doctors in touch

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"When looking for referrals, I go to word of mouth or Google for good Ophthalmologists. Having a curated list would be great, and I think my patients would really like the ease of scheduling before they even leave our appointment" - Dr. Jen Lim, Optometrist, UC Berkeley School of Optometry

"...need to find specialists with the right expertise for my patients...doing that is hard even in integrated systems!" sometimes it takes a year to find the best one! - Doctor at a large HMO

"My doctor always give me his best referrals but I need to do the research and call them for scheduling myself… sometimes they are not in a convenient location or they even don't accept a new patient" - Usman Raza, Patient

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PROBLEMS

Care providers are time constrained and struggle to find and refer the best specialist for their patients. Patients have their own specific needs, preferences in selecting a specialist.

STRUGGLES

- Lack of personalized (relevant) information about specialists
- Lack of seamless referral process
- Lack of strong follow-up back to referring provider

VALUE PROP

PERSONALIZED RECOMMENDATION

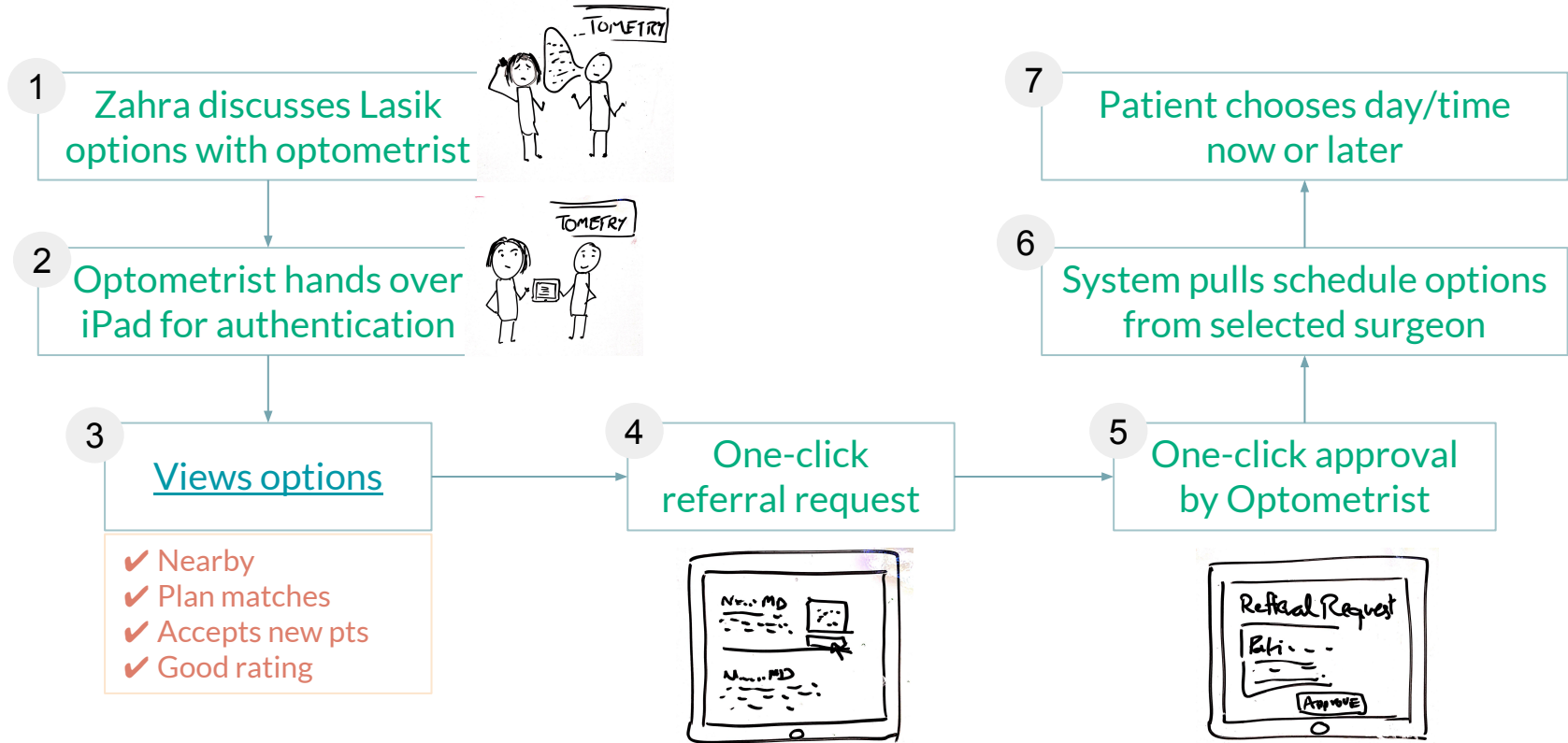## QUICK SEARCH

BEST REFERRALS

Doctors in touch (DIT) offers a seamless, patient-personalized referral process. For referring practitioners, DIT curates a list of relevant specialists based on patient's health record and preference, with auto referral and tracking capability. For patients, DIT puts timely and informed referral options directly in their hands.

