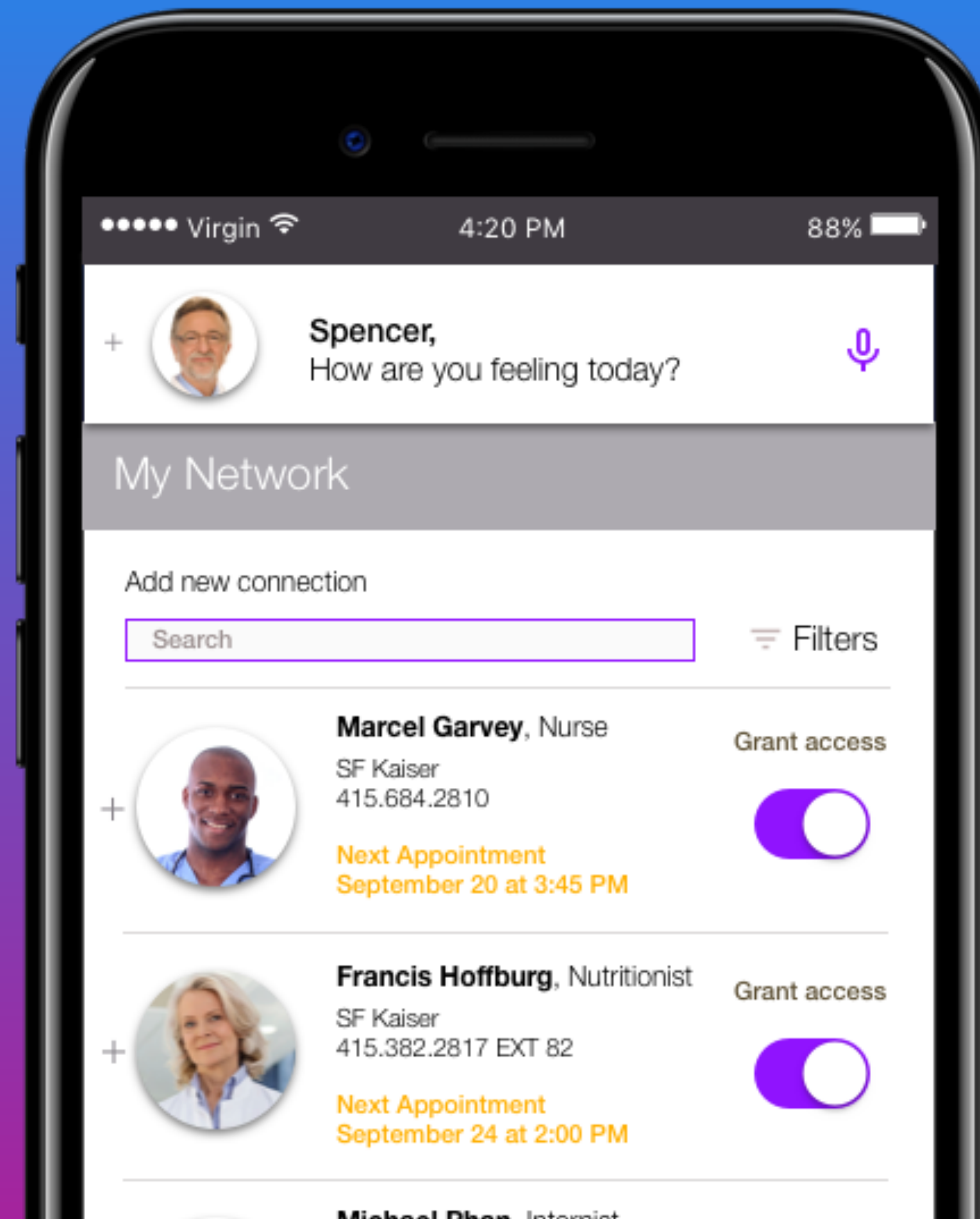# Phys*io*

Connect, for better care

—

Transforming the patient experience for healthcare that works beyond the doctor's office.

A comprehensive overview of your wellness.

—

Connect and collaborate with healthcare professionals, caregivers and integrate your wearables within the leading EHR platform.

Spencer Cheng
March 2018

Health Care trends point to Untapped Potential

Shift from disease treatment to prevention

Quantified health through wearables provide real time high fidelity data on each individual's health changing behavior through gamification.

