



Use wisely, take precisely

MEDIFIND⁺

A PLATFORM HELPS PEOPLE MAKE
SMARTER, SAFER HEALTHCARE DECISIONS

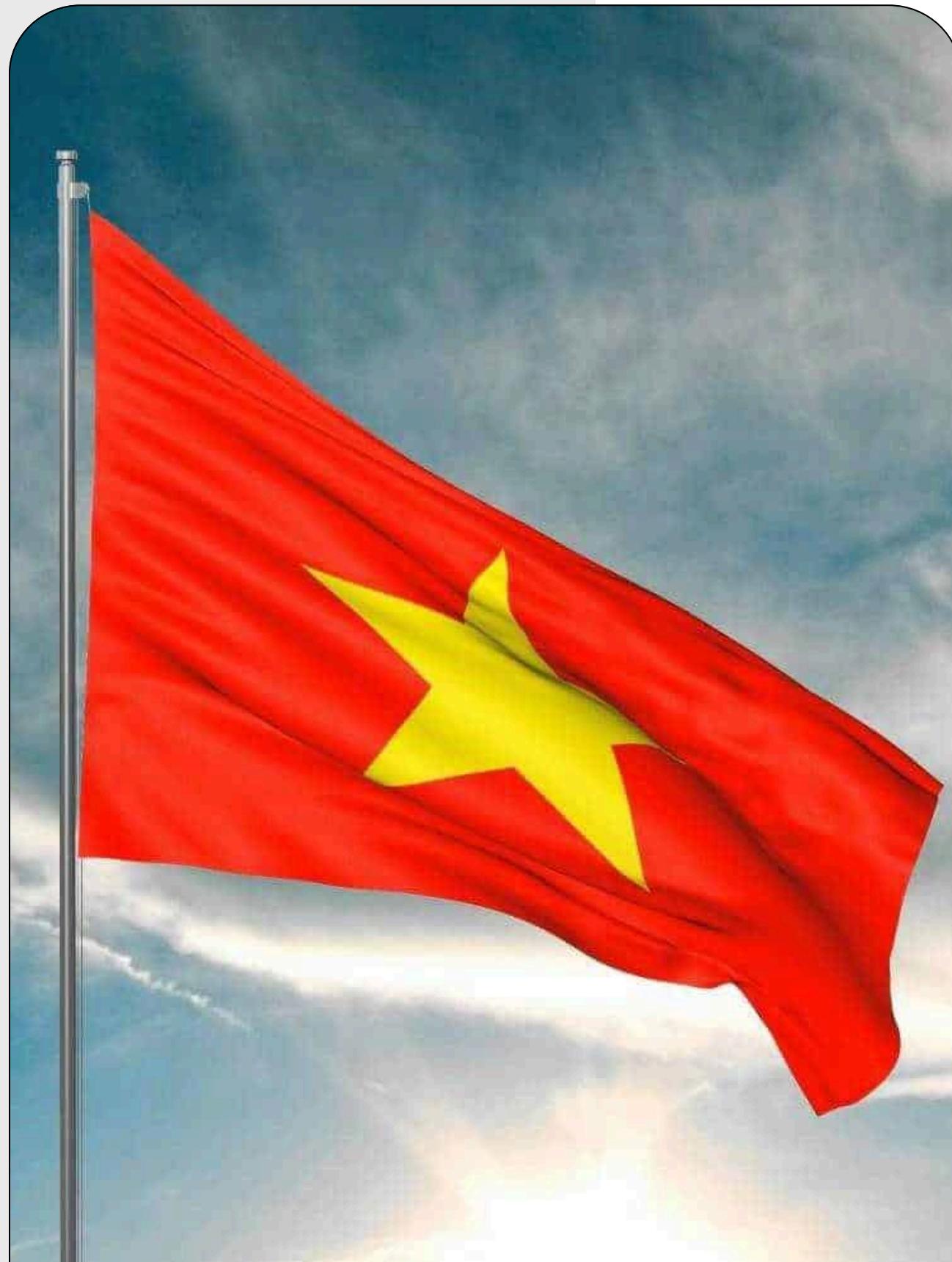
DIGITAL HEALTH



+ Problem



Source data: Ministry of Health Vietnam, WHO



88-91%



Citizens arbitrary use of antibiotics

76%



Pharmacies sell antibiotics without prescriptions

11th



Vietnam ranks 11th worldwide in antibiotic consumptions

2nd



Vietnam ranks 2nd in the Western Pacific region with the most deaths due to antibiotic resistance