MEET DR. LIM AND ZAHRA

- Optometrist at UC Berkeley School of Optometry

- On athenaClinicals EMR

- Wants to improve patient satisfaction, experience, and retention

- Annual optometry check-ups with her Optometrist, Dr. Lim

- Has been thinking of getting Lasik

- Optometry appointment coming up at the end of the month

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1 Zahra discusses Lasik options with optometrist

2 Optometrist hands over iPad for authentication

3 Views options

✔ Nearby
✔ Plan matches
✔ Accepts new pts
✔ Good rating

4 One-click referral request

5 One-click approval by Optometrist

6 System pulls schedule options from selected surgeon

7 Patient chooses day/time now or later

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(4) (5)

Dear Dr Rick,.

Please accept ZAHRA TASHAKORINIA as your new patient, She requires your medical attention for further investigation and care.

It would be appreciated if you could contact us and inform us of your conclusion.

Thank you.
Dr. Lim

Patient name: Zahra Tashakorinia
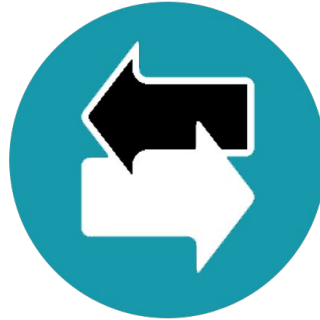ID # :368761298

Physician Name: Dr. Pickle D. Rick
Address: 680 Haight Street

REVENUE STREAMS & SCALABILITY

REFERRAL FEES

PER TRANSACTION

BEYOND ATHENAHEALTH

Ophthalmologist willing to pay up to $200 per referral

With 40,000 General Practitioners, Athenahealth network has over 120,000 referrals a day

Other APIs include Human API, Medfusion Plus, Commonwell, Epic's App Orchard

# Appendix

BUSINESS MODEL CANVAS 1.0

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Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
• Athenahealth • Better Doc • Yelp • Simplybook.me • Med Schools • Insurance companies • Health 2.0 • EMRs • Care/Admin staff at provider/specialist practices • Doximity • Health Activists • ZocDoc	• Currating relevant specialists for referral • New Biz dev/lead gen for specialists • Booking Appointments • Marketing Channel for independent practices	• Patient- quick & streamlined access to <u>desired</u> specialists so that patient can make a <u>timely</u> & <u>informed</u> decision (informed= location, insurance network, provider availability, cost, • Provider/Specialist- referrals & new business, better quality referrals through Urgent care triage • Urgent care/PCP- new business, increase network of specialists, fill low volume periods	• Patients- free, drive usage & network effect, data generation for market intell • provider/specialist- relationship with PCP/GP • Urgent Care- fill low volume periods	• Patients- diagnosed with a condition looking for optimal care on their terms • Providers/specialist- looking for new business, generally independent (ie private practice, Lasik, cosmetic) • Health system network • Urgent Care • Minute Clinics

Key Resources

- APIs (ie athenahealth)
- Digital outreach (social media, meetups, communities)

Channels

- App Store
- EHR
- social media
- Digital Advertising
- Condition specific meetups
- Doximity

Cost Structure

- Cloud Ops and infrastructure
- API calls
- Customer acquisition cost (patient and provider)

Revenue Streams

- Ads? Target to Provider (ie Durable Medical Equipment, etc)
- premium "In app" purchases/features?
- Referral fees from providers
- Market research/study audience

