MEDOCTOR

Telehealth with an Edge

Executive Summary
Sep 2018

Presented by
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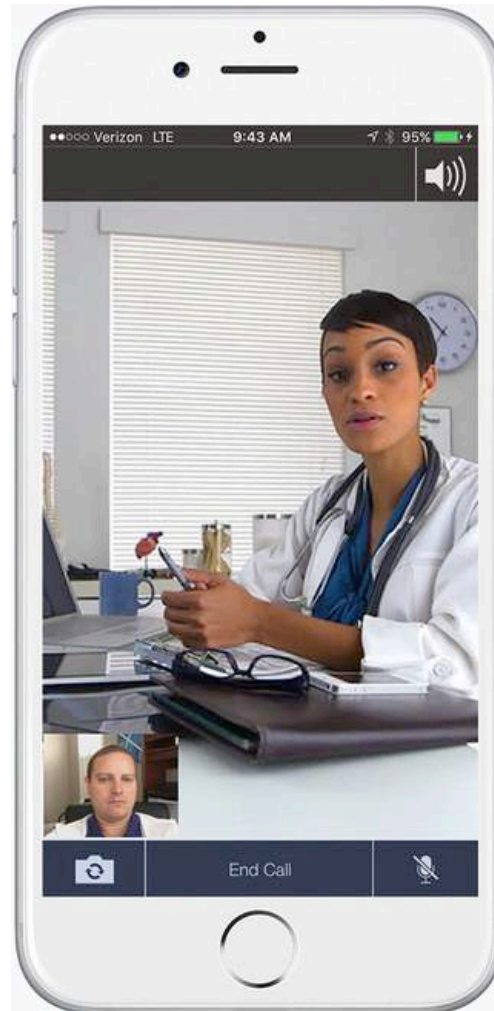sean.kelly@medoctor.com
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TeleHealth Today

The telehealth market has emerged in 2013, when patients have started accepting to speak to a health professional via a videoconference over their connected device.

Telehealth services are now delivered by 50 or so providers worldwide, who all allow connection between a patient and a physician. But only MEDoctor has a real leading edge.

TeleHealth Today

Number of TeleHealth Patients
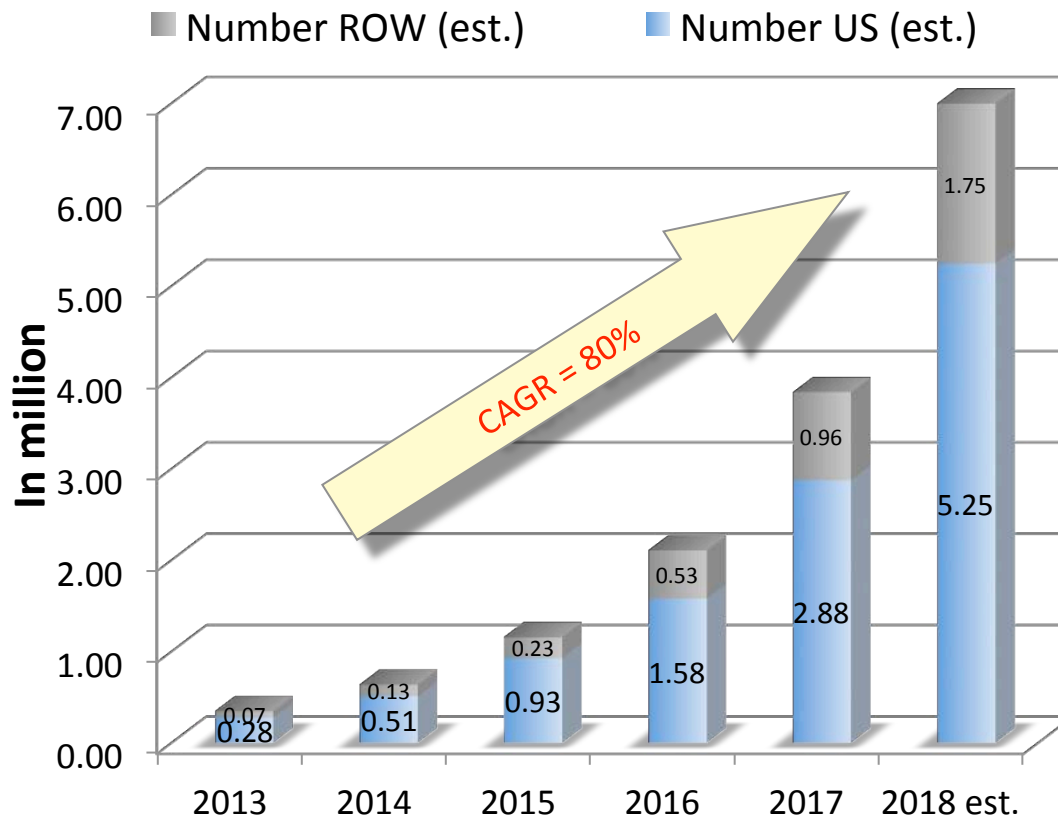
The world market size in 2016 was approximately 2.11 million visits at 50 US$ or 105 million US$. The marketing expense for these companies is today approximately at 100% of sales, which is again 100 million US$.

