

HealthCruncher

+ Team

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- CS and Computational Biology at UT
- Web dev / data science



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- CS and business at UT
- Web dev / business model



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- CS and biochemistry at UT
- Web dev / business model



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- CS at Grinnell College
- IOS development





Project Inception

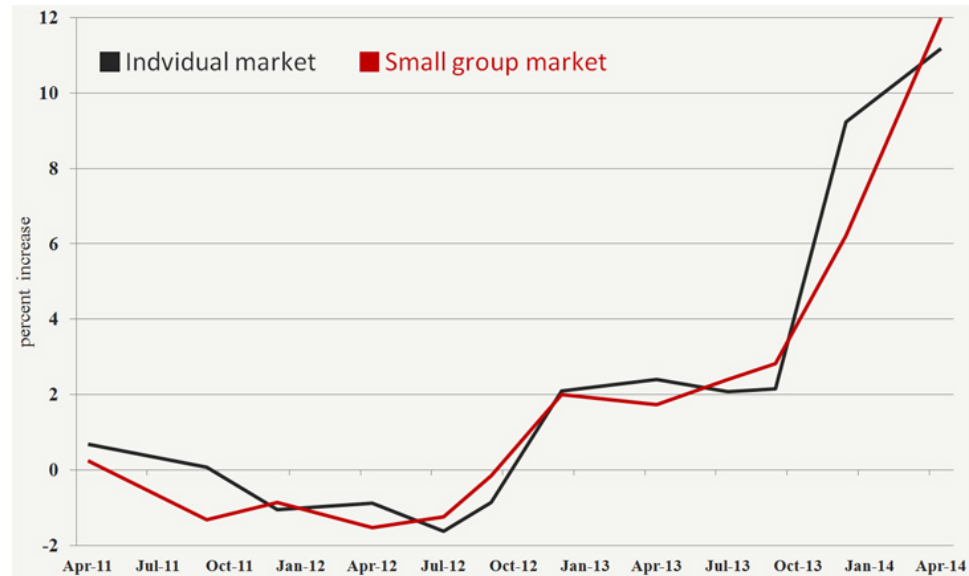
- Impact of machine learning on other industries
- How could this benefit healthcare?
- Goal: more accurately predict a person's predispositions for certain medical conditions





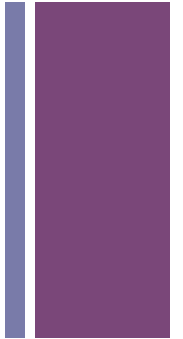
Market Pain

- Healthcare insurance premiums don't accurately reflect the amount spent on an individual basis
- Insurance companies may be charging the wrong amount by relaying on outdated prediction models based on previously selected and oversimplified boundaries
 - Such as: Age, Family History, etc.
- Customers are not satisfied and are unwilling to pay premiums that have selection criteria they don't fully understand

