



Julian Kanaan  
Spring 2019

# Hospital billing is broken

990k

Hospital visits / yr

29.8%

Underinsured rate

\$10,860

Average bill / visit

Billing errors and overcharging  
are commonplace due to lack of  
standardization and price transparency

# Pay-per-use web application

### Enter invoice items

JOHN S. SMITH  
ER Visit - Methodist Hospital, Houston

Description

ex. blood draw

+

Medical Code

ex. 3453-554

+

Charges

\$3564.54

+

Add an item

### Invoice Analysis

JOHN S. SMITH  
ER Visit - Methodist Hospital, Houston

Item 1: Painkillers - 10 ct

Code: 5434-4323

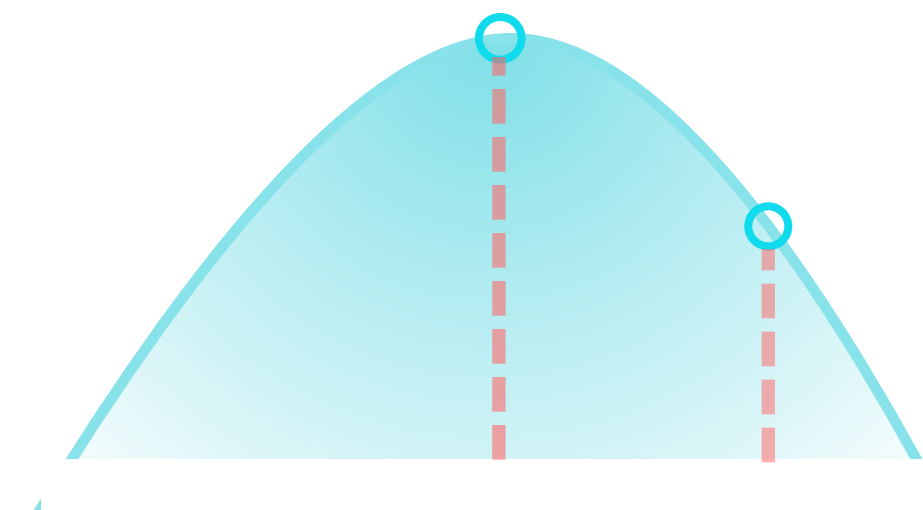
Charges: \$3564.54

Good

Above Market

Where your bill stands:

\$1400 **above average**



Reductible compares your hospital invoice to other similar bills in the US.

# Building a moat

Standardizing the unstandardized

```
[
  {
    "date" : "011119",
    "hospitalInfo" : {
      "id" : "2113221",
      "name" : "Houston Methodist",
      "city" : "houston",
      "state" : "texas"
    },
    "procedureInfo" : {
      "name" : "ALTELPLASE INJECTION 20MG",
      "price" : "1290.00",
      "date" : "011119"
    }
  }
]
```

