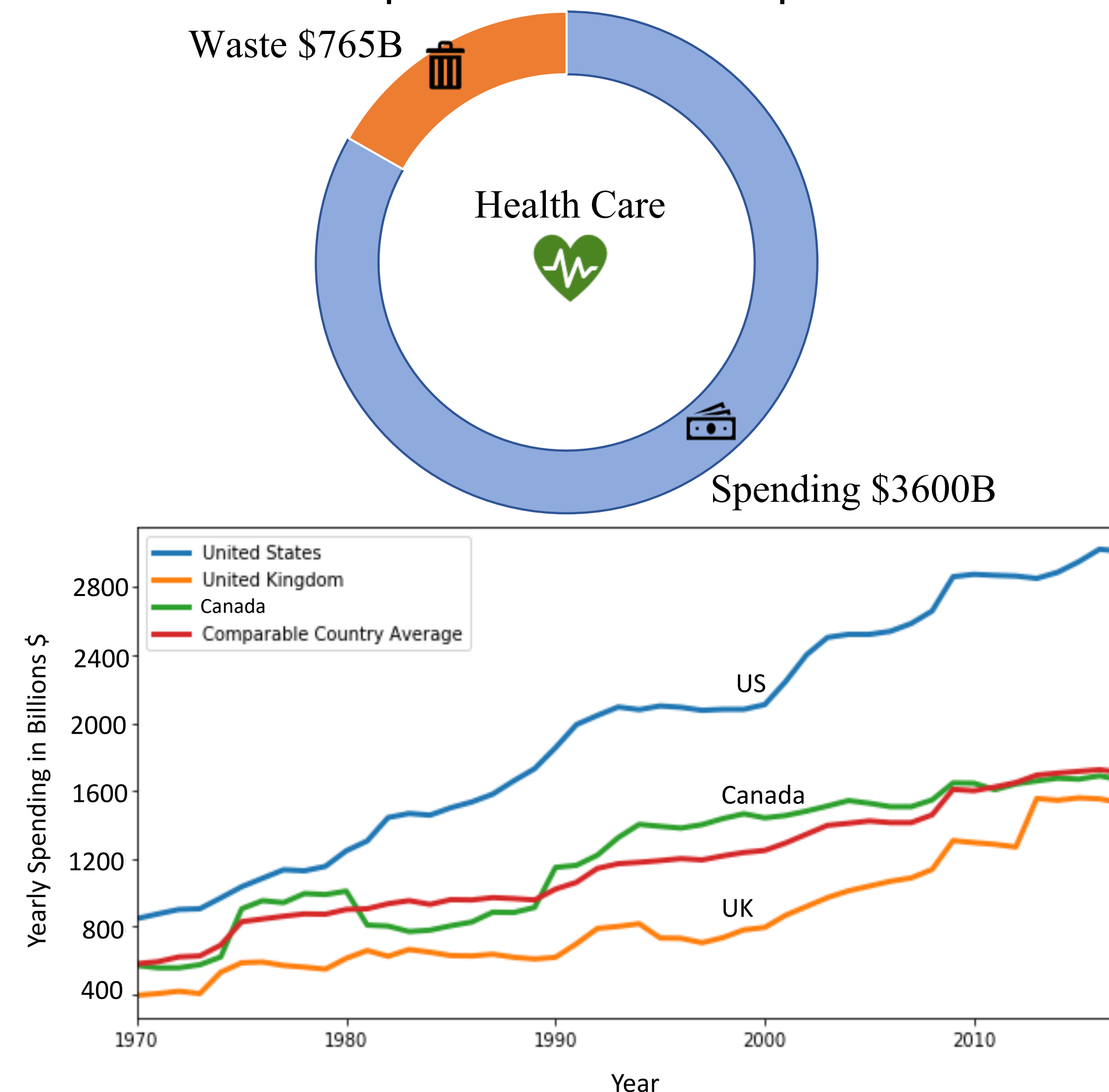




Personalized data-driven guidance in discovering affordable, local and high-quality insurance and medical care.

