VisualPT

The Business Model Canvas

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Key partners

Electronic Medical Record Firms (EMR)
Data Integration
Clinical Workflow Support
Security and Compliance

Physical Therapy Franchises
Brand Recognition and Reputation
Aggregated Network of Users for accelerated and dense user feedback

Clinical Research Institutions
Core detection/diagnosis model enhancements
Technical Talent
Data Collectors and Providers

Key activities

Application Development
Quality delivery of engineering, design, model training, marketing

Timeliness
First to market in the AI boom, fastest iterations and releases

Connect
Feedback from clinics, therapists and patients

Key resources

Accurate clinical datasets
Training artificial intelligence detection models & recommendation engine for clinical viability

Software development talent
To architect, design, engineer and scale a cross platform application for clinical users

Key propositions

Harnessing AI and computer vision to help physical therapists reach faster diagnosis and recommendations; removing the pen, paper and laptop from treatment toolkit

Removing subjectivity and promoting holistic diagnosis by collecting and storing 100% of PA data

Reducing the duration and cost of administering PA through repeatable, seamless procedures and low maintenance onboarding

Offloading daily therapist responsibility by automatically generating tedious patient notes and RBRVS/CPT code billing system documents

Customer relationships

Regular user feedback/testing
Demos and testing sessions during development & iteration phases

Periodic Aggregate Reports
For management to track process performance KPIs

Scheduled Push Notifications
Integration with EMR enables pings for scheduled usage

Channels

B2B

Social Media/App Stores
Direct link to download the app

Trade Show/Conferences/Events
High attendance of key decision makers and solution seekers

Professional Associations/ Journals
American PT Assc,
Chartered Society of PT,
Canadian PT Assc

Customer segments

Physical Therapy Clinic Owners
MVP
Decision makers whose primary interest is maintaining efficient operations and happy team members. Face burden of managing audits when they occur, and compliance regulation

Physical Therapists
The primary interface between the patient and the medical record, the ones with the responsibility of logging accurate and timely data while also maintaining a professional and positive patient experience

Niche Market

Cost Structure

Software Development Fixed wages for engineers

Cloud Computing Services Variable cloud service expenses, increasing with usage

Marketing Variable expenses around advertising, travel and personnel wages

Revenue Streams

Subscription Fees Tiered plans for various use cases (monthly, yearly, enterprise)

Data Access Program Anonymized data access for public health research