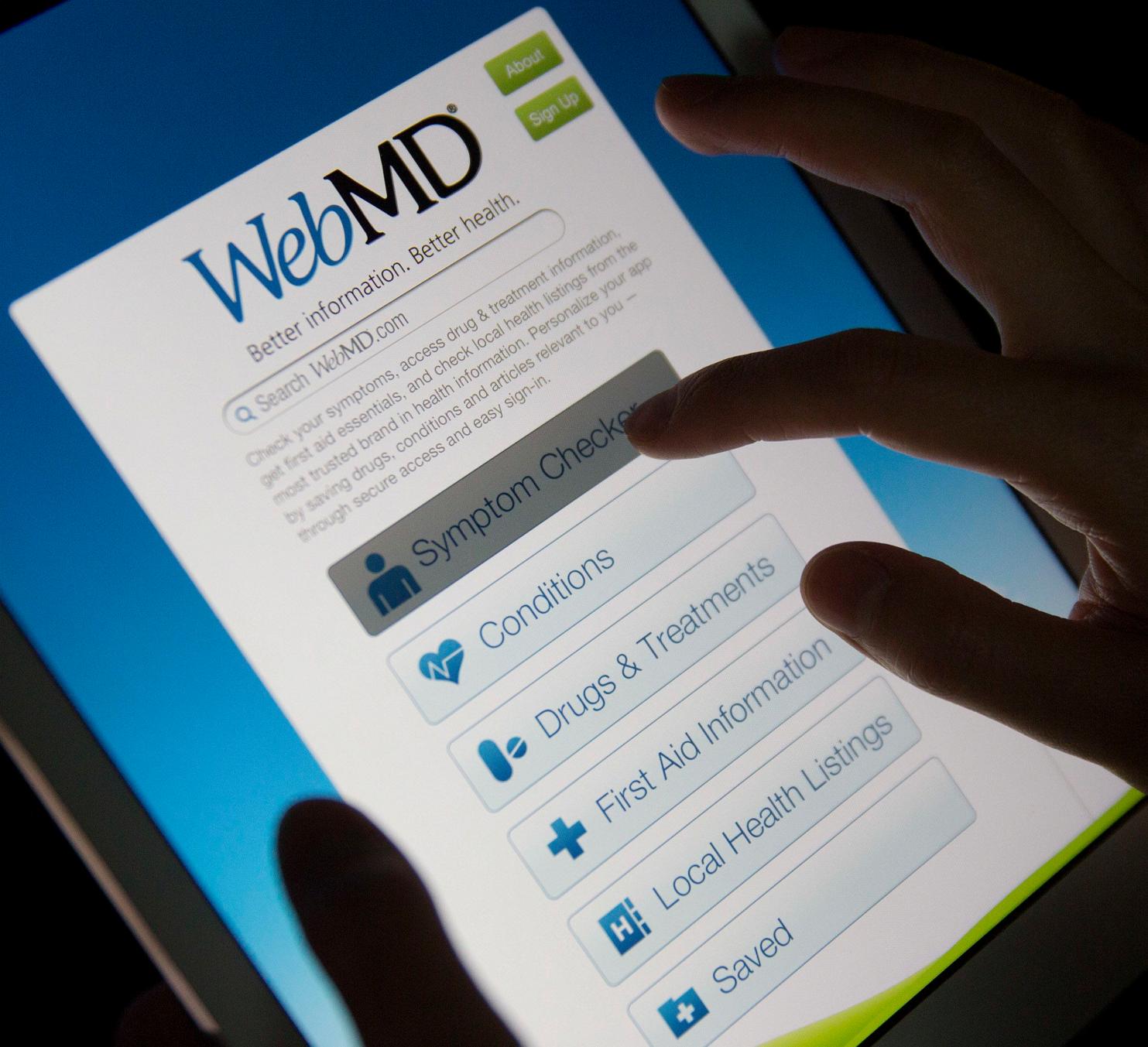


# Doc

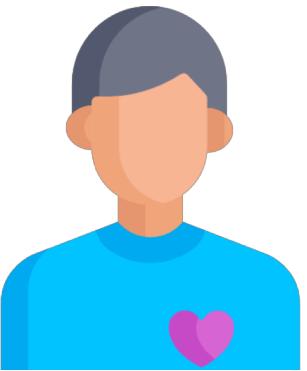
Winnie Xu, Ziyad Edher, Quinlan Sykora, Vida Pourhashem











18% of Canadians live in rural communities, but are only served by 8% of physicians