The total market could be 350 million US$ in 2018 (7 M patients at 50 US$).

Why is TeleHealth Growing so Fast ?

The USA, 1st Example

The average waiting time to see a
General Practitioner or Family Doctor is

17 Days

The average distance is

13.8 km / 8.6 miles

The patients hesitate to go
when the distance is above

32 km / 20 miles

Why is TeleHealth Growing so Fast ?

The USA, 1st Example

The proportion of patients taking their car is → **88%**

The round trip (travel, waiting, visit and return) takes → **2.5 hours**

The average cost is → **119 US$**

The availability of the GP is → **at office hours only**

Why is TeleHealth Growing so Fast ?

Patients are challenging this Status Quo through TeleHealth

	Standard GP Visit	TeleHealth Visit
Duration before General Practitioner's Visit	17 Days	10 Minutes
Distance to travel	13.8 km / 8.6 miles	0
Distance beyond which Patients Hesitate to go	32 km / 20 miles	0
Proportion of Patients taking their Car	88 %	0 %
Duration of Round Trip	2.5 hours	20 Minutes
Average Cost	119 US$	55 US$
Availability	Office Hours	24 / 7

Like most products and services available on the Web, TeleHealth is Quite Immediate
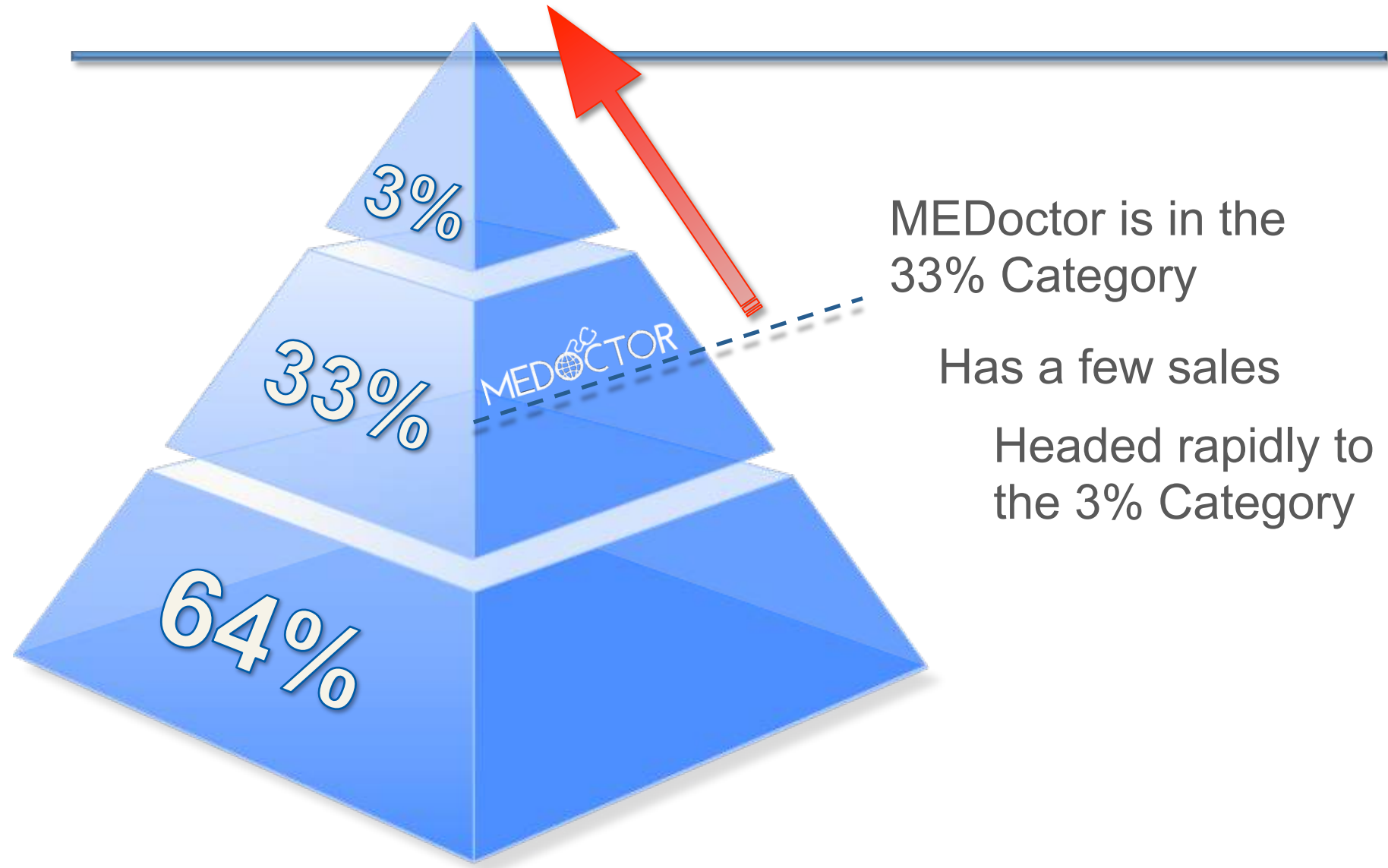
Why 95% of ICOs fail ?