Global

According to WHO, **antibiotic resistance** is increasing and is just as dangerous as the **COVID-19 pandemic**.

Every year, about 700,000 people die globally because of antibiotic resistance. This number could increase to 10 million people by 2050 ~ such as **coughing** or just a cut on the skin can cause **death**.





MediFind was founded by a group of students from Ho Chi Minh City University of Technology and University of Economics Ho Chi Minh city (UEH)



UEH
UNIVERSITY

Problem

- Misinformation about medicines
- Poor continuity of care
- Low engagement in preventive health

About Us

MediFind is an app that uses **artificial intelligence technologies** to figure out which medicines are in a picture or written text of a prescription. It then gives tips on how to safely take these medicines and advice that fits just right for each person's health needs.

The app also has extra helpful features like **reminders to take your medicine**, a **chat feature to ask questions**, and a **map to find nearby pharmacies**, all to make using the app easier and better for everyone.





Solution

Government

- › Amplify preventive-health campaign
- › Support national digital-health objectives
- › Reach citizens at scale through official channels

Clinics & Pharmacies

- › Serve as a bridge connecting users to trusted providers
- › Enable fast medicine ordering via partners (e.g., Grab)
- › Create new revenue streams for physical healthcare points

Hospitals

- › Strengthen continuity of care
- › Consolidate prescriptions and medication history in one place
- › Create new revenue streams for physical healthcare points



The image displays three mobile phone screens side-by-side, each showing a different feature of the MediFind+ app:

- Health Track:** Shows a grid of pulse measurements over time, with a timeline below showing drug overdose potential, symptoms and side effects, drug interactions, and pulse data.
- Auto Reminder:** Shows a circular reminder for "Upcoming medicine Paracetamol 1 pill" at 2:45 pm, with a detailed card for Phosphogel.
- Pharmacy Suggestions:** Shows a map of a city area with locations for a Dental Clinic and a Pharmacy, along with a list of upcoming appointments.

Below each screen is a label identifying the feature:

- Health Track
- Auto Reminder
- Pharmacy Suggestions



...

Solution

Pharmaceutical Manufacturers

- > QR codes on blister packs link to verified drug information
- > “For more information, ask MediFind” becomes a universal guidance point
- > Turn every medicine box into a trusted education channel
- > Access valuable anonymized analytics



MediFind is the **first application** in Vietnam that allows users to recognize prescriptions through **images and digital letters**.

The image shows two smartphones side-by-side against a light blue background. The left phone displays the 'SEARCH' screen, which has a blue header with the text 'Discovering your medication details'. Below this is a section titled 'Recomendation' featuring six small cards: 'Phosphalugel' (with a large yellow 'P'), 'Ayurveda' (a brown bottle), 'Healthcare Devices' (an icon of a smartphone and tablet), 'Homeopathy' (a red bottle labeled 'R1'), 'Vitamins & Supplement' (an orange bottle), and 'Diabetes Care' (an icon of a blood glucose meter). Each card has a 'Details' button with a right-pointing arrow. The right phone displays the 'HISTORY' screen, which has a blue header with the text 'All medicines that you have used'. Below this is a search bar with a magnifying glass icon and the word 'Search'. Underneath the search bar is a 'Saved' section showing a card for 'Phosphalugel' with a large yellow 'P', followed by a 'See all' button. At the bottom of the screen is a large, empty white area.