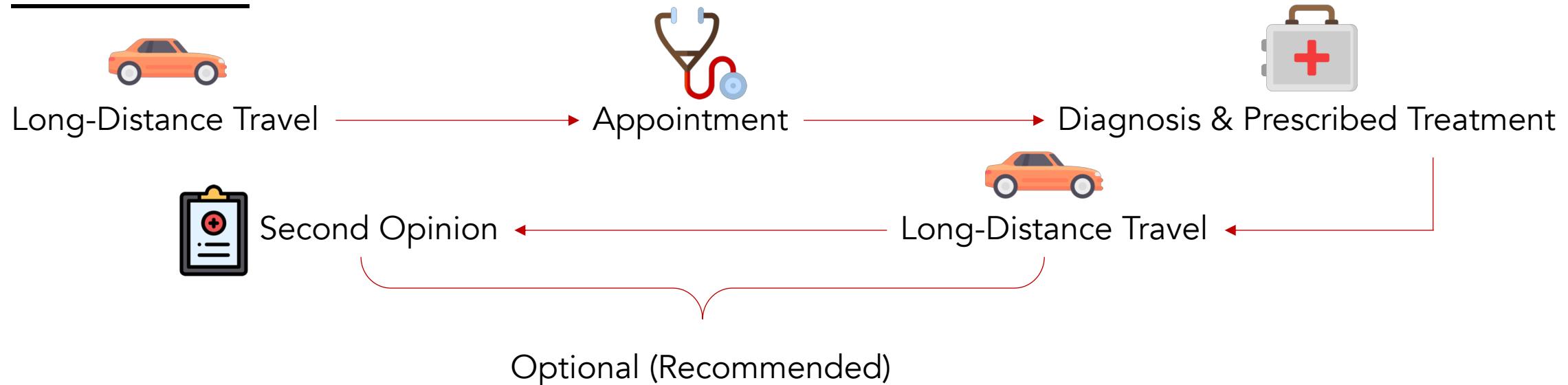
64% of people in rural areas live  $\geq 100\text{km}$  away from the nearest doctor



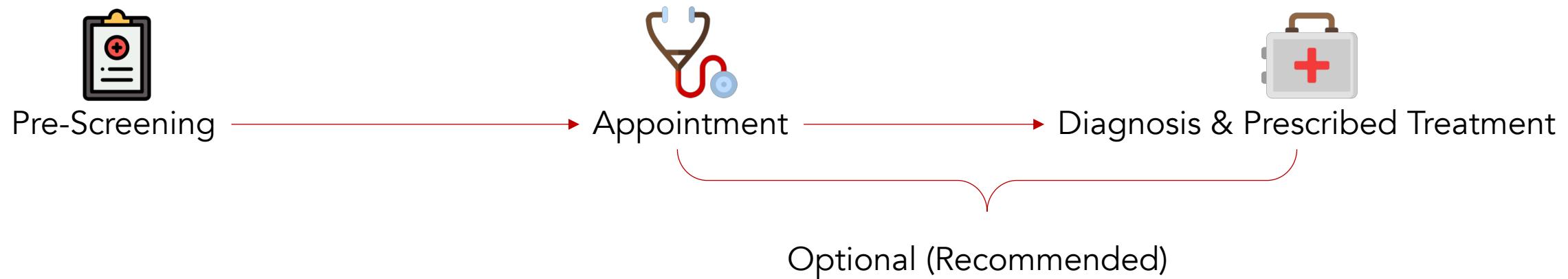
10-15% of patients are misdiagnosed

20% received wrong diagnosis  
70% received wrong treatment  
of patients who sought a second opinion

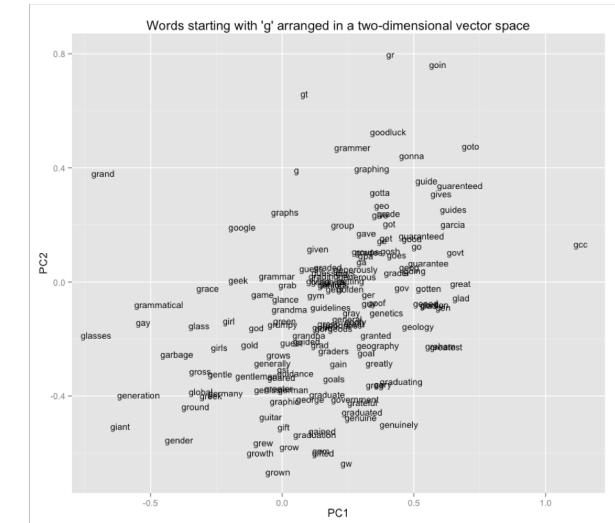
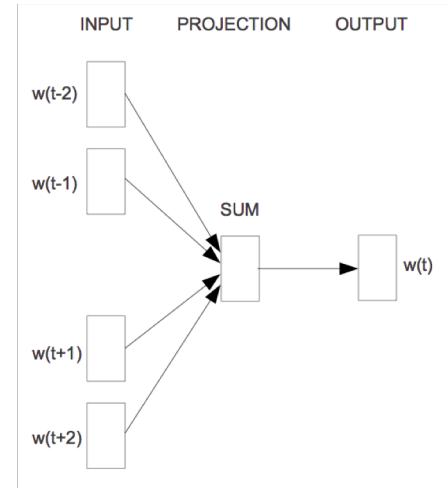
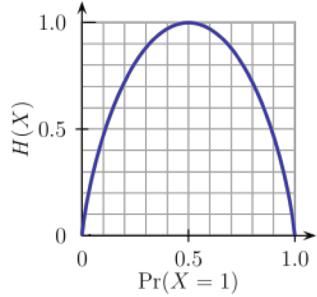
# Before