Finished product and
proven business model
(such as pay with tokens)

Product under
construction and partially
proven business model

Product only
on paper

3%

33%

64%
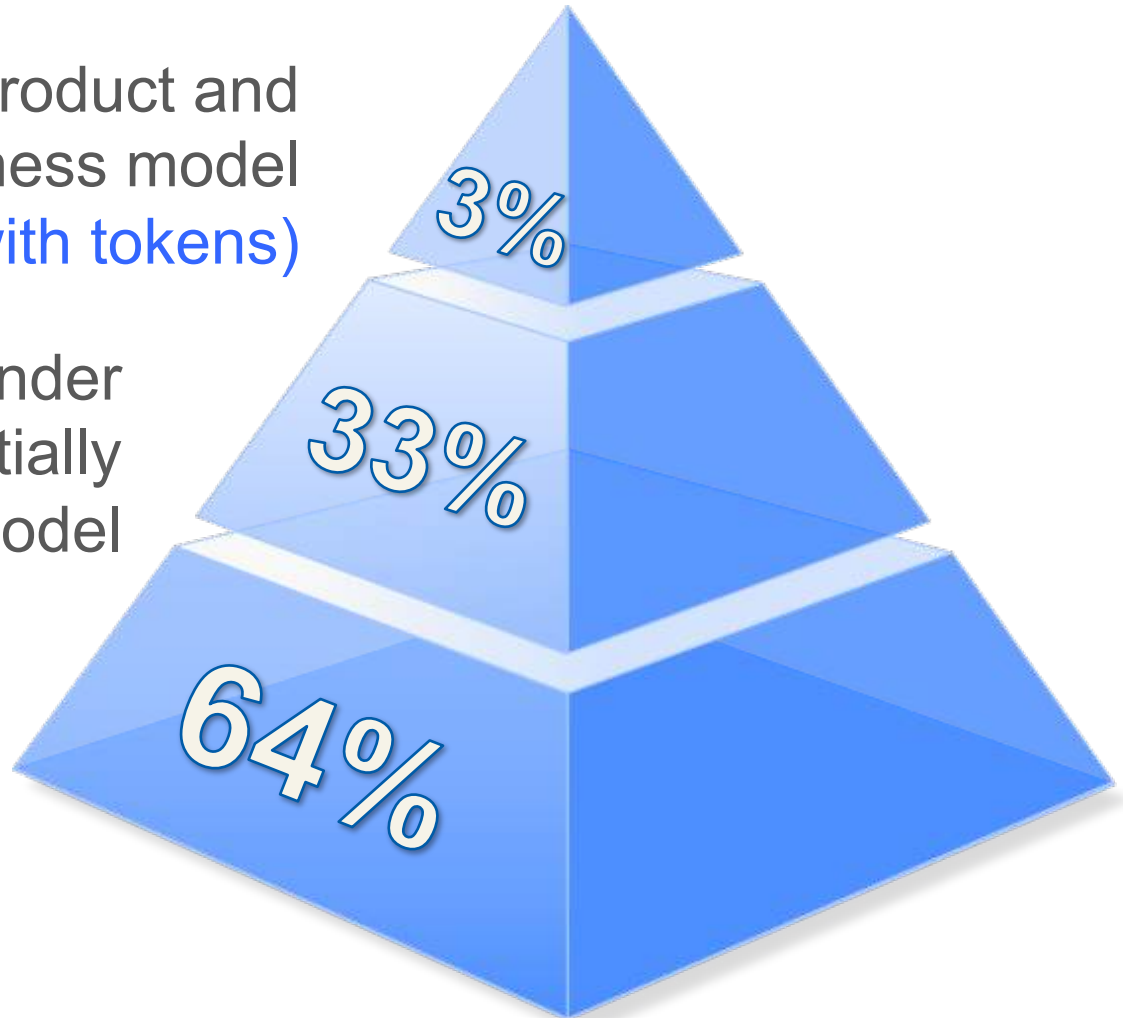
Where is MEDoctor in the Process ?

