# Precision Medicine

Egen's Strategy Synopsis

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SACHIN PARULEKAR

# Overview

A form of medicine that uses information about a person's own genes and personal health information to prevent, diagnose, or treat disease.
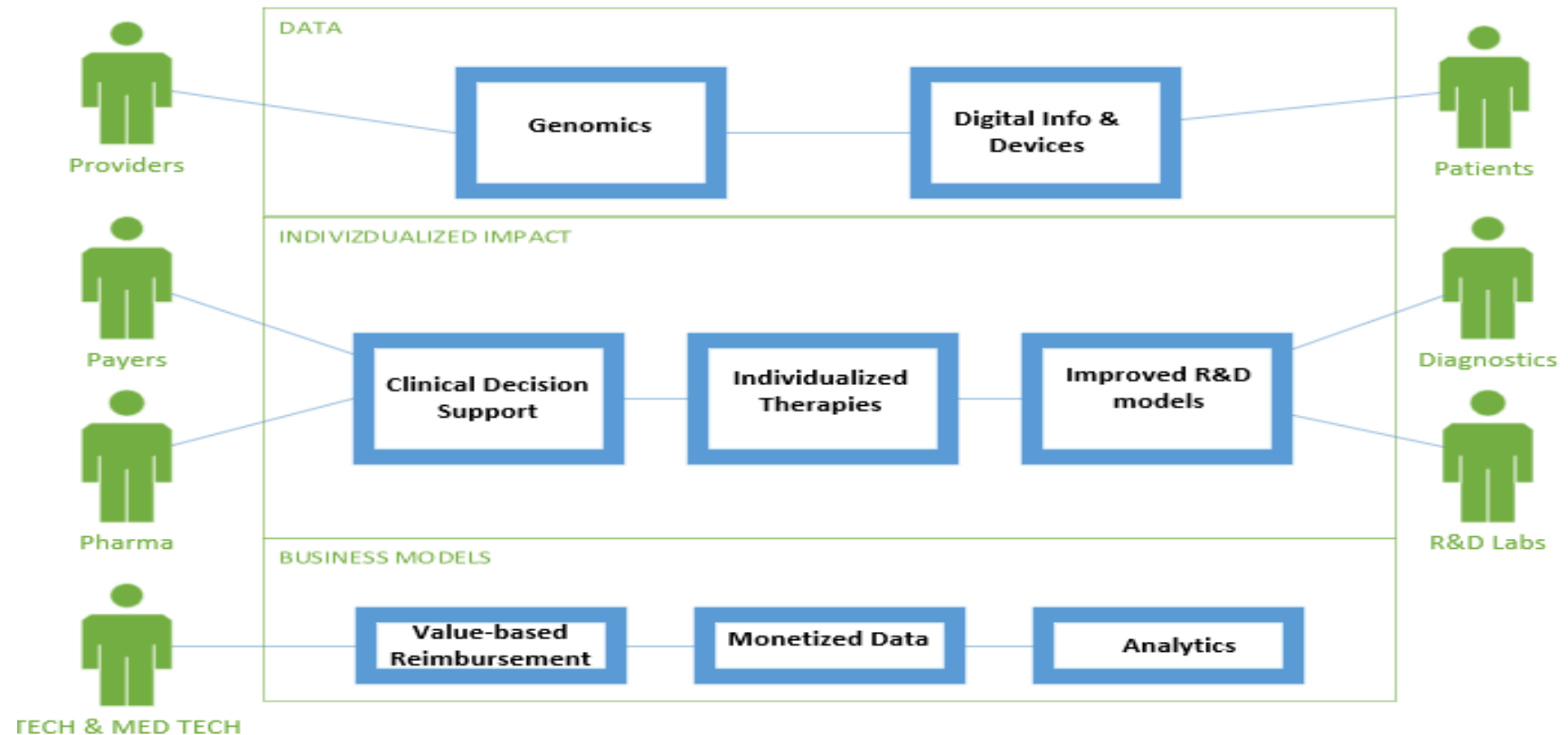
# Drivers of the Precision Medicine Market

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| Principal Drivers |
| --- |
| Government Policies |
| Aggressive Investments |
| Technology and Scientific Advancements |
| Stakeholders Awareness |
| Revenue Generation |

- Significant increase in the number of cases of genetic diseases
- Rise in online collaborative forums
- Increasing prevalence of chronic diseases
- Advancement in cancer biology
- Increasing research and development activities in biotechnology sector
- Large-scale human genome databases coupled with computational tools

# Restraints of the Precision Medicine Market

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| Principal Restraints |
| --- |
| Cost |
| Community Stigmas |
| Technology Compatibility |
| Bureaucracy |
| High rate of Clinical Errors |

