

# MEDOCTOR

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**Telehealth with an Edge**

Executive Summary  
Sep 2018

Presented by  
**Sean Kelly, COO MEDoctor Inc.**

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and Wilmington, DE 19808, USA

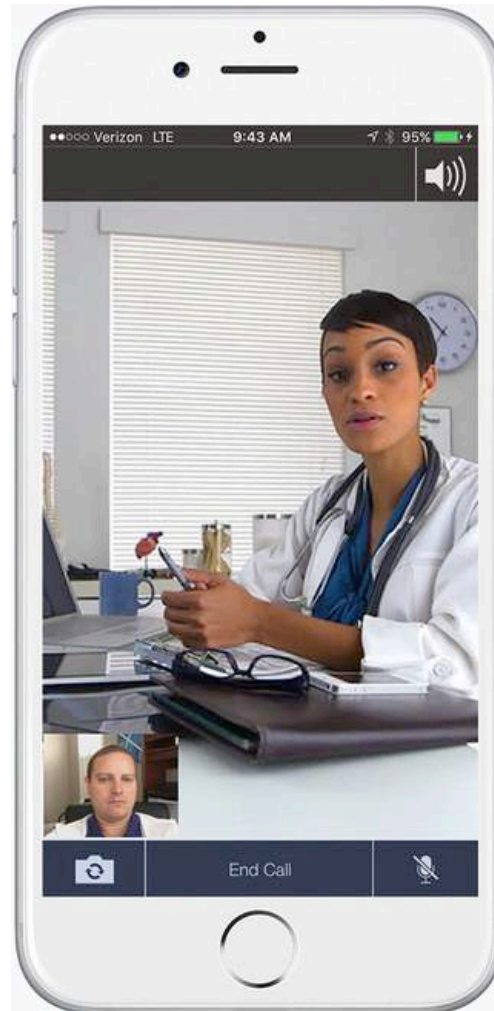
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# TeleHealth Today

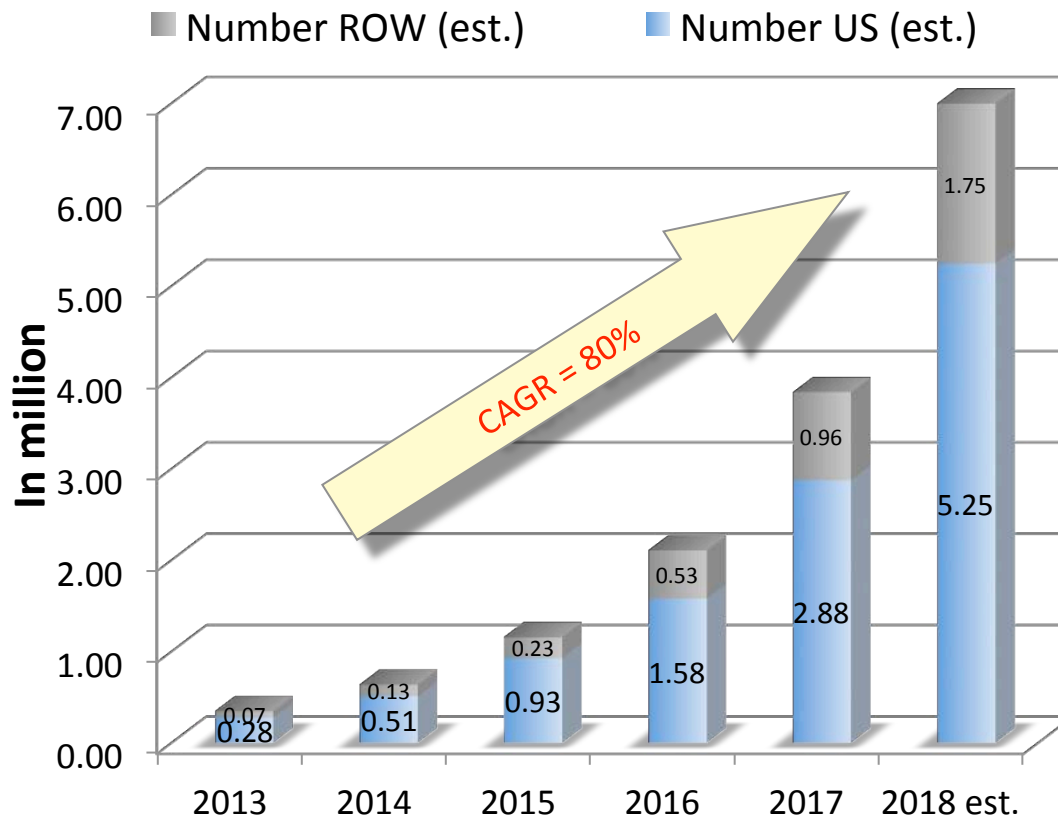
The telehealth market has emerged in 2013, when patients have started accepting to speak to a health professional via a videoconference over their connected device.