- Medical Futurist

Greater personalization of medical care

Combining genetic testing and traditional means including age, lifestyle, medical records, doctors are able to identify up to 10,000 conditions.

- Acrisure, Trend Report

Home Care + Aging in Place

"98% of patient outcomes are based on what happens outside the physician's office - and, therefore, outside the physician's control."

- Pam Jodock, Healthcare Information and Management Systems Society

System Decentralization

The trend is being spurred by virtual care and remote patient monitoring, the embrace of alternative venues for care, the increased use of clinician extenders and the seamless sharing of data among stakeholders.

- HealthCare IT News

Opportunity Assessment Overview

Market Size

US digital health market will dominate the global industry, with target revenue poised to surpass USD 152 billion by 2024

Growth in the digital space

Growing penetration of smartphones, mobiles, and tablets is expected to noticeably boost the digital health market trends over the coming years.

Machine Learning will interpret health and diagnosis on an individual level.

Digital Health Trends

"Digital health systems market value estimated at USD 32 billion in 2015, is expected to observe a high surge over 2016-2024, primarily driven by growing consumer awareness about EHR"

- Pam Jodock, Healthcare Information and Management Systems Society

Imagine this scenario

Diagnosis

Nancy is a 65 year old active tennis player and a target customer of the Physio platform. Although healthy, she is recently diagnosed with breast cancer.

Physio

Nancy's diagnosis is treatable through medical care but this is still a very scary experience for her.

She has a lot of questions regarding her treatment and is worried that her caregivers aren't available to speak with her when needed.

Communication

This is when her doctor recommends *Physio* as a place for collaboration and updates. Nancy finds her oncologist and nurse on *Physio* and is relieved that she can contact them any time with questions.

Connect

Nancy who loves to stay active is feeling too weak to do anything. Her doctor is concerned she isn't getting the recommended amount of activity everyday. Through the *Physio* network she finds a physical therapist who has worked with cancer patients before.

Collaborate

As Nancy adds her caregivers to the platform, her doctor is able to see all aspects of Nancy's wellness through live updates and is able to understand how she is progressing through the treatment process.

Recover

Since the doctor is able to communicate with other caregivers, he can collaborate with the nutritionist and physical therapist to come up with the best recovery plan as Nancy completes her treatment.
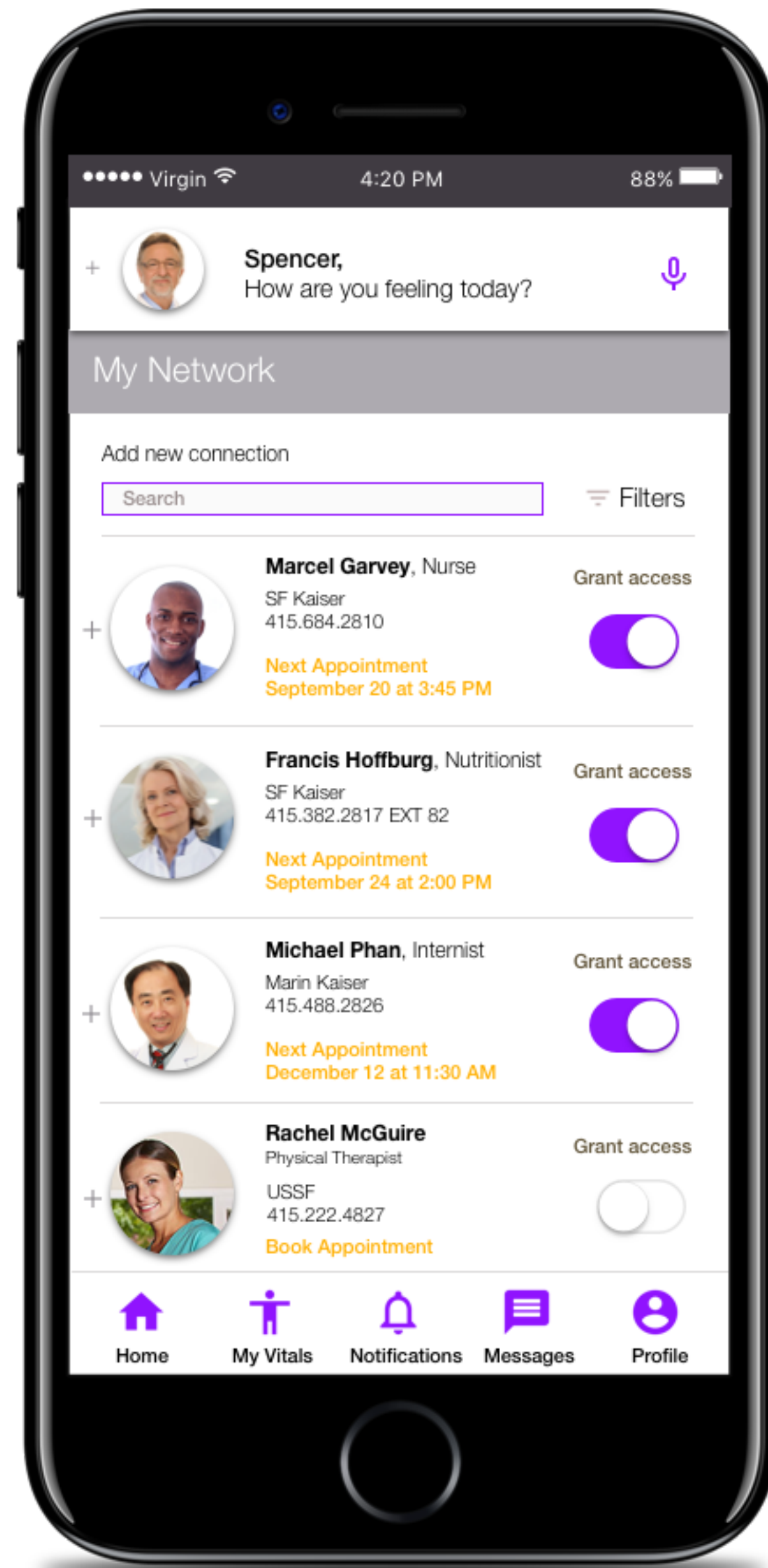
Physio places patient data at the center