SEARCH

HISTORY

Solution



Users

> Personalized Health Insights

Provide customized health suggestions
BMI tracking & lifestyle alerts

> Environment Indicators

Display real-time air-quality information

> Pharmacy Recommendations

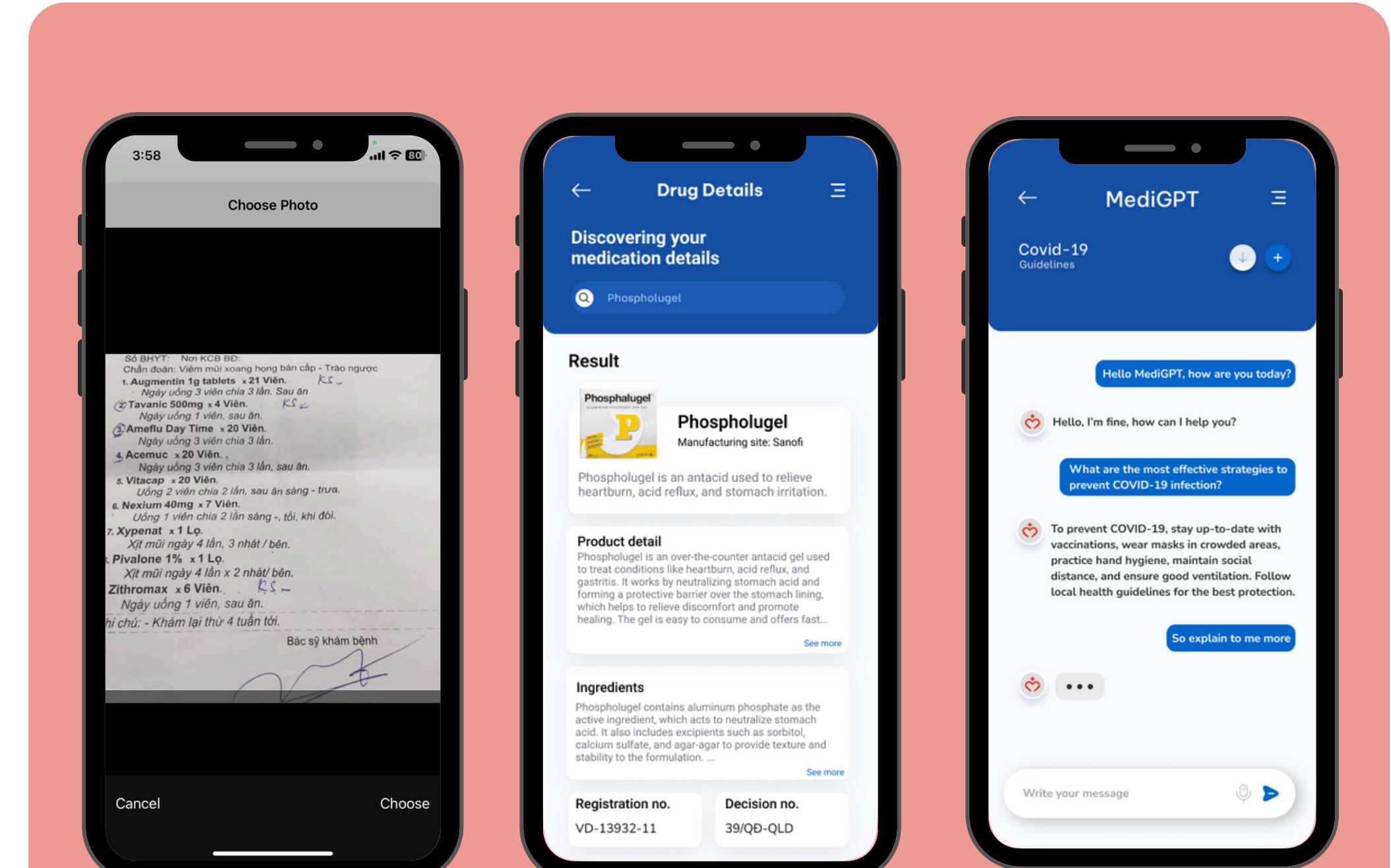
Suggest trusted nearby pharmacies: distance,
reviews, contact, ...

