



A Professional and Interactive Social Media Platform for Medicine

Promoting Patient-Specific Awareness and Monetizing Your Healthcare Data

<https://github.com/malkhodari/LENSPITAL.git>

LENSPITAL



CITADEL | Securities

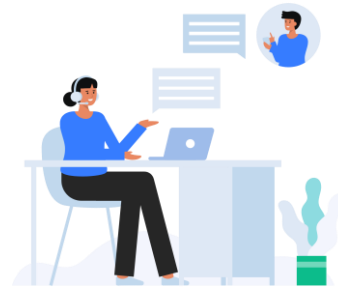


Problem

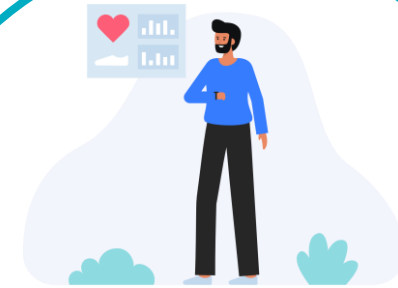
Misleading medical information



Lack of professional social media platforms for healthcare



Gap in communication during a crisis with medical misinformation



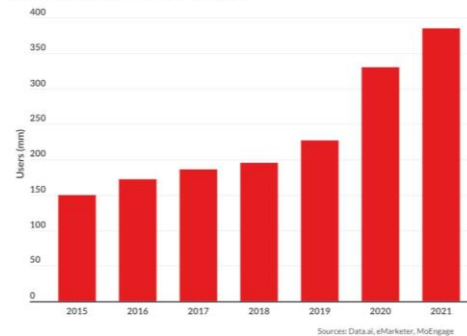
Lack of awareness about personalised healthcare

Situation



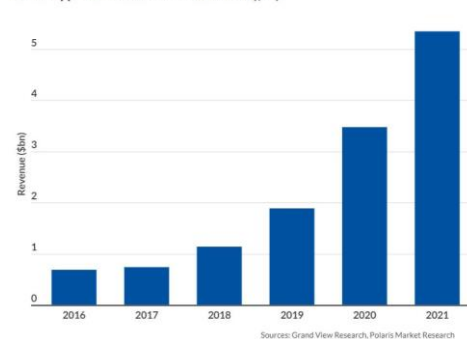
Health and Fitness apps
385 million users worldwide

Fitness app annual users 2015 to 2021 (mm)



Revenue increased by 54%
 especially during lockdown

Fitness app annual market size 2016 to 2021 (\$bn)



Two-thirds of US hospitals offer mobile health apps



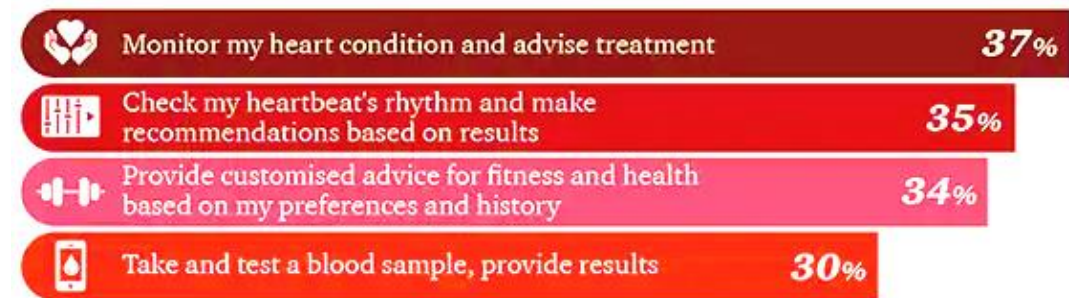
Fitness apps have been downloaded over **400 million** times in 2021



Around **90%** of physicians already use smartphones at work



Top **4** procedures of people willing (**66%**) to rely on algorithms/AI in healthcare



Medical Influencers



Dr. Karan Rajan, a surgeon and lecturer at Imperial College London, London, UK
 He has over **193,000** Instagram followers and **3.7 million** followers on TikTok

