



# HeartSuccess

Empowering heart failure patients with affordable medication & personalized care

## Changes to make:

- Video MVP
- Follow a storyline
- Impact
- End with slogan
- Ask: connections and leads
- Risk:
-

# The Problem: *Heart failure patients bear the burden of high medication costs*

## PROVIDER



Ravi Karra, MD  
Advanced HF

***"People don't take their medicine because they can't pay the full cost. My patients tend to be older and struggle with finding resources to alleviate said cost. Sometimes, it takes months for a doctor like me to figure all of this out."***



Nathan Amos  
Clinical Social Worker

***"There is no good resource with all 3 things - patient assistance programs, out-of-pocket cost, and insurance information."***

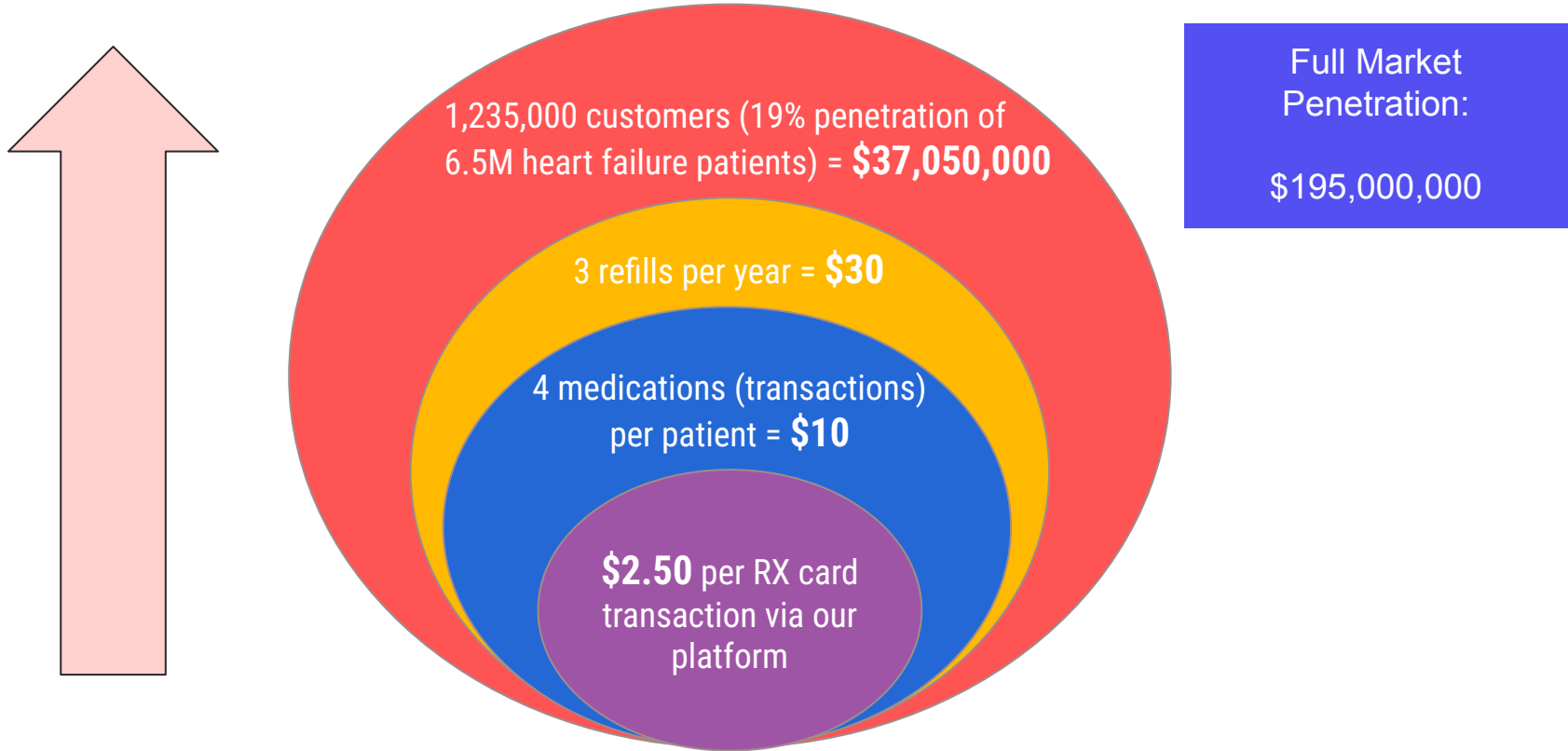


## PATIENT

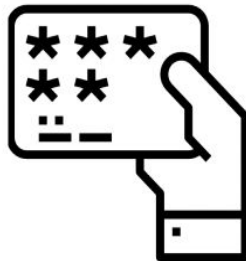
**52 yr old., Black female,  
single income**



# Market: *This is a huge problem*



# Our Solution:



## Connect with Patient Assistance Programs

Match with best programs you qualify for.

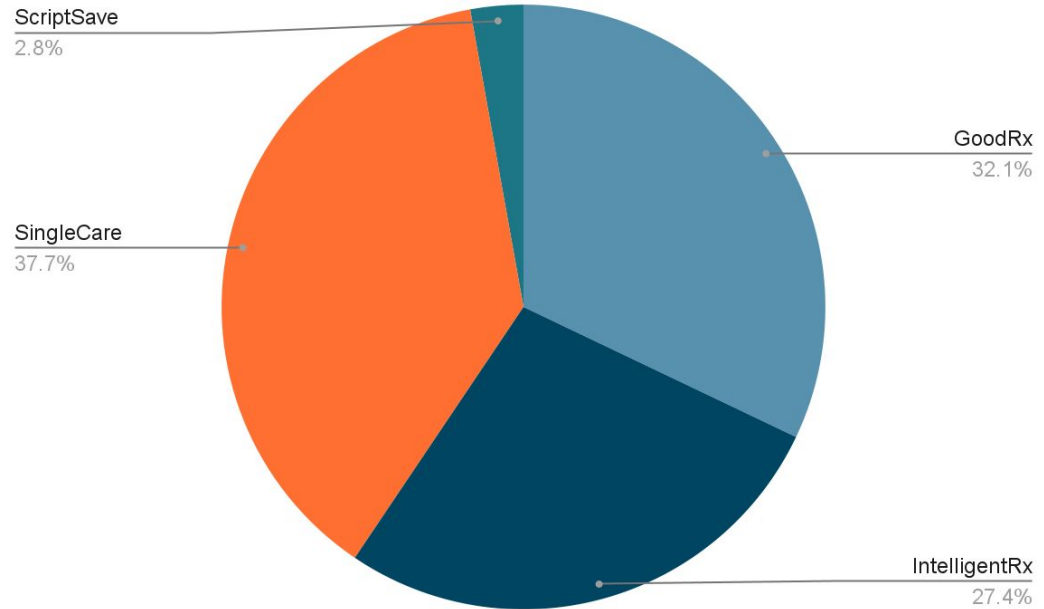
## Price Transparency Tool

Compare prices and discounts by Rx Cards.  
Find the best deal on your prescription medication.



# Value Add: *We find cheaper prices*

Lowest Prices in 200 queries:



Lower than GoodRx in **66%** of queries

Over 50% of discount card claims are from GoodRx → Save money in 33% of claims

# Value Add: *We integrate patient feedback*

Small font



Bigger font



## Other Drug Options

Entresto is a \_\_\_\_\_ drug class.

**Other alternative medications of the same class include:**

Atacand

Atacand Hct

Avapro

Benicar

*ask your provider for further  
information*



# Validation: Usability Testing - Great Response Rates

HeartSuccess

Prototype Walkthroughs

30 min

Former Time (Oksana Kamneva)

10:30am - 11:00am, Thursday, April 6, 2023

Eastern Time - US & Canada

Do you want to pay less for heart failure medication?

We're a group of Duke students working on a project to help heart failure patients take control of their prescription costs through price transparency & comparison.

We are in beta testing and are offering a demo of our product. Schedule a Zoom call to get an exclusive preview of our product — your feedback is very valuable for improving our tool!

