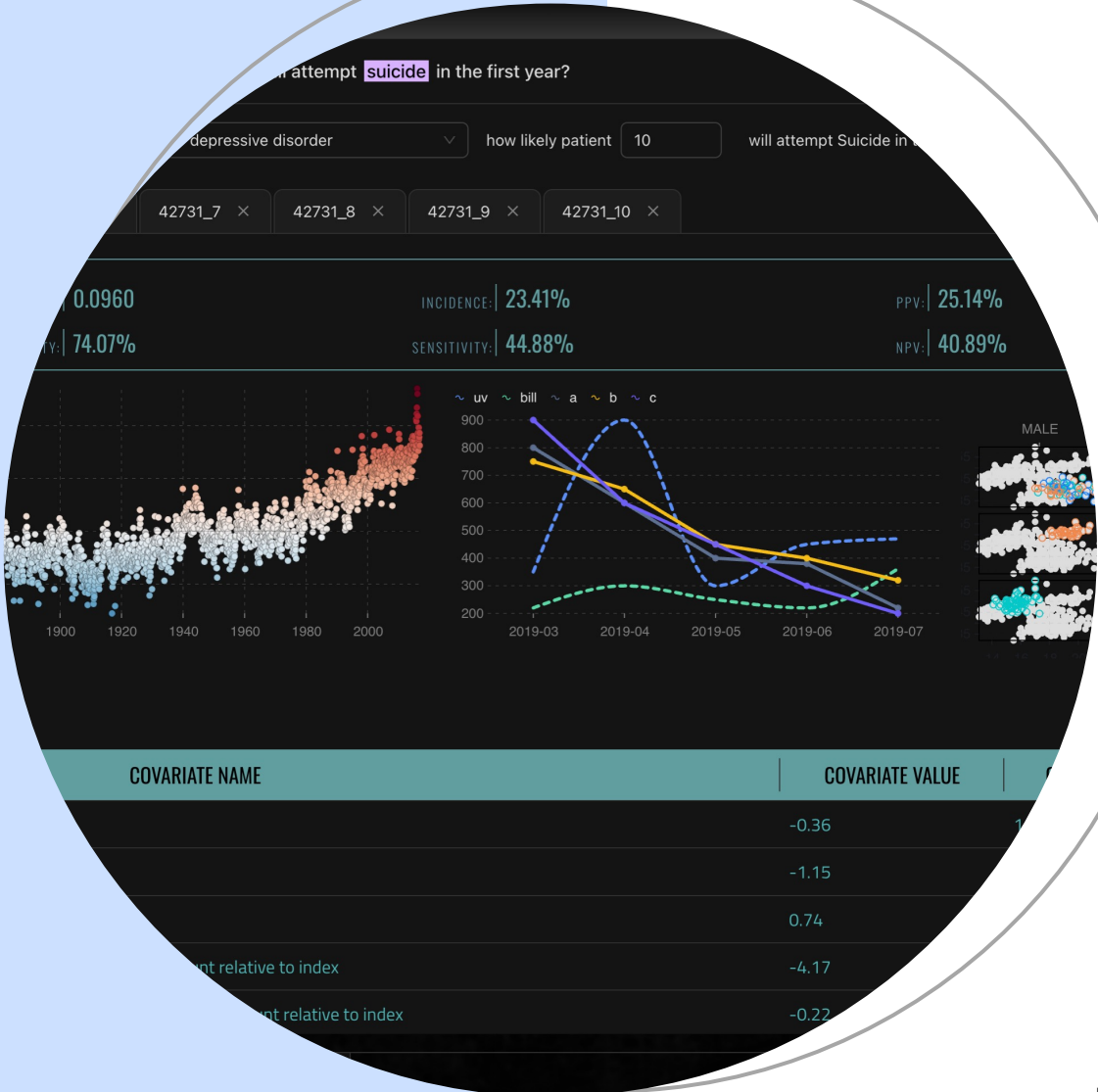# Medical AI

GK Palem

AI-driven Clinical Decision Support for Evidence-based Personalized Care

MEDICALAI

# What is the Problem?

Patient Safety in
**Modern healthcare**

# What is the Problem?

Patient Safety in
**Modern healthcare**

- Around 1 in every 10 patients is harmed in health care

- More than 3 million deaths occur annually due to unsafe care

- 50% of harm (1 in every 20 patients) is preventable

  - half of this harm is attributed to medications

- Medication Errors: affects 1 out of every 30 patients

- Diagnostic Errors: occur in 5–20% of physician–patient encounters

- Source: W.H.O. (Reference) 11-Sep-2023

# **What is the Problem?**

## Patient Safety in
## **Modern healthcare**

- Clinicians working under pressure


- Challenges in the Modern Healthcare Setting

  - Diagnostic Errors

  - Treatment Delays

  - Data Overload

  - …

# What is the Solution?

AI driven
**Decision Support**

# What is our Solution?

AI driven
**Decision Support**

- Clinical Decision Support System (CDSS) integrated into the Provider's EHR

  - Provides decision support to the Doctors at the point-of-care

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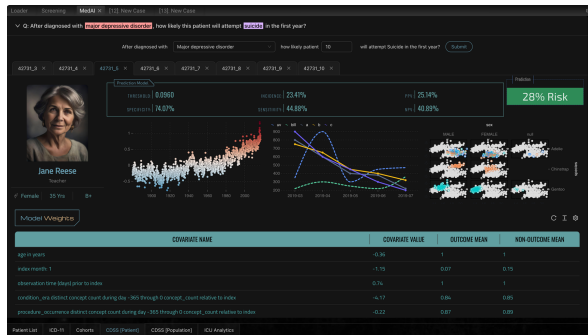  - Provides decision support to the Doctors at the point-of-care

- Reduces Diagnostic Errors: provides real-time, evidence-based recommendations minimizing the risk of misdiagnosis.

- Accelerates Treatment Delivery: offers immediate suggestions for treatment options based on the latest research and specific patient conditions, significantly reducing the time to treatment initiation.