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 ?

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## 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 ?

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## 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

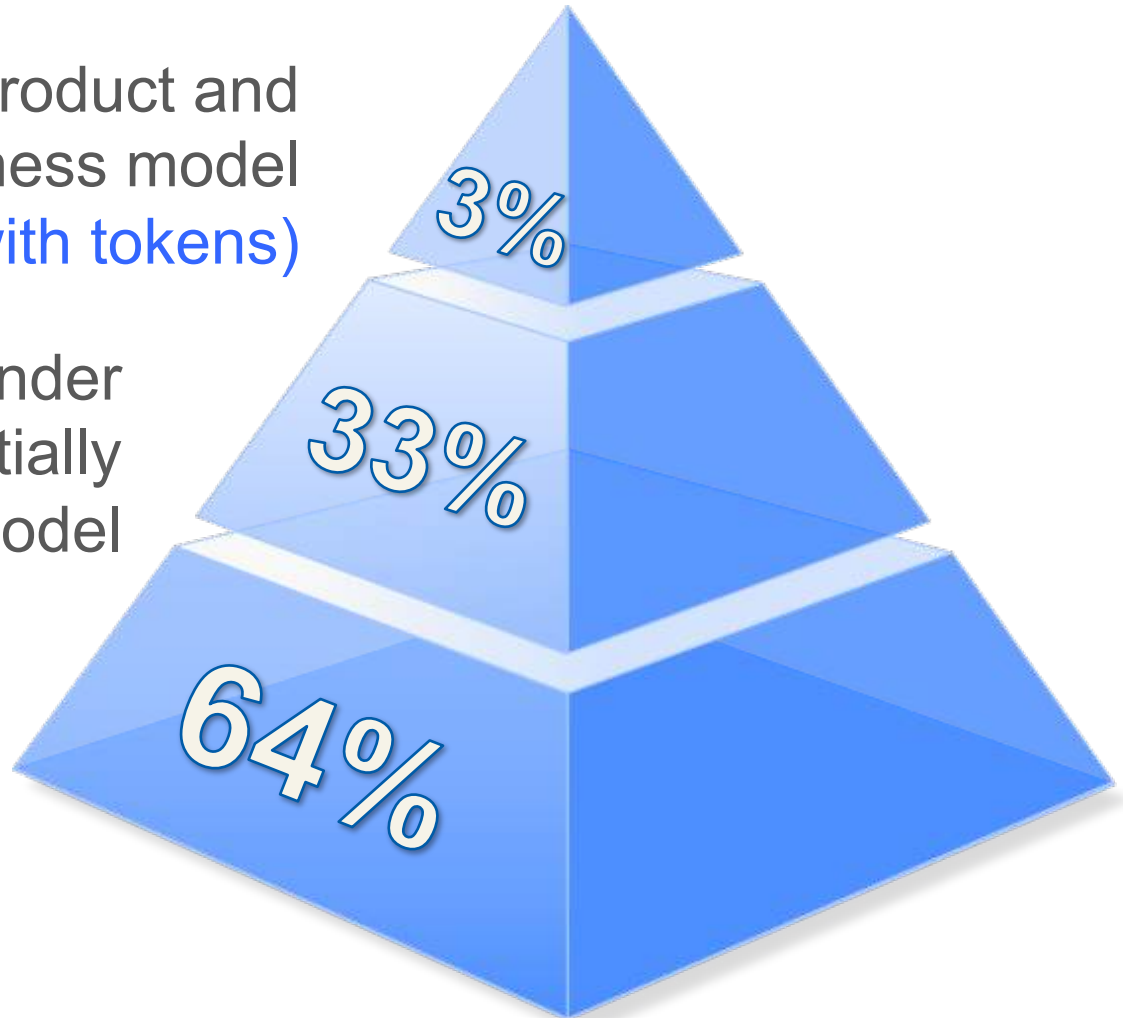
# Why 95% of ICOs fail ?