- Lack of genetic information in an EHR systems
- Additional evidence needed to support expanding precision medicine beyond genomics
- Violation of privacy rule and potential threat to personal health data
- Stringent regulatory norms
- Lack of awareness from Patient's side of input

# Egen's most significant opportunities for the market

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| By Technology | By Application | By End User |
|---|---|---|
| Big Data Analytics | Oncology | Hospitals & Clinics |
| Bioinformatics | CNS (Central Nervous Systems) | Pharmaceuticals |
| Genome informatics | Immunology | Diagnostic Companies |
| Mobile health | Cardiovascular | Academia |
| CDSS | Respiratory | Bio Tech Research & Development |

# Egen's most significant opportunity

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Egen's SaaS product for precision medicine application in oncology
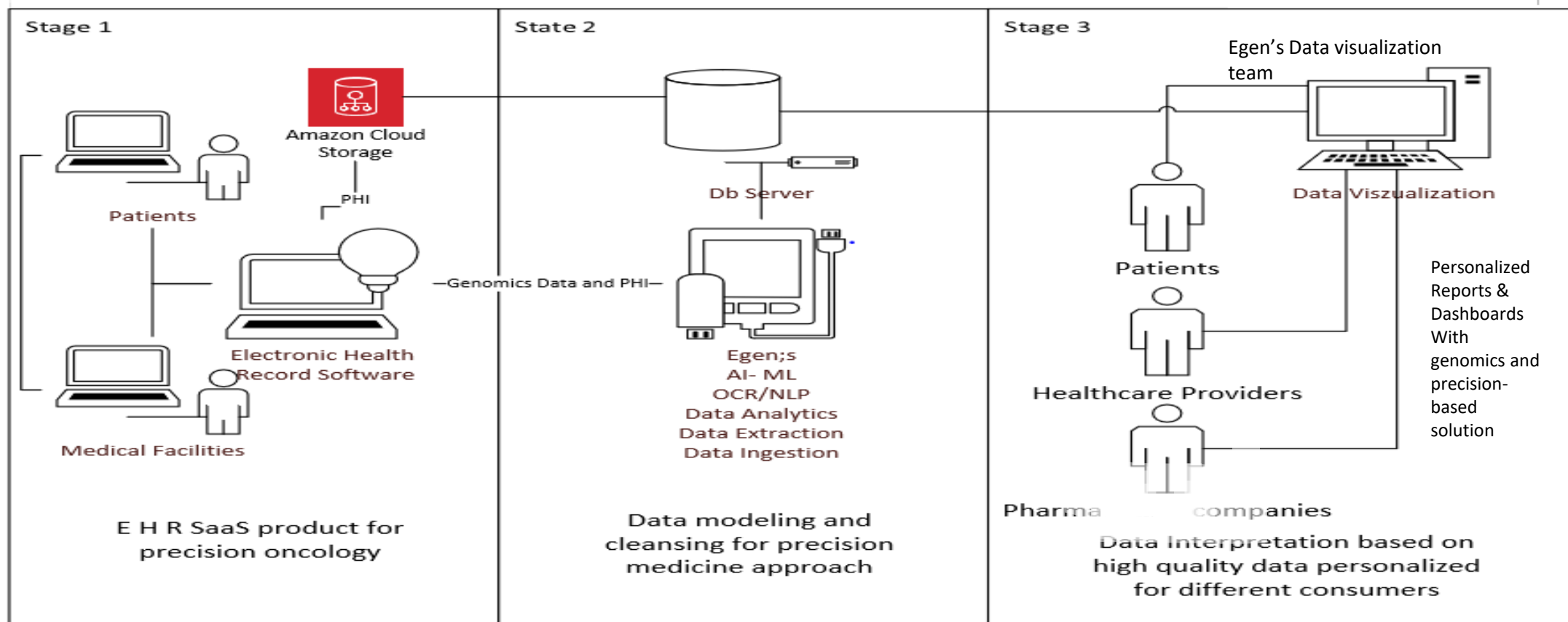
# Egen's SaaS EHR Product for Oncology Precision

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| Factor's favoring Egen's compatibility with Product | Factor's favoring product's market relevance |
|---|---|
| Previous work with Integra connect in EHR and analytics makes it easier to gain insights from raw healthcare data | Oncology contributes largest market in precision medicine |
| Egen's wide spectrum of machine learning, artificial intelligence and Optical character recognition options | Very few precision medicine products compatible with current EHR systems |
| Egen's expertise in cloud-based technologies | Egen track record of creating cloud solution that are more economical than an off-the-shelf solution |
| Egen's previous work in translating data into real world results will benefit cancer patients in easy understanding of outputs | Huge opportunity in Pharmaceutical side of business |

# Product Strategy

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- **Product Vision-** Egen's product is for oncology patients, healthcare providers and pharmaceutical companies who needs data driven insights in precision oncology category, . The Egen's product is a SaaS that provides key insights from PHI and clinical data in real world language for target consumers.

