

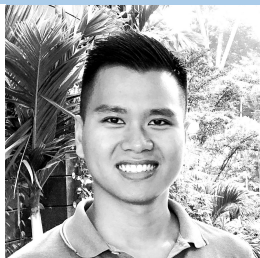


EXPRESS SCRIPTS®



**CORNELL
TECH**

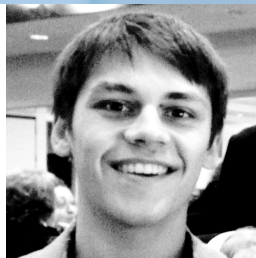
Team ZATAM



Zwee Dao
ECE



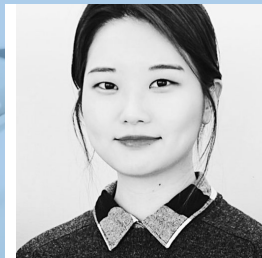
Ananya Shivaditya
CS



Terrill Jones
ORIE

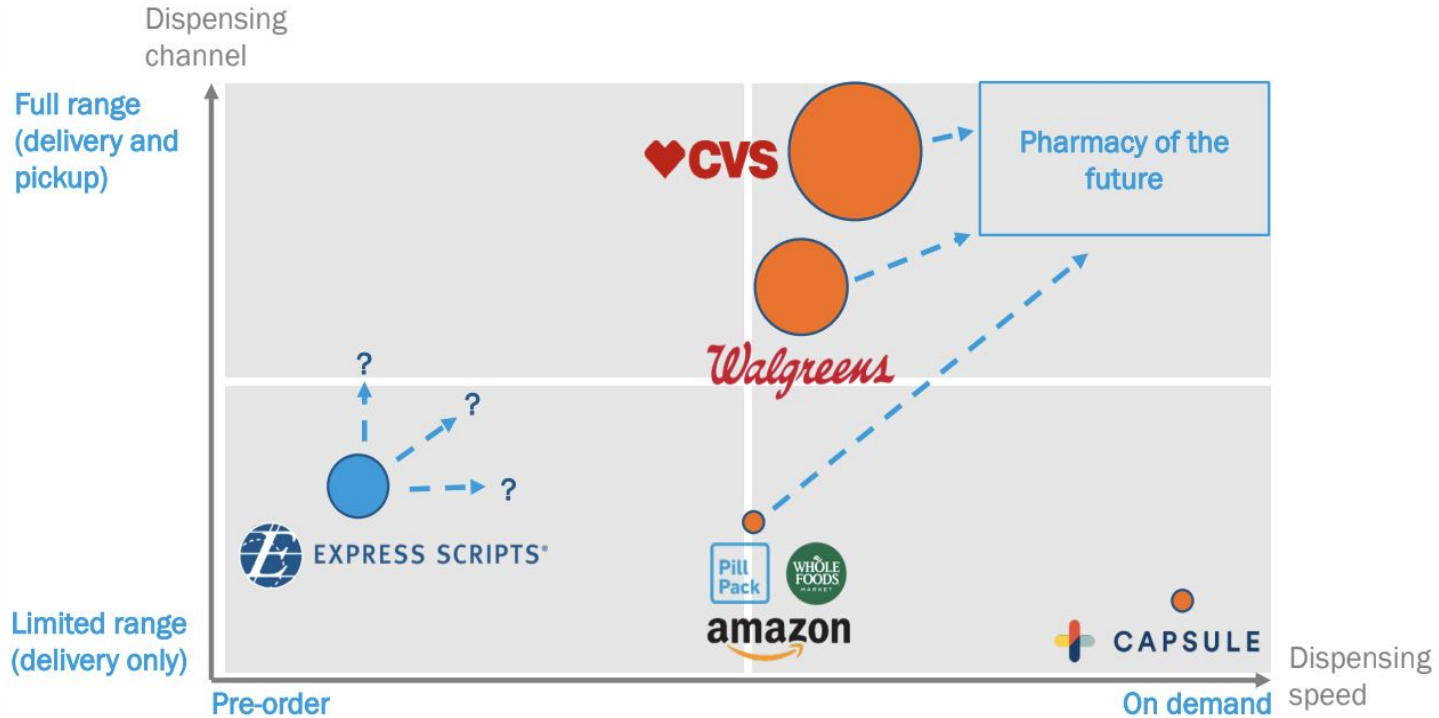


Avnish Kumar
CS



Maddie Lee
Design

Pharmacy Trend: Fast & On-demand



Express Scripts' Problem: Too Slow

Order
received

Delivered to
customer

3-21 days

2-6 days

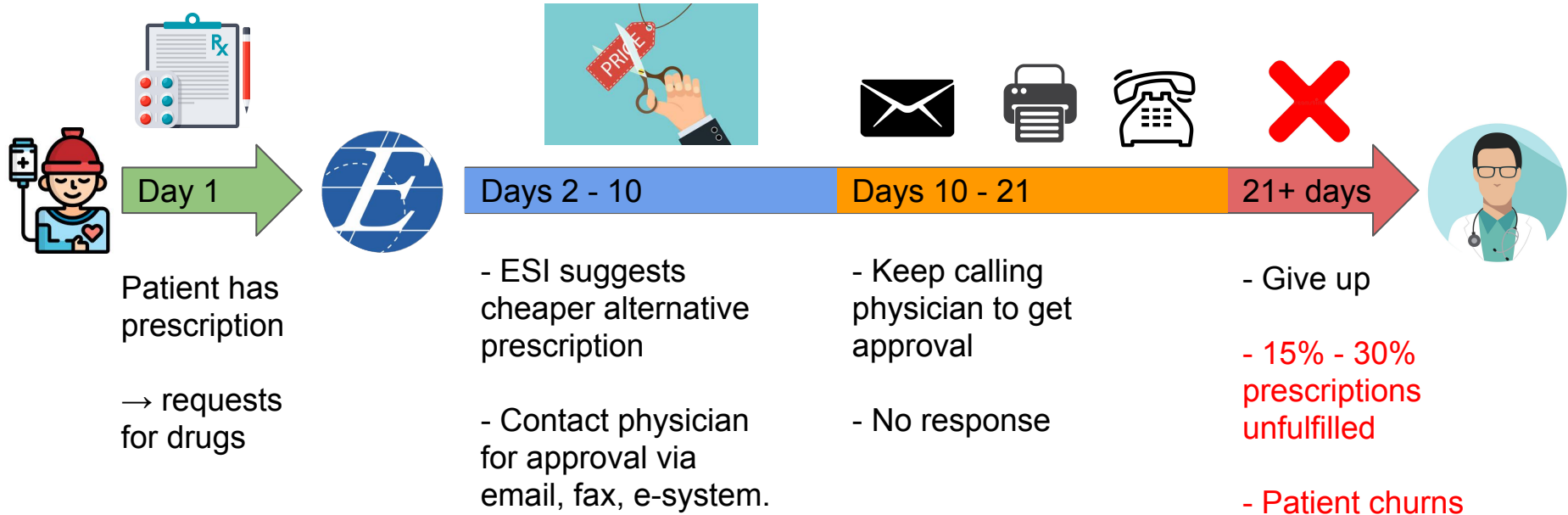