3%

33%

64%

MEDoctor is in the
33% Category

Has a few sales

Headed rapidly to
the 3% Category

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Leading Edge
over
Competitors

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What is MEDoctor's Leading Edge ?

They will often see our Google Adwords advertisement …

Every day, millions of people search the Web for health information
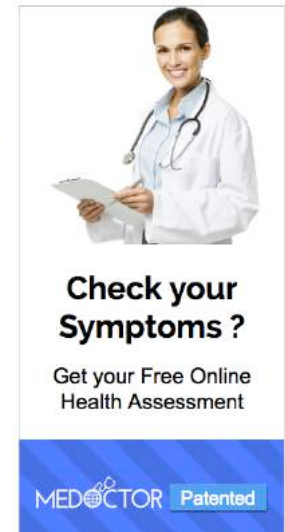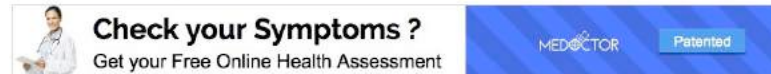
… and they land at www.medoctor.com

What is MEDoctor's Leading Edge ?

When they click on it, they land on MEDoctor's website
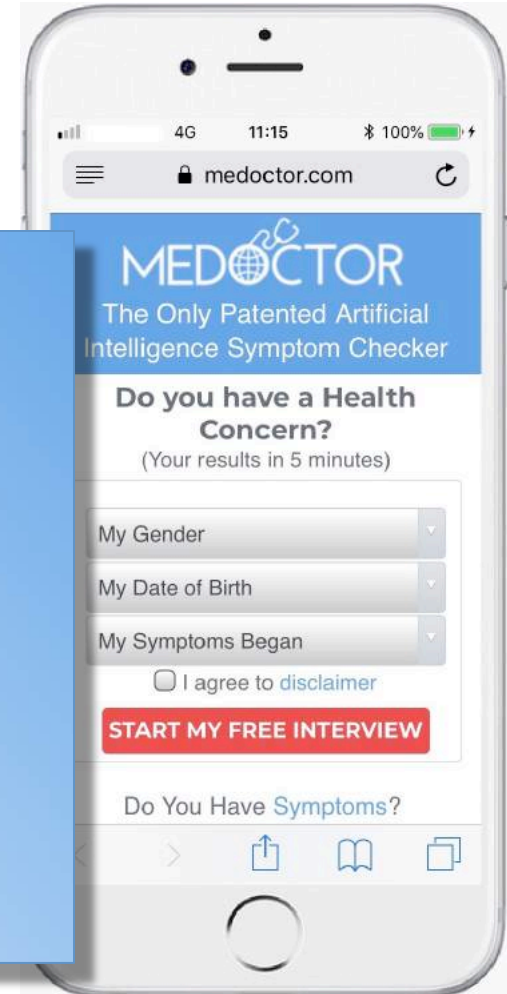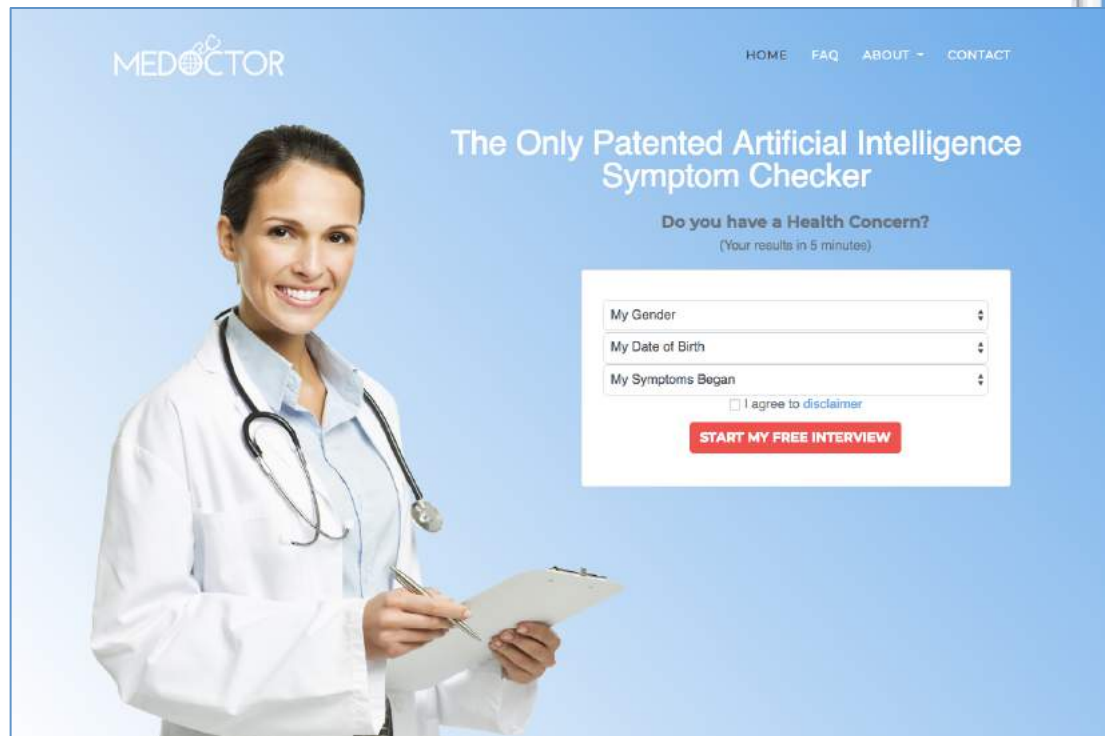
What is MEDoctor's Leading Edge ?

Approximately 40% of visitors begin the free interview, select the area of their primary symptom (from about 80 choices)…

What is MEDoctor's Leading Edge ?

… and answer 30 to 60 symptom questions. The number of questions depends on their disease or ailment.

What is MEDoctor's Leading Edge ?

The MEDoctor algorithm then generates and presents results.

The user can have his report sent to his email address in PDF format.

What is MEDoctor's Leading Edge ?

Users who register an email address can create an Electronic Health Record to store this and future Health Reports and retrieve them in PDF format when needed.

What is MEDoctor's Leading Edge ?

Our telehealth solution is displayed to the Patient.

The Patient, by ticking the box, contacts the Physician.

What is MEDoctor's Leading Edge ?

And the Patient/User comes directly in contact with a doctor in the MEDoctor telehealth network.

