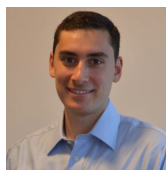


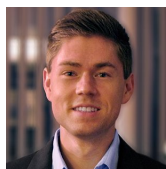


# Our team shares a passion for healthcare with skills encompassing business, design, engineering, and medicine



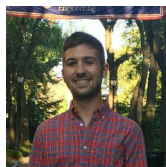
## Craig Limoli, Business Development and Strategy

- 3+ years experience in product management and consulting
- At IBM, Craig worked on product management and strategy for the software platform that caters to care coordination for mental health patients in the US
- Princeton (AB), Current - Wharton (MBA)



## Mike Lytle, User Experience and Product Development

- 4+ years experience in consulting and consumer health industry
- At Sense Health, Mike served as internal expert on assessing impact of mobile health innovations on consumer behavior and the bottom line in healthcare
- Rice University (BA), Current - Wharton (MBA), University of Pennsylvania (Master of Integrated Product Design)



## Bob DiMaiolo, Technology Stack

- 2+ years experience in engineering in the medical devices industry
- At Medtronic, Bob worked on software and electronics development, focusing on integrating devices into existing hospital IT systems
- Duke University (BS), Current - University of Pennsylvania (MS in Computer and Information Science)



## Justin Larkin, Clinical Expert

- 2+ years experience in clinical process design
- At the Penn Medicine Center for Health Care Innovation, Justin led the development of a novel delivery model utilizing digital health solutions to improve the detection and management of high blood pressure in a large health system employer with over 26,000 employees
- Brigham Young University (BS/BA), Current - University of Pennsylvania (MD)

## Mentors

- **David Do**, MD, Resident Physician at HUP
- **Gino Inverso**, VP of Ventures at Penn HealthX
- **Gary Kurtzman**, MD, Healthcare Entrepreneurship Professor at Wharton

## Sponsors<sup>1</sup>

pennhealth<sup>X</sup>

 **Wharton** Innovation  
UNIVERSITY of PENNSYLVANIA Fund

 Well Sheet 

1. Our team also includes six members from the Wharton Undergraduate Consulting Club, five clinical team members from our HC Entrepreneurship class, and two developers

# Clinicians hate EHRs for good reason—we can help



## Low user satisfaction

"I minimize my activity working with the EHR. I know there is untapped value to it, but it isn't worth the frustration"



WellSheet is built with **human centered design** to create a **better clinician experience**

## Low clinician productivity

"Gathering information on patients is the most time consuming part, and for more complex patients there is never enough time to do a full review; as a result, quality of care suffers"



WellSheet delivers contextual clinical information via **Smart Dashboards** and **Optimized Alerts**

## Data access challenges

"Patient information is often scattered across a variety of systems that don't communicate. We rely on manual calls and faxes to get that information."



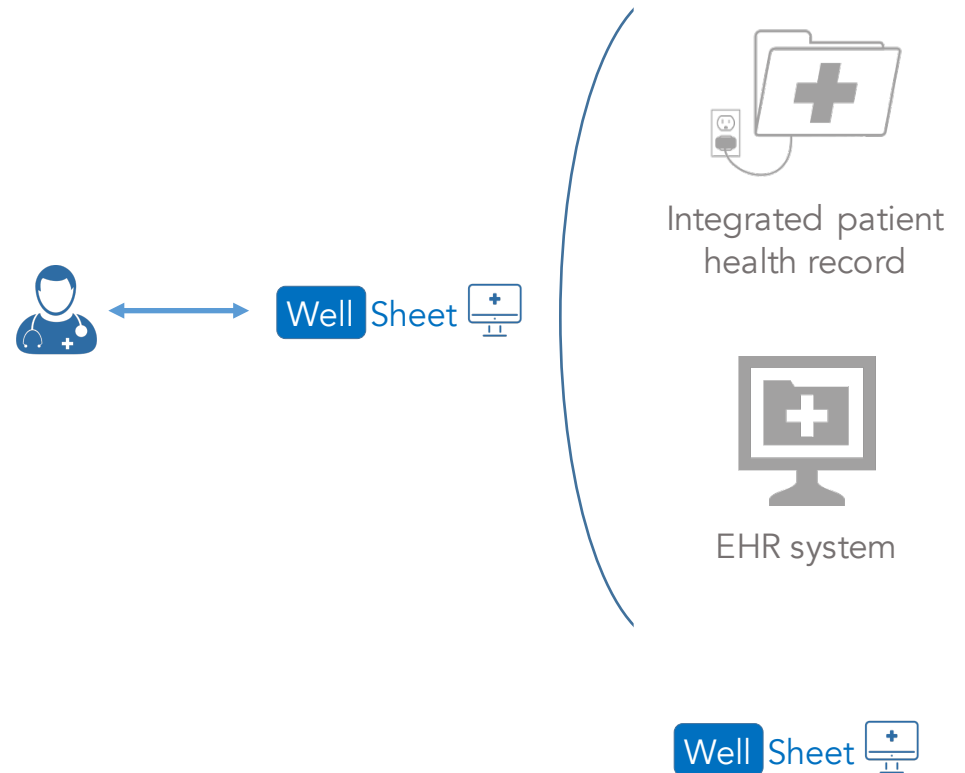
WellSheet visualizes data across sources, **optimizing workflow** for clinicians