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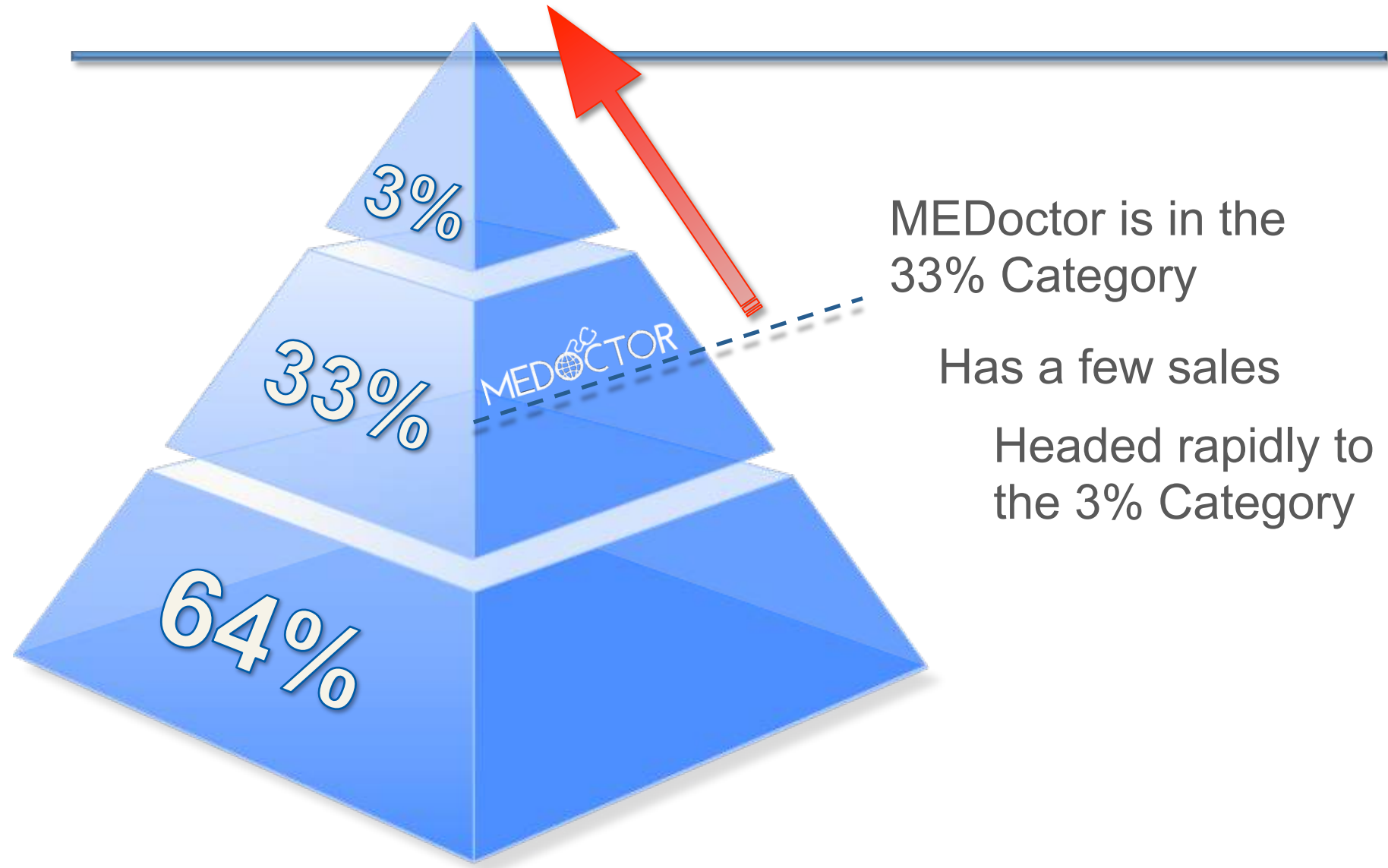
Finished product and  
proven business model  
(such as pay with tokens)

Product under  
construction and partially  
proven business model

Product only  
on paper



# Where is MEDoctor in the Process ?





# MEDDOCTOR

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Leading Edge  
over  
Competitors