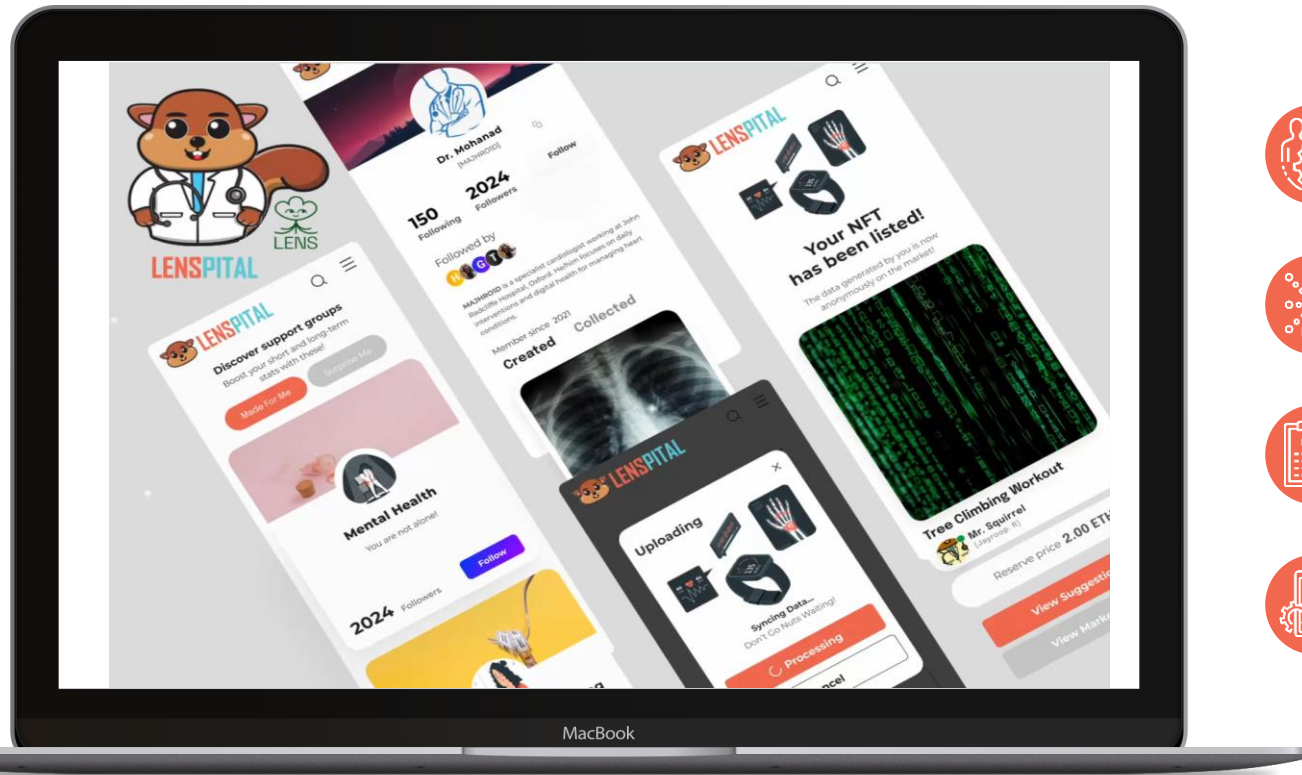


Dr. Julie Smith, a clinical psychologist based near London, UK
 She has over **400,000** Instagram followers and **2.8 million** followers on TikTok