Long Prescription Approval Process

- 15-30% orders go unfulfilled

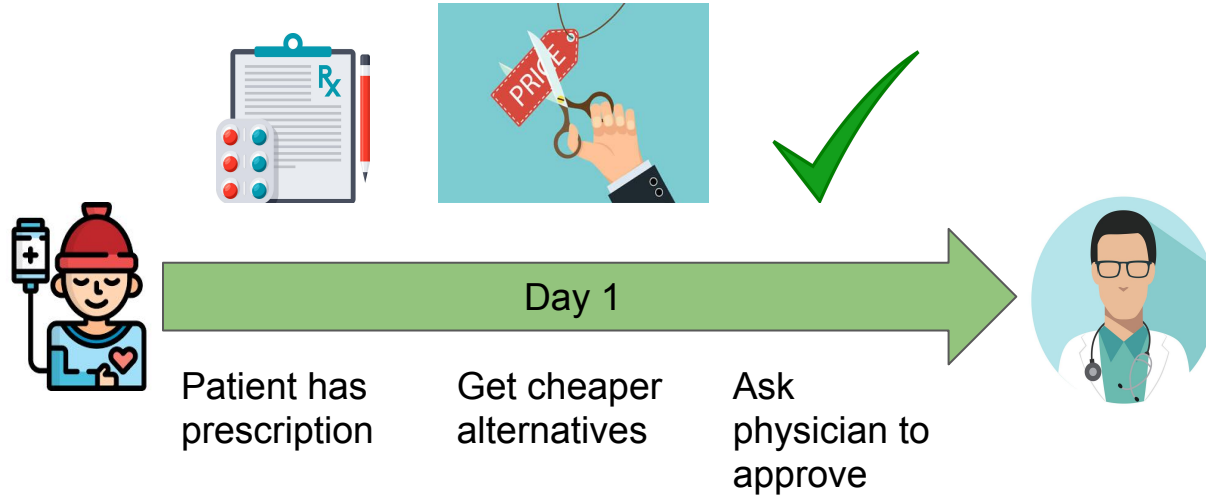
Long Delivery

- Competitors offer 1-day shipping

Prescription Approval Process



Solution: Power to Patients



Demo: AutoMed

<https://invis.io/PWWHXUVQ4B6>

9:41 MEDICAL CENTRE
824 14th Street
New York, NY 91743, USA

NAME John Smith ADDRESS 162 Example St, NY


R_X

Betaloc 100mg - 1 tab BID
Dorzolamidum 10 mg - 1 tab BID
Cimetidine 50 mg - 2 tabs TID
Oxprelol 50mg - 1 tab QD

