

# ClearBill

Healthcare billing can be foggy—ClearBill cuts through the haze.

ClearBill sheds light on medical bills, helping patients understand charges, streamlining hospital billing, and aiding fraud detection. Transparency in healthcare billing is just a click away.

## Key Features

- Patient-Centric Bill Summarization**

Translates complex billing codes into plain language so you know exactly what you're being charged for.
- Real-Time Error Detection**

Catches billing errors before they reach patients, reducing costly follow-ups.
- Fraud Prevention**

Alerts government agencies to unusual billing patterns, potentially saving billions.

## Log In

Email

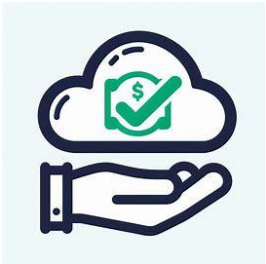
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# ClearBill

Automized medical bill auditor and summarizer.



# Problem

Healthcare billing is costing billions in errors, patients are frustrated having to call the hospital a multiple times.

What if there was a way to save billions wasted on billing errors while improving patient satisfaction and reducing overall healthcare expenditure?

## Medical Fraud



51.2 billion lost to  
Medicare billing errors in  
2023 alone

## Errors



4 / 5 itemized bills contain  
errors



# Key pain points

# 80%

MOST MEDICAL BILLS AROUND 80% OF THEM CONTAIN  
SOME TYPE OF ERROR AND THE ERRORS ARE RARELY IN  
FAVOR OF THE PATIENT

## Patients

- Confusing
- Error- ridden bills
- Impact financial health
- Reduce healthcare transparency
- Affect patient experience in turn affecting a facility's perceived image.

## Hospitals

- DEFECTS – COSTLY REWORK AND DELAY REVENUE COLLECTION
- OVERPROCESSING – EXCESSIVE TIME SPENT MANUALLY DIVERTING RESOURCES FROM CORE VALUE-ADDED ACTIVITIES
- WAITING DAYS -IN BLING REDUCING CASH FLOW
- REWORK – STAFF RE-PROCESS BILLS INCREASING COSTS AND INEFFICIENCY WITHOUT ADDING ANY VALUE

## Government and insurers

- FINANCIAL LOSS – SUBSTANTIAL LOSSES THAT COULD BE DIRECTED TO OTHER PUBLIC HEALTHCARE RESOURCES
- OVERSIGHT BURDEN – INCREASED OVERSIGHT
- INEFFICIENCY – REQUIRES MORE TIME AND COSS MORE, REDUCING OPERATIONAL EFFICIENCY AND INCREASES OVERHEAD
- PUBLIC TRUST – AFFECT PERCIEVED RELIABILITY



# Solution

## FEATURES:

- Automated Error detection
- Interoperable design
- Summarized visit details
- Cross references discharge notes
- Cost transparency score

## ANTICIPATED FEATURES:

- Data insights for Hospitals
- Historical Data analysis
- Patient Portal that allows patients to review, understand and approve bills easily
- Hospital ranking system based on affordable prices and a smaller number of errors

## VALUES:

- Advance transparency in billing
- Increased operational efficiency for hospitals
- Enhanced patient experience
- Cost savings and revenue protection



# PRICING STRATEGY

| OVERVIEW OF PRICING STRATEGY  | TARGET CUSTOMER SEGMENTS  | KEY PRICING COMPONENTS  |
|---|---|---|
| CUSTOM LICENCES FOR LARGE HEALTHCARE SYSTEMS AND TIERED PRICING FOR 1 <sup>ST</sup> 2 YEARS | HEALTHCARE NETWORKS, OUTPATIENT CENTERS, CLINICS, HOSPITALS, SPECIALITY PRACTICES | BASE PACKAGE: REAL TIME AUDITS, ERROR DETECTION AND BILLING SUMMRARIES  |
| VALUE BASED PRICING FROM 3 <sup>RD</sup> YEAR   | MEDICAL BILLING AND INSURANCE COMPANIES   | PREMIUM ADD ONS: ADVANCED ANAALYTICS, FRAUD DETECTION, CUSTOM REPORTING |
| SCALABILITY AND MULTI-YEAR AGREEMENTS( Offer discounts on multi-year agreements)            | U.S. GOVERNMENT ACCOUNTABILITY OFFICE, RECOVERY AUDIT CONTRACTORS                 | IMPLEMENTATION AND ONBOARDING: INITIAL SET UP FEES AND TRAINING OPTIONS |