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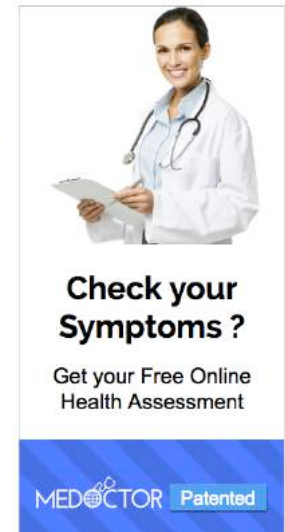
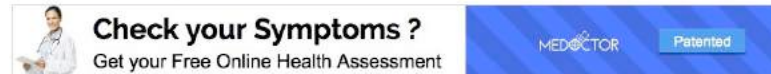


# What is MEDoctor's Leading Edge ?



Every day, millions of people search the Web for health information

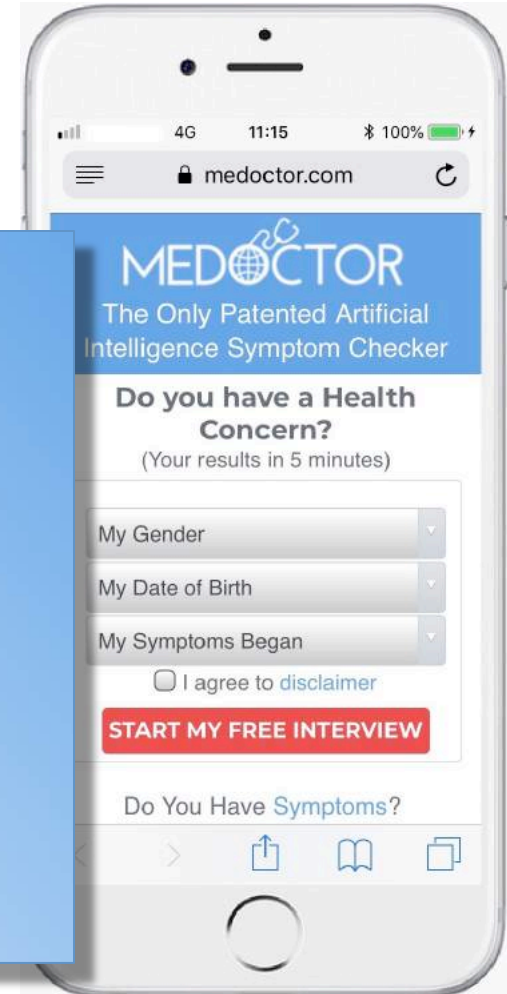
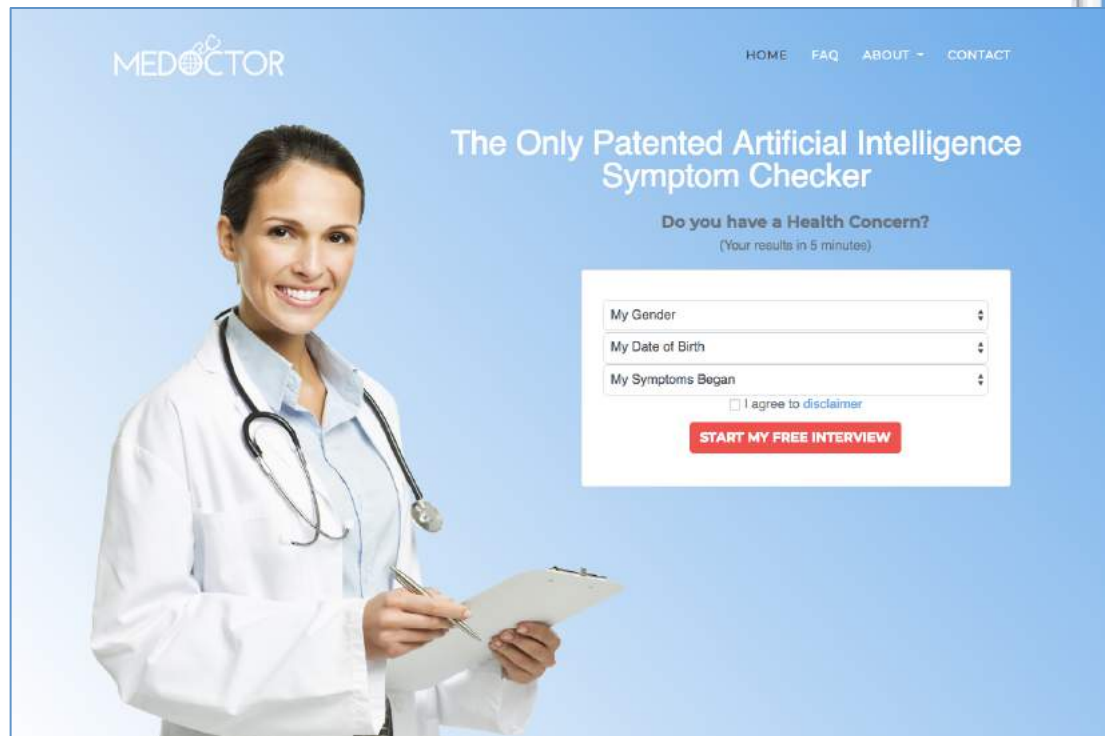
They will often see our Google Adwords advertisement ...



