



Contact

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Funding

Investment to date: \$640K
Seeking: \$1.5M Seed

Use of Proceeds

1. Speed to Market
2. Increase capacity for product development and deployment
3. Complete product suite including: Android and iOS apps for Tablets and Smartphones

Year Established

2011

Management Team

Josh Margulies, CEO

8 years experience in Sales & Marketing for Consumer Electronics companies in Silicon Valley including: Netgear, Logitech & EA.
MBA from ASU

Josh Nisenon, CTO

15 years experience as a Senior Engineering Manager, Principal Automation Engineer, Web Developer & Sr. QA Engineer

Grant Wedner, COO

Senior leader at WebMD, multiple senior positions at Silicon Valley startups including RxVantage, & DailyStrength.org. Also former Kaiser Permanente and Ernst & Young
MBA from USC, MPH from Columbia.

OVERVIEW

Liviam helps hospitals improve HCAHPS scores, sell more services, and allows patients to mobilize their networks to complete tasks and coordinate support. Liviam's unique, web-based interface combines the simplicity and security of a personal blog with the sharing capabilities of a social network and the utility of a task management tool. Every feature enhances the patient experience and helps facilities enhance their patient revenue.

Problem

Because of the Affordable Care Act government mandated patient satisfaction surveys now directly affect a hospital's level of reimbursement. Hospitals need to improve patient satisfaction scores, create open lines of communication between the institution and the patient, and be able to fix issues before they are reflected in low ratings harming reimbursement. Moreover, hospitals have many under-utilized ancillary services that can also drive additional patient revenue if marketed effectively.

Solution

Liviam enables hospitals to inform patients of programs, services, research, support groups and clinical trials available. Hospitals will also be able to solicit real time feedback from patients about their level of satisfaction with the hospital's services, which will enable the hospital to gather critical and timely information about endemic problems. Hospitals will also be able to help patients schedule assistance with rides, meals and other post discharge issues. Liviam also helps patient engage with their social networks, share care stories, and schedule visits, delegate and coordinate tasks, and send gifts.

Market Opportunity

There are over 36 Million hospital admits per year at the 5700 + hospitals throughout the US. Approximately 5.5 million of those admits are for longer term stays (+5 days) most commonly from major injury accidents, pre-term labor, cancer, and stroke. Additionally there are over 4 Million healthy births each year. Our initial target markets are longer length of stay or higher acuity conditions like cancer, which accounts for 25-35% of the annual hospital stays.

Competitive Advantage

Liviam is the first health based social platform that was built for patients but that directly benefits the patient and the hospital promoting it. By incentivizing the hospitals with tools that both augment their revenue and reduce the risk of reimbursement penalties, the hospital willingly provides Liviam access to their patients and helps promote its use. This portal is a win-win for patients and hospitals, and because of that, Liviam will be able to reach numbers that other players in this space have never been able to achieve.

Revenue Model

Liviam is primarily a SaaS based model charging the hospitals a monthly fee. This fee will fluctuate based on the size of the hospital and the level of customization. Liviam will also make money from an e-commerce platform designed to enable friends and family the ability to purchase meals, entertainment, and gifts for patients directly through the portal. Targeted deal based ads (designed to be beneficial to patient and supporter) are also part of the long-term roadmap.

Milestones

Liviam has already launched a successful Alpha product with Good Samaritan Hospital (HCA) in May 2013. The Beta product (redesigned based on user feedback and best-practices) will include the hospital portal (not part of the Alpha) will launch at Stanford Hospital and Good Samaritan in November 2013.

Liviam will be fully tested and ready to sell to other Hospitals by Q2 2014.