- **Product Customer Persona** – Cancer patients, Oncology Healthcare Providers, Pharmaceutical companies.

- **Product Positioning-** Product will assist EHR systems in data extraction from health records, data analyzed using Egen's wide range of technologies giving data insights in real world language through visualization.

- **Product Goal-** Product provides easy compatibility with current EHR systems giving benefit of precision medicine analysis to oncology patients in easy-to-understand language.

- **Product differentiation-** Egen's product provides cloud functionality for easy access and scalable storage.

# Product Roadmap

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| | Q1 | Q2 | Q3 | Q4 |
|---|---|---|---|---|
| **Version** | 08-01-2021<br>Version- 1 | 12-01-2021<br>Version- 2 | 04-01-2022<br>Version-3 | 08-01-2022<br>Version- 4 |
| **Goal** | Launch MVP<br>Compatible with current<br>EHR systems | Finding Patterns through<br>various technologies<br>using data analysis | Drug discovery and<br>Personalized treatments<br>using Data science | Documentation and<br>Reporting using Data<br>visualization |
| **Key Features** | Genomics  data and<br>personal data storage | Patterns based on<br>genomics and predictive<br>analysis | Patterns based on<br>everyday personal data<br>and predictive analysis | Dashboard on key<br>patterns and drug<br>suggestions |
| **Metrics** | App Downloads<br>Registered users<br>EHR systems updated | Stakeholders<br>Interviews<br>Past R&D Data sets | Stakeholders<br>Interviews<br>Past R&D Data sets | Reports downloaded<br>Drug discoveries<br>User applied for service |

# Market Strategy

- **Artificial intelligence-** used in marketing from chatbots that handle routine customer queries to analytics tools that show your leads the optimal content and product offers

- **Text analytics -**analyzing previous email strategies to create a predictive model to optimize your email marketing results, or parsing vast numbers of websites of potential clients to find suitable matches for your software

- **Virtual reality-** applications include creating more powerful product demonstrations, which include visual cues to highlight key features or simulations of real-world product use

- **Data Analytics-** intent data analysis can help sales team connect with prospects at an earlier stage of the buying cycle, by tracking surges in research into healthcare SaaS solutions by your target prospects which would suggest an intent to purchase a solution

- **Content cluster-** To improve your search rankings, choose a few topics that are most relevant to your brand - for example, "healthcare IT"

# Egen's Business Model Canvas for Precision Medicine Market

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## Business Model Canvas

### Key Partners

- Healthcare Providers
- EHR software companies
- Oncology healthchains
- Pharmacueticals companies
- Cancer Patients
- R&D labs
- AWS
- Tablueau
- Healthcare regulators

### Key Activities

- Technology R&D
- Software licensing
- HIPPA permisions
- Data Analytics
- Sales & Marketing
- Stakeholders interviews

### Key Resources

- Data scientist
- ML engieers
- Healthcare providers
- Engaging Patients
- Data Analyst
- EHR Systems
- Oncology experts

### Value Propositions

- Low cost softwares
- EHR system compatiblity
- Oncology expertise
- Cloud technologies
- Data vizualization
- Genomics learning
- Pesonalized output
- Drug discovery

### Customer Relationships

- Self Service
- Easy to use
- Easy to understand
- 24*7 Availablity
- On demand

### Channels

- Any Device using Cloud Based accesiblity
- Personalized Application
- EHR systems
- On demand mailing
- Personalized document sharing

### Customer Segments

- Geographical
- Age group
- Type of Cancer specific
- Drug Specific
- Usage Specific
- Delivery Specific

### Cost Structure

- Liecensing
- Production
- Tableau Licensing
- Infrastructure- AWS
- Marketing
- Machine learning technologies
- AI technologies
- Healthcare permissions
- PHI Hippa permissinons

### Revenue Streams

- Usage Fee
- Subscription Fee
- Installation Fee
- Product feature dependent
- Customer segment dependent
- Volume dependent

# Conclusion

- I would like to make 4 statements for ending this presentation and justifying my work –

- 1. Research work

- 2. Product Envisioning

- 3. Addressing the most important pain point

- 4. Missing areas of precision medicine application

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