And all the patient's data accumulated in the interview is delivered to the physician for his ease of use.
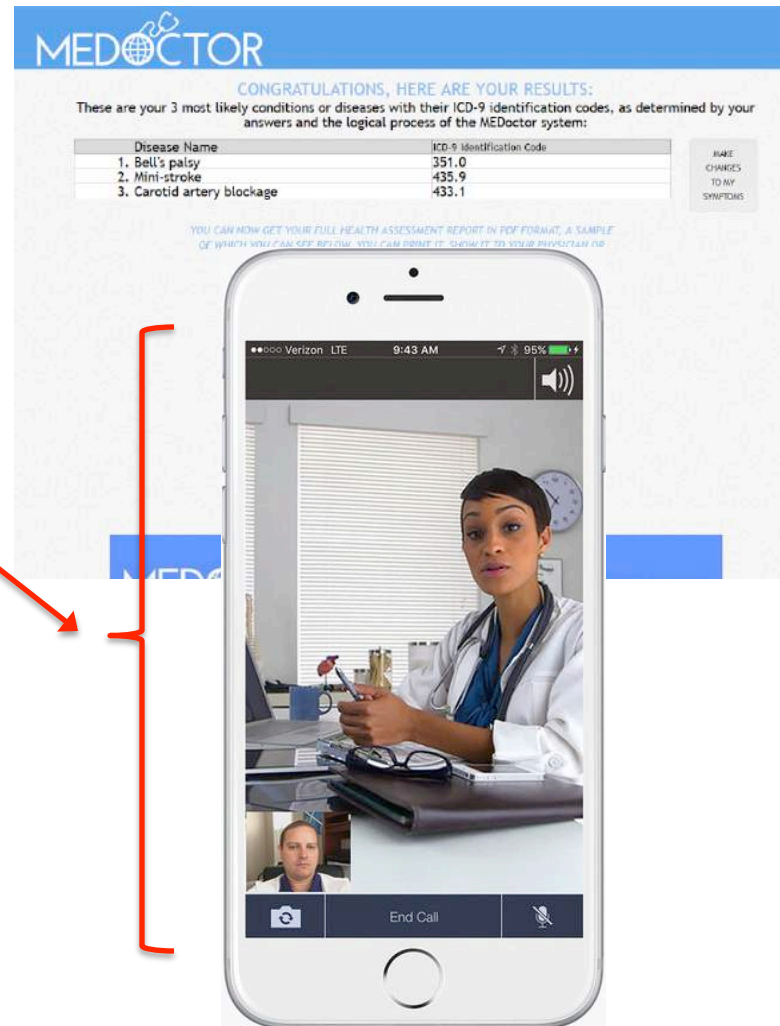
The Business Model

The patient will pay in average 50 US$ for a video telehealth visit.

Healthcare networks spend up to 200 US$ to acquire a new customer/patient. Other telehealth companies spend in excess of 50 US$ for a new patient.

The Business Model
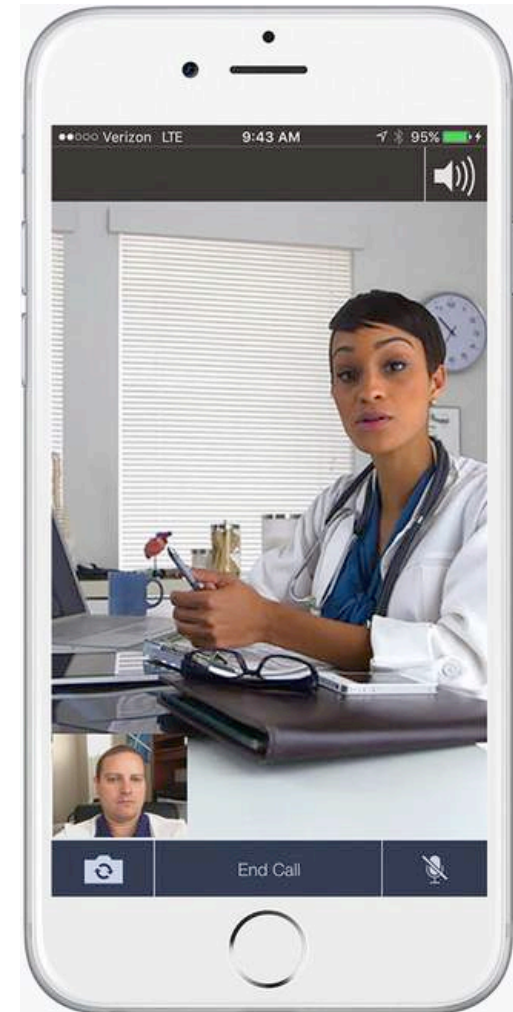
Given the above, MEDoctor acquires a patient (and the patients data, symptoms and likely diseases) for a fraction of that cost.

