



BUSINESS MODEL, VALUE PROPOSITION & SALES MODEL



BY:

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GROUP NUMBER: 6

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BACKGROUND

CONTEXT

In this document, we will be discussing at value proposition, business models, product map and competitive circles of [GenNex](#) (A health diagnostic company)

HEALTHCARE: UNDERGOING DRAMATIC TRANSFORMATIONS

Increasingly, US economy is significantly defined by the Healthcare Sector, Health care currently accounts for 17 percent of the U.S. gross domestic product (GDP), compared to just 5 percent in 1960. By 2020, health care is anticipated to account for 20 percent of all the goods and services produced in the nation. With health care costs exceeding \$9,000 per capita, the U.S. consistently spends more per capita on health care than other developed countries, and that figure is expected to increase 6 percent annually over the next decade.

With the advent of Affordable Care Act (ACA) the demand for services is poised to grow, the way medicine is practiced is also in transition. Completion of the Human Genome Project and the advent of new technologies have made personalized medicine a tangible reality with the potential to completely transform patient care over the next several decades. New diagnostic and prognostic tools will increase our ability to predict the likely outcomes of drug therapy, while the expanded use of biomarkers could result in more focused and targeted drug development. Personalized medicine also offers the possibility of improved health outcomes and has the potential to make health care more cost-effective.

Apart from the transformations mentioned above, now the focus of the healthcare industry is changing from curative to preventive healthcare. Over the past few years, Big Data and IoT has significantly disrupted the health market. Wearable devices have start keeping track of our physical activities and the data generated from these devices can be used for exploring un-numerable possibilities.

ROLE OF DIAGNOSTIC LABS

Medical laboratory testing is an integral part of quality health care. Laboratory testing provides physicians, nurses, and other healthcare providers with objective information that aids in the prevention, treatment, and management of disease. Pathology and laboratory medicine perform numerous functions in patient care and public health. These medical specialties help in

identifying risk for developing disease, detecting disease early, planning disease management strategies, selecting safe and effective treatments, monitoring treatment response, pinpointing threats to patient safety and public health, protecting the blood supply and transplant recipients from harmful pathogens, and testing for drugs of abuse to support clinical care and to ensure public safety. Pathology and laboratory medicine also serve as the foundation for many clinical guidelines. A review of clinical practice guidelines across 23 main condition/disease categories found that 37 percent relied on laboratory tests. In addition, clinical laboratory data are now used to measure provider performance, both individual and organizational, as well as to inform value-based purchasing that optimizes healthcare resources and decreases costs.

PROBLEM ANALYSIS

The biggest challenges that people face is the rise of the healthcare costs, there are around 50 million people in the United States who do not have an access to a health insurance. Therefore, this situation can be considered as a human crisis as it keeps people deprived from accessing quality healthcare. The reasons behind it are the higher prices of drugs, paying over value, defensive medicine, and lack of transparency of information on price and quality of the medicine.

Choosing right medication at right time at a low cost has become very important in today's world as it directly affects the financial situation of an individual. In fact, it is said that most number of bankruptcies in United States of America have occurred due to healthcare expenses.

Now talking about the people with an access to health insurance provided through their employer. Choosing the right plan for those has become a very important as it directly affects the financial expenses of an organization. Fully insured plans usually come with a higher premium whereas self-insured plans are the risk associated of paying up the health care costs for its employees, assuming that the employer must have the cash flow to meet the obligation, which are usually unpredictable.

Therefore, we aim at ensuring the healthcare costs down by providing an optimum healthcare environment to people in United States. This includes monitoring of physical activities of an individual, making a personal healthcare recommendation, provide unique insurance plans and at last by providing innovative services in the healthcare industry.

- WHAT DO WE OFFER?

We at [GenNex](#) help our clients to have an affordable and accurate health care diagnostics – both at the preventive and the curative stages of a disease. We have an outcome based structure, where our customers only pay when a diagnostic is accurate.