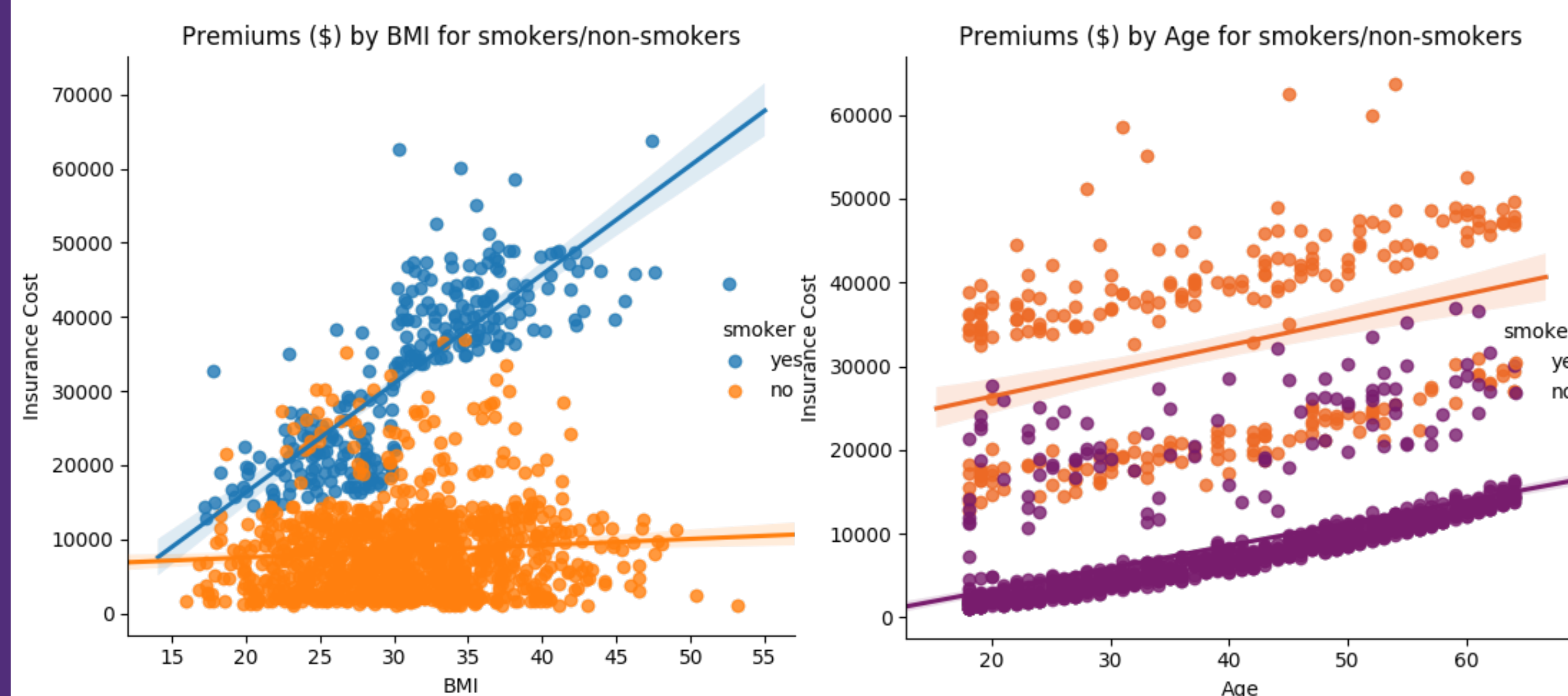
Health – Care Problem

US Health care is expensive when compared with others:



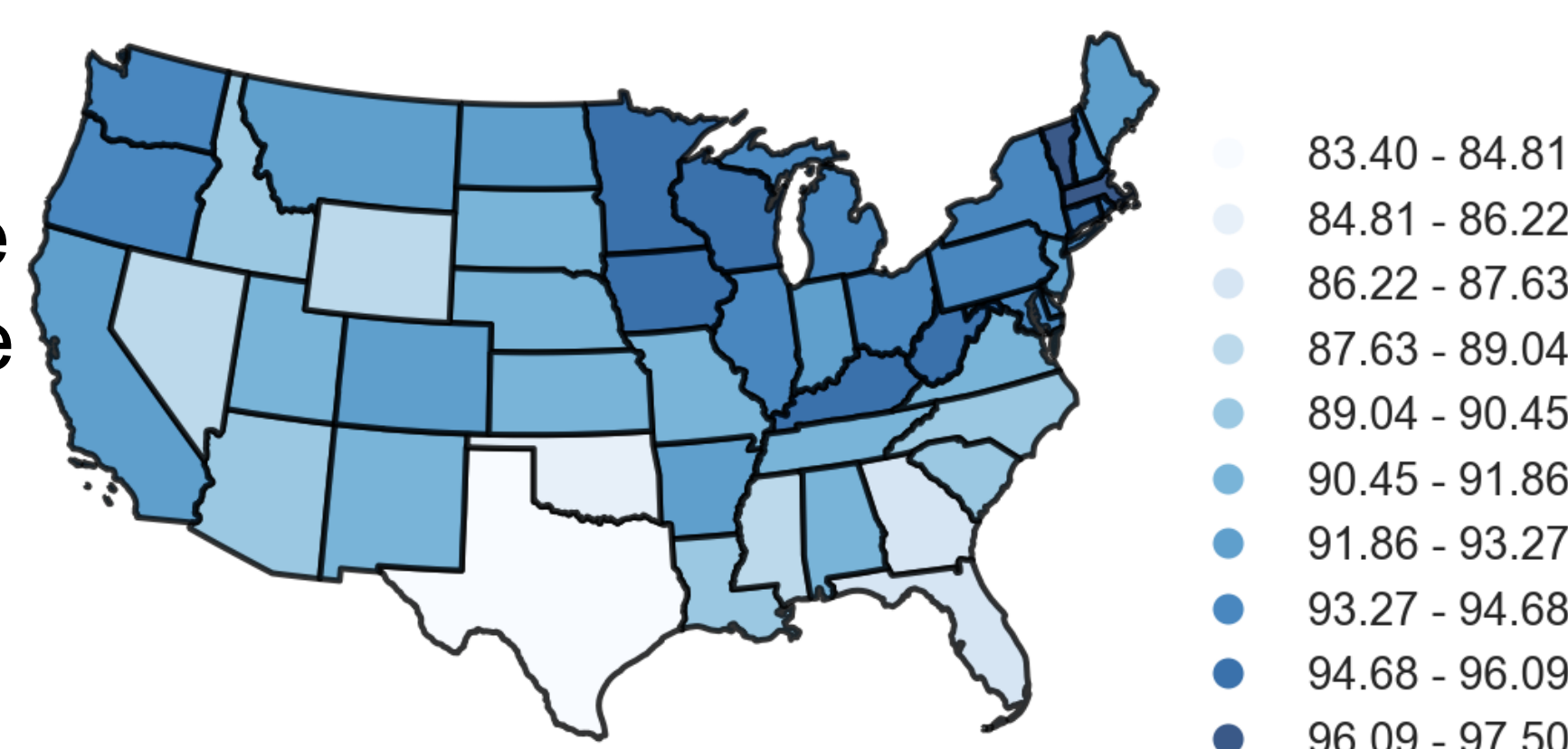
Why so \$?

Several factors contribute to your premium, a few being:

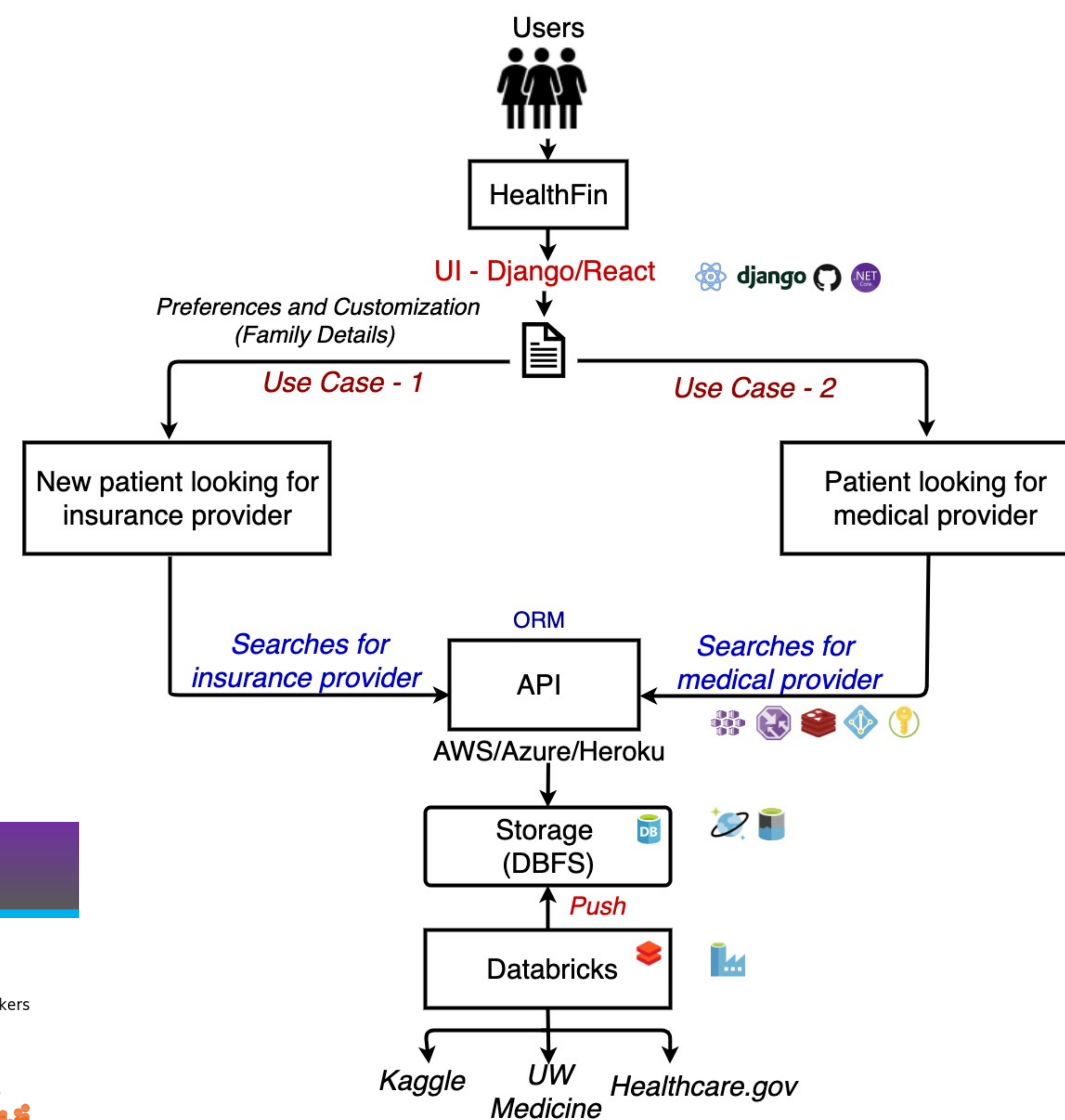


Percent with Health Insurance coverage 2016

Insured by state is often the cause and consequence of cost

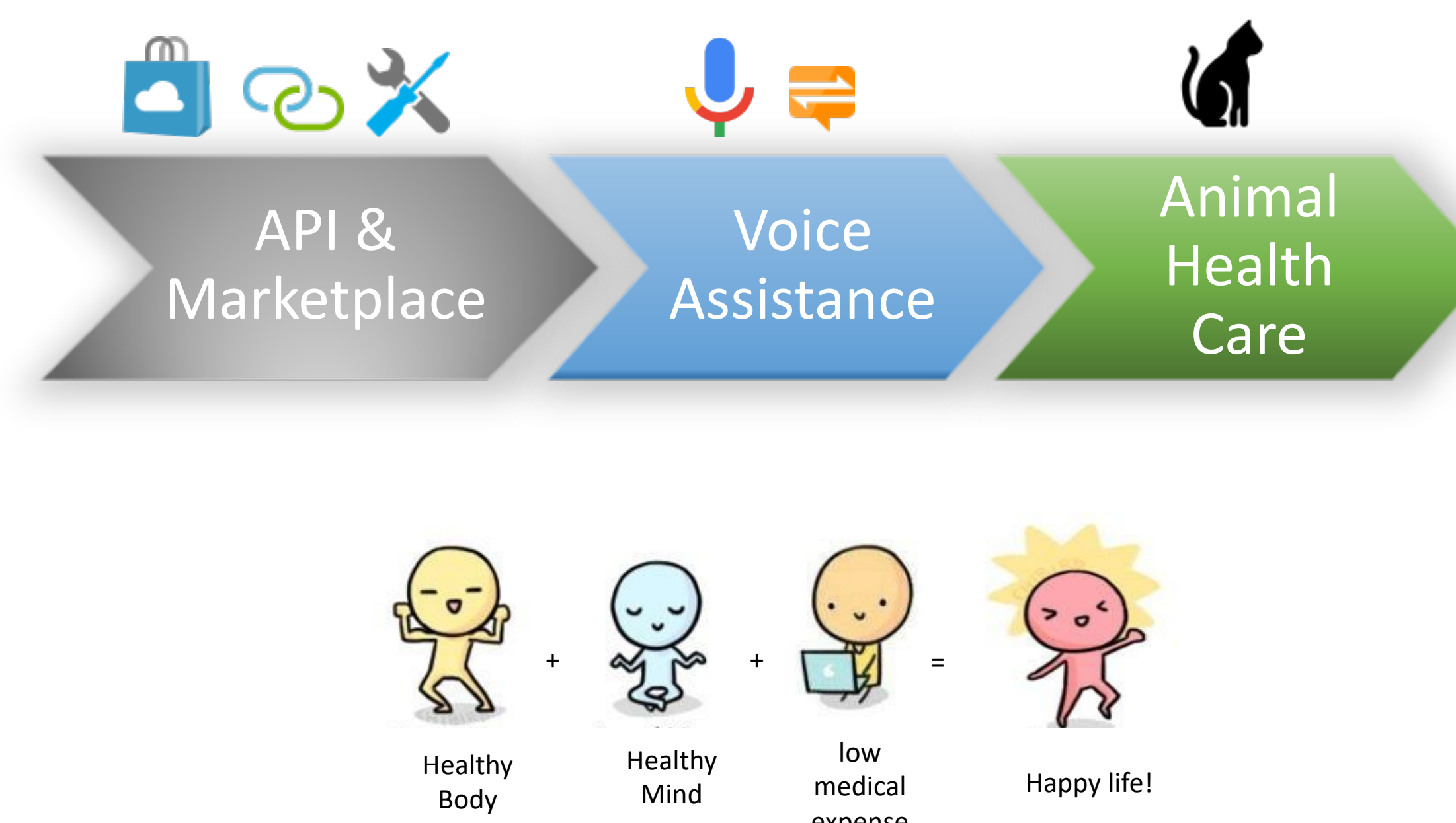