Current Challenges:

- Physicians currently share their patients with over 200 other healthcare professionals and see a multitude of patients over their lifetime, resulting in **confusion and lack of one on one care.**

- **Difficulty in collaboration** across organizational boundaries is costly, challenging, and mistakes are made.

- Lack of an easy exchange of information leads to **waste and poor patient care.**

Value Proposition

+ A single **standardized platform** that aggregates the patient's connections with real-time data leveraged by connected devices.

+ Enable **collaboration between healthcare professionals and patients**; often from other providers and organizations, to **view all aspects of the patient's health.**

+ **Patient empowerment and improved experience** by allowing patients to manage their health before, during, and after treatment.

+ A secure data platform that offers **constant improvement of services** and devices as the platform grows.

Physio MVP

Features:

Connect
- Find and connect with current health care professionals
- Search for vetted professionals, caregivers
- Physician reviews
- Connect wearable devices to provide real-time vitals to physicians
- View prescription and doctor notes

Collaborate
- Personal Account
- Enable physicians to see live data
- Enable physicians to connect with each other
- History and records
- Package patient records to send
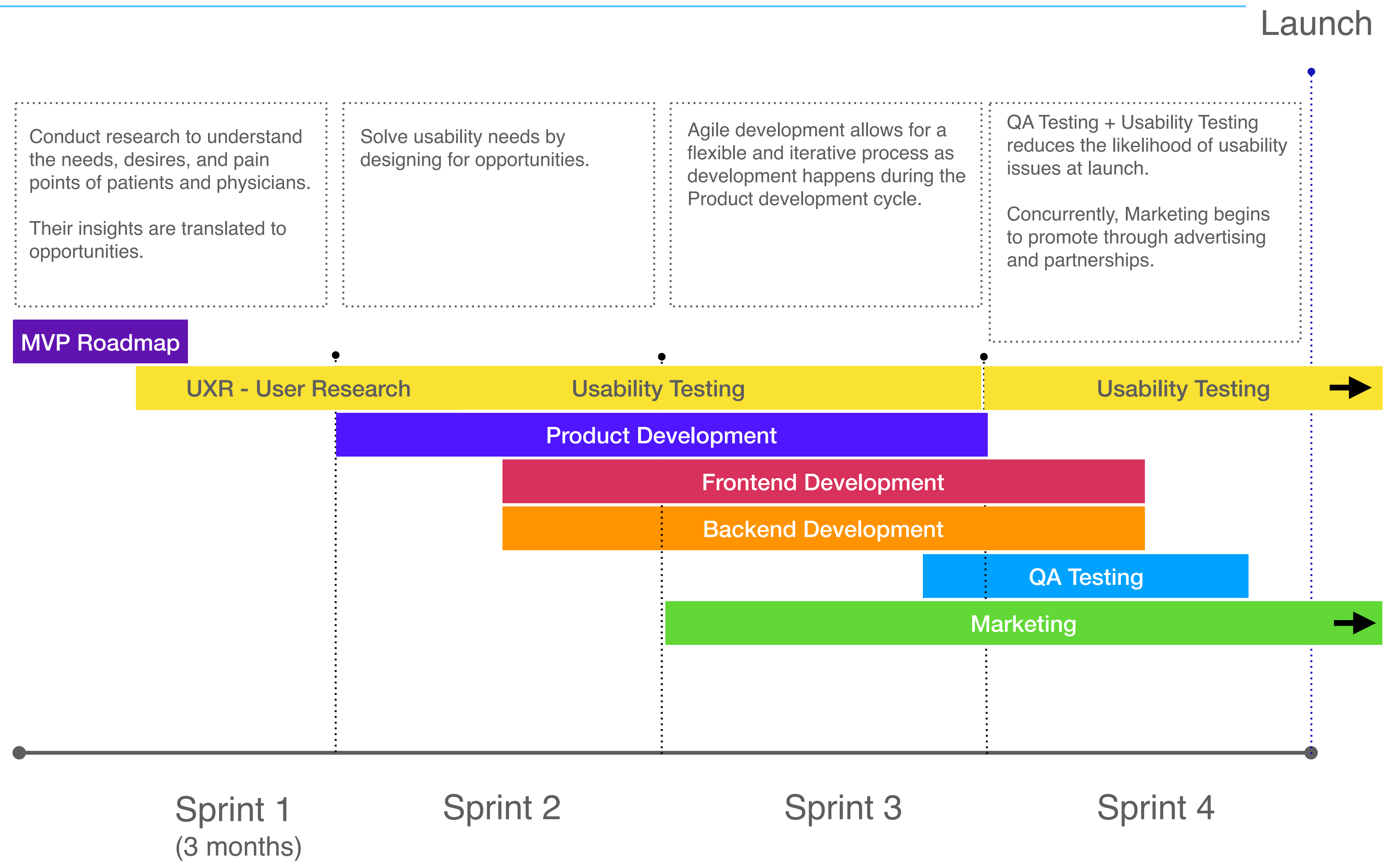- Scheduling

Physio MVP

Features:

Communicate

- Video Chats
- Secure Email
- Messaging
- Documents

Physio Roadmap Year 1

Launch

Using Agile development for a mobile - first Approach for iOS + Android

Conduct research to understand the needs, desires, and pain points of patients and physicians.

