

- 1. Problem** - Overarching lack of transparency in billing and difficulty understanding eligibility across all payor models.
- 2. Customer Segments** - Healthcare providers, insurers, and patients across various payor systems. - Partnerships with healthcare systems to ensure credibility and market penetration.
- 3. Unique Value Proposition (UVP)** - A universal solution providing transparency and simplicity for all payment systems, catering to both providers and patients.
- 4. Solution** - Flexible, adaptable platform that interfaces with multiple payor systems, offering clear financial insights and modular solutions for diverse billing scenarios.
- 5. Channels** - Direct partnerships, strategic alliances, educational content, and digital outreach targeting all healthcare providers. - Communication channels ensuring patient engagement with instructional resources.
- 6. Revenue Streams** - Flexible pricing model, subscription and outcome-based pricing for industry players with diverse payment engagement.
- 7. Cost Structure** - Diversified budget allocation for integration support, customer service, and system-wide adaptabilities.
- 8. Key Metrics** - Effectiveness of billing resolutions across payors, user satisfaction, real-time system integration success.
- 9. Unfair Advantage** - Exclusive partnerships and adaptable platform capabilities that apply across various payor requirements.