Solution

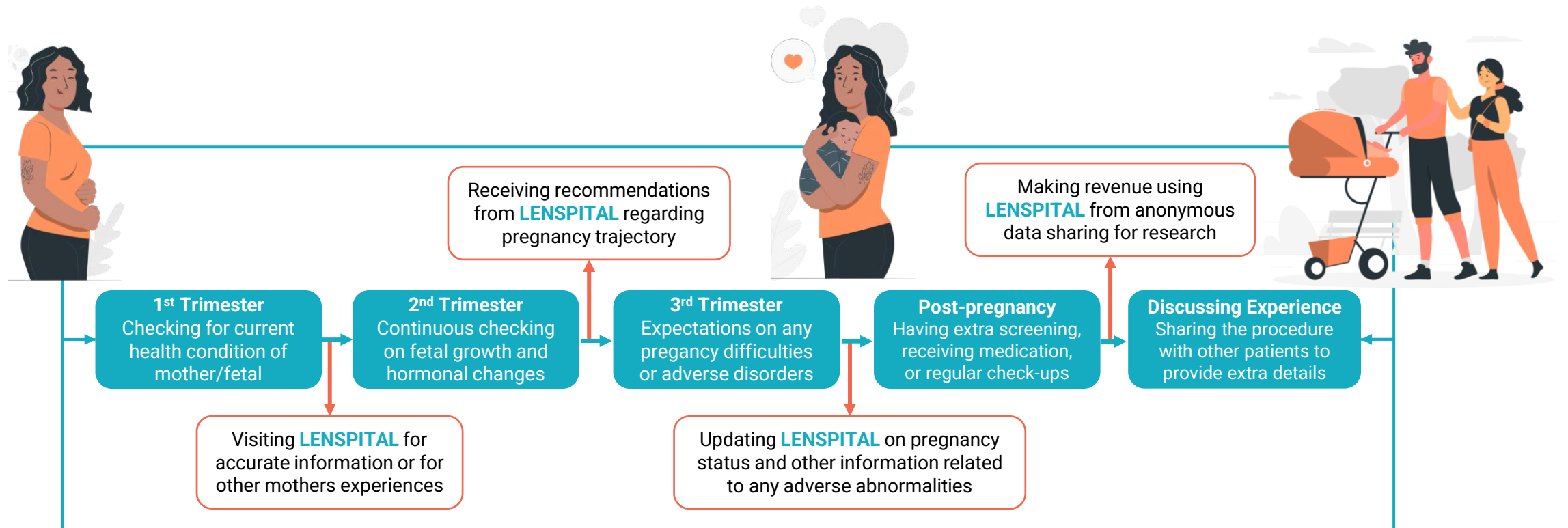


LENSPITAL – A PROFESSIONAL AND INTERACTIVE SOCIAL MEDIA PLATFORM SPECIALISED IN HEALTHCARE



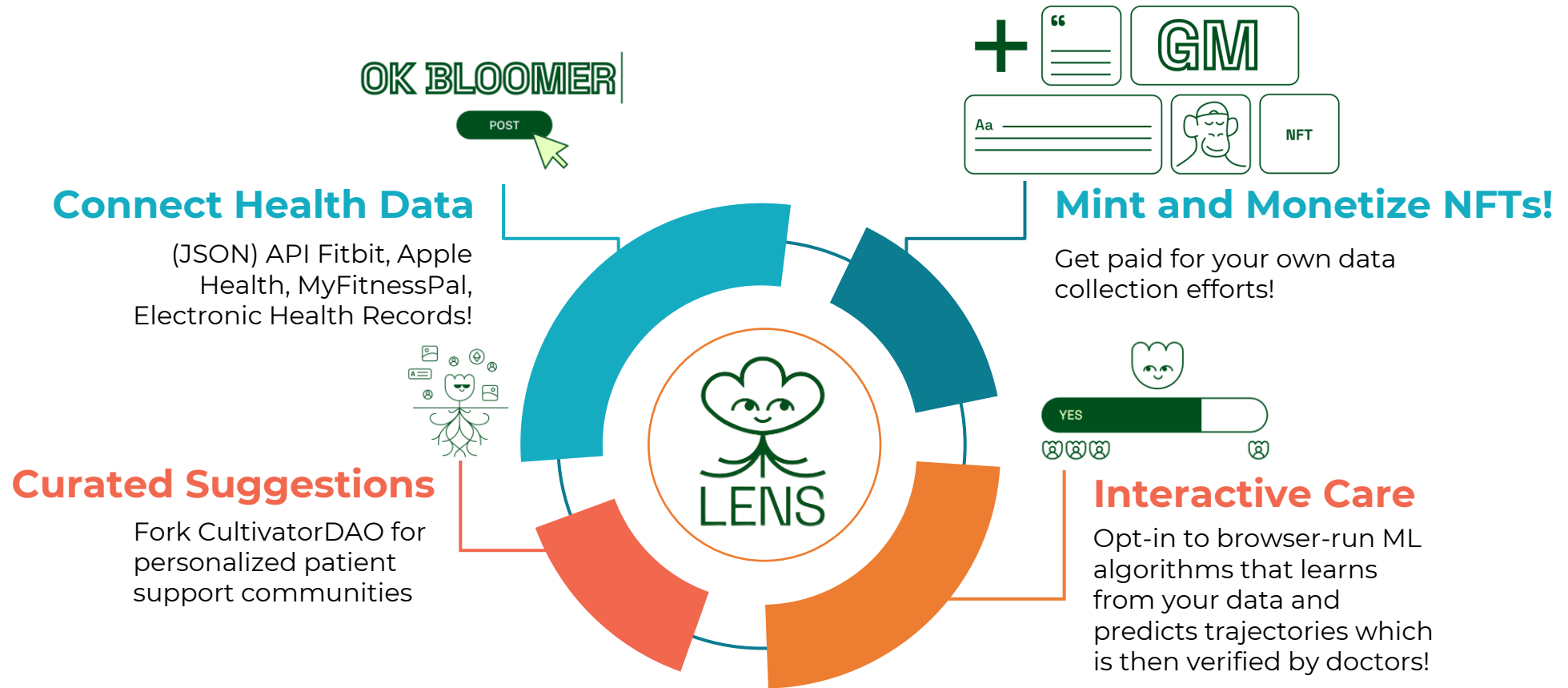
-  Engaging people in public health and healthcare discussions
-  Spreading healthcare awareness with accurate medical information
-  Facilitating patients' access to current and predicted health conditions
-  Supporting doctors, patients, and medical influencers with monetization

