# BUDGETING FOR HEALTH COSTS

## A Data Science Approach to Financial Wellness

# CONTENTS


01

## PROBLEM STATEMENT

Healthcare is expensive and difficult to predict

02

## OUR PRODUCT

A tool for healthcare budgeting and education

03

## THE DATA SCIENCE VALUE-ADD

What is data science and what can it offer?

04

## WIREFRAME

App mockup

05

## DEMO

Our statistical model in action

06

## NEXT STEPS

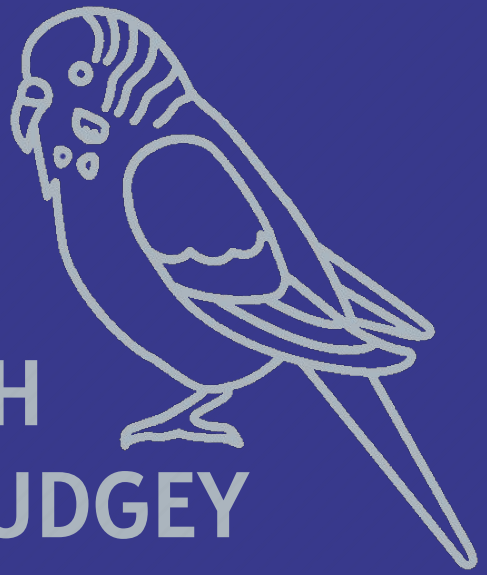
Some final thoughts

# BACKGROUND

- Nearly 30M nonelderly Americans go without health insurance each year
- Most uninsured people cite the high costs
- ~50% of young adults aren't aware of subsidies for health insurance

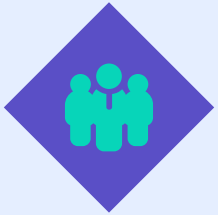
# PROBLEM STATEMENT

There are far too many Americans without health insurance and, while this is in part due to high-cost, there is also a lack of awareness about government programs that help make it more affordable.



HEALTH
BUDGEY

# A FIRST POINT OF CONTACT



ACCESSIBILITY

EASE OF USE

GENERALIZED

# WHAT IS DATA SCIENCE?

## DATA SCIENCE IS ABOUT PREDICTION

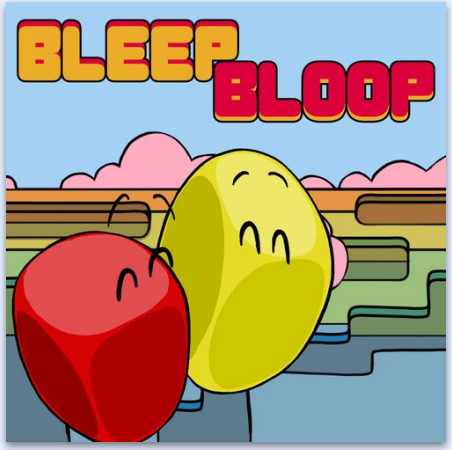
using statistical techniques like machine learning and deep learning

# THE DATA SCIENCE VALUE ADD

## PATIENT DATA

- Age
- Height
- Weight
- Smoker?
- ETC...

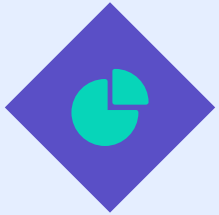
## COMPUTATION




## PREDICTED HEALTHCARE EXPENSE

$$$

# REVENUE STREAMS



## APP INTEGRATION

Partnerships with budgeting tools such as Mint

## POLICY REFERRALS

Link to insurance provider's plans and collect finder fees

## GOVERNMENT CONTRACTS

Government funding for financial literacy and education

# WIREFRAME

# PRODUCT

# DEMO

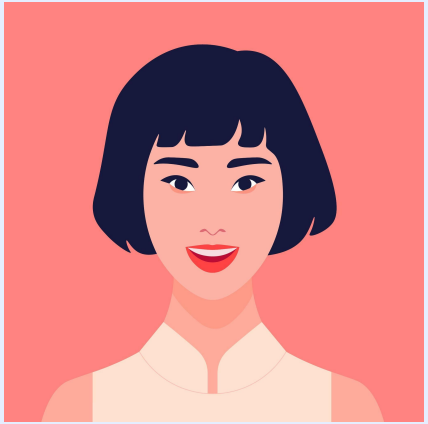
# DEMO CHARACTERS

**Dave**

| | |
|---|---|
| Age: | 62 |
| Sex: | Male |
| BMI: | 24.4 |
| Children: | 4 |
| Smoker: | No |

**Suzy**

| | |
|---|---|
| Age: | 42 |
| Sex: | Female |
| BMI: | 23 |
| Children: | 2 |
| Smoker: | No |



**Sidney**

| | |
|---|---|
| Age: | 29 |
| Sex: | Female |
| BMI: | 26.5 |
| Children: | 0 |
| Smoker: | Yes |

# NEXT STEPS

## UX/UI Colab

Improve usability and accessibility

## Bigger Dataset

Partner with insurance/government

## More Features

Health conditions, income, etc.

## Security

Vulnerability testing, secure web hosting, white hat hacking

# THANKS!

## DO YOU HAVE ANY QUESTIONS?

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Find us on LinkedIn & Github


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