Their insights are translated to opportunities.

Solve usability needs by designing for opportunities.

Agile development allows for a flexible and iterative process as development happens during the Product development cycle.

QA Testing + Usability Testing reduces the likelihood of usability issues at launch.

Concurrently, Marketing begins to promote through advertising and partnerships.

MVP Roadmap

UXR - User Research | Usability Testing | Usability Testing

Product Development

Frontend Development

Backend Development

QA Testing

Marketing

Sprint 1
(3 months)

Sprint 2

Sprint 3

Sprint 4

Next steps

Qualitative Interviews

- Conduct expert interviews with practicing physicians, caregivers, alternative healthcare providers, and patients to better understand their processes and relationships with each other.

- Conduct interviews with healthcare organization to understand their decision making processes.

- Concept test current design to gauge desirability.

Competitive Analysis

- Delve into current electronic health relations platforms (US + International)

- Deep dive into other Health Innovation development.

- mHealth Mobile + Desktop Applications

- Services models

Product Roadmap

- Identify feasibility + viability of product

- Define key features for both Consumer and Enterprise level platforms.

- Mobile-first approach (iOS, Android). Followed by Desktop, Mobile web, Apple TV.

- Continue to iterate + test with consumers across segments.

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Opportunity Sizing

- Deep dive into market size in both the US + International

- Understand operational costs

- Cost/Benefit Analysis

- Growth Strategies

Phys*io*

Connect, for better care

Thank you

Spencer Cheng
March 2018