> Digital Health Notebook

Track medication history
Store personal health notes and records

> Gamification & Rewards

Daily check-ins earn coins
Coins redeemable for vouchers to encourage
healthy habits



DRUG IDENTIFICATION APPLYING OCR-NLP TECHNOLOGY

CHATBOT



Revenue Model

- ✓ **Government and University Collaborations**
Running sponsored health campaigns with government and medical universities to drive revenue and nationwide adoption.
- ✓ **B2B Pharma Partnerships**
Leveraging MediFind for product education, QR-code integration, and anonymized insights – turning everyday medicine packaging into a digital engagement engine.
- ✓ **Commissions from Clinics and Pharmacies**
We earn transactional revenue from medicine and supplement ordering, supported through last-mile delivery integrations.
- ✓ **Digital Health Services**
Online doctor consultations, personalized care plans and premium features create recurring digital-service revenue.
- ✓ **Play Store Download Strategy**
Scaling installs through authoritative channels – government communication, university ambassadors, QR-code activation and in-store referrals – reducing acquisition cost and boosting long-term engagement.

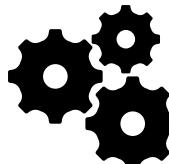
Global market potential

Government-backed communication campaigns



Healthcare requires trust — official endorsements accelerate adoption and position MediFind as a safe, credible, nationally aligned platform.

Medical-university partnerships



Pharmacy and medical students serve as nationwide ambassadors, validating and promoting the platform organically.

Pharmacy and clinic integrations



Every physical touchpoint from blister packs to store counters becomes a conversion point.

Gamification



Daily rewards drive long-term engagement, turning health routines into a consistent habit.

CLINICANS THAT ACCEPT MEDIFIND IN VIETNAM

1/ Pediatric Specialist Clinic

- Associate Professor, Dr. Nguyen Thi Cu: Lecturer at Hue University of Medicine and Pharmacy.

2/ Pediatric Specialist Clinic

- Doctor Nguyen Manh Phu, Head of Pediatric Respiratory Department, Hue Central Hospital

3/ General internal medicine clinic

- Doctor Nguyen Quang Hien, former Director of Rehabilitation Hospital

4/ General Internal Medicine Clinic

- Doctor Nguyen Van Tri, Deputy Department of Anesthesiology and Resuscitation - Hue Central International Hospital
- Doctor Nguyen Phan Hong Ngoc, Lecturer at Hue University of Medicine and Pharmacy

5/ Ai My Clinic

- Doctor Bui Van Doan, former Deputy Head of Tropical Medicine Department - Hue Central Hospital.



HIGHLIGHT

MENTORS



Miss Sonia

Business Advisor



Assof.Prof Thoai Nam

Technical Advisor



MSc Ha T Thanh Xuan

Medical Advisor

Supervisor



Khanh Le

AI Developer

PARTNERS



**HCMUT Technology
Business Incubator**



Viet Startup Incubator (VSI)



**High Performance Computing
HCMUT**

HONORS



Winner - Startup idea competition in the healthcare industry - Hanoi Medical University