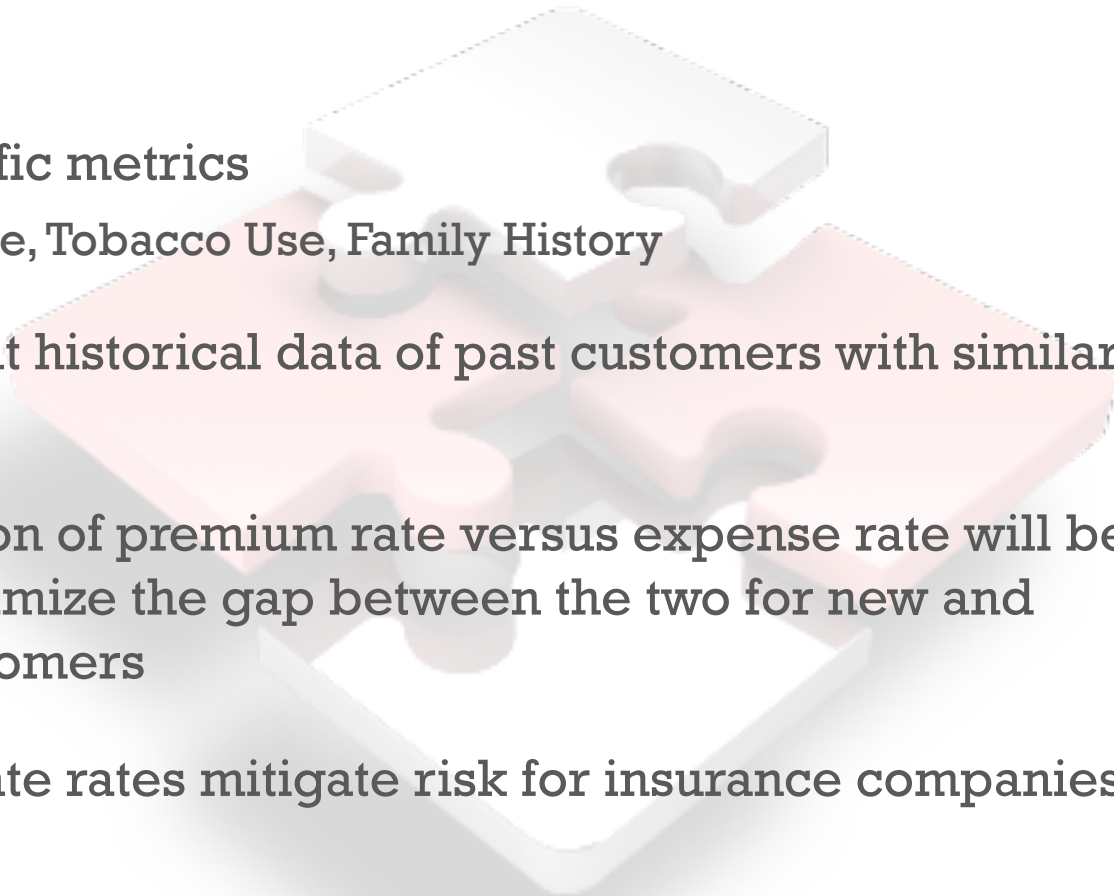




Our Solution

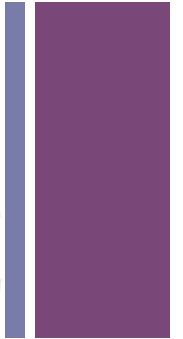


- Given specific metrics
 - Such as: Age, Tobacco Use, Family History
- By looking at historical data of past customers with similar metrics
- A comparison of premium rate versus expense rate will be used to minimize the gap between the two for new and current customers
- More accurate rates mitigate risk for insurance companies





Our Tech



- Analyzing a large amount of customer data to make future predictions
- Machine Learning Algorithm: becomes more accurate as it collects more features and labels (classification)
- Web API and Mobile Application
 - Insurance companies can use these tools to pinpoint how much an individual customer will cost and what diseases they're predisposed to.

+ Business Model



- B2B Software as Service

- Already proven viable business model

- Examples: Intuit Quickbooks, eHealthInsurance, etc.

- Charge per API use - \$2

- Who will use this?

- First Customers: Regional Insurance Companies who have experienced a deficit due to poor premium classification

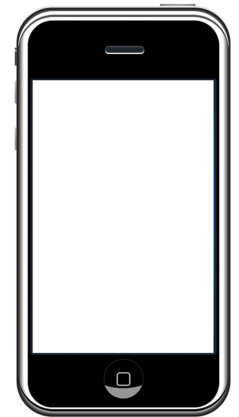
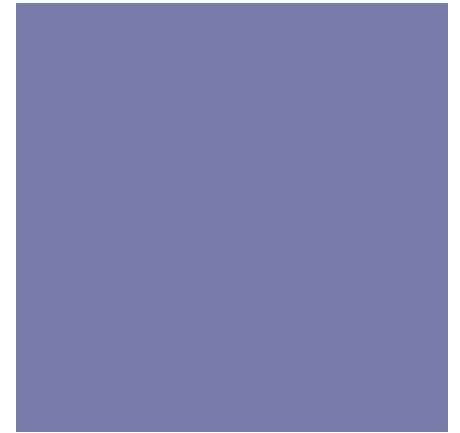
- They each have between 20 and 60 thousand customers





LIVE DEMO

<http://strtup.me:5000>



Mobile Application and Web API

Let's try them out!



Making the insurance
process easier

CUSTOMER
SATISFACTION

INSURANCE
ACCURACY



Thank You!