Demo Booth at AAO2017

https://registration.experientevent.com/ShowAAO171/Flow/ATTENDEE#/registrant//ShowItems/
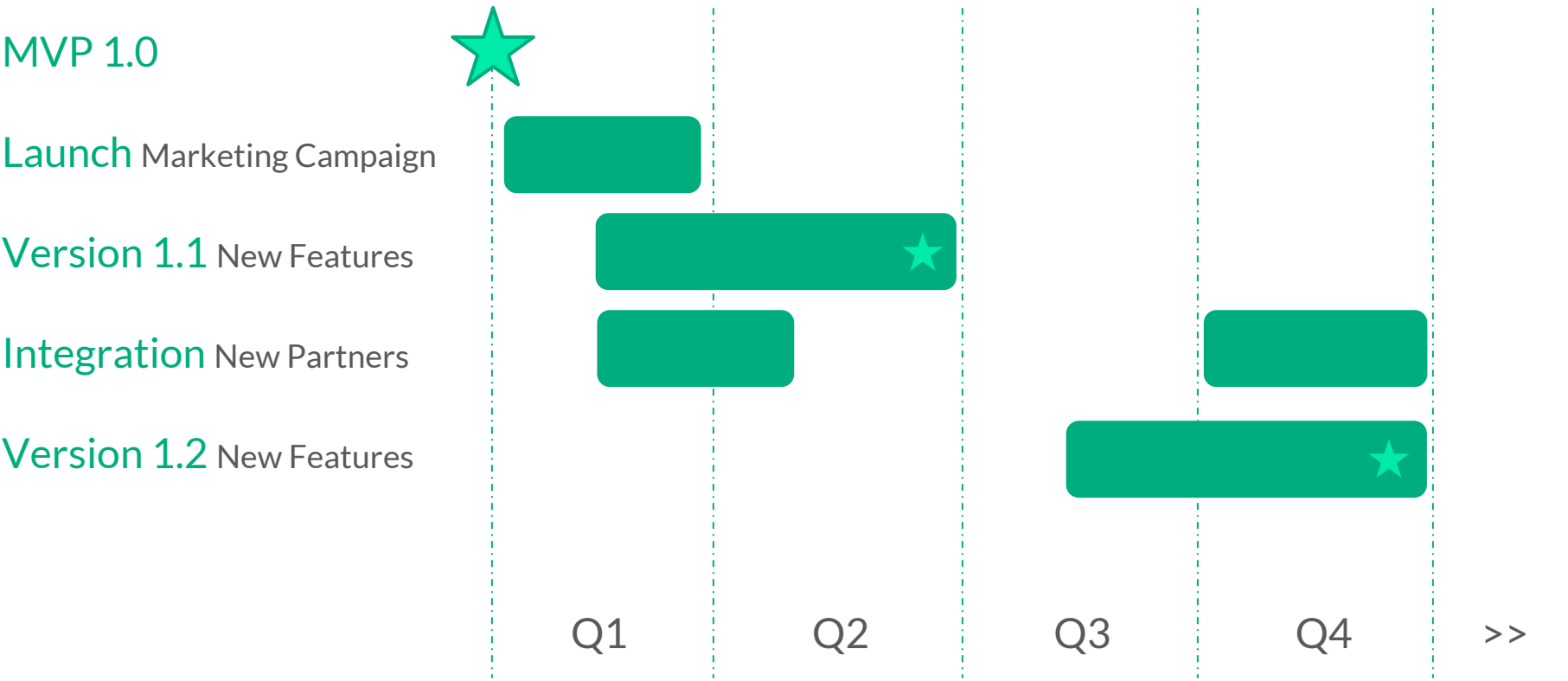
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JOIN US!

Story Flow

Before the Appointment

- Patient Zahra goes to her optometrist, Dr. Lim, annually. She has an appointment coming up this month. She's been thinking about getting Lasik, and plans to ask her optometrist about it during her next visit

At the optometry appointment

- Dr. Lim's practice uses athenahealth Clinicals EMR for their patients medical records, so Zahra's records and history are already in the system.
- Zahra brings up getting Lasik with her optometrist, Dr. Lim. As an optometrist, Dr. Lim cannot perform Lasik surgery, but can provide a referral to Zahra.
- Dr. Lim opens a web browser (integrated w/ Athenahealth clinicals) with a curated list of relevant Ophthalmologists based on Zahra's health records. Mechanism for pull as follows:
    - **Enter patient ID to extract patient info from Athenahealth API. Accessing insurance, address/location, diagnosis codes**
    - **Curated list of Ophthalmologists come from BetterDoctor API, using speciality (ie ophthalmology) location, insurance, availability and ability to schedule for algorithm for results**
- Decision point: can schedule ophthalmology consult then and there, complete with sent referral; or send info home in an email, with link back to same curated list, that patient and click and send referral to schedule consult.
    - **Referral comes as a pre-template, based on patient data from Athenahealth API, so doc spends almost no time on it.**

After optometry appointment

- If scheduled via DIT, auto feedback back to Optometrist, for increased follow up for patient relationship management

- Demo
- Meet Zahra
- Process Flow
- Revenue Streams
- Problems, Struggles and Value
- Team
- Business model
- Marketing and Sales
- Projection and milestones
- Summary

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Ophthalmologists

- who perform Lasik surgery have willingness to pay to be able to schedule/book directly from listing. There is precedent of paying $200 plus per referral: example

Module of athenahealth clinicals

- This service enables Optometrists to increase patient satisfaction and thus retention through providing relevant Ophthalmologists to to their patients. If being a part of athenahealth clinicals enables this type of customer/patient service, this would be a reason to switch over to Athenahealth for an EMR, or if already on athenahealth EMR increases to stickiness of it. Athenahealth has 100,000 providers and 98 million patients. 40K GPs, 3-5 referrals per GP/Day = 120K per day.

Beyond athenahealth

- Human API, Medfusion Plus, Commonwell, Epic App Orchard