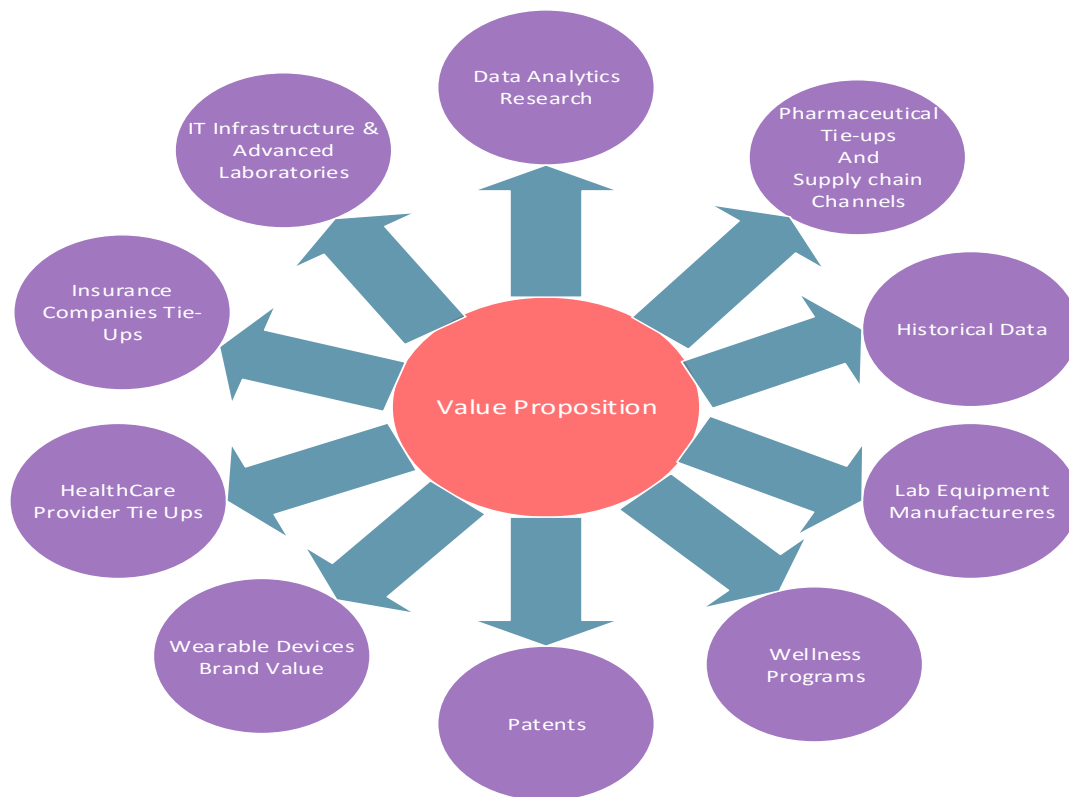
We partner with some of leading healthcare providers, insurance providers, Pharma providers and advanced analytics teams to ensure best quality of healthcare is provided at affordable costs by prioritizing to protect our customer's privacy and keeping all the health data secure. Our Pharma providers have made special investments for future drone delivery systems in emergency health situations.

Our B2B offerings that provides software and services to help organizations drive engaging, effective and motivating wellness programs

- The HIPAA compliance program will enable **GenNex** to better support HIPAA-covered entities that are looking to improve the health and wellness of their members and employees.
- **GenNex** will be able to expand integration opportunities with health plans and self-insured employers by its ability to enter into Business Associate Agreements with HIPAA-covered entities

Our services are fully complaint with HIPPA 5010, Affordable Care Act (ACA) including the conversion to ICD-10 medical coding standards.

We not only have expertise in the healthcare sector but we also have advanced laboratory testing centers for Food Adulteration which are necessary for FDA compliance.





BUSINESS MODEL

We at GenNex believe in partnerships with our business partners and customers. Our business model is not only based on licensing our patents to Technology and Wearable industries but with partnering with our business partners to create an affordable health care ecosystem.

Our ecosystem consists of best medical professionals, health insurance providers, Data research labs, Chemical Labs: some of them working with us for years. While our curative care is focused on an outcome based fee model where a customer pays only for correct diagnostic made. This helps us to regulate our lab standards and also promotes accuracy from the side of medical staff. This creates a win-win situation for everyone: Doctors – as they get a better percentage of revenue, Insurance companies – they have to pay less for the claims and most importantly customers – as they pay less than usual charges. Our expertise lies in conducting lab tests and communicating between the all channels.

