



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

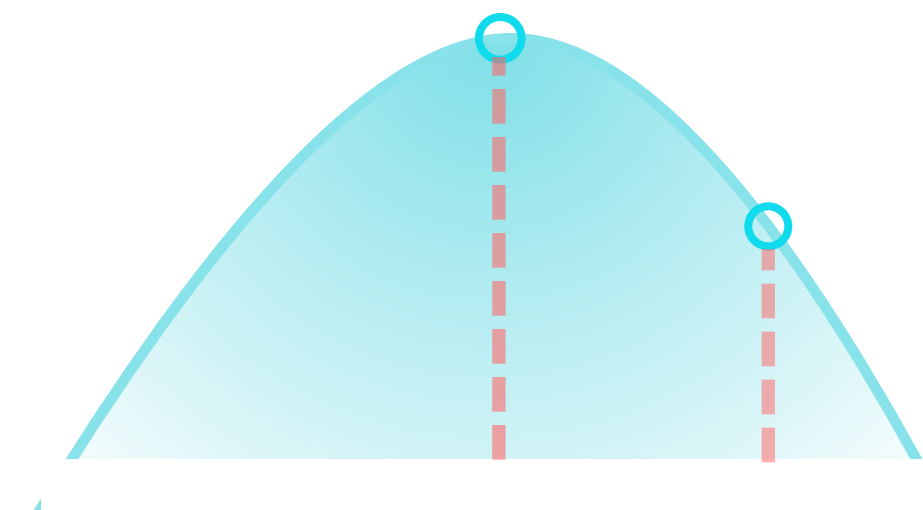
Charges: \$3564.54

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



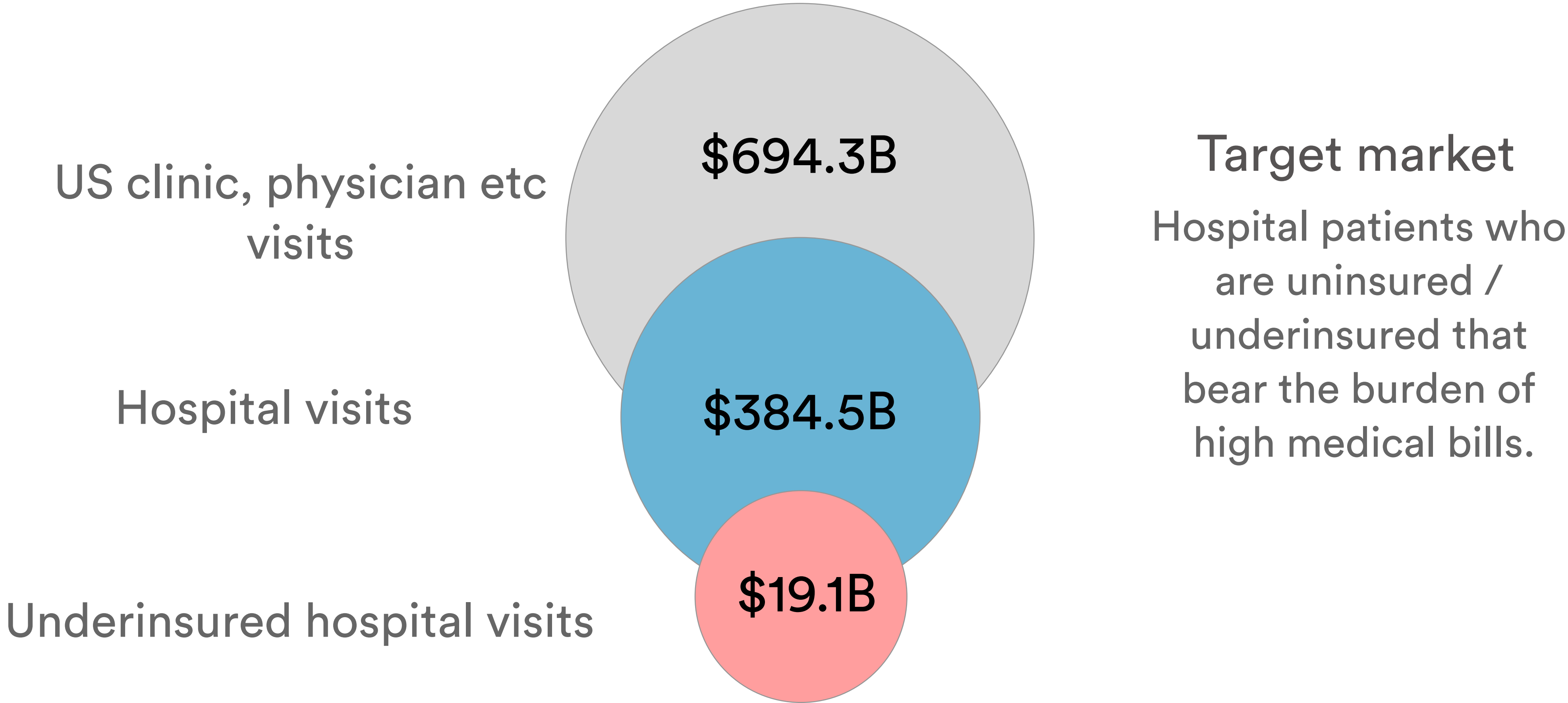
RECONDO



For organizations



Sizing the market



Marketing strategy

Customer profile

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

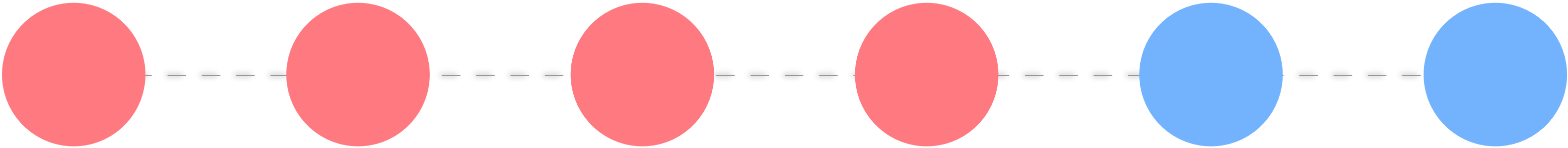
Acquisition

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

