

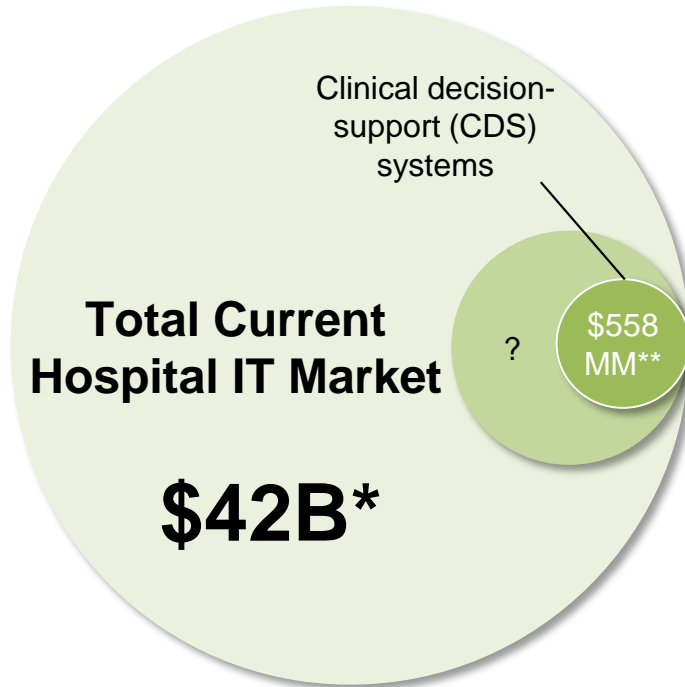


## PENNVENTION 2016

Norman Pai (WG '17)

Josh Karnofsky (SEAS '17)

# Hospital IT and CDS spend is rapidly increasing



## Target Market: Hospital-based Physicians

- Primary use: inpatient settings
- CDS value proposition to hospitals:
  - Short-term, increased productivity
  - Enterprise control of clinical guidelines
  - Improved patient safety and risk modeling
  - Obtain reimbursements and avoid penalties based on value-based care metrics
- Hospital-focused sales cycle:
  - Small portion of hospital IT budgets
  - Focus on proof-of-concept through pilots
  - Approval required for premium features

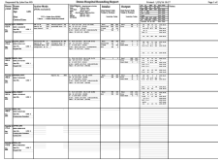
\*Expected to double from 3.5-4% operating expenses on IT to ~7% (Deutsche Bank)

\*\*Estimated clinical decision-support systems market (Markets & Markets)

# Highly inefficient process for patient data review

The average hospitalist spends 1.5 hours a day doing medical risk and treatment calculations! Medical residents face similar difficulties for inpatient “rounds.”

**Before**



**in 5 min**

Take paper rounding report, use online/app medical calculator, write results on paper or enter in EHR

**After  
(inferMD)**

Scan via iPhone,  
send, receive  
suggestions



**in 20 s**

# Team from top medical and MBA programs



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**Albert Lwin**  
3rd Year MD/MPH  
Candidate

Role: Product  
Management

*Expertise: Clinical  
Experience, Physician  
Workflow*



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**Rachit Vakil**  
4th Year MD/MPH  
Candidate

Role: Project  
Development

*Expertise: Technology  
Integration, Marketing  
Strategy, Computer  
Science*



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**Norman Pai**  
1st Year MBA  
Candidate

Role: Strategy and  
Business Development

*Majors: Healthcare  
Management, Statistics  
Expertise: Data Analytics,  
Consulting, Tech Startups*



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**Josh Karnofsky**  
SEAS Undergraduate  
(BSCS '17)

Role: Software  
Engineer

*Major: Computer Science  
Expertise: iOS  
development*



# inferMD synthesizes and analyzes medical data

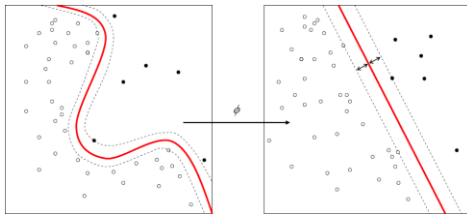
## 1 Data Capture & Integration



### **Input Methods:**

- Data entry (mobile)
- OCR capture (mobile)
- EHR integration (API)