We take pride in our accuracy of conducting correct test diagnostic, as a result we are partnered with more than 20 insurance firms and more than 15000 medical staff nationwide.

So, even after the margins are less in this area due to competition, we have an edge over profits due to the bulk contracts our partners provide us.

Over the past few years, with the advent of technology where Big Data and high computational power has changed the way of conducting the businesses, we felt that there is a need to shift our focus of our business from curative to preventive healthcare industry. We have invested around huge amount of money in development of wearables and in-house diagnostic products. We hold a patent on Accu-Check; which helps us to generate revenues through royalties due the patent we hold.

We have partnered with Wearable device manufactures, who directly send us the physical activity data of our customers. This data is the most valuable asset as of today as we hold information on which we use Healthcare analytics to determine and track the patient's physical activity and make a recommendation to the insurance companies to charge an appropriate premium. We have recently partnered by IBM Watson Healthcare Analytics, which makes our analytics team much more powerful.

This not only helps insurance companies, but we also make a recommendation to patients on a subscription based model \$8.99/month to recommend them healthy habit. We have currently 200,000 customers who are using this facility.



OUR BUSINESS MODEL

BUSINESS CANVAS MODEL



* Insurance companies: This includes self- insurance and fully covered insurances

** Pharma companies: This includes pharma manufacturers as well as distribution channels

*** Insights due to Data Analytics: Our revenue streams due to insights to insurance companies, customers

Customers Segments refers to the consumer of the product or service. We at [GenNex](#) are focused to create value for patients who require preventive and curative care.

Not only have we created value for our patients: We leverage on our analytics platforms to provide insights for the insurance companies, employers and for buyers of new technologies in healthcare domain.

We also partner with Government Sectors, Pharma companies and Healthcare providers to provide laboratory testing, to create personalized medicines and to provide them with accurate laboratory diagnostics, respectively.

Value Proposition refers to the value that is deliver to the customer segment that is targeted. These mainly focus on helping solve customer problems and satisfy customer needs. We at GenNex helps our customers to solve problems in the healthcare ecosystem.

We at [GenNex](#) help customers (Patients with a disease) reduce the financial risk by accurately predicting health costs and by providing an outcome based fee charge. We also have tie-ups with hospitals and major pharmaceutical companies to provide medicines at discounted rates.

[GenNex](#) developed analytics systems which are capable of analyzing the past health records of individuals with accurate analysis results. Not only this, we are collecting real-time data from the wearable devices for real-time analytics. Insights generated from these systems bring immense value to our customers.

Using this we provide the risk of insuring patients to our insurance partners, which help them to charge appropriate premiums from individual customers.

Not only this, we help employers to assess their healthcare insurance costs and choose an appropriate insurance plan (self-insurance or full-premium plan), by checking their employee health activities. We also bundle wellness plans due to HIPAA compliance, we have. This includes a high level of customization as per the customer's requirements.

[GenNex](#) has a team of highly qualified doctors and physicians that monitor, treat diseases and provide regular health check-ups to customers as preventive care. We also provide benefits and incentives to customers that remain healthy for long periods of time, thereby helping customers reduce long term financial costs.

[GenNex](#) uses latest technology in the creation of web and mobile applications that can be used by customers to view employee health history, check health status, monitor and submit claims easily. We believe in confidentiality and use highly secure and interoperable systems to make sure that customer information is not distributed or leaked in any form.

Key Activities refers to all the activities we are performing to deliver value proposition. There are various kinds of activities that an organization performs which together helps to deliver the value. Our Key Activities consists of Research and Development, conducting Laboratory Tests and Analyzing Data.

Key Resources refers to most important assets required to make the business model work. We at GenNex have access to world class team of marketing team, staff, IT support, and skilled doctors and data analytics team. Apart from the people, we also rely on the data used for analytics.

Key Partners refers to the people and organizations which are very important for GenNex. These are the people who help us in our daily operations. Some of them are: Medical Centers, Wearable Device Manufactures, Insurance Providers, Wellness Centers, Pharma Companies and Data Analytics Companies.