... and they land at [www.meddoctor.com](http://www.meddoctor.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.

The screenshot displays the MEDoctor website interface. At the top, the MEDoctor logo is visible. Below it, a section titled "HERE ARE YOUR RESULTS:" states: "These are your 3 most likely conditions or diseases with their ICD-9 identification codes, as determined by your answers and the logical process of the MEDoctor system:". A table lists the results:

Disease Name	ICD-9 Identification Code
1. Chronic rhinitis	472.0
2. Hay fever	477.9
3. Common cold	460

To the right of the table is a button labeled "MAKE CHANGES TO MY SYMPTOMS". Below the table, a text prompt reads: "CLICK ON THE FOLLOWING TO CONTACT A MEDICAL PROFESSIONAL TO DISCUSS THIS IF YOU DESIRE". This leads to a section titled "Ask a Doctor Now" featuring "Dr. Amir, Doctor" (Master of Internal medicine...) and "Pearl Wilson, Doctor's Assistant". A message box with a "Send" button is present. Below this, a text prompt states: "A PRINTOUT OF YOUR INTERVIEW IS AVAILABLE FOR YOU TO DISCUSS WITH YOUR MEDICAL PROFESSIONAL BY CLICKING THE BUTTON BELOW.". This leads to a section titled "PLEASE SEND ME MY REPORT" with a form for "MY EMAIL ADDRESS" (E-Mail) and a red button labeled "EMAIL ME MY REPORT". The footer of the page shows the MEDoctor logo and the website address "www.MEDoctor.com".

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.



MEDoctor Systems Inc., 2711 Centerville Rd, Wilmington, DE 19808, USA, E-mail: [info@meddoctor.com](mailto:info@meddoctor.com)

# What is MEDoctor's Leading Edge ?

Our telehealth solution is displayed to the Patient.

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



**MEDoctor**

**HERE ARE YOUR RESULTS:**

These are your 3 most likely conditions or diseases with their ICD-9 identification codes, as determined by your answers and the logical process of the MEDoctor system:

Disease Name	ICD-9 Identification Code
1. Chronic rhinitis	472.0
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[MAKE CHANGES TO MY SYMPTOMS](#)

*CLICK ON THE FOLLOWING TO CONTACT A MEDICAL PROFESSIONAL TO DISCUSS THIS IF YOU DESIRE*

**Ask a Doctor Now**

**Dr. Amir, Doctor**  
Master of Internal medicine... [more](#) ▾

**Pearl Wilson, Doctor's Assistant**

Welcome! How can I help with your medical question?

Type your message... [Send](#)

*A PRINTOUT OF YOUR INTERVIEW IS AVAILABLE FOR YOU TO DISCUSS WITH YOUR MEDICAL PROFESSIONAL BY CLICKING THE BUTTON BELOW.*

**PLEASE SEND ME MY REPORT**

MY EMAIL ADDRESS

[EMAIL ME MY REPORT](#)

