

MedaCheck

Executive Summary

Marketplace Opportunity

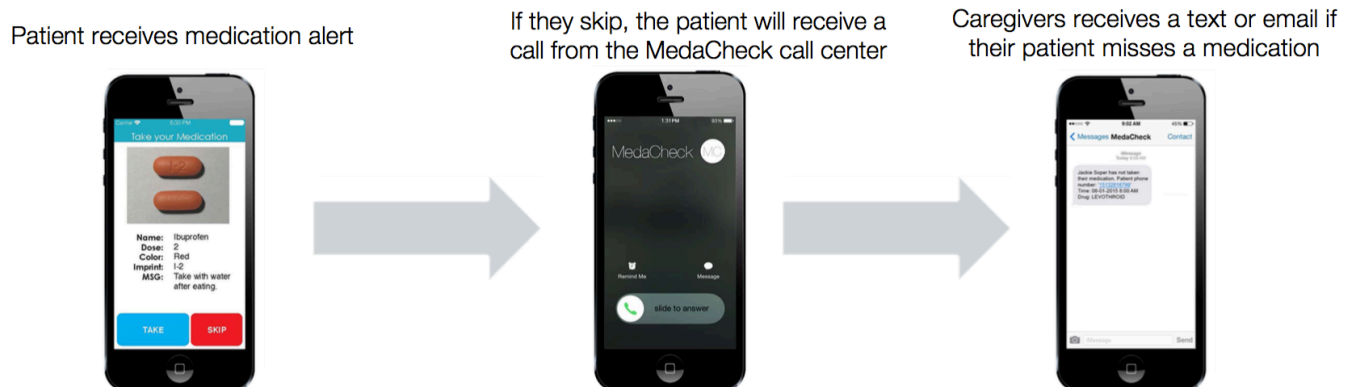
One out of every two people in the US do not take their medication as instructed by their clinician. Reasons for this medication non-adherence range from people forgetting to take medication, to simply not knowing how to properly administer each medication. Medication non-adherence is estimated to be a \$300 Billion burden per year. As the post-ACA health care model brings a shift from volume-based to quality/outcomes-based reimbursements, healthcare centers seek to find ways to ensure treatment compliance, which impacts quality scores and patient satisfaction scores.

Most older adults—a rapidly growing segment of the population—live with at least one chronic condition, and take multiple medicines. With as many as 55% of Medicare beneficiaries being non-adherent, medication non-adherence causes \$2,000 a year per patient in avoidable physician visits. Non-adherence is very costly for hospitals, care centers & caregivers: specifically, non-adherence is associated with 30% of hospital readmissions and as much as 40% of nursing home admissions.

The Solution: MedaCheck

Combining technology & behavioral support to improve medication adherence

MedaCheck is an easy-to-use, progressive reminder system that helps Seniors remember and manage all their medication. MedaCheck is the only solution that combines technology with behavioral support, helping seniors preserve their health and independence. MedaCheck provides a reminder and management system for people so that they can take the right dose, at the right time, to safely manage all their ongoing Rx and OTC medications.



Addressable Market

More than 70% of people in the US take prescriptions & approximately 20% are on 5 or more prescriptions. More than 2,200 hospitals are facing readmission penalties, many of which are associated with medication non-adherence. Pharmaceutical companies lose an estimated \$187B per year due to non-adherence. 43.5 million of adult family caregivers care for someone 50+ years of age and 61% of caregivers cite that they help someone manage their medication.

MedaCheck's target market includes the following segments:

- **Hospitals and Primary Care Physicians** seeking to enhance safety, reduce costs, reduce admissions and re-admissions (management of both low risk and high risk/chronically ill patients, respectively);
- **Patient Centered Medical Homes and Accountable Care Organizations** looking for a coordinated, integrated framework with which to treat patients for better communication and enhanced population management (for greater reimbursements and patient self efficacy in managing their own health);
- **Senior Living Communities** who seek to help a select group of seniors stay as independent as possible;
- **Family caregivers** (also known as "unpaid caregivers") who are resource/ time-starved, and often employed, yet need to help their loved ones/parents manage their medication on a daily basis;
- **Pharmaceutical partnerships** to ensure drug interaction safety, better patient engagement, better transition management, better education, and adherence.

Competitive Advantage

MedaCheck's competitive advantage is its **progressive reminder system**, the only solution combining technology and behavior support to improve medication adherence. MedaCheck's data management system ensures individuals take the right dose, at the right time, every time. Designed specifically for seniors, MedaCheck provides both a tablet version (hardware and software), and an iOS application suited for mobile users. MedaCheck provides peace of mind for family caregivers and for patients as they preserve their health and seek to live as independent as possible.

Go-to-Market

MedaCheck sells subscriptions via B2B and B2C, with a focus on seniors. In 2016, MedaCheck will have a B2B2C model through direct sales, dealers, value-added resellers; MedaCheck will partner with hospitals, home health, insurance and pharma. In 2016, sales will be from subscription, licensing and revenue from data.

Key Clients

- TriHealth
- Christ Hospital
- Home Instead
- Berger Health System

- Mercy Health

Key Partners

- Avant Guard
- Verizon
- EngageHealth IQ
- Cardinal Health

Team

- Jeffrey Shepard, PhD – Founder and CEO
- Dana Soper – Board of Directors
- Dan Kincaid – Board of Directors

MedaCheck Funding

- Seed round of \$750K with Queen City Angels; Cincinnati, Ohio
- Series A Investment \$1.2M (March 2015) with Queen City Angels

MedaCheck Support

- Midmark, OPM Financial, Cintrifuse, Hamilton County Business Center, Taft Law, Queen City Angels

Confidentiality Clause

The information included in this business plan is strictly confidential and is provided on the understanding that it will not be disclosed to third parties without the expressed written consent of MedaCheck LLC.

Recognition of Risk

This business plan represents management's best estimate of the future potential of the business venture. It should be recognized that not all major risks can be accurately predicted or otherwise avoided and that few business plans are free of errors or misjudgments. Therefore, investors should be aware that this business has inherent risks that should be evaluated prior to any investment.

Our current business plan contains ideas, strategies, forecasts and assumptions based on our current resources and knowledge base. Once funding is secured, many factors can change that could significantly alter some or many aspects of our plan and strategy. We welcome the idea of working with highly esteemed teams or individuals in order to maximize MedaCheck LLC's potential. We are looking forward to working with you should you express interest in our concept.