Differentiation of Product Scalability of Technology Breadth of Solution Competitive Landscape	<ul style="list-style-type: none"> • How does the feature set compare to that of competitive offerings? • How does the feature set map to requirements of different population segments, such as Medicaid, Duals, Medicare, Employer, Commercial, etc.? • Can the technology scale to support larger numbers of members & users? • What additional features & capabilities are going to be built into the solution going forward? 	<ul style="list-style-type: none"> <input type="checkbox"/> Detailed product review & review of feature roadmap <input type="checkbox"/> Technology evaluation conducted by ACP technology adviser <input type="checkbox"/> Introduce company to independent prospects to evaluate product capability <input type="checkbox"/> Introduce company to potential channel partner to review solution set <input type="checkbox"/> Speak with multiple industry participants to evaluate competitive positioning
Market Adoption of Information Coordination Solutions Size of Addressable Market for Information Coordination Solutions	<ul style="list-style-type: none"> • Where is the industry vis-a-vis adoption of Information Coordination solutions? • Successful adoption of technology requires change to workflows, processes and personnel which can be barriers to realizing benefits • What segments of the patient population is this solution relevant for? 	<ul style="list-style-type: none"> <input type="checkbox"/> Speak with industry advisers at major consulting firms <input type="checkbox"/> Speak with independent contacts at Payors/Providers <input type="checkbox"/> Consult with industry advisor at CMS

THANK YOU

Have Questions?
Email us at mbaig@baig.us