Patient Journey

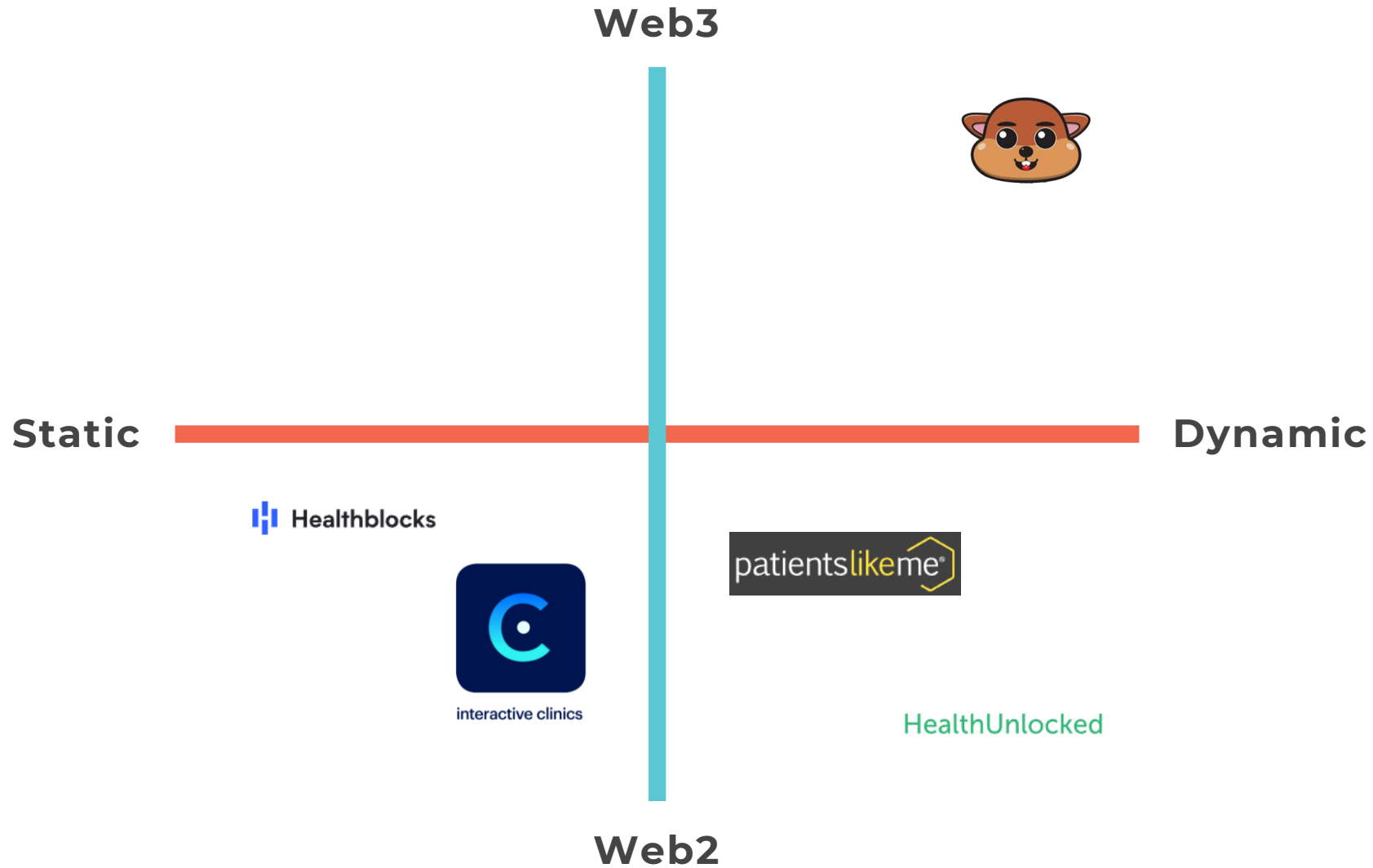
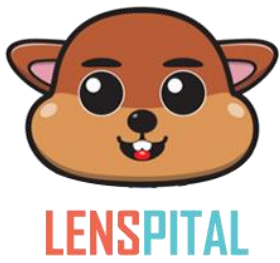


