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PhysicianInsights

# 01. Business Opportunity

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## First Problem

Private practice specialists and surgery centers receive nearly 100% of their patient volume from referrals. These practices invest significant resources to build relationships with primary care doctors and hospitals. However, the CEOs of these practices have no idea how effective their “sales” efforts are. The typical questions they ask:

- What is my competitive position relative to similar specialists?
- What is my referral volume from a given PCP in both absolute and relative terms?
- What is the ROI on my sales/marketing spend?

## **Solution: PhysicianInsights**

*Referral mapping platform for mid-sized healthcare providers.*

# 02. Product

## Version 1.0

Version 1.0 provides data aggregation, and a clean UI. This is a minimum viable product demo, that we are using to test our thesis and demonstrate “proof of concept” among doctors.

**Competitive Position**  
PhysicianInsights maps a doctor’s competitive position compared to similar practices in their area.

**Referral Volumes**  
Shows volume from a given PCP, and the average “value” of each sent by a given source doctor

**Marketing ROI**  
How much of their business does a PCP send me, given the dollars that I have invested into building our relationship?



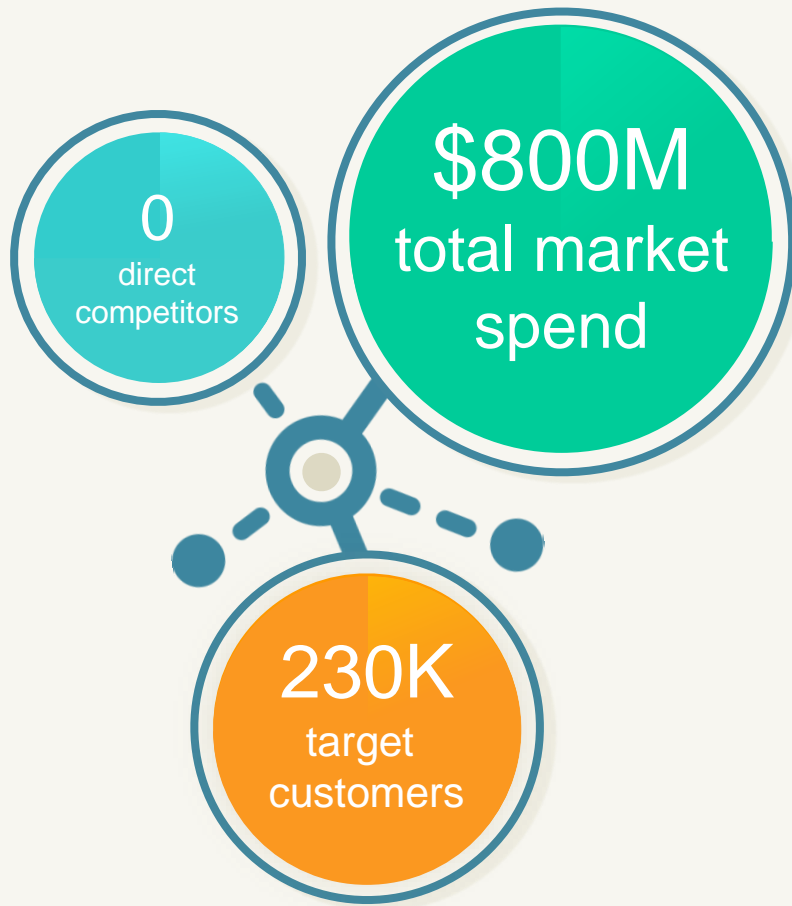
## Version 2.0

Version 2.0 will build significant functionality on top of our current product. This will include more comprehensive analytical capabilities, a substantially better UI, and new data from the Medicare claims database. Version 2.0 will be innovative because it is the first referral mapping product that attacks the market of 800,000 physicians and 5,000 providers. The current product is limited to the Houston geography.

In addition to referral mapping we will also build a physician comparison tool that uses Medicare claims and publicly disclosed data to compare doctors based on outcomes. This product will be sold to HR departments of practices, as well as hospitals, and health plans.