Architecture



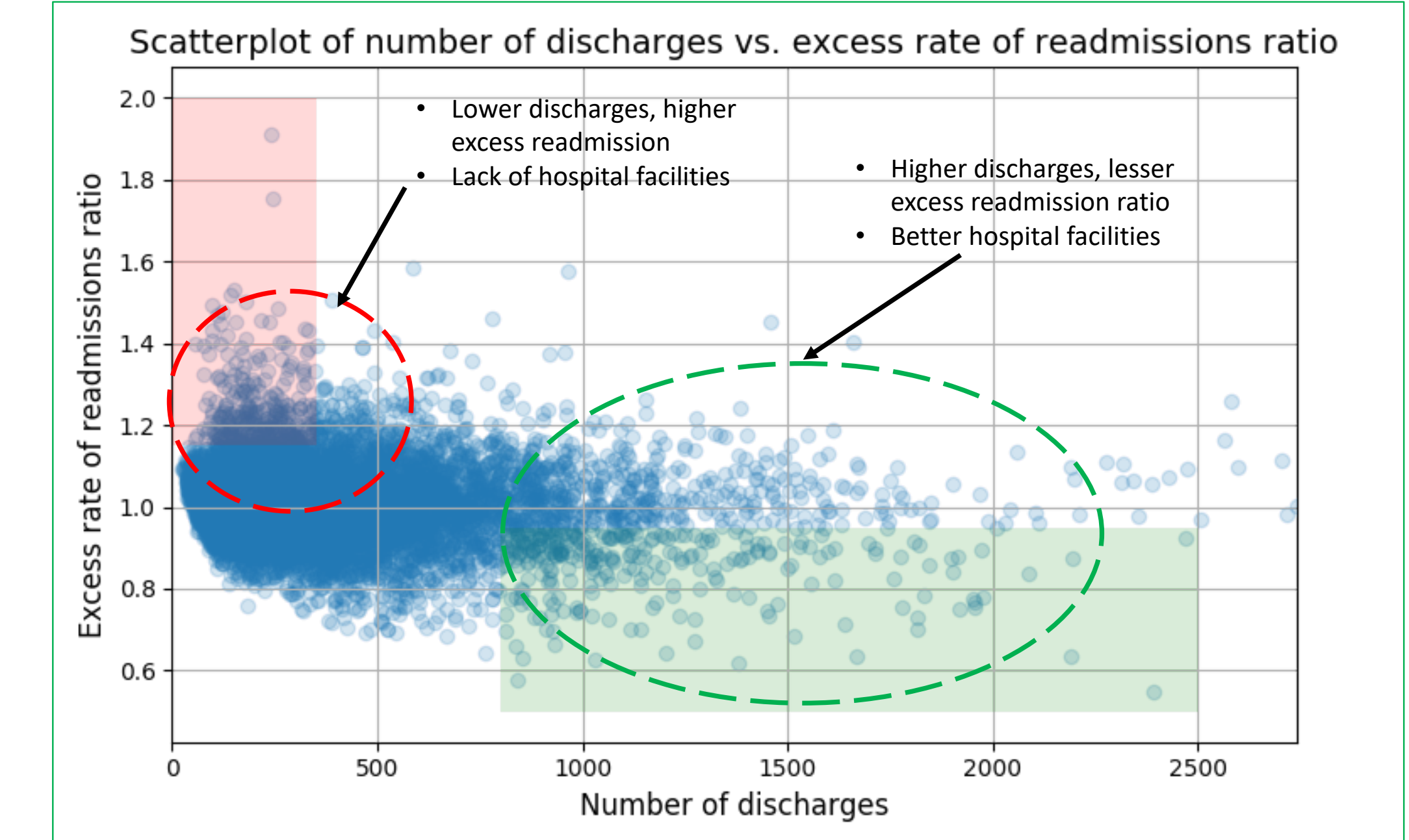
HealthFin leverages and learns from UW Medicine and public datasets to meet key use-cases around discovering local healthcare options

