KYRUUS

Big Data's Search for the Killer App

INTAN – BENJARAT – WAFA - PUTERI

KYRUUS

Kyruus was founded by Gardner and Yoo

2010

Kyruus had a number of key decision to make and identify the "killer app"

2012

2009

Generation Health was acquired by CVS Caremark

2011

The Kyruus data platform relied on both Public and Private Information

Current Situation | Problems | Market Opportunities | Implementation | Impact
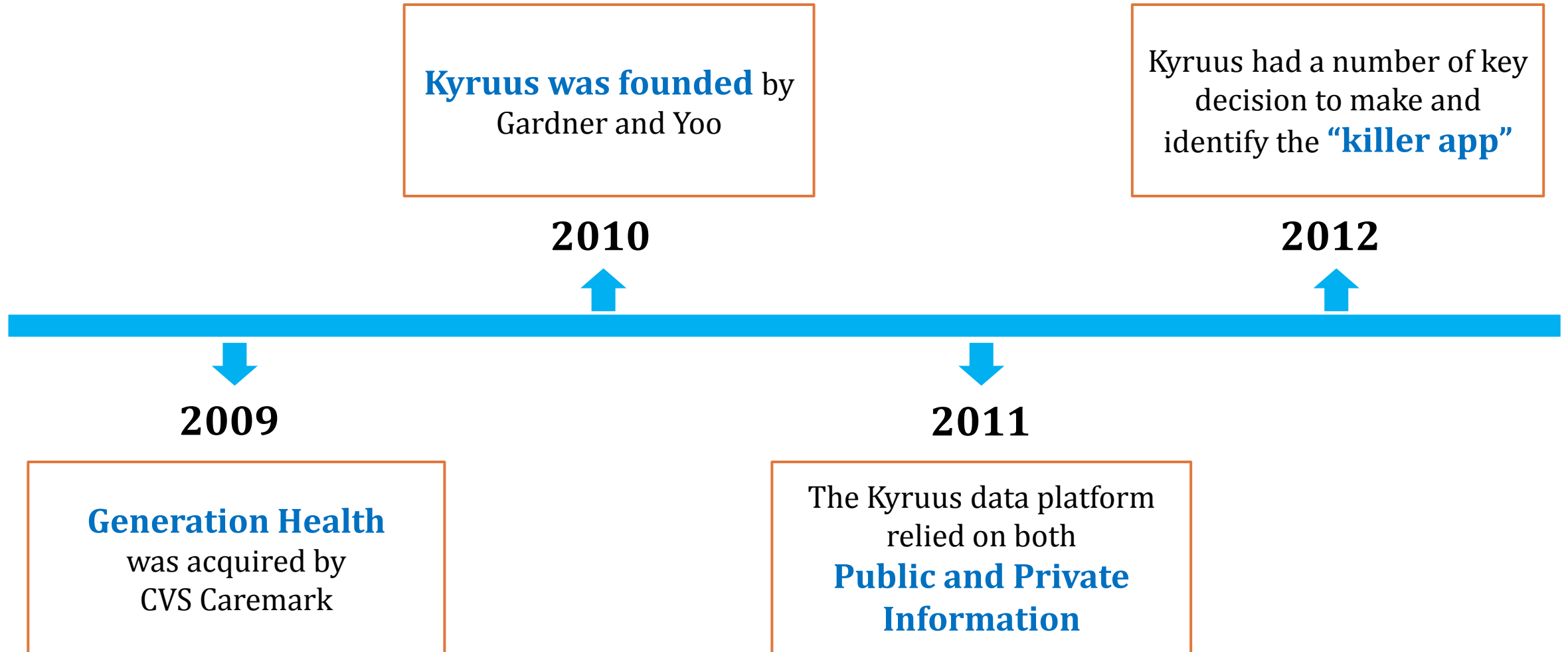
PRODUCT

Provide **data** and **analytics** about **800.0000 physicians** *In United States*
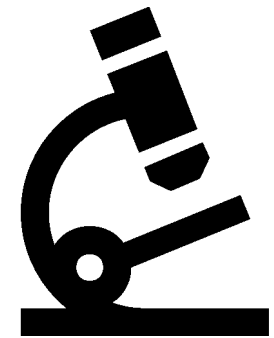