1st Runner Up - FWD SpringboardX Student Challenge of Southeast Asia



2nd Runner up - GBA Business Challenge



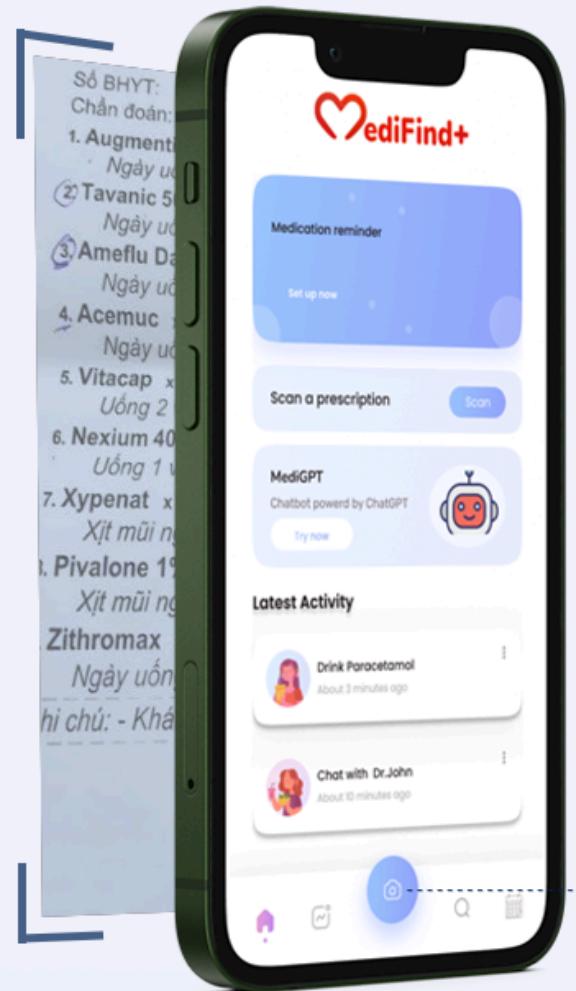
First Runner Up - GDSC - Google Developer Student Clubs - Ho Chi Minh city University Of Technology



Innovation Prize - VietFuture - Vietnam Information Technology Services and Software Association (VINASA)