- Manages Data Overload: filters and prioritizes the relevant patient information and clinical guidelines, enabling the clinicians to focus on the critical decision-making without getting overwhelmed by the data.

# What is our Solution?

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# Value Proposition

AI driven
**Decision Support**

- Our CDSS helps the Clinicians:

    - formulate targeted inquiries

    - refine working diagnosis

    - refine the differential diagnosis

    - mitigate the risk of Adverse Drug Reactions (ADRs)

    - identify potential contra-indications for selected medication

    - access real-time shared knowledge at the point-of-care

- Our CDSS helps the Providers:

    - Monitor and prevent drug (ab)use / opioid crisis

- Our CDSS helps the Payers reduce the costs by:

    - avoiding mis-diagnosis

    - eliminating unnecessary medical tests

    - providing evidence-based care specific to the individuals

    - monitoring the progress and predicting the risks (individualized)
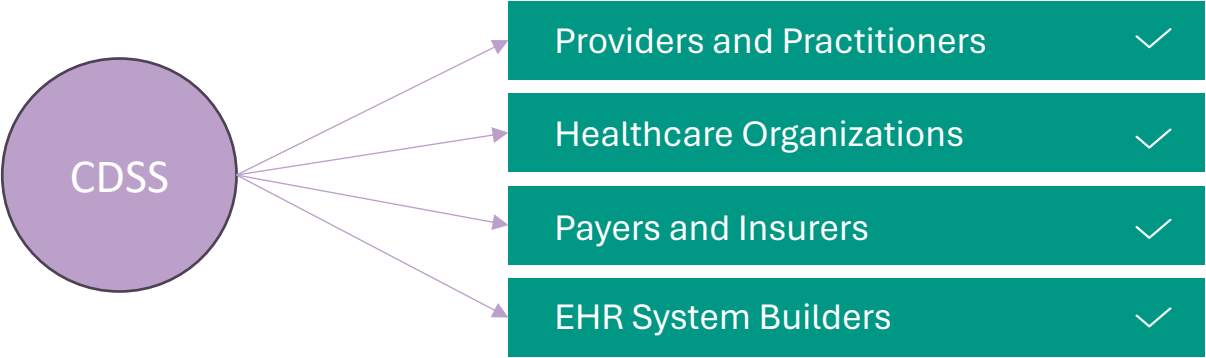
# Value Proposition

## AI driven
## Decision Support

- Key Features

  - Seamless integration with existing EHR systems via SaaS model.

  - Real-time Clinical Decision Support based on the latest clinical data and individual patient health records.

  - Customizable alerts and decision support tailored to specific workflows.

  - Doctors have full control over when to use the AI and when not to.

    - Can optionally override any AI suggestion anytime.

  - Works with in-patient models as well as Tele-health scenarios.

  - Audit log for compliance and monitoring.

  - Regular updates and audits ensure that the system meets all regulatory requirements, including HIPAA.