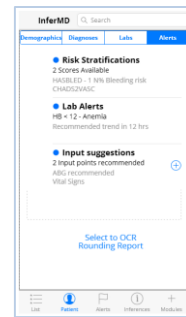
## 2 Analytics Engine



### **Automated Data Analytics:**

- Efficient lab & data review
- Machine learning backbone
- Predictive analytics

## 3 Actionable Results

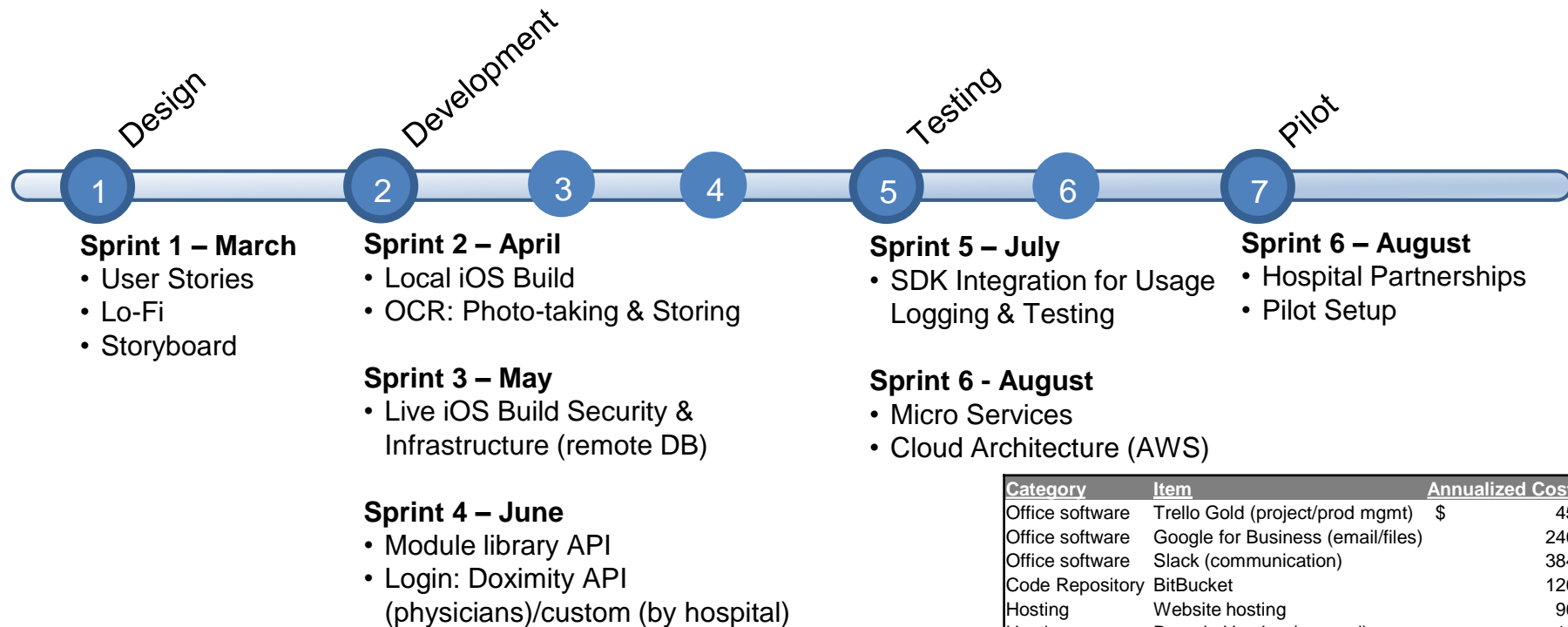


### **Physician's Assistant:**

- Diagnostic suggestions
- High value order sets
- Specialty customization



# 6-month Timeline and Associated Annual Costs



Category	Item	Annualized Cost
Office software	Trello Gold (project/prod mgmt)	\$ 45
Office software	Google for Business (email/files)	240
Office software	Slack (communication)	384
Code Repository	BitBucket	120
Hosting	Website hosting	96
Hosting	Domain Hosting (renewal)	15
iOS Dev	Apple Dev. Subscription Fee (1)	99
Hosting	Amazon Web Services	250
Incorporation	Delaware C-Corp Filing	1,150
		<b>\$ 2,354</b>