highly scalable json api

Data collection &  
refinement

~~“DRG 089 CONCUSSION w/ MCC”~~



~~CONCUSSION WITHOUT MCC~~



CONCUSSION WITH MCC

# Competitive landscape

For consumers

ATTORNEYS

INSURANCE  
FIRMS



reductible 

Less scalable

More scalable

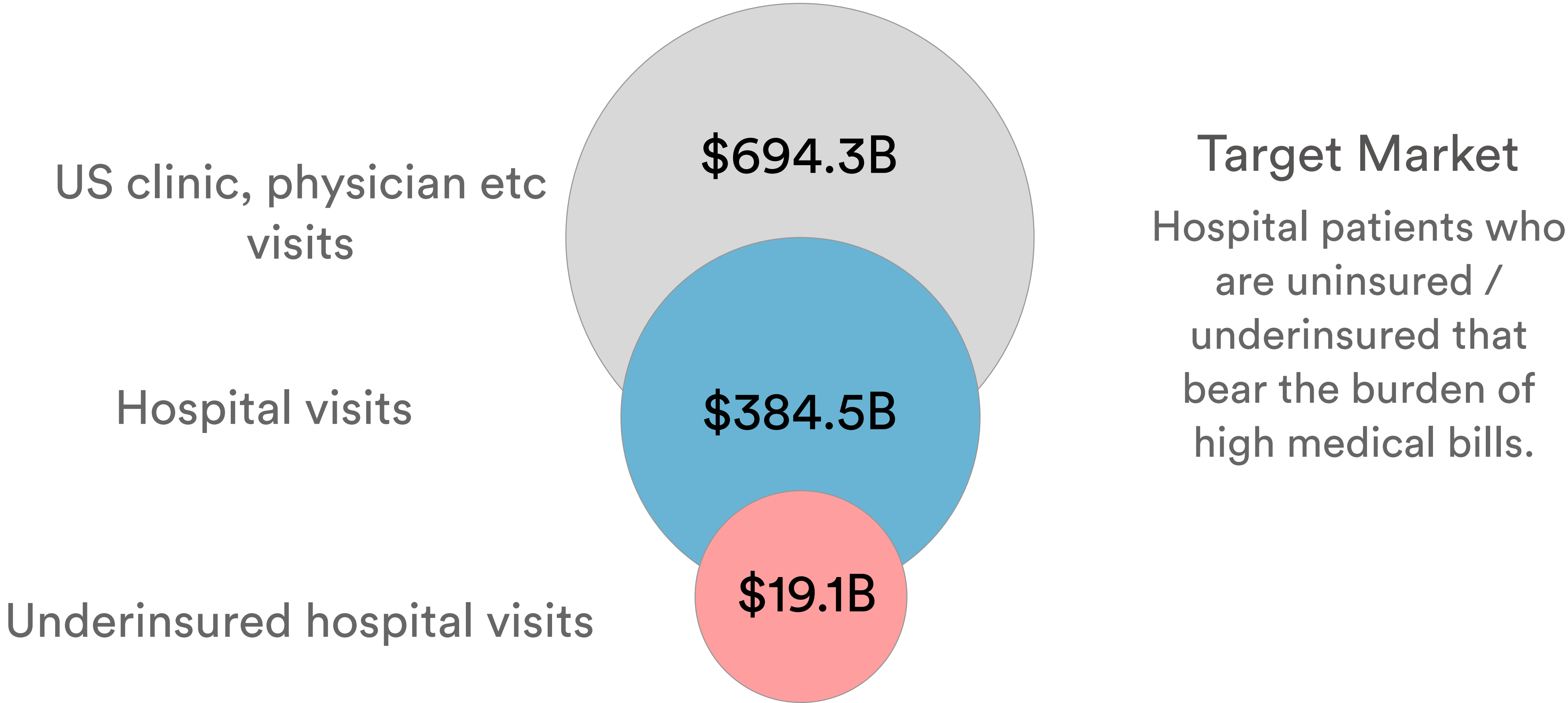


RECONDO



For organizations

# Sizing the market



# Marketing strategy

## Customer profile

- ✓ Residence outside of metro areas
- ✓ Singles / separated individuals
- ✓ Not old & not young
- ✓ Lower income