# After

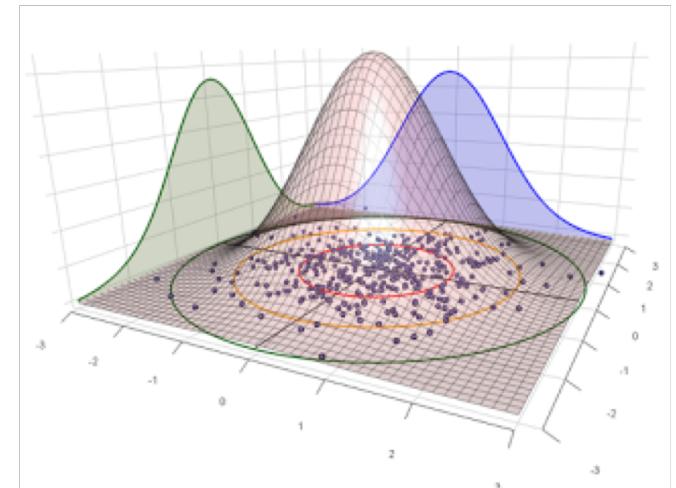
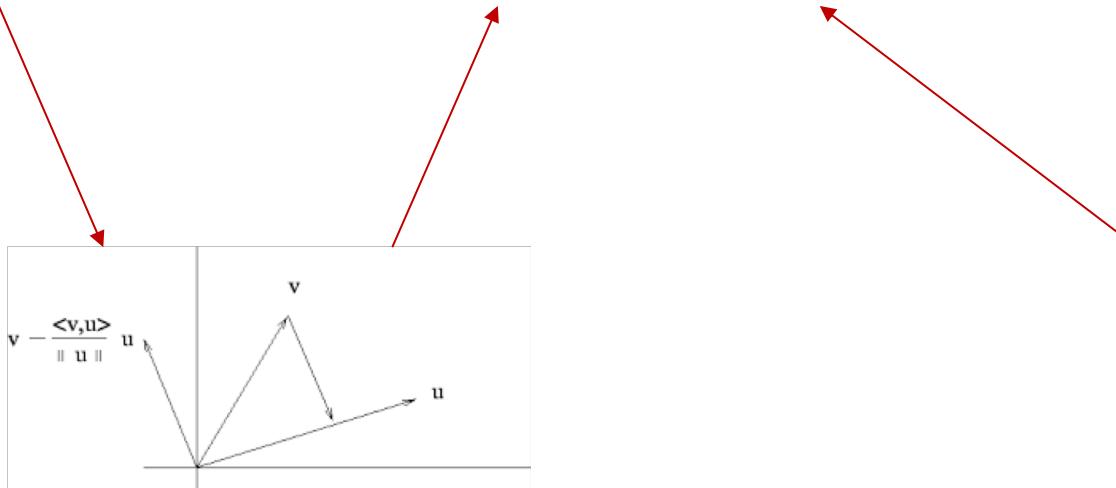


# DEMO



## New Information

# Prediction



# Cost Breakdown

**maple**

\$49/visit

**AKIRA**

\$49/visit

**DOC**

\$39/visit

Benefit (per visit) with **DOC**:

$$12.87 + 88.00 - 39.00 = \$61.87$$

gas

minimum  
daily pay

cost of virtual  
doctor visit

Projected revenues:

$$\frac{100,000}{230} \times 200 \times \$6.00 \times 3 = \$1.6M$$

*# patients  
doctor*

doctors  
onboard

*returns  
appt*

average  
yearly visits

# Partnerships



## Employer Benefits

Reduces cost of missed labour



## Insurance Companies

Reduces payouts for wrong treatments



## Provincial/Territorial Governments

Reduces costs from repeat appointments, wrong treatments, lawsuits, etc.

# Timeline

## Pilot

Test with rural areas around Ontario

## Soft Launch

Urban areas across Ontario, increase revenues

## Secondary Launch

Across Canada

## Tertiary Launch

Across EU

# Appendix – Sources

- <https://www.cbc.ca/radio/thecurrent/the-current-for-april-20-2017-1.4076044/can-anything-be-done-to-prevent-hospital-misdiagnoses-1.4076140>
- <https://nationalpost.com/health/inside-canadas-secret-world-of-medical-errors-there-is-a-lot-of-lying-theres-a-lot-of-cover-up>
- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5721599/>
- <https://bmjopen.bmj.com/content/7/10/e017902>
- [https://www.huffingtonpost.ca/adam-stewart/let-me-break-down-how-much-ontario-doctors-really-get-paid\\_a\\_23295219/](https://www.huffingtonpost.ca/adam-stewart/let-me-break-down-how-much-ontario-doctors-really-get-paid_a_23295219/)
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