PRICE

VERY EXPENSIVE

US$ 80.000 +++

PLACE

Some of the leading **Academic Medical Center**

PROMOTION

PEOPLE

Technology

Analytics

Product

Marketing

Legal

PROCESS

KYRUUS

SWOT Analysis

S

The exclusive **endorsement of the American Hospital Association** for its product
Unique and Disruptive Product
Most Accurate data available

W

NOT a BIG company
*Expensive* Product
Less investor in new customer segments

O

Potentially **very profitable** emerging market
Small competitor in healthcare industry
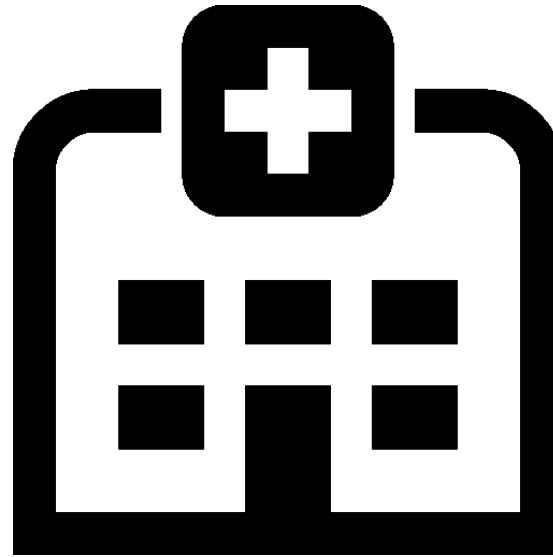**New customer segments** (hospital / industry)

T

Medical regulation change
Innovative product **competitor**
Budget of HCIT

Current Situation | Problems | Market Opportunities | Implementation | Impact

What's the next **Killer App** for one of this market ?
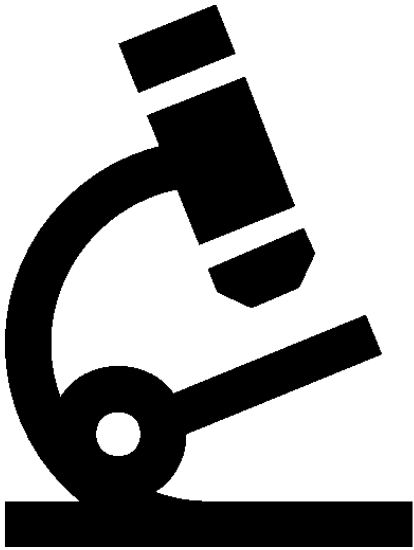
Academic Medical Center

Hospital

Life Science Industry

MARKET OPPORTUNITIES

Academic Medical Center

Hospital

Life Science Industry

Goal

Benefit

Risk

Academic Medical Center

Help meet the compliance regulation of the PPSA

- Could reach CFBE with $4 million
- Investor support
- Team can focus on development

- Low revenue
- Limited Market due to HCIT budget
- Regulation change
- Meet the need of hospital's directors
- Not long-lasting product

Hospital

Reducing "leakage" of patients to other institutions

- Larger Market
- High revenue

- Need $10 million
- Outside investor needed

Life Science Industry

Clinical expert identification and engagement tool

- Maximize impact of Kyruus' data platform
- Profitable market
- Multiple clients
- High revenue
- Very large market

- Need $20 million from outside investor
- Different with Kyruus' vision
- Conflict of interest
- Need more resources
- More efforts to develop

Current Situation | Problems | Market Opportunities | Implementation | Impact

	Academic Medical Center	Hospital	Life Science Industry
Opportunity	**Regulatory Compliance**	**Referral Optimization**	**Finding & Tracking Physician Collaborators**
Market	**Small**	Medium	Large
Investment	Low	Medium	**Large**
Revenue	**Low**	Medium	High
Team Focus	High	Medium	**Low**
Risk	Medium	Small	**High**

Current Situation | Problems | **Market Opportunities** | Implementation | Impact