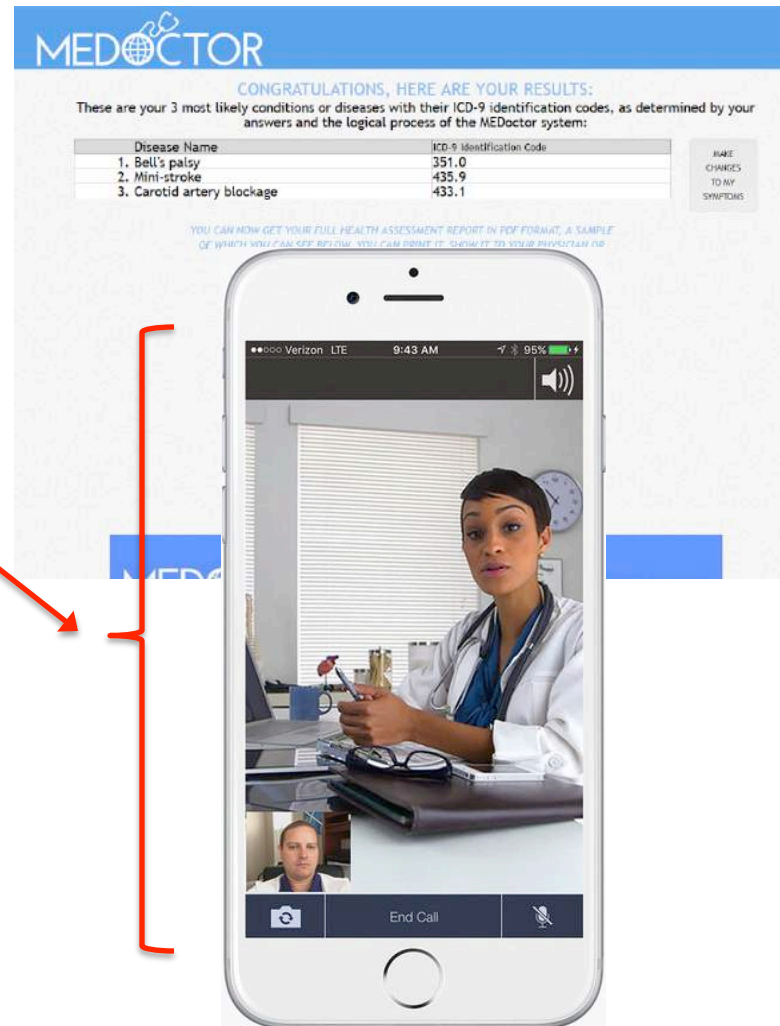
**MEDoctor** [www.MEDoctor.com](http://www.MEDoctor.com)



# What is MEDoctor's Leading Edge ?

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

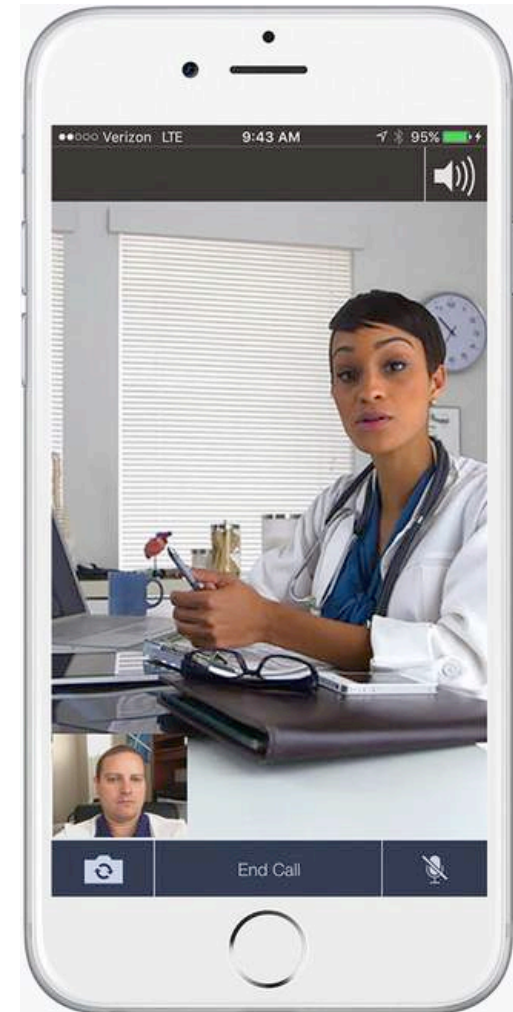
And all the patient's data accumulated in the interview is delivered to the physician for his ease of use.



# 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.



More Data,  
Likely Diseases,  
Much Cheaper  
Marketing.