# Growth

| 01/2025 -12/2026<br>Market research and entry   | 01/2027- 12/2028<br>Diversification and market penetration  | 01/2029 – 12/2030<br>Further expansion, revenue diversification to market dominance  |
|---|---|--|
| <b>Objective:</b> Establish market presence, secure partnerships, build initial customer base.                          | <b>Objective:</b> Increase adoption with expanded offerings, grow partnerships, and launch premium features.        | <b>Objective:</b> Expand customer base with an aim to establish ClearBill as a market leader.  |
| - Launch <b>pilot programs</b> with select hospitals and partners to demonstrate benefits.(Ex. RWJUH)                   | - Roll out 1/2 <b>new premium features</b> like advanced analytics, fraud detection, and benchmarking.              | - Begin <b>expansion to other customer segments( Insurance companies, government, medical billing and auditing companies)</b>  |
| - Develop <b>partnerships with hospitals, healthcare consultants, offer incentives for referrals in tri-state area.</b> | - Increase <b>sales efforts</b> for mid-sized and smaller hospitals across the country expanding out of New Jersey. | - Increase sales efforts and expand the customer base for multi-location providers, clinics, specialties, insurance companies, government agencies; explore reseller channels. |
| - Focus on <b>marketing and brand awareness</b> through referrals, conferences, digital campaigns.                      | - Implement a <b>Customer Success Program</b> to optimize feature utilization and retention.                        | - <b>Revenue diversification</b> through customer segment specific features , fraud detection-as-a-service, patient portal(minimal charge or subscription based).              |
| - Create a <b>feedback loop</b> from pilot programs to refine features and support.                                     | - Use data for <b>case studies</b> and <b>ROI demonstrations</b> to aid sales.                                      | - Establish an <b>innovation hub</b> for ongoing R&D, focusing on AI-driven solutions.   |
| - Secure <b>5-8+ pilot contracts</b> with hospitals.  | - Double <b>customer base</b> from 2025.  | - Expand ClearBill to <b>government, insurance and medical billing companies.</b>  |
| - Establish/ in talks with partnership with 1 EHR provider.   | - 10% YoY revenue growth  | - <b>30% YoY revenue growth.</b>   |
| - Collect data for <b>error reduction and patient satisfaction</b> benchmarks.  | - Introduce <b>1/2 new premium features.</b>  | - Develop <b>2 new revenue-generating services.</b>  |





# Scale



## 2025-2026 PILOT Programs

- Partner with at least 5 hospitals for pilots.
- 1 EHR partnership
- Build initial customer base



## 2027-2028 Expand Customer base

- Sell it to large, small and medium sized hospitals
- Add new features
- Expand customer base out of tri-state area



## 2029-2030 Revenue diversification

- Target sales efforts towards different customer segments
- Expand to 1 international country by the end of 2030/mid 2031.

# Impact statement

- With **80% of U.S. medical bills containing errors**, we aim to rectify these discrepancies, saving an average of **\$1,300 per hospital bill**. This translates to an estimated **\$125 billion** in lost revenue for healthcare providers each year, which we can help reclaim through accurate billing practices.
- Our efforts will not only enhance financial transparency but also alleviate the burden on patients—**two-thirds of adults worry about affording unexpected medical bills**. By minimizing **surprise billing** events, which affect **1 in 5 insured adults**, we empower patients to make informed decisions about their healthcare.





Thank you!

YOU'RE THE BEST