More Data,
Likely Diseases,
Much Cheaper
Marketing.

That is MEDoctor's
leading edge.

The Doctor's Interface

By comparison to competing telehealth companies, MEDoctor's physician interface is unbeatable. For the physician's more accurate diagnosis, it contains:

- all the patients questions and answers
- the likely diseases
- the related medications
- forms for the patient
- feedback for self-learning

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Understanding the TeleHealth Patient

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Why the Patients use MEDoctor

The Value Proposition to the User is seen in the top answers to this question:

"If you had free access to the MEDoctor system at all times and in all places, in which circumstances would you use it ?"

Rank	Argument
1.	To prepare for a medical visit and help a physician make an accurate diagnosis
2.	To determine reasons to see a physician
3.	To understand possible causes of an ailment when it is difficult to reach a physician
4.	To check a physician's diagnosis
5.	To perform self-medication
6.	To get information for better, cheaper, quicker choices

Who are the Patients

The average Age of the Patients is 44.5 years (+/- 14.2 years).
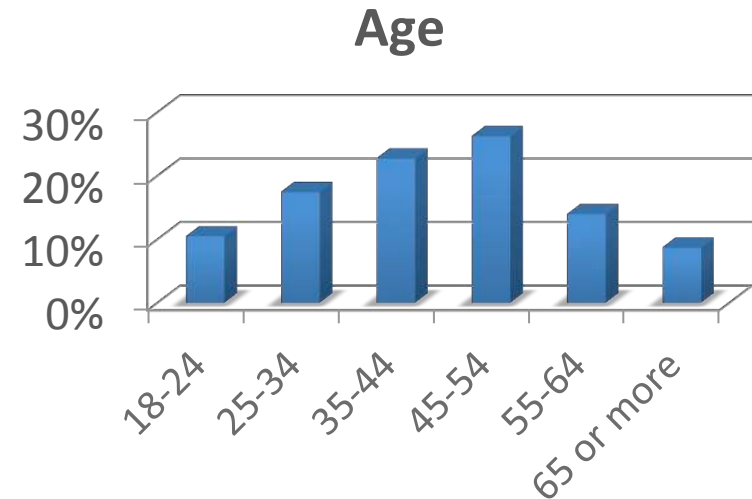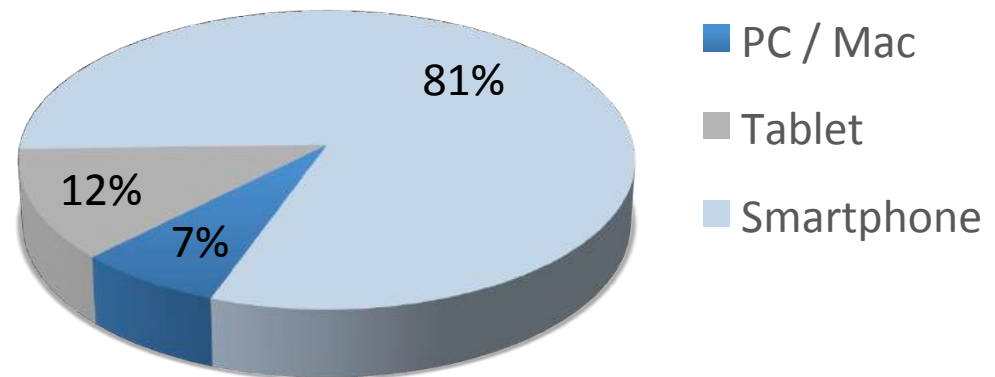
The Patients are 79% Female.