Customer Relationships refers to type of relationship we offer to our customers. We provide personalized customer service and assistance to our customers. For our loyal customers we provide special incentives from time to time. Apart from it, we have a 24*7 on-call support for application and customer issues.

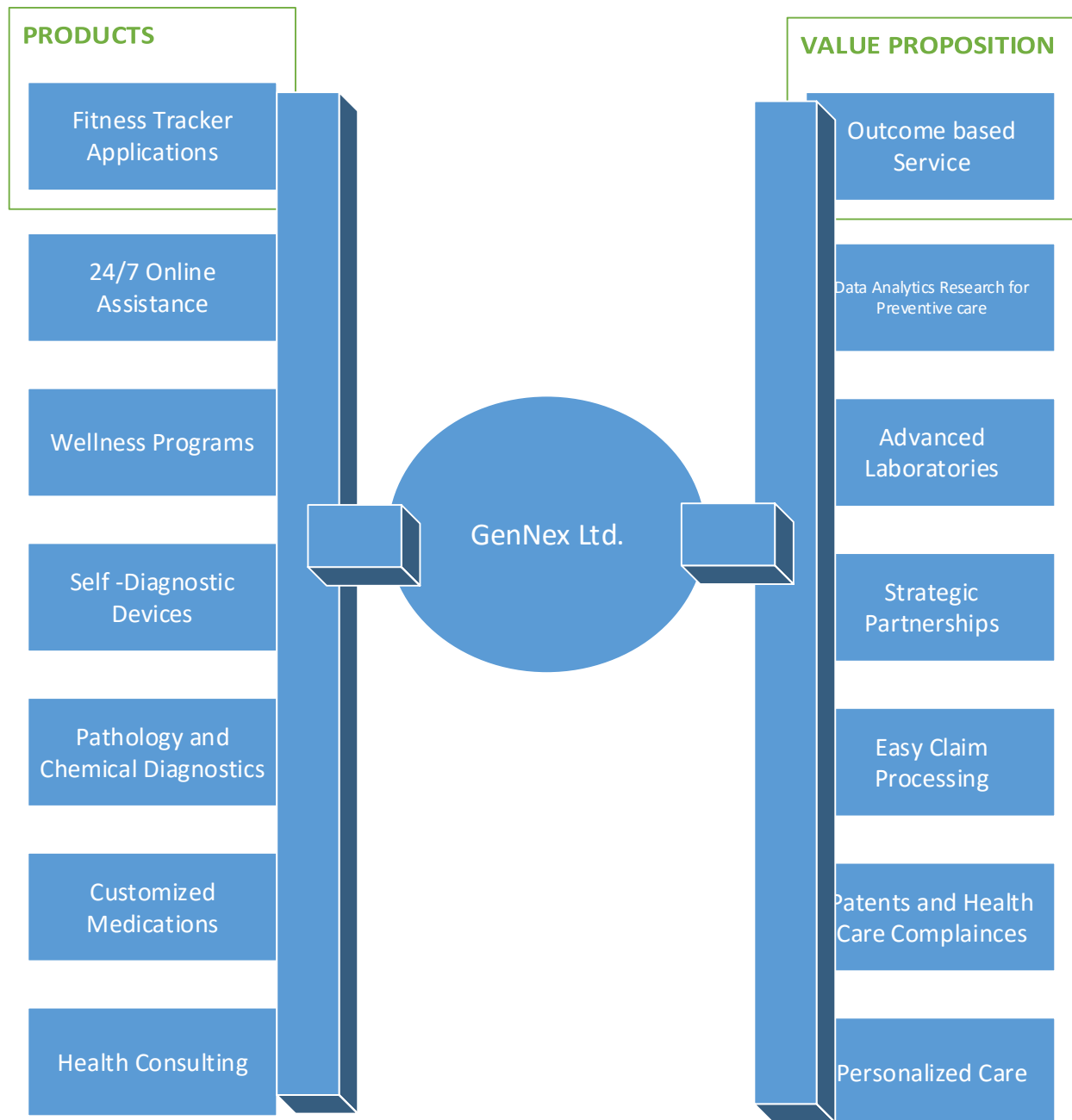
Channels refers to how we communicate with our customers. Our current channels are: Online Presence, Mobile Applications and most important our Partner Sales.