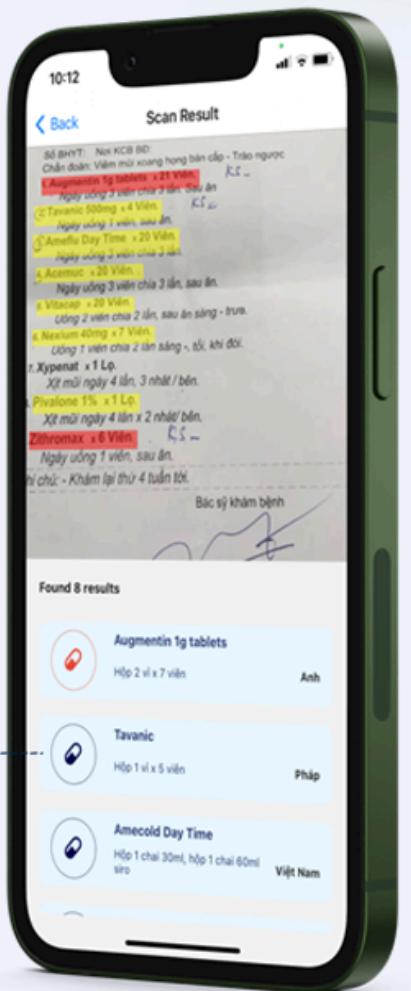
MediFind+

Use wisely, take precisely



A simple scan
of your prescription

to make
your life healthier



THANK YOU

Wechat ID: maryle_23
Mail: lethuthuy.contact@gmail.com

TRY IT NOW



GET IT ON
Google Play



+ Product

Application available on **Google Play**

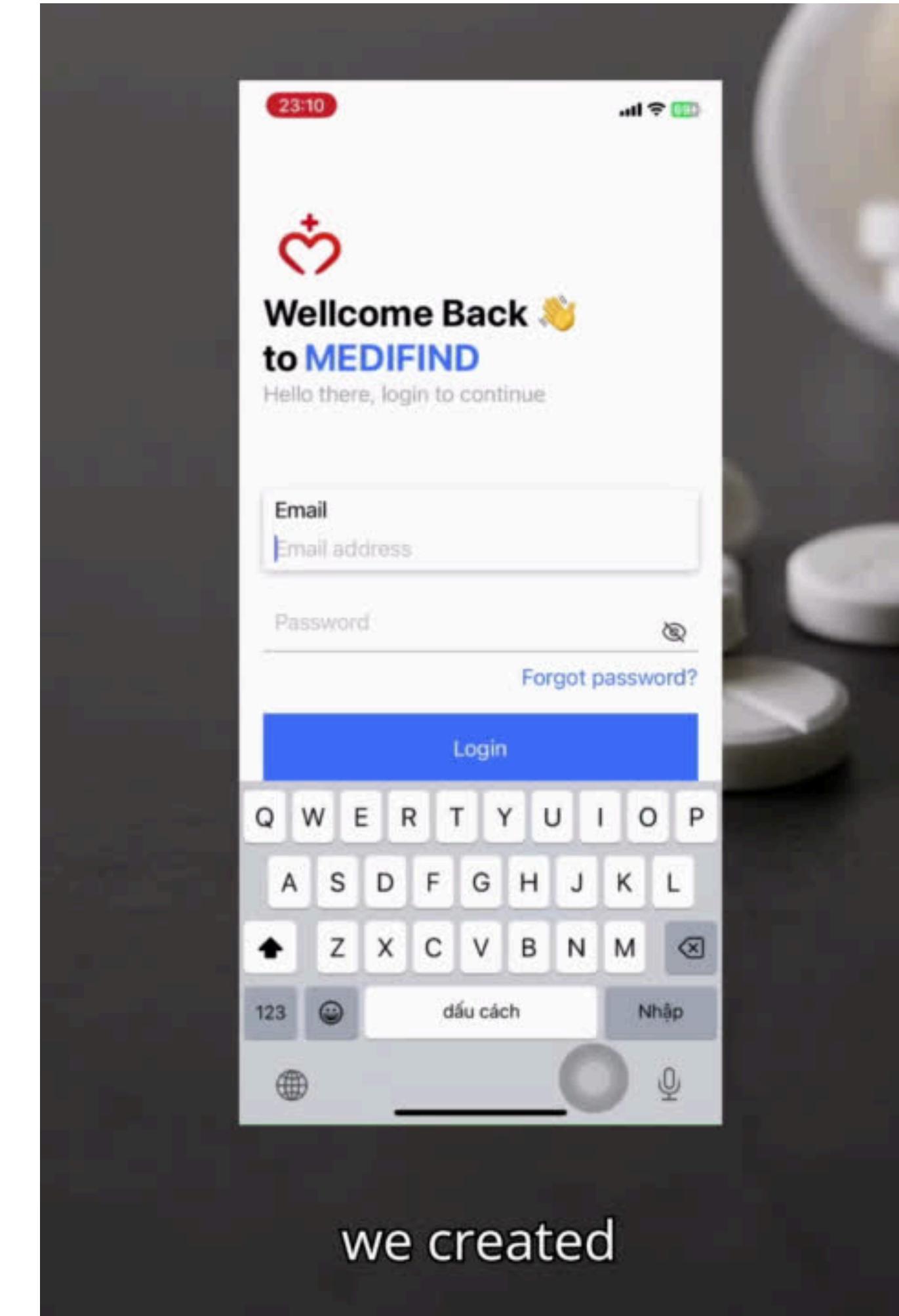


MediFind - Antibiotics Scan

Healthtek.solution

5.0 •
10 reviews
100+ Downloads
Rated for 3+ ⓘ

Install Share Add to wishlist



+ Key Technology



Modern Technology

- OCR, NLP and LLM technique
- Big Data Analytics
- Datasets from:
 - Drugbank (~40k records)
 - UMLS - Unified Medical Language System (~150k records)

Solving an alarming problem

Recognize antibiotics from all printed words and analyse its dosages

Digital Transformation

Digitize patients' medication history

Recreating models from scratch

Utilize various advanced technologies to create our own model

MediFind - A medicine detection framework for Vietnamese medical prescription

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Minh Vo Duc§, Thanh Hoang Le Hai¶, Nam Thoai||*

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Abstract—In the context of Vietnam's pharmaceutical landscape, numerous industry establishments continue to rely on manual operational protocols, leading to labor-intensive processes and heightened susceptibility to errors, potentially contributing to improper pharmaceutical administration and antibiotic resistance. To address this, the integration of Optical Character Recognition (OCR) in healthcare settings shows promise for streamlining drug administration. By automating the extraction of medication information from prescriptions, OCR offers a potential solution.