Future and Monetization

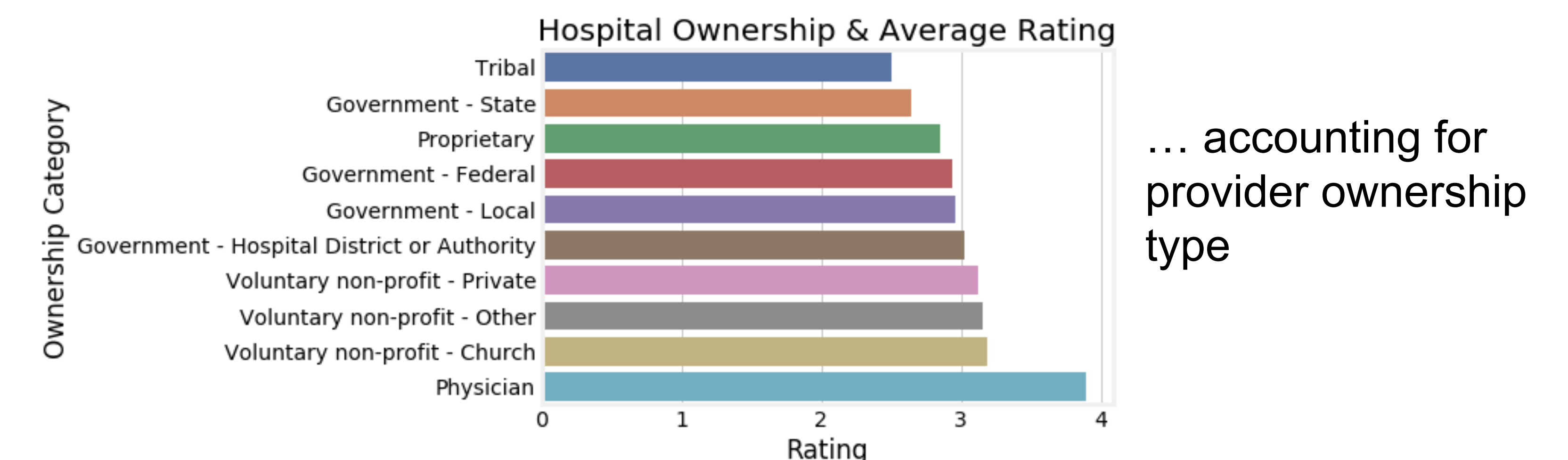


Data Driven Recommendations

- Providers here are rated based on facilities, HRR, and several other quantitative factors
- HRR = Predicated rate / Expected rate of re-admission



