Business Canvas

1. Problem

- Manual referral management drains staff time and creates patient leakage.

- Patient leakage and lost revenue, with health systems losing 10-30% of potential revenue.

- Lack of real-time referral tracking and proactive tools in hospitals and clinics.

2. Customer Segments

- Community/Regional health systems, focusing on cost-conscious and underserved hospitals and practices.

3. Unique Value Proposition (UVP)

- A comprehensive, workflow-native referral management system ensuring closed-loop scheduling within 24-48 hours, supplemented by patient-facing tools, AI-driven assistance, and leakage dashboards.

4. Solution

- Real-time referral tracking in clinician workflows.

- Closed-loop scheduling for timely patient appointments.

- Leakage dashboards by service line and provider.

- Patient-friendly reminders via SMS or portal.

5. Channels

- Initial partnerships with hospital systems in Joplin, Missouri.

- Expansion through referrals from initial partners.

- Direct sales, trade shows, and social media marketing.

6. Revenue Streams

- Subscription-based SaaS platform for health systems.

7. Cost Structure

- Software development and maintenance.
- Cloud hosting and infrastructure.
- Human resources for various roles.
- Marketing, sales, and other SaaS-related expenses.

8. Key Metrics

- Increase in in-network capture rates by 10-20%.
- Reduction in referral delays.
- Faster appointment completion rates.

9. Unfair Advantage

- Strategic partnerships with JRAH.
- Experienced team with extensive medical software expertise.
- Advanced technology using AI for superior solutions.