Reschedule Event

Select a Date & Time

April 2023

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Time zone

Eastern Time - US & Canada (3:13pm) ▼

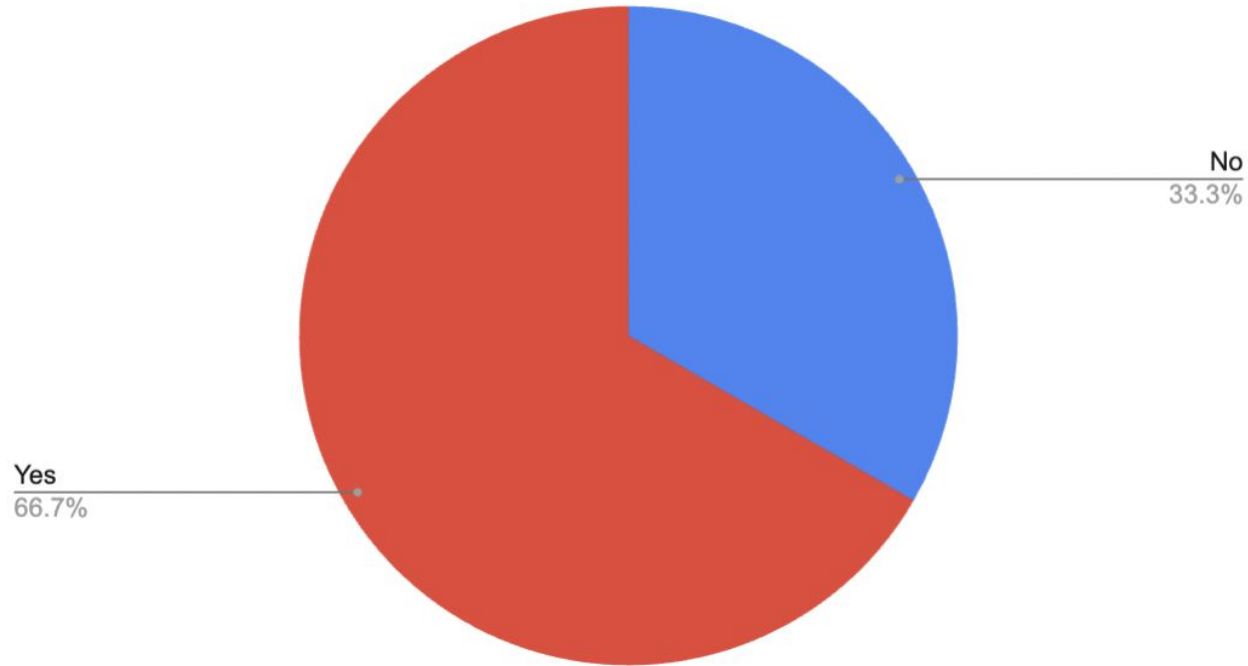
POWERED BY  
Calendarly





# Validation: 6 RXcard company onboard

Are RX card companies willing to partner with us?



# Financials

## We Do Not Plan on Taking on an Investor



### Primary Cost Sources:

- Facebook Advertisements
- Developer / UX consultation

\$10,000 funding via Duke

	2023	2024	2025	2026	2027
<b>Total Liabilities &amp; Equity</b>	6105	4773	6416	13014	32481

	2023	2024	2025	2026	2027
<b>Total Liabilities &amp; Equity</b>	4217	6889	18580	38929	74414

# Risks



**Rebate  
Dependence**

**Low  
Advertisement  
Effectiveness**

# Team



**Denna**

Psychology/Economics  
I&E  
Class of '23



**Rob**

Computer Science/Music  
I&E  
Class of '23



**Anish**

CS, BME '22  
MD/PhD Candidate



**Dr. Ravi**

Duke Med '05  
Associate Professor of Medicine  
Advanced Heart Failure



**Sam**

Psychology  
I&E  
Class of '23



**Xiaotong**

Master in Engineering  
Management '23



**Siba**

Master in Engineering  
Management '23

**Advisors:** Ryan  
Schulteis, MD; Duke  
I&E; Duke Med

# Impact