PatientLetterHub — Executive Summary (Investor Handout)

One-liner: Automating compliance-critical patient letters (departures, breaches, closures, recalls) for small practices — print & mail in hours, not weeks.

Problem

Small practices must send first-class mail for regulatory and continuity-of-care events. They lack staff, workflow, and mailing operations — delays create compliance risk and patient leakage.

Solution (MVP ready)

Web app handling end-to-end workflow: data upload → CASS/NCOA → templates/custom → cost preview → approval → print & mail via MASS → tracking & audit trail.

Target customer

Small practices (solo–~20 providers) across MD/DDS/DC/PT/OT without Salesforce Health Cloud or in-house ops. Initial wedge: provider departures; adjacent events add volume.

Pricing (finalized)

Per letter: B&W; $0.50, Color $0.65; Enclosure $0.10/letter; Data cleanse $25/order; NCOA $50/order; Postage First■Class $0.78 (pass-through; presort is upside).

Unit economics (base case)

Typical event: 1,800 recipients (per■physician). Mix: 30% color / 70% B&W; 50% include one enclosure. Average order value (incl. postage) **$2,550**; Net revenue (ex. postage) **$1,146**.

12■Month Projection Summary

Scenario	Orders	Gross Billings (incl. postage)	Postage Pass-Through	Net Revenue (ex. postage)
Conservative (228 orders)	228	$581,400	$320,112	$261,288
Base (314 orders)	314	$800,700	$440,856	$359,844
Aggressive (540 orders)	540	$1,377,000	$758,160	$618,840

Go■to■market

Lean outbound + demo-close: cleaned lists, sequenced cold email, lightweight CRM; demo with real data; verticalized state templates; direct mail leave-behinds for larger prospects.

Risks & mitigations

State variability → requirements matrix & templates. Address quality → CASS/NCOA, reporting. Adoption inertia → demo + cost/time proof in-app.

Assumptions: 1,800 recipients/event; 30% color / 70% B&W; 50% enclosure; AOV $2,550 incl. postage; $1,146 net ex. postage; First-Class $0.78 pass-through; presort is upside.