# The WellSheet Solution

WellSheet's approach prioritizes what information is important about a patient from across sources and makes it accessible through a single, clinically focused portal

## Key Benefits

1. Seamlessly integrates multiple data sources into clinicians' workflow.
2. Intelligently discerns what is important for the particular care context and brings that information to the forefront.
3. Continuously optimizes its information prioritization algorithm based on provider usage.
4. Operationalizes the increasingly rich set of patient-owned information.



# By moving early, we can capture a significant market share

*x\$500 per user per year*

## Total Market (all clinicians)

~4 Million Clinicians (Doctors and nurses)

**\$2B**

## Addressable Market (all hospitals)

~5,600 Hospitals

~700,000 Clinicians

**\$350M**

## Target Market (hospitals supporting FHIR)

## WellSheet Revenue\*

2016	~20 Hospitals	~8,000 Clinicians	\$400,000		<b>\$4M</b>
2017	~400 Hospitals	~100,000 Clinicians	\$5,000,000		<b>\$50M</b>
2018	~1400 Hospitals	~350,000 Clinicians	\$17,500,000		<b>\$175M</b>
2019	~4,400 Hospitals	~600,000 Clinicians	\$30,000,000		<b>\$300M</b>

\*Assumes 10% market capture

# We have mapped clinician needs from our interviews to product features and prioritized them by release

**Vision:** Seamlessly modernize the clinician's view of the patient

Goal	Improve user experience of accessing patient data	Smart prioritization of data	Patient facing solution to share information via dashboard	Decide and act
Release	MVP	Beta	v1.0	v2.0
Key features	<ul style="list-style-type: none"> <li>• Full clinical view of patient</li> <li>• Encounter tracking</li> <li>• Data visualization</li> <li>• Problem list generation</li> <li>• Care team view</li> <li>• Window management</li> <li>• Threshold alerts</li> <li>• User management</li> <li>• Role-based security</li> <li>• Mobile launch</li> </ul>	<ul style="list-style-type: none"> <li>• Action tracking</li> <li>• Search</li> <li>• Configurable dashboard</li> <li>• Natural language processing</li> <li>• Smart alerts</li> <li>• Dashboard recommendations</li> <li>• Care team share</li> </ul>	<ul style="list-style-type: none"> <li>• Advanced window management</li> <li>• Cross-source dashboard</li> <li>• Patient portal</li> <li>• Simple share</li> </ul>	<ul style="list-style-type: none"> <li>• Pin to note</li> <li>• Note generation</li> <li>• Order processing</li> <li>• Order recommendations</li> <li>• Population analytics</li> </ul>
Key metrics	<ul style="list-style-type: none"> <li>• Clinician experience</li> <li>• Time to create confident treatment plan</li> </ul>	<ul style="list-style-type: none"> <li>• Perceived quality of treatment plan</li> <li>• Medical error reduction</li> </ul>	<ul style="list-style-type: none"> <li>• Patient satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>• Time to see patient</li> <li>• Confidence in clinical decision making</li> </ul>
Estimated build cost	\$25,000 (~400 hours @ \$60/hr)	\$50,000 (~850 hours)	\$100,000 (~2000 hours)	\$150,000 (~3000 hours)

Completed by end of Summer 2016