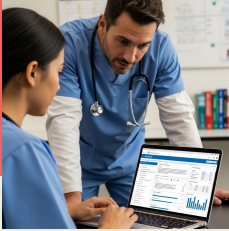


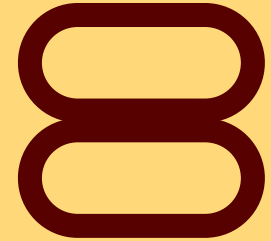
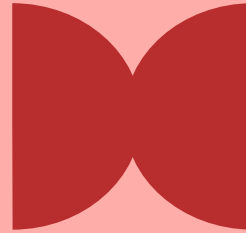
10/23/2025
Team 19



MedComAI

Mayo Synapse:

- **Tanner Hochberg:** Project Lead
- **Elijah Don:** Software Engineer
- **Alex Roussas:** Biomedical Systems Engineer
- **Ian Marcon:** Mechanical Engineer
- **Ethan Vanderpool:** Materials & Test Engineer



MedComAI is an AI-powered coaching platform that provides clinicians with immediate, objective feedback on patient conversations to enhance empathy, improve outcomes, and reduce burnout.

2. Significance

The Problem

The Core Problem:

Healthcare professionals lack scalable, objective tools to practice difficult conversations, leading to provider burnout and poor patient experiences.



23,000+ US malpractice lawsuits found communication failures were a factor in 30% of cases, leading to \$1.7 billion in preventable costs and nearly 2,000 patient deaths (CRICO).

Compelling Data

Provider Burnout:

53%+ of U.S. physicians report burnout, with emotional exhaustion from patient care being a primary driver (*Medscape 2023 Report*).

Physician turnover estimated to cost \$500k - \$1m per departing physician (*Annals of Internal Medicine, AMA*).

Patient Impact:

Perceived provider empathy boosts treatment adherence by 1.62x (*Medical Care meta-analysis*), improves patient satisfaction (HCAHPS scores), and reduces distress.

Current Solutions:

Unscalable and costly at \$1,500-\$2,000 per day (AAMC), traditional role-play provides subjective, delayed feedback that prevents mastery.

Mission Statement

MedComAI

To transform healthcare communication by providing clinicians with objective insights to build profound patient trust, enhance emotional awareness, and combat professional burnout.



Customers

Primary Customers & Users:

End-Users: Medical Trainees (students, residents) & Practicing Clinicians (doctors, nurses)

Decision-Makers (Buyers): Medical Educators, Hospital Administrators, Residency Program Directors

Payers: Healthcare Institutions (e.g., Mayo Clinic) & Medical Schools

Beneficiaries: Patients and their Families



3. Market Analysis

Segment & Size

Market Segment

- Primary Market: AI in Healthcare
- Niche: Medical Education & Professional Development Technology

Quantified Market Size

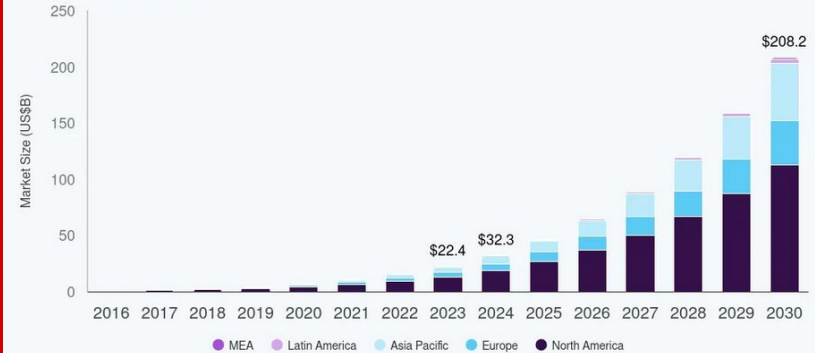
- US Market was valued at \$26.57 Billion in 2024.
- Projected to reach \$188 Billion by 2030, 37% CAGR.

Target Market Breakdown

- Geographic: North America (54% market share), followed by Europe.
- Institutional: Academic Medical Centers, Hospital Systems, Palliative Care & Hospice Organizations, and Medical Schools.

AI In Healthcare Market

Size, by Region, 2016 - 2030



3. Market Analysis

Competitive Landscape

Category 1: Training Sims

- Examples: VitalTalk, PCS Spark
- Pro: Provides actionable coaching
- Con: Feedback is delayed or occurs outside the real clinical workflow

Category 2: Ambient Scribes

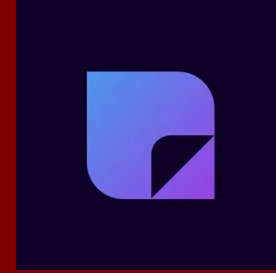
- Examples: Nuance DAX, Abridge
- Pro: Fully integrated into workflow
- Con: Provides raw transcripts for admin relief, not coaching

Our Niche: The Opportunity

MedComAI is the only solution designed to provide:

- Immediate Feedback
- Actionable Coaching
- Based on Real Encounters

Fits directly into the provider's workflow to build empathy and resilience



4. Business Model: Segments & Relationships

Customer Segments

- **Primary Segment (B2B):**
 - Medical schools and hospital residency programs. These are our initial “beachhead” customers.
- **Secondary Segment (B2B):**
 - Hospital systems and large specialty clinic (e.g., oncology, palliative care).

Customer Relationships

- **Acquisition:**
 - Direct enterprise sales to institutional leaders (Deans, Program Directors).
 - Leverage our Mayo Clinic partnership to generate a flagship case study.
 - Publish validation studies in medical education journals.
- **Retention:**
 - High retention driven by deep integration into curriculum and EMR workflows.
 - Continuous feature updates (new scenarios, better analytics).
 - Demonstrating clear ROI (improved scores, reduced burnout).

Distribution Channels

Direct Sales: Enterprise sales team targeting institutional decision-makers

Platform: Secure, HIPAA-compliant cloud (SaaS) platform, accessible via web and a dedicated mobile and desktop app for on-the-go feedback

Future: Integration with EMR app marketplaces (Epic App Orchard, Cerner CODE)

Value Propositions

For Clinicians/Trainees:

Immediate, private, and objective feedback to build communication confidence and reduce emotional fatigue

For Educators:

A scalable, data-driven tool to track trainee progress, standardize communication training, and supplement faculty coaching

For Hospitals:

A measurable path to improved patient satisfaction (HCAHPS scores) and higher provider retention

4. Business Model: Revenue Model

Primary Stream (B2B SaaS)

Tiered subscription
model sold to institutions

Academic Tier:
"Per-User / Per-Month" fee
(for residents, medical students).

Enterprise Tier:
Annual site license for hospital-wide or department-wide deployment.

Innovative / Ethical Streams

Freemium Model: A free version with basic analysis (e.g., transcription, word count) to drive adoption and user acquisition.

Equitable Access Program: Tiered pricing or grants for clinics and schools in under-resourced or rural communities.

Reimbursement & Economic Value

This is a B2B training tool, not directly reimbursed by insurers.

It drives economic value by improving metrics tied to reimbursement (e.g., HCAHPS scores) and reducing physician replacement costs associated with burnout

Thank you!