## 03. Market

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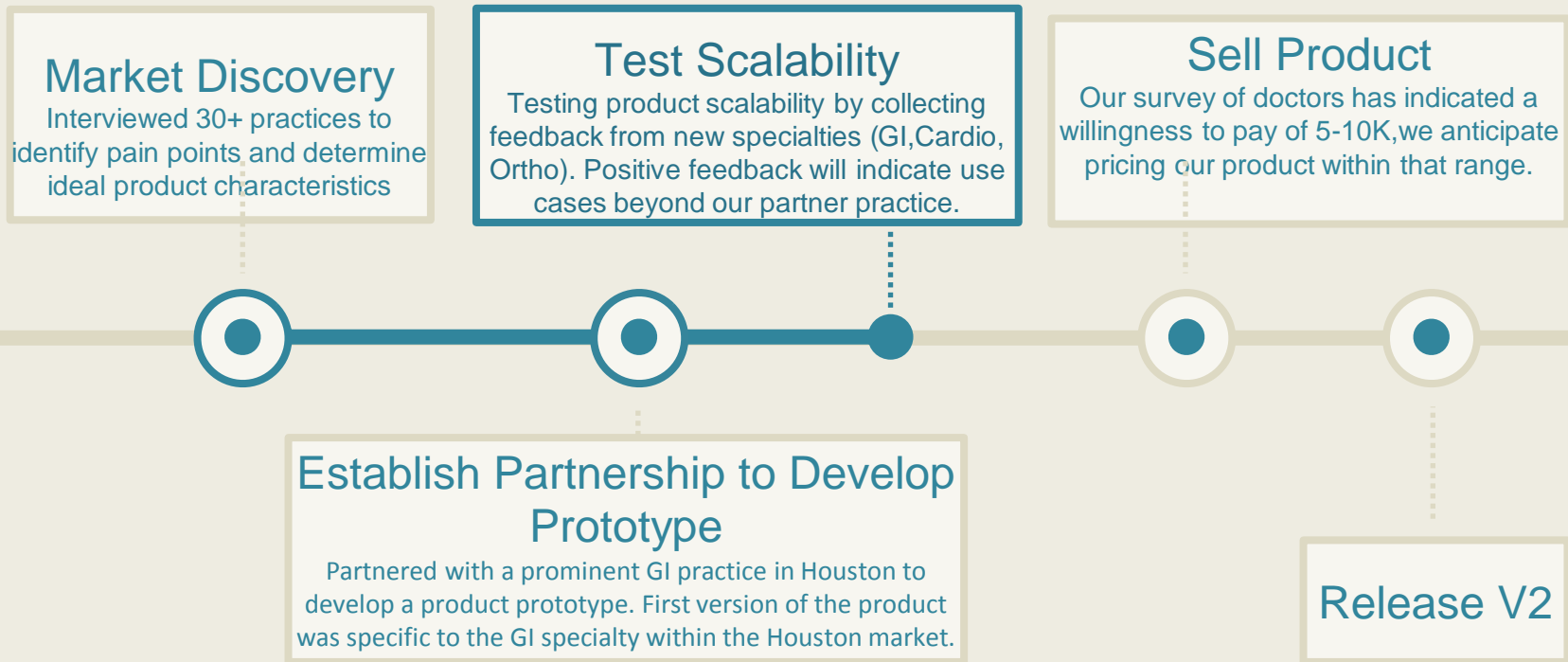
### Niche Market with significant willingness to pay

- ✔ Conducted significant market diligence including: survey of 30+ doctors and establishing a development partnership with ASC in Houston
- ✔ Doctors consistently report high willingness to pay for this product (5K-10K) per specialist doctor
- ✔ Product is niche (specialists docs, diagnostic centers, hospital administrators)
- ✔ Zero competitors in the mid-tier market. All current solutions focus on mega-scale hospitals.

# 04. Development Plan

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- PhysicianInsights has established a partnership with a surgery center in Houston to develop the first version of our product.
- The team is currently working with GI, Cardiologists and Orthopedic Doctors in Philadelphia to collect additional feedback
- Target commercialization of V1 in May 2015, Target V2 launch in Summer 2015
- Anticipated development costs of \$60,000 over the next six months



## 05. Our Team

Designed by New Haircut

Our team has over 10 years of collective healthcare experience in entrepreneurship and investing



Neil Vangala

- Healthcare technology investor for 5 years (VC + Growth Equity)
- Involved with two investments that have become public companies
- Wharton MBA '16



Rishi Reddy

- Founded DigiPath, a digital pathology company in Houston
- Grew company to seven figures in revenue and profits
- Wharton MBA '16