MINDFUL DIAGNOSIS

TRANSFORMING MEDICAL EDUCATION, ONE MIND AT A TIME

The Problem:

70% of physicians showed **some level of implicit bias** against Black people and Hispanics/Latinos (Blair et al).

51% of physicians had moderate-to-strong levels of bias **against Hispanics/Latinos/Latinas** (Blair et al).

42% of physicians had moderate-to-strong levels of bias **against Black people** (Blair et al).

<40% of U.S. medical schools **had content on health disparities** in their required courses (Martinez et al)

0% of existing implicit bias training for medical professionals studied were **considered frequent or effective** (Hall et al)

THIS EFFECTS REAL PEOPLE

I was initially diagnosed and provided with a round of antibiotics, but when those did not clear it up my physician's office ***acted as though I was drug seeking*** *and would not provide a refill. They also* ***could not see me for many days*** *which led me to not go and remain ill for (literally) almost 3 months.* ***Undiagnosed*** *until last weekend when I was diagnosed by a Minute Clinic CNP with a bacterial sinus infection.*

"Misdiagnosis of endometriosis impacting my aunt. ***Lack of concern and respect over Hispanic females*** *in healthcare"*

*"****My concerns of ADHD were always shut down*** *with my primary care physician and psychiatrist, just got diagnosed in 2021"*

Quotes from our survey of 100+ responses

My best friend was ***undiagnosed*** *with PCOS and another with endometriosis.*

They ***didn't bother diagnosing me*** *and rather just gave me some medication to treat the symptoms I was having which didn't actually work. This caused me to* ***have to return to the emergency room*** *the following day again.*

Mission:

To provide personalized diversity education and implicit bias training to healthcare professionals, promoting cultural humility and reducing healthcare disparities.

Vision:

To transform the healthcare industry by fostering a culture of inclusivity, empathy, and respect, ensuring every patient receives equitable and culturally responsive care.

Our Solution/Product

We are creating a **physician-education program** that provides *personalized* and *targeted* training to reduce implicit bias and improve medical diversity education.