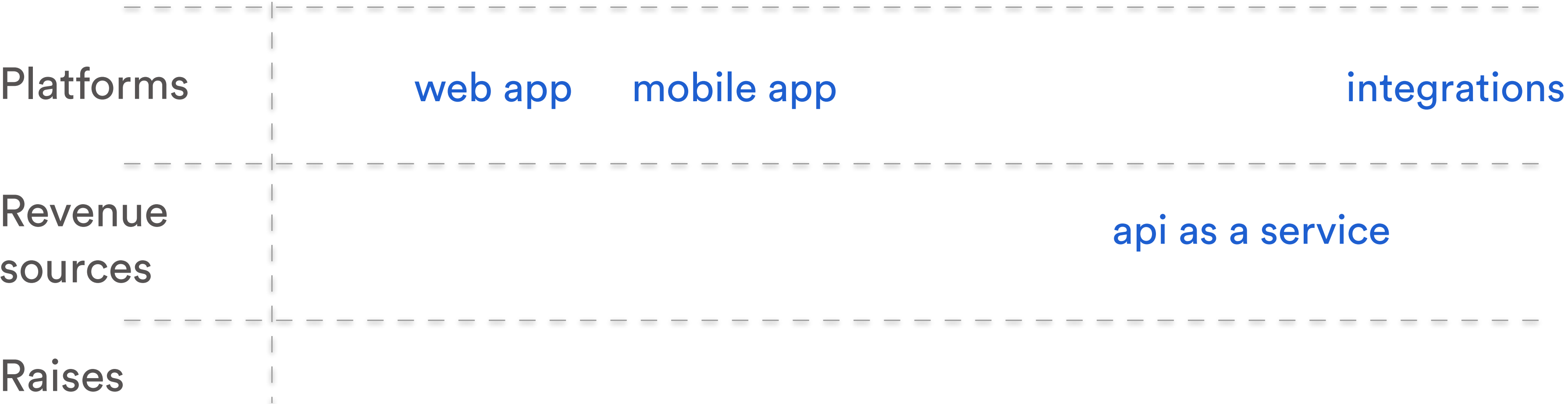
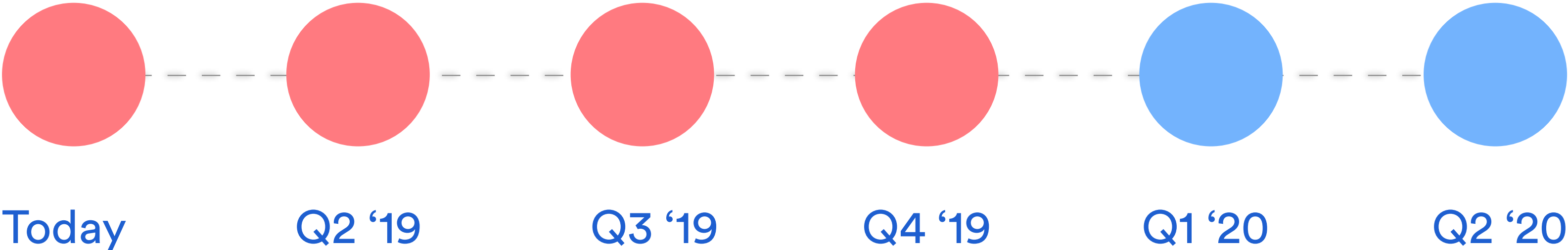
## Acquisition