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Current Situation | Problems | **Market Opportunities** | Implementation | Impact

Patient data

- Profile
- Medical history
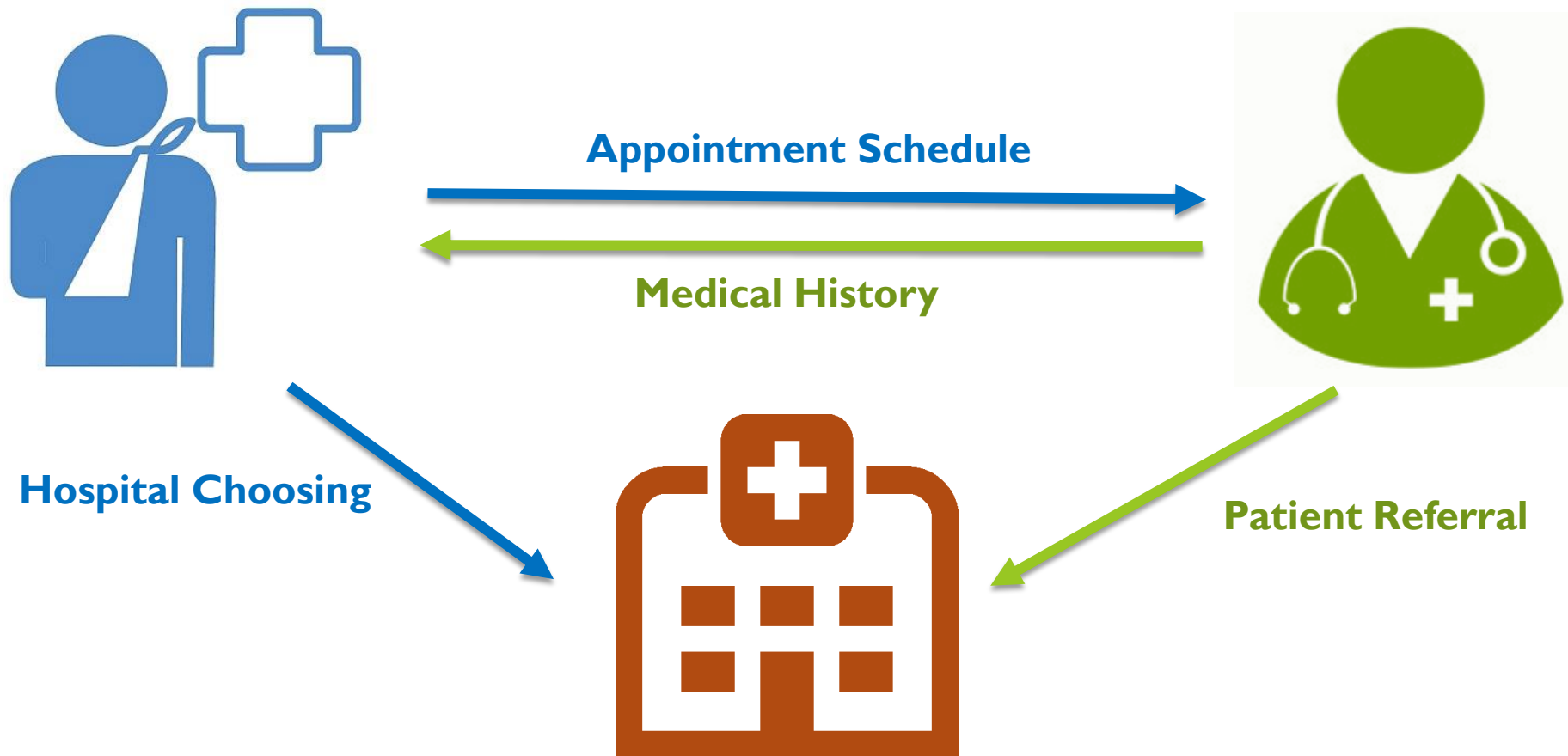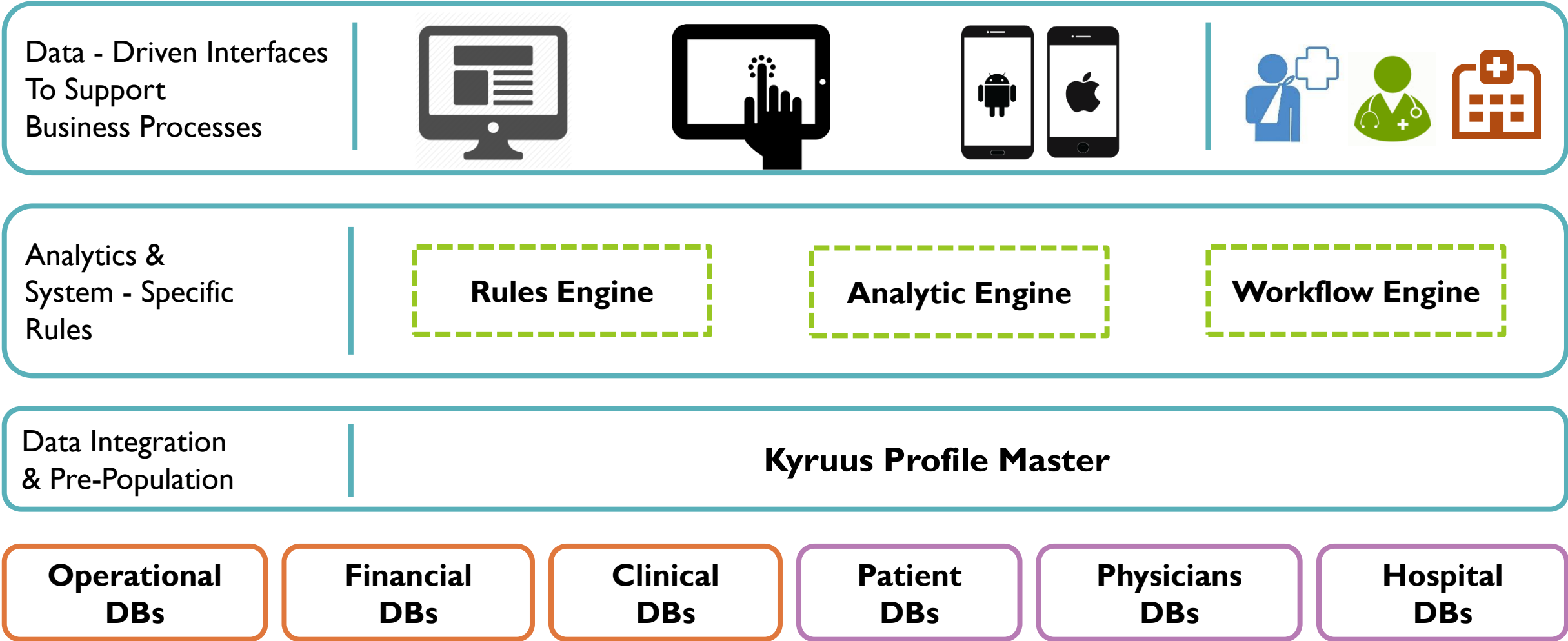- Health condition
- Insurance