MEDoctor – Confidential – Page 19

# The Doctor's Interface

By comparison to competing telehealth companies, MEDDoctor'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



# MEDDOCTOR

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## Understanding the TeleHealth Patient

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# Why the Patients use MEDoctor

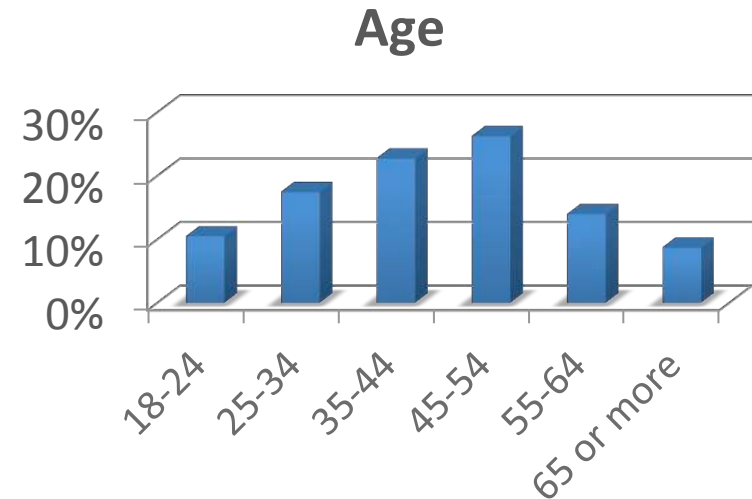
The Value Proposition to the User is seen in the top answers to this question:

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

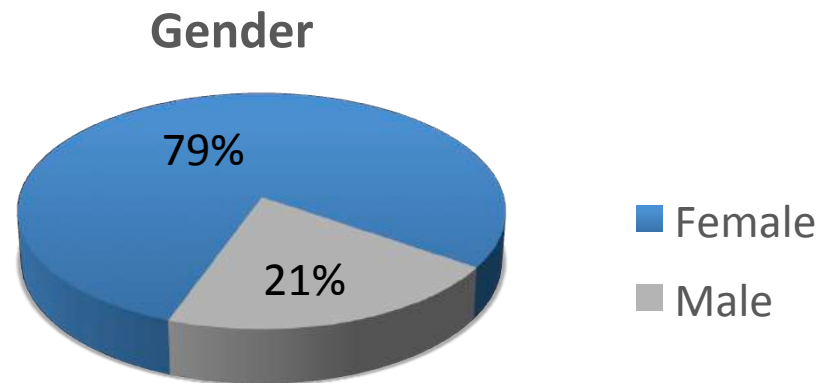
Rank	Argument
1.	To prepare for a medical visit and help a physician make an accurate diagnosis
2.	To determine reasons to see a physician
3.	To understand possible causes of an ailment when it is difficult to reach a physician
4.	To check a physician's diagnosis
5.	To perform self-medication
6.	To get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



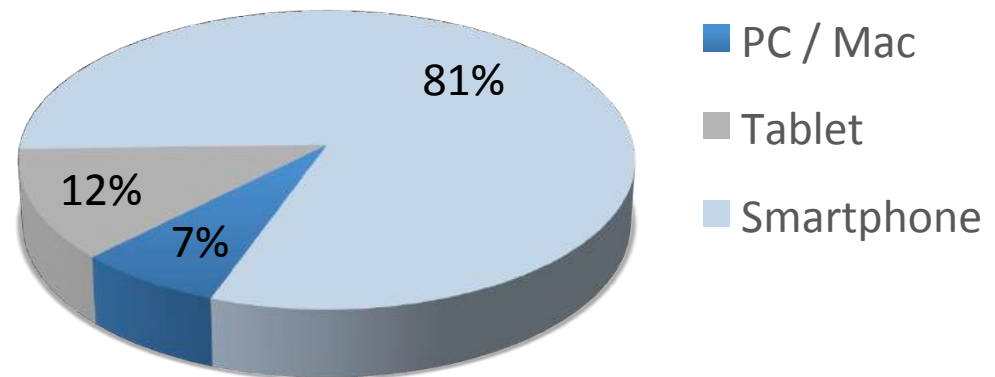
# What Devices the Patients use

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The Patients use essentially smartphones.

Type of Device

The Patients use these kinds of devices:





# 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

The screenshot shows the MEDoctor patient interface. At the top, the MEDoctor logo is displayed. Below it, a section titled 'HERE ARE YOUR RESULTS:' explains that the user will see their 3 most likely conditions or diseases with their ICD-9 identification codes, determined by their answers and the logical process of the MEDoctor system.