Cost Structure refers to various costs in our business model. These are the operational, research and development costs.

Revenue Streams refers to cash flow which company generates from the customers. Our revenue models are based on Patents, Royalties, Subscription Fees, Licensing, Partnerships, HealthCare Diagnostics, and Insights due to Data Analytics.

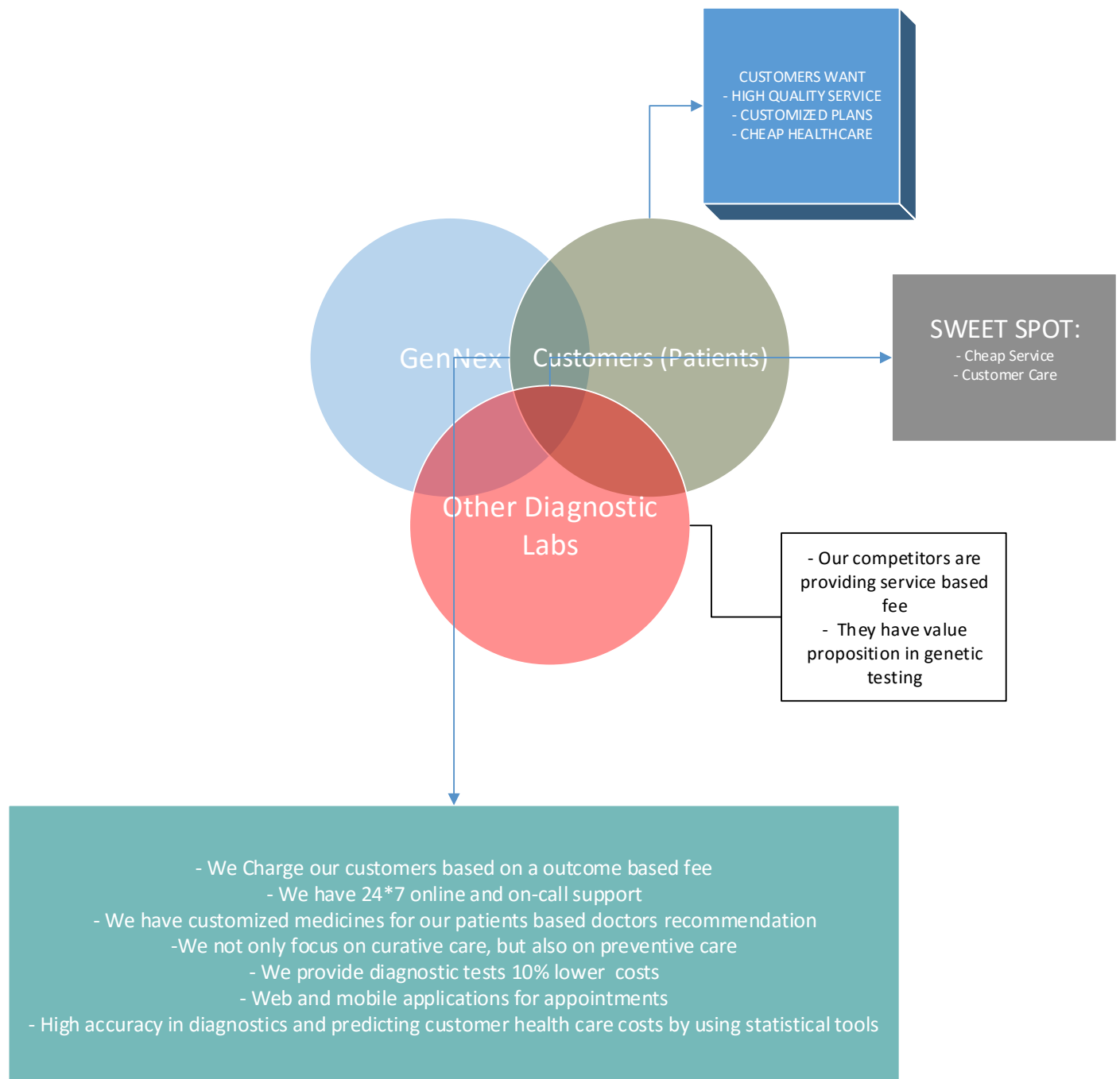


PRODUCT MAP



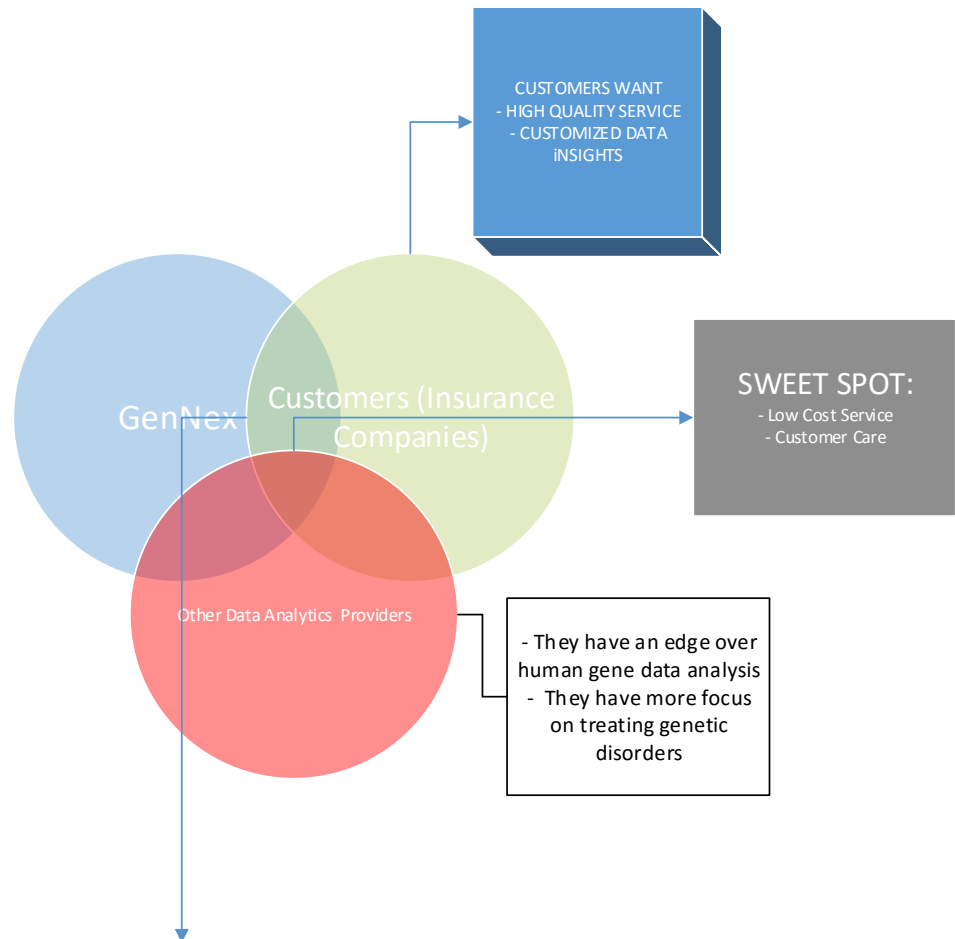


WHY US, HOW WE ARE DIFFERENT?





WHY US, HOW WE ARE DIFFERENT?



- We partner with leading wearable device manufacturers
- We provide life-style based mobile application
- We have the most advanced data analytics research team for healthcare domain
- We have access to more than 20 years of healthcare records
- Our analytics team provides insurance companies and individuals to reduce their costs
- High accuracy in diagnostics and predicting customer health care costs by using statistical tools

FUTURE OPPORTUNITIES: GENNEXT LTD.

It is clear from our business proposal, that [GenNex](#) Ltd. has a lot to capitalize on. It holds an established position in the health care market, where the threats of new entrants are also relatively controlled. It is always important to be aware of the competition. We at [GenNex](#) Ltd. reach out to our customers in many different ways. We will continue to release new technology, products and processes, adding onto our revenue streams which will help us remain leaders in the health care market. And most importantly we strive every day to solidify our value proposition to our customers with our Customer Centric attitude and innovations to provide high Quality service.

We are confident that we have a bright future ahead.

Thank you!