This research comprehensively reviews drug misuse trends, recent mitigation efforts, and advances in OCR and Natural Language Processing (NLP). It introduces a novel framework

capacity to induce a plethora of adverse effects upon health and the economy, encompassing the concerning propagation of antibiotic resistance [2] [3] [4].

Recent advancements in technology, particularly in the field of machine learning, offer a promising solution to this problem. Machine learning algorithms can be trained to identify patterns in large datasets, and they have shown great potential in identifying patterns in medical usage. Moreover, the use of machine learning algorithms in healthcare has become increasingly popular in recent years, with many studies demonstrating their effectiveness in various medical fields.

Public paper in 17th Advanced Computing and Analytics 2023

The screenshot shows the DRUGBANK Online homepage. At the top, it displays "DRUGBANK Online" and "DrugBank Release Version 5.1.10". Below this, there are links for "COMPLETE DATABASE", "STRUCTURES", "EXTERNAL LINKS", "PROTEIN IDENTIFIERS", "TARGET SEQUENCES", "DRUG SEQUENCES", and "OPEN DATA". A sidebar on the right contains a "DRUGBANK" section with a pink background, featuring a small icon of a test tube and text about commercial products. At the bottom, there is a table with columns for "RELEASED ON", "VERSION", "SIZE", "COMMAND", "DOWNLOAD (XML)", and "SCHEMA DEFINITION". The first row of the table shows "All drugs" with values "2023-01-04", "5.1.10", "150 MB", "Example", "[Download]", and "[View]".