Physician Data

- Education
- Licensing
- Publication
- Interactions with industry
- Prescription and medical device utilization patterns

Hospital Data

- Profile
- Location
- Insurance covered
- Institutions cooperation

OrbiMed
Healthcare Fund Management

DOMAIN
ASSOCIATES

VERSANT ventures

ARCH Venture Partners

Source : cbinsights.com

IMPACT

Platform for physicians and patients

KYRUUS

BIG DATA

- Physician access
- Patient access
- Referral management
- Search function
- Real time scheduling management

- Reduce leakage problem
- Reduce patient waiting time
- Match the patient to the right Physician
- Increase patient satisfaction
- Physician can focus on their specialized

Subscription Fee	No Subscription Fee
Charge $1000 per affiliated physicians	**Charge based on percent leakage reduction**
	## 0.5% - 1% of increased revenue

1000 physicians in network

$ 1 million / year
In a network

Increase 4% from $ 880 million loss
Is $ 80 million++

Nearly $ 1 million / year
In a customer

Subscription Fee

Charge $1000 per affiliated physicians

1000 physicians in network

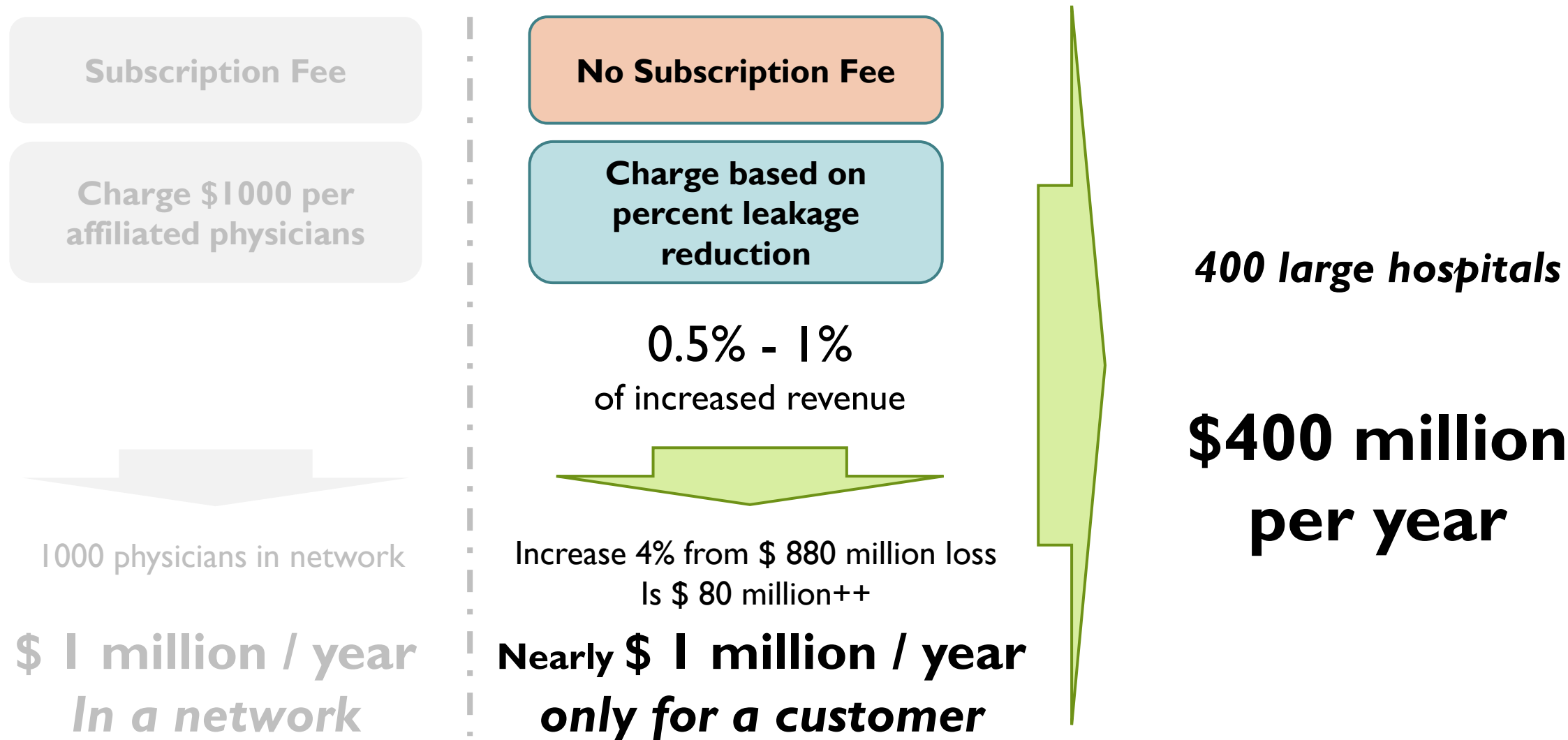**$ 1 million / year**
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of increased revenue

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only for a customer

400 large hospitals

$400 million per year

Thank you!