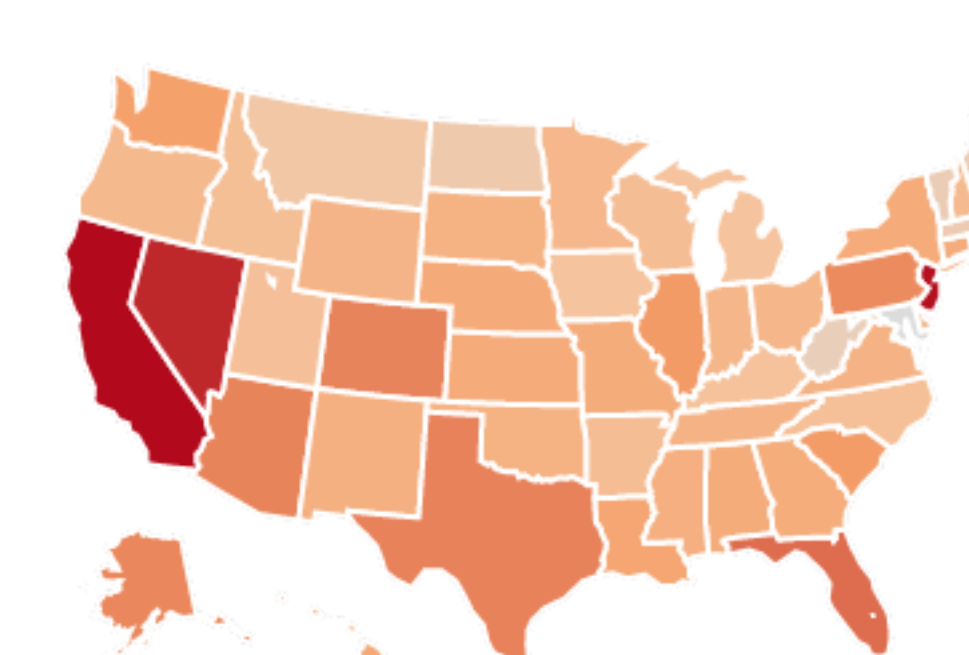
Patient perception is also considered



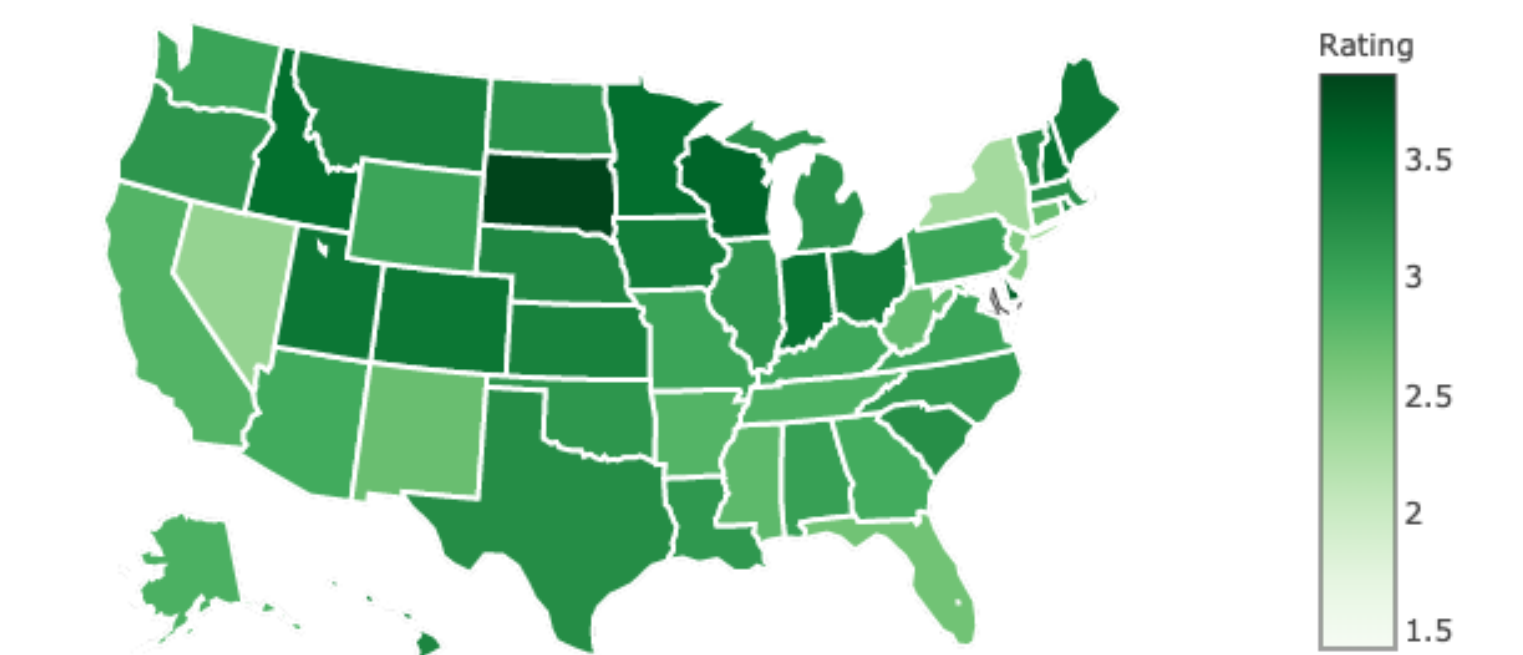
... procedure type and complexity

... locale and availability

Cost variation of cardiac bypass

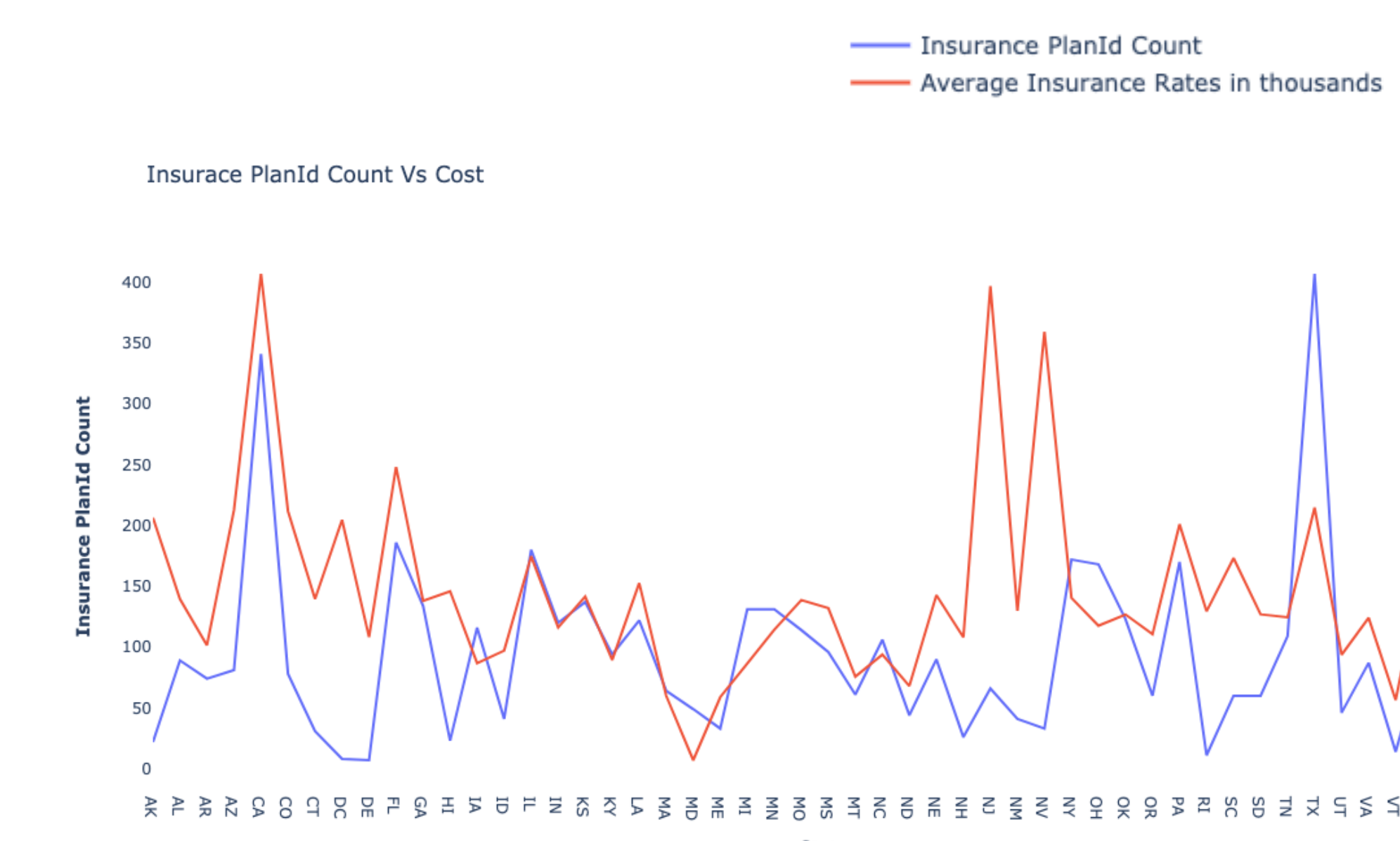


Hospital Ratings by State



... and several other dimensions

It can also provide insights and guidance to providers, public institutions, enterprises and non-profits.



Cost does not appear to be inversely correlated with availability of insurance providers and plans (supply)