*How to reach busy, rural, working-age Americans?*

Targeted Facebook / Google advertising

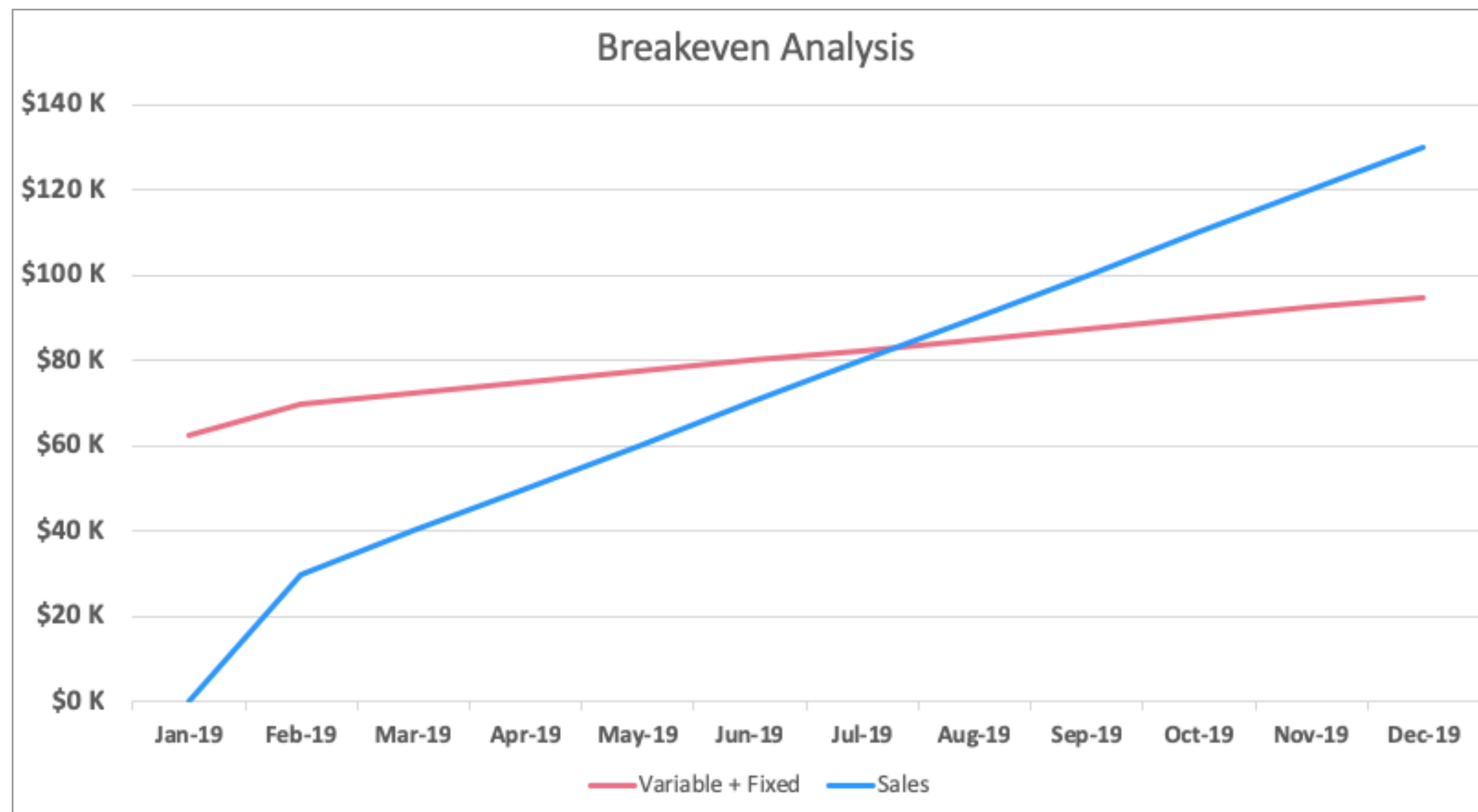
Word-of-mouth

# Roadmap ahead





# Financial projections



## Lean operations

Breakeven by ~ 7 months

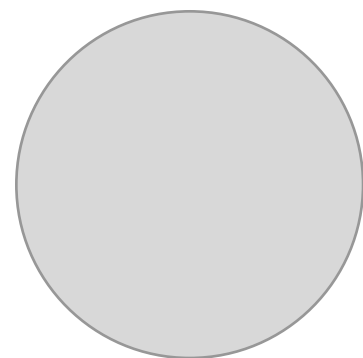
API as a service will  
generate MRR

\$50 assumed CAC  
\$200 price point

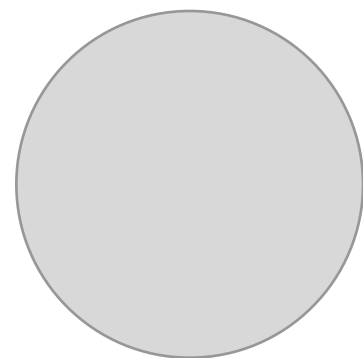
# Management team



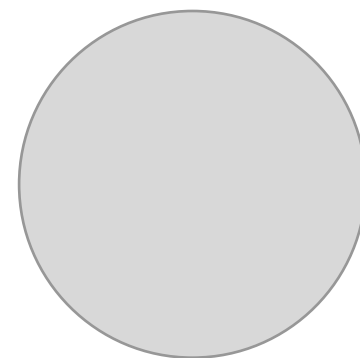
Julian Kanaan  
CEO



?  
CTO



?  
CFO



?  
CMO

## Feature set



Add / Delete items



Onboard users



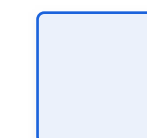
User dashboard



Confirm items



Query API for results



Histogram analysis

# Thanks.

Julian Kanaan  
[julian.kanaan@nyu.edu](mailto:julian.kanaan@nyu.edu)

## US Census 2018

<https://www.census.gov/content/dam/Census/library/publications/2018/demo/p60-264.pdf>

## CDC 2017 - Hospital Stays

<https://www.cdc.gov/nchs/data/hus/2017/081.pdf>

## BI - Visits & Total Cost

<https://www.businessinsider.com/most-expensive-health-conditions-hospital-costs-2018-2>

## Market Calculations

77.8% underinsured population of larger 91.2% insured pop = 276M underinsured Americans. 85% \* 990k visits per year \* \$10.86k per bill = 1.9B