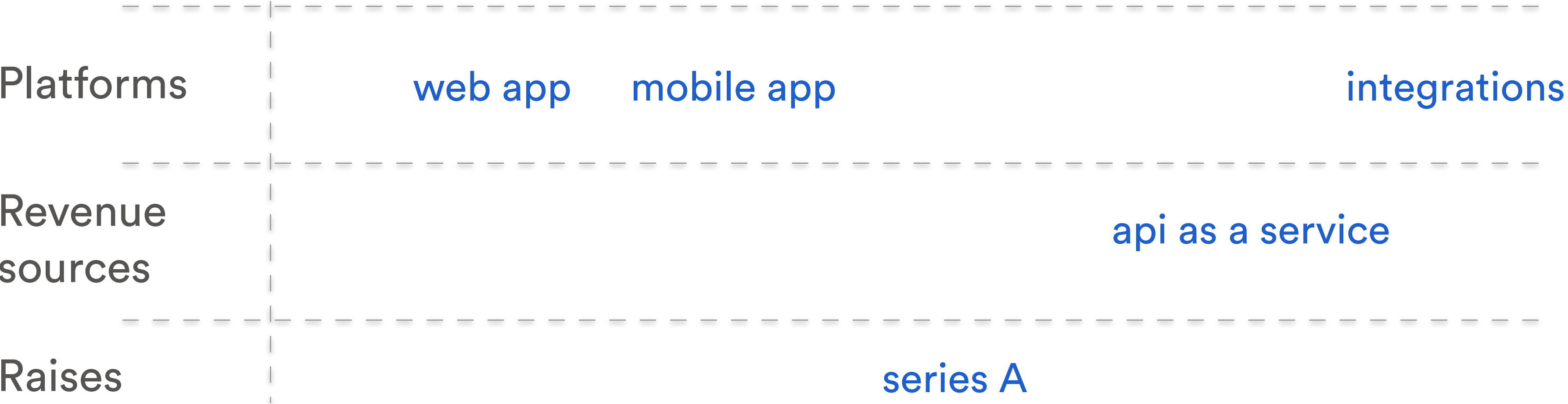
Targeted Facebook / Google advertising

Word-of-mouth

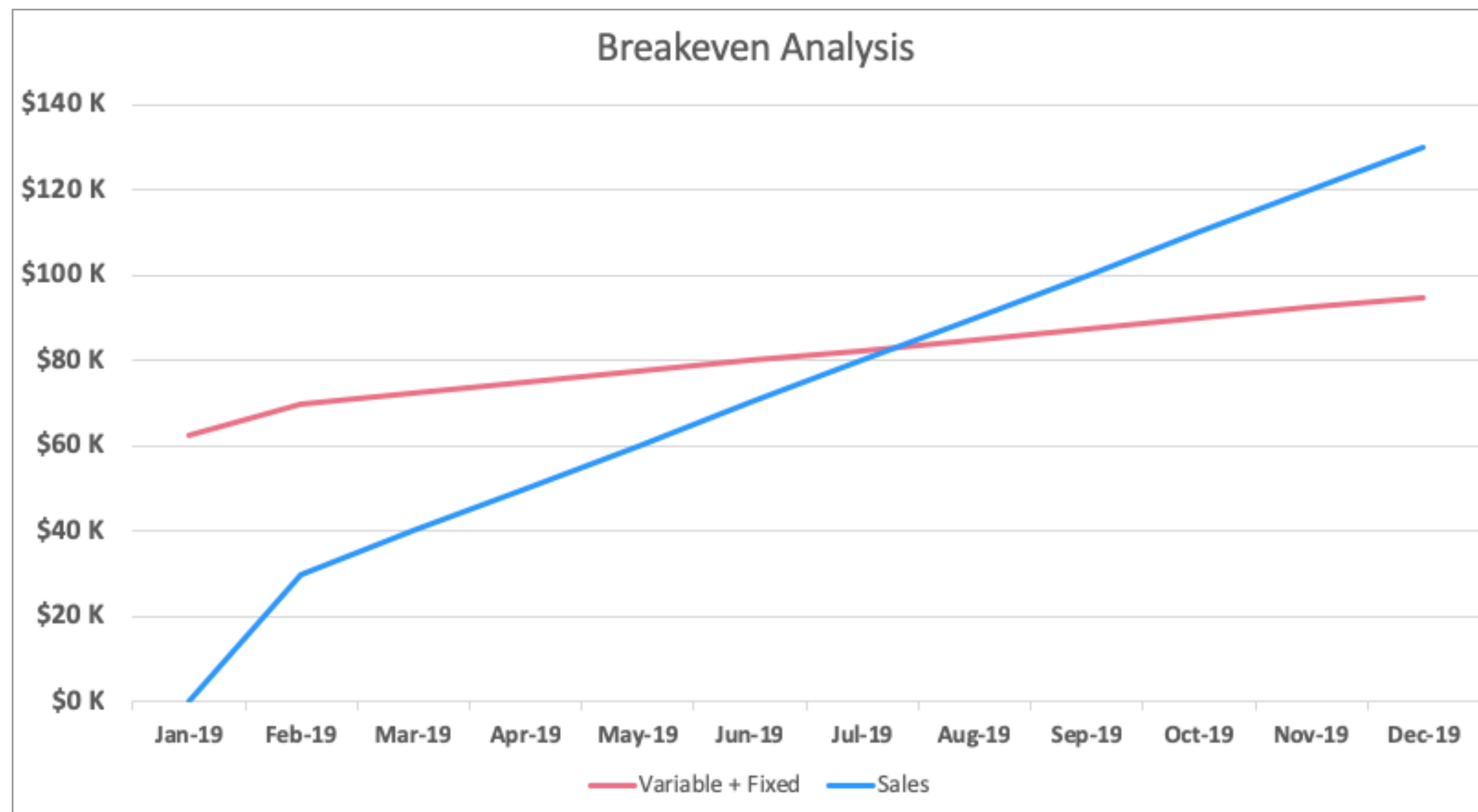
Roadmap ahead



Today Q2 '19 Q3 '19 Q4 '19 Q1 '20 Q2 '20



Financial projections



Lean operations

Breakeven by ~ 7 months

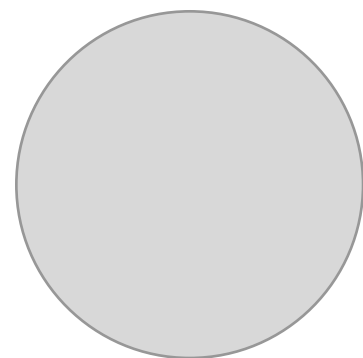
API as a service will
generate MRR

\$50 assumed CAC
\$200 price point

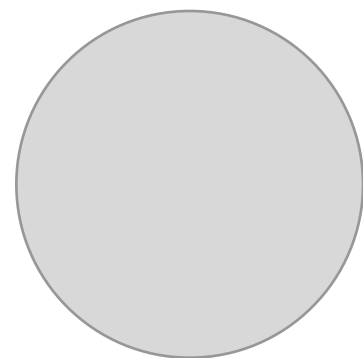
Management team



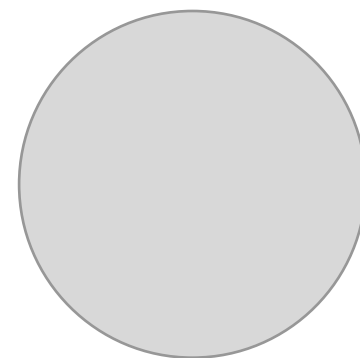
Julian Kanaan
CEO



?
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

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 = 19.1B

Forbes 2018 - Overall cost of medical care

<https://www.forbes.com/sites/elliekincaid/2018/12/06/the-amount-americans-spend-on-healthcare-is-still-growing-but-more-and-more-slowly/>

Start up costs

\$83K total — most in wages (\$40k / mo), AWS, hosting, API deployment.