# Market Size

CAGR (2023-30):
**10.6%**

- Global CDSS market size is valued at: USD 5.3B in 2023

    - Expected to expand at CAGR of 10.6% from 2023 to 2030

        - Source:  Grand View Research, CDSS Market Size Report (Ref)

- Key Drivers of Growth

    - Rising EHR Adoption

    - Rising Demand for Personalized Medicine

    - Growing Emphasis on Value-Based Care

    - Adoption of AI tools in Healthcare

    - Increasing Chronic Disease Burden

    - Expansion of Telemedicine and Remote Patient Monitoring

# Target Audience



CDSS

Providers and Practitioners ✓

Healthcare Organizations ✓

Payers and Insurers ✓

EHR System Builders ✓

# Target Audience

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| Healthcare Organizations | ⌄ |
| Payers and Insurers | ⌄ |
| EHR System Builders | ⌄ |

- Healthcare Providers and Practitioners
  - Rely on CDSS for evidence-based guidelines, drug-interaction alerts, patient-specific recommendations etc.

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- EHR System Builders
  - Can use our SaaS API to enable CDSS AI functionality in their EHR.

# Competitive Landscape

| | |
|---|---|
| **Heal** | |
| Heal X | healx |
| Bright.MD | BRIGHT MD |
| Cyclica | |

- Heal
  - Heal is a health care service company that provides digital monitoring and telepsychology services to patients.
  - Last Funding Type: Series-D
  - Amount raised: USD 164.1M

- Differentiation
  - Heal provides value-based, in-home primary care to seniors.
  - Their key focus area is in-home primary care for patients.
  - Their primary target audience: Patient
    - Where as our CDSS platform is primarily aimed at Clinicians and EHR providers.

# Competitive Landscape

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- HealX

  - Healx is an AI-powered, patient-inspired technology company, pioneering the next generation of drug discovery for rare diseases.

  - Last Funding Type: Series-B

  - Amount raised: USD 67.9M

- Differentiation

  - HealX is pioneering the next wave of drug discovery for rare diseases.

  - Their key focus area is AI-powered drug discovery for rare diseases.

  - Their primary target audience: Pharma.

  - Where as our CDSS platform is AI-powered decision support for Clinicians at the point of care with real-time knowledge and patient specific health records.

# Competitive Landscape

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| Cyclica | |

- Bright.MD

  - Bright.md is AI-powered virtual-care platform designed to modernize direct-to-patient telehealth for healthcare systems.

  - Last Funding Type: Series-C

  - Amount raised: USD 29.2M

- Differentiation

  - Bright.MD is a telehealth platform that provides virtual care solutions for patients.

  - Their key focus is AI-powered direct-to-patient telehealth for patients.

  - They partner with healthcare organizations to offer telehealth for patients.

  - Whereas we partner with healthcare organizations to offer AI-powered decision support for Clinicians (for both in-patient and tele-health scenarios).

# Competitive Landscape

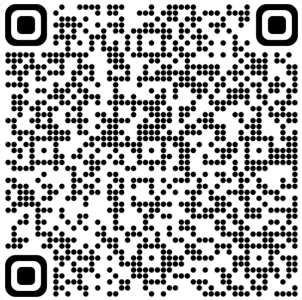| | |
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| **Cyclica** | |

- Cyclica

  - Cyclica provides tools for the entire pre-clinical drug discovery process.

  - Last Funding Type: Series-B

  - Amount raised: USD 25.6M

- Differentiation

  - Cyclica uses BioPhysics and AI to improve drug discovery practices.

  - Their key focus area is AI-powered drug discovery.

  - Their primary target audience: Pharma.

  - Where as our CDSS platform is AI-powered decision support for Clinicians at the point of care with real-time knowledge and patient specific health records.

# Business Model

## Subscription-based
**SaaS Model**

- Revenue Streams

  - **Recurring Revenue Model**: A subscription-based SaaS model, offering tiered pricing plans based on:
    - Number of users (e.g., physicians, nurses)
    - Facility size and complexity
    - Level of customization required

  - **Value-added Services**: Offer value-added services such as patient data analytics, predictive modelling, and population health management tools to optimize clinical works flows and optimize resource utilization.
    - Monetized through add-on fees and consulting arrangements.

  - **Partnerships and Integrations**: Collaborate with electronic health record (EHR) vendors, telemedicine providers, and healthcare technology companies to integrate our CDSS AI capabilities into their systems.
    - Revenue generated through licensing fees, integration charges, and revenue-sharing agreements.

# Thank you

- Our CDSS SaaS platform presents a transformative opportunity to improve healthcare delivery and patient outcomes.

**Next Steps:**

We welcome the opportunity to discuss our vision and business model in further detail.

Contact:

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