Continuously recording vital data / interacting on LENS PITAL

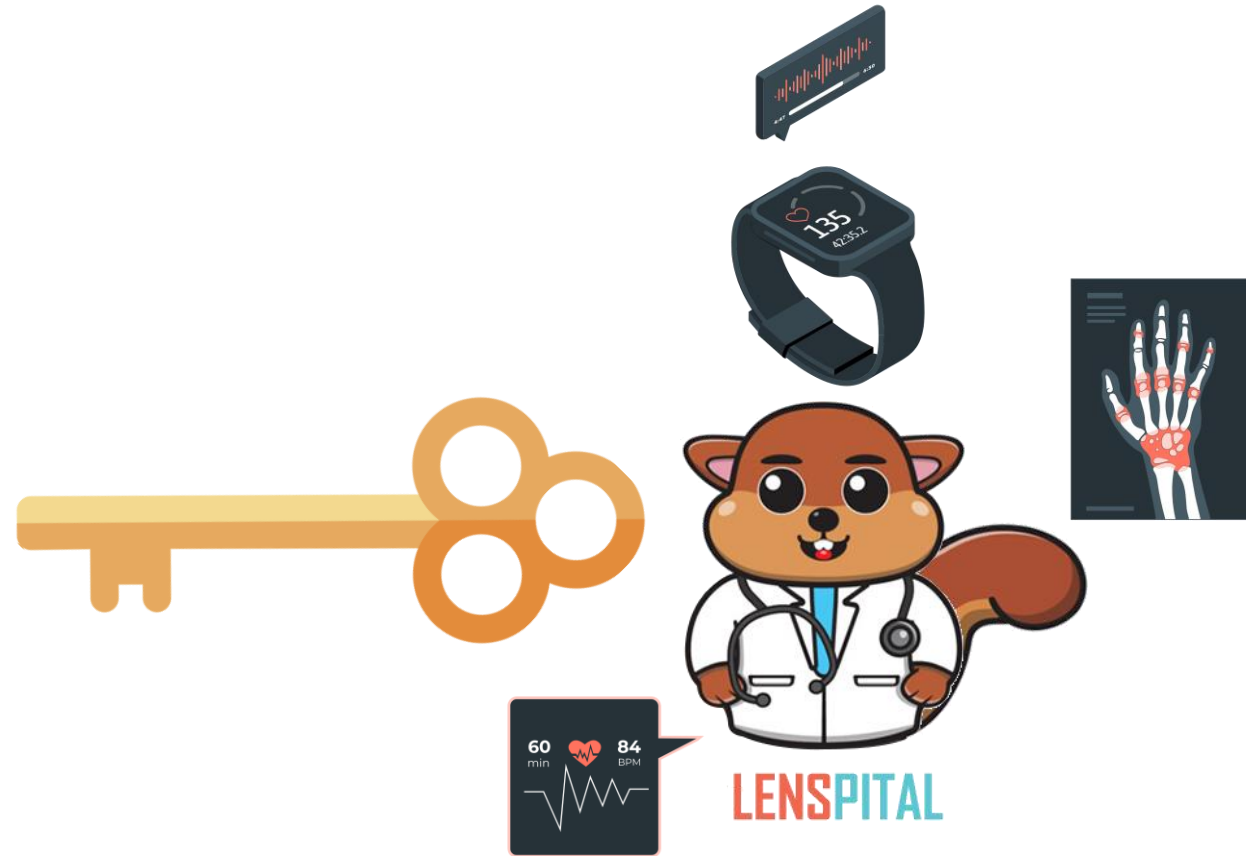
Behind the Scenes

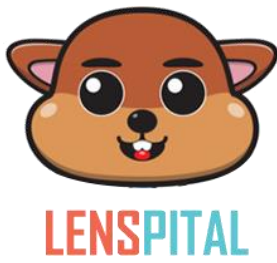


Market Competition



Conclusion





Team Members



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