Canada Institute of Health Research

Dear Thu Nguyen,

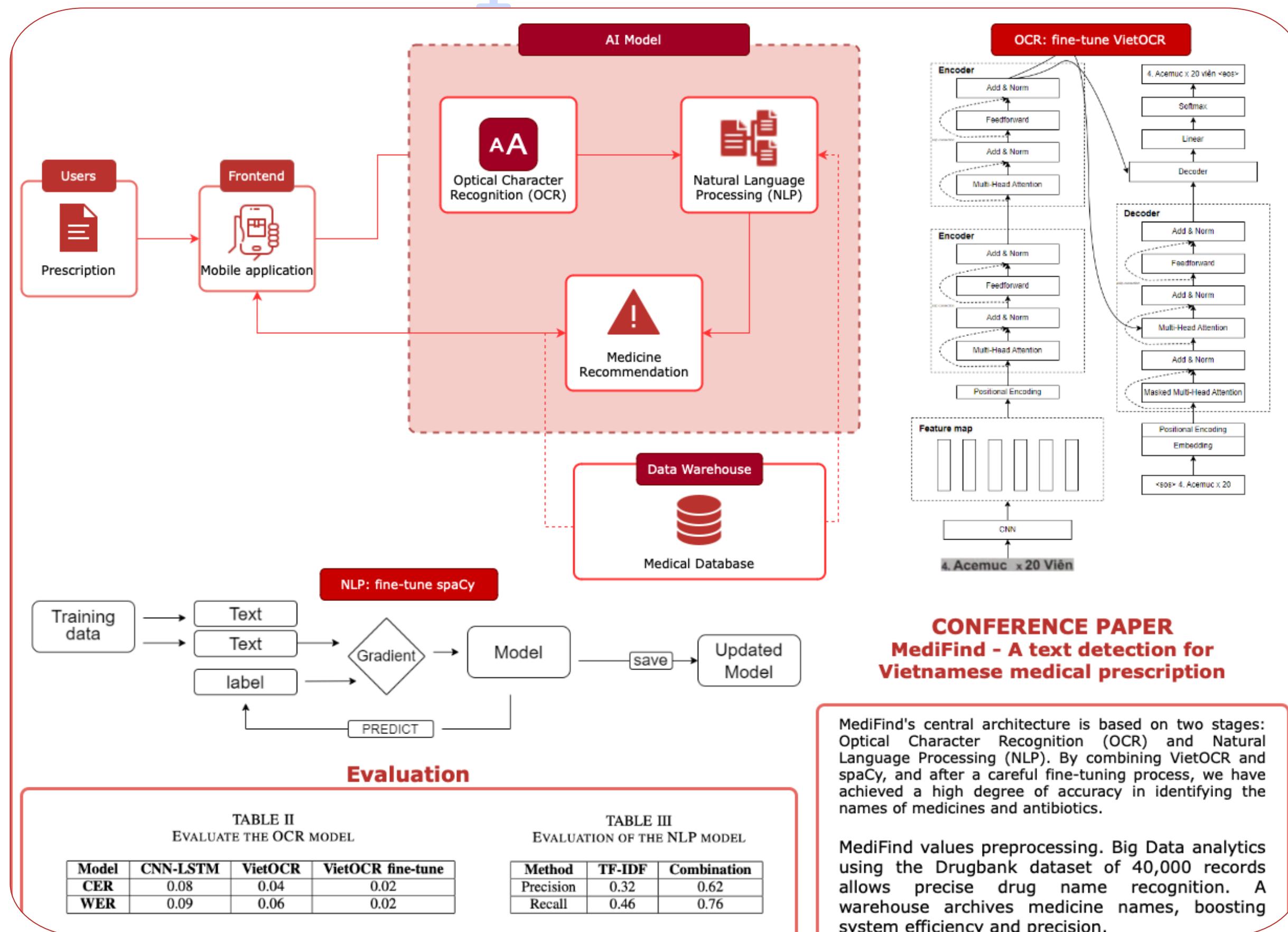
Thank you for your interest in licensing terminology data from the U.S. National Library of Medicine (NLM). Your UMLS license request has been approved. Your UTS account gives you access to the following resources:

- [Value Set Authority Center \(VSAC\)](#)
- [RxNorm](#)
- [SNOMED CT](#)
- [NIH Common Data Elements \(CDE\) Repository](#)

National Library of Medicine



+ Key Technology



Competitor

MediFind

DrugBank

Drug Dictionary

Drugs.com

Identify drugs
through images



OCR-NLP
technology



Store medication
history



Data

~40k

~10k

~50k

~40k

Many included
features





FINANCIAL PLAN (expected)



Link

(Price, Sales projection, Balance Sheet, Profit and Loss, Renting)

PROFIT AND LOSS REPORT FOR YEAR 1

Total revenue	
<i>Total revenue</i>	487.000.000 VND
<i>Work with 3rd parties</i>	200.000.000 VND
<i>Technology transfer</i>	150.000.000 VND
<i>Affiliate marketing</i>	200.000.000 VND
Expense	
<i>Software Development</i>	200.000.000 VND
<i>Salary</i>	450.000.000 VND
<i>Advertisement</i>	100.000.000 VND
<i>Additional fees: 10%</i>	100.000.000 VND
<i>Tax</i>	95.000.000 VND
Net profit	92.000.000 VND



Point of difference



MediFind is the **first application in Vietnam** that allows users to recognize prescriptions through **images and digital letters**.

✓ Free for first phase

MediFind does not collect money from users – suitable in Vietnam.

✓ Fast & Precise

Identify medications through images and text instead of typing.

Accurate ratio: ~95%

✓ Multifunctional Application

Provide advanced features such as reminder, chatbot, pharmacies suggestions.

✓ Up-to-date Technology

Utilize various technologies such as OCR, NLP, Big Data Analytics.

✓ Customer behavior education

Create a points system where users earn and redeem points for vouchers, encouraging daily use.