Age

Gender
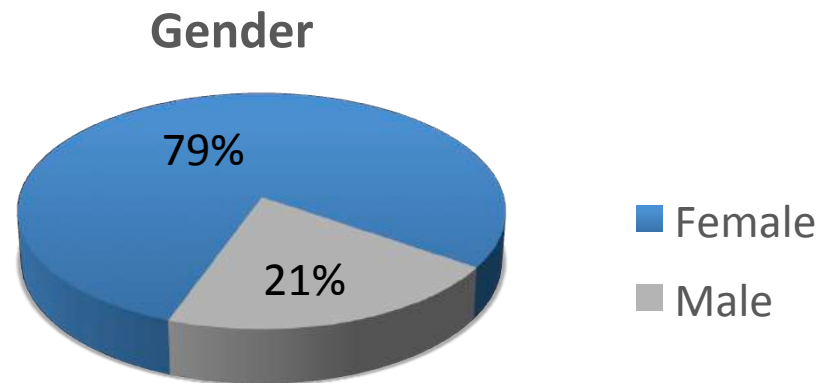
What Devices the Patients use

The Patients use essentially smartphones.

The Patients
use these kinds
of devices:

Type of Device

- PC / Mac
- Tablet
- Smartphone

81%

12%

7%

The Layout for the Patient

1. Likely Diseases with
   - ICD-9 or ICD-10 Number
   - Acuity
   - Urgency
   - Possible Medication

2. Possibility to Change Symptoms

3. Possible Medication to Cover the Symptoms

4. Contact to a Doctor via Telemedicine

5. Downloadable Report for the Patient

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The Team

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The Management Team

Charles W. Kelly
CEO

Sean Kelly
COO

Jeff Miller
Business Development / Marketing
(Miller Communications Group)

George Kelly
Head Business Development / Sales

The Advisors

Pr. Paul Auerbach

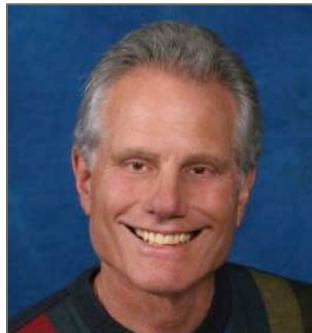MD, FACEP, Stanford University Medical Center

Peter Emblad

MD, Kaiser Permanente

Richard Kozlenko

DPM, PhD, MSc, SBS Food Group

Pr. Yunkap KwanKam

PhD, Former Director of e-Health
World Health Organization (WHO)

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Marketing Targets

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Results Obtained to Date

	Since Inception	Last 90 Days in the USA	Last 90 Days Worldwide	Current Daily Plan (last 30 days)	Future Daily Plan
Ad Expense (US$)		4'880	7'673	85	10'000
Ad Click Cost (US$)		0.124	0.044	0.05	0.06
Visits to Website (100%)	321'000	39'520	175'760	1'700	167'000
Interview Starts	61'800	7'260 (current 18.3%)	27'690 (current 15.8%)	266 (current 15.8%)	40'000 (24%)
Interview Finishes	31'300	4'740 (current 12.0%)	18'730 (current 10.6%)	180 (current 10.6%)	26'700 (16%)
TeleHealth Visits				3.6 (current 0.2%) (or 23.60 US$ of patient acquisition cost per visit)	1'670 (1%) (or 5.98 US$ of patient acquisition cost per visit)

Via the MEDoctor diagnostic AI, we acquire a telehealth patient for 23.60 US$ today. We expect to drop this patient acquisition cost to 6 US$ in the near future. One medical record can be built and filled out for 1 US$.

Results Obtained

	Last 90 Days in the USA	Last 90 Days Worldwide	Target Daily Ad Plan
Ad Expense (US$)	4'880	7'673	10'000
Interview Finishes per Day	4'740	18'730	26'700
Cost to Build 1 Personal Health Record	1.03	0.41	0.375

One personal health record can be built and filled out for 1 US$ today. This illustrates how fast we can propagate the personal health records worldwide and create value for MEDoctor.

With a few additional developments, we can reach a price of 0.375 US$ to create and fillout a personal health record. With a daily ad expenditure of 10'000 US$, we can have at the end of year one (26'700 *365)

9,750,000 Personal Health Records
We will propagate much faster than any other healthcare company

MEDoctor's PHR

MEDoctor's

Personal Health Record

MEDoctor
ONLINE PHARMACY

Once the PHR is created, the patient can be contacted easily and at all times to conduct an AI Diagnosis AI, to get him to visit the Online Doctor or the Online Pharmacy

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Full Business Plan,
Marketing Reports,
and Financials
are available on
request

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