

Vinatta

EXECUTIVE SUMMARY

Overview - The Quick Pitch

Vinatta is a data science agency that aims to bolster patient engagement and enable the healthcare industry to leverage artificial intelligence in their R&D.

The Problem

The healthcare industry is underdeveloped when it comes to technology, and struggles to connect with their clientele. Rising medical prices, low healthcare literacy levels, socio economic issues - these are all problems that hinder patient engagement; however, the underlying issue is a lack of communication between the physician and the patient.

Competitors in this space are manipulating AI conversational models in order to facilitate patient responses. The idea behind this is that if the doctor doesn't have time to talk to the patient, a chatbot would. Medical Tech companies are innovating around the concept of communication by using data models to enhance a users experience, and facilitate a quicker form of education. However, a key missing component is understanding that people are unique. They learn at different rates, absorb data in impractical manners, and have vastly misunderstood learning curves. These are what many call "undeterminable variables".

This issue plagues the entirety of the population. According to Kaiser Family Foundation's analysis ([axios](#)), nearly one in two sick Americans cannot afford healthcare. In an article written by Accenture ([accenture](#)), 52% of U.S consumers have low healthcare system literacy. In the societal landscape ([jama](#)), we see factors such as poverty and racial issues hindering healthcare engagement. Vinatta aims to help heal these issues by enhancing communication, and understanding the intricacies of each problem a patient faces.

The Solution

By implementing psychological and behavioral models coupled with sentiment analysis, Vinatta intends to create a character profile for each patient, and help steer them to the best treatment possible. This can be done by using a predictive algorithm that factors in both live and background data. By using key factors such as age, ethnicity, and insurance practice, we can begin to formulate who the client really is. Once a background profile has been created, we can adapt to their real time needs by breaking down their responses, their response time, and their emotional capabilities via sentiment analysis.

All of this will allow for one simple output: a hand crafted message that educates the user on what they really want to know, and help re-engage them with their medical practitioners.

But the engagement AI is only a part of the solution. Hospitals and physicians are bombarded with patients on a daily basis, which can lead to an extensive amount of human error. Vinatta wants to help revolutionize the healthcare space by focusing on automation via AI. We want our systems to learn, find flaws in the system, and constantly evolve. No solution is permanent, except for the one that innovates around its competitors, but what if that could be automated as well?

Services

Below is a list of preliminary services PrecisonAI will offer; additionally, Vinatta will perform contract based projects. This will entail our team scoping out flaws in your organization, and presenting you with a new, curated technological system.

1. **Patient Engagement AI:** Chatbot system that can craft personalized responses based on a predictive model that studies patient behavior and mannerisms.
2. **Virtual Nursing Assistant:** Automated assistant that can perform daily check-ins with discharged patients, and use collected data to predict diagnosis and engagement ratings.
3. **Preliminary Diagnosis AI Assistant:** Automated assistant that can take in symptoms and generate a pre-diagnosis based on an evolving model that utilizes existing interpretations and patient diagnosis’.

Highlights

“The global **AI in healthcare market** size is expected to grow from USD 4.9 billion in 2020 and reach USD 45.2 billion by 2026; it is projected to grow at a CAGR of 44.9% during the forecast period. The major factors driving the **artificial intelligence in healthcare market** growth are the increasing volume of healthcare data and growing complexities of datasets driving the need for AI, the intensifying need to reduce towering healthcare costs, improving computing power and declining hardware costs, growing number of cross-industry partnerships and collaborations, and rising imbalance between health workforce and patients driving the need for improvised healthcare services.” (Source [\[marketsandmarkets\]](#))

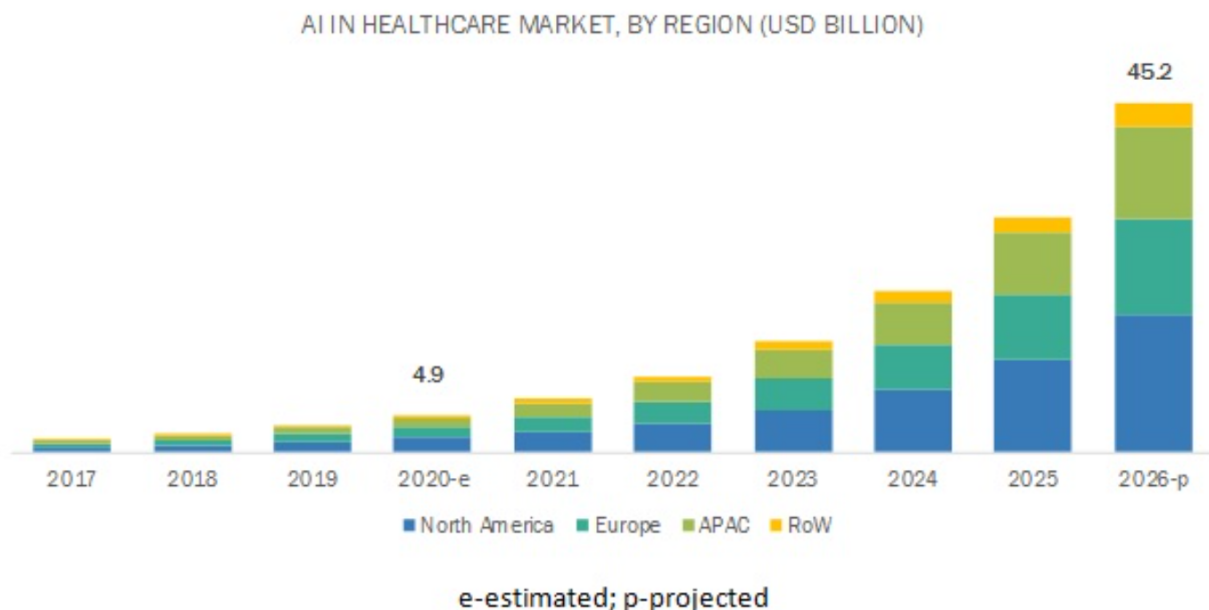


Figure 1.1 AI In Healthcare Market By Region (USD Billion), Source [\[marketsandmarkets\]](#)

Keys to Success

By utilizing key contacts with large medicare organizations such as Methodist and UT, Vinatta will be able to break into the undeveloped healthcare space by revolutionizing their technological capabilities.

Using a licensing platform, the software Vinatta creates can be methodically released to both small and large medical enterprises and customized based on client discretion.

With big names on board, credibility will be earned at an exponential rate. This will allow for other marketing avenues such as search engine optimization, social media takeovers, and strategic partnerships.