Dr. Steve Jo
signature

☐ LABEL
REFILL 0 1 2 3 4 5 PRN

9:41

 Patient Name John Smith

Recommendations

Drug	Price
Betaloc	\$20
Metoprolol	\$10
Dorzolamidum	\$15
Cinetidine	\$10
Oxprelol	\$10
Old Rx.	\$55
New Rx.	\$45
Saved amounts	\$10

Get Approval
from Doctor

Demo: AutoMed - Physician's approval page

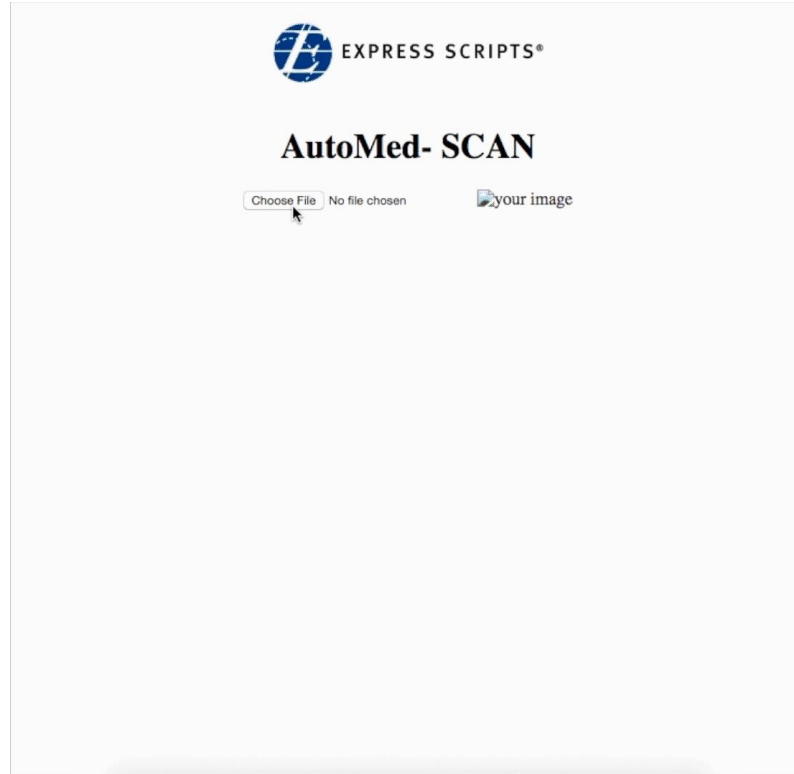
Patient Name John Smith
Doctor's Office Medical Centre



Recomendations

Drug	Price
Betaloc	\$20
Metoprolol	\$10
Dorzolamidum	\$15
Cinetidine	\$10
Oxprelol	\$10
Old Rx.	\$55
New Rx.	\$45
Saved amounts	\$10
<div>Add Comment</div> <div>Edit</div> <div>Approve</div>	

Demo: AutoMed - Scanning prescription



<https://drive.google.com/file/d/11rr9Vpevc-uEXYwcoPnjFdbgBjYx8DvT/view?usp=sharing>

Market size: Reclaim the lost customers

30%

orders from new Patients switching from retails (e.g CVS)

15%

orders from returning Patients renewing prescriptions

50M

prescriptions

20B

annual revenue

Assumption Test Plan

Assumption	Risk to project's success	Test
Patient is incentivized to ask physician to approve cheaper drugs	High	Test with 5 patients
It's faster approval when patient, instead of ESI, reaches out to physician	High	Test with 5 physicians

Build Plan

- Patients' mobile app
 - Drug data
 - Recommendation engine
- Physician's approval page
- With ESI's data → tweak recommendation based on:
 - Inventory & delivery time
 - Patients' health history
 - Physician's approval history



The background of the slide is a blurred photograph of three small, clear plastic medicine bottles with white caps, arranged in a row. In front of the bottles, a silver spoon is filled with numerous small, white, round pills. The entire scene is set against a light blue background, which is slightly out of focus to emphasize the text.

Any Question?