Disease Name	ICD-9 Identification Code
1. Inflammation of the sinuses	473.9
Acuity = 2 Urgency = 2	
2. Migraine	346.9
Acuity = 2 Urgency = 2	
3. Multiple sclerosis	340
Acuity = 4 Urgency = 3	

Below the table, there is a button labeled 'MAKE CHANGES TO MY SYMPTOMS'.

Next is a section titled 'Other Drugs to Treat your Symptoms' with a list of 5 items:

1. Pain	Tylenol
2. Sore throat	Vicks NyQuil
3. Nausea	Zofran
4. Fatigue	Modafinil
5. Dizziness	Dramamine

Below this list, there is a link: 'CLICK ON THE FOLLOWING TO CONTACT A MEDICAL PROFESSIONAL TO DISCUSS THIS IF YOU DESIRE'.

Then, a red banner states: 'THE ONLINE PHYSICIAN CAN GIVE YOU ADVICE, A FULL DIAGNOSIS, A PRESCRIPTION OR A SICK NOTE'.

Below the banner is a navigation bar with links: 'MY SPECIALIST', 'SERVICES', 'PRICING', 'ABOUT US', 'OUR PARTNERS', and 'CONTACT'.

The next section is titled 'SCHEDULING & MEMBERSHIP' and contains a form with the following fields:

- YOUR NAME\*
- YOUR EMAIL\*
- YOUR PHONE\*
- SERVICE YOU NEED\*

Below the form is a red 'SEND' button.

At the bottom, a blue banner states: 'A PRINTOUT OF YOUR INTERVIEW IS AVAILABLE FOR YOU TO DISCUSS WITH YOUR MEDICAL PROFESSIONAL BY CLICKING THE BUTTON BELOW.' Below this banner is a red 'DOWNLOAD MY REPORT' button.

Arrows from the text on the left point to the following features in the screenshot:

- Arrow 1 points to the 'Likely Diseases with' section.
- Arrow 2 points to the 'MAKE CHANGES TO MY SYMPTOMS' button.
- Arrow 3 points to the 'Other Drugs to Treat your Symptoms' section.
- Arrow 4 points to the 'CLICK ON THE FOLLOWING TO CONTACT A MEDICAL PROFESSIONAL TO DISCUSS THIS IF YOU DESIRE' link.
- Arrow 5 points to the 'DOWNLOAD MY REPORT' button.

# MEDDOCTOR

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## The Team

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# The Management Team

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**Charles W. Kelly**  
CEO



**Sean Kelly**  
COO



**Jeff Miller**  
Business Development / Marketing  
(Miller Communications Group)



**George Kelly**  
Head Business Development / Sales



# The Advisors

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**Pr. Paul Auerbach**

MD, FACEP, Stanford University Medical Center



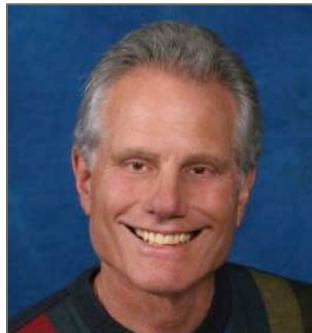
**Peter Emblad**

MD, Kaiser Permanente



**Richard Kozlenko**

DPM, PhD, MSc, SBS Food Group



**Pr. Yunkap KwanKam**

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



# MEDDOCTOR

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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 <small>(last 30 days)</small>	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 <small>(100%)</small>	321'000	39'520	175'760	1'700	167'000
Interview Starts	61'800	7'260 <small>(current 18.3%)</small>	27'690 <small>(current 15.8%)</small>	266 <small>(current 15.8%)</small>	40'000 <small>(24%)</small>
Interview Finishes	31'300	4'740 <small>(current 12.0%)</small>	18'730 <small>(current 10.6%)</small>	180 <small>(current 10.6%)</small>	26'700 <small>(16%)</small>
TeleHealth Visits				3.6 <small>(current 0.2%) (or 23.60 US\$ of patient acquisition cost per visit)</small>	1'670 <small>(1%) (or 5.98 US\$ of patient acquisition cost per visit)</small>

Via the MEDDoctor 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

# MEDDoctor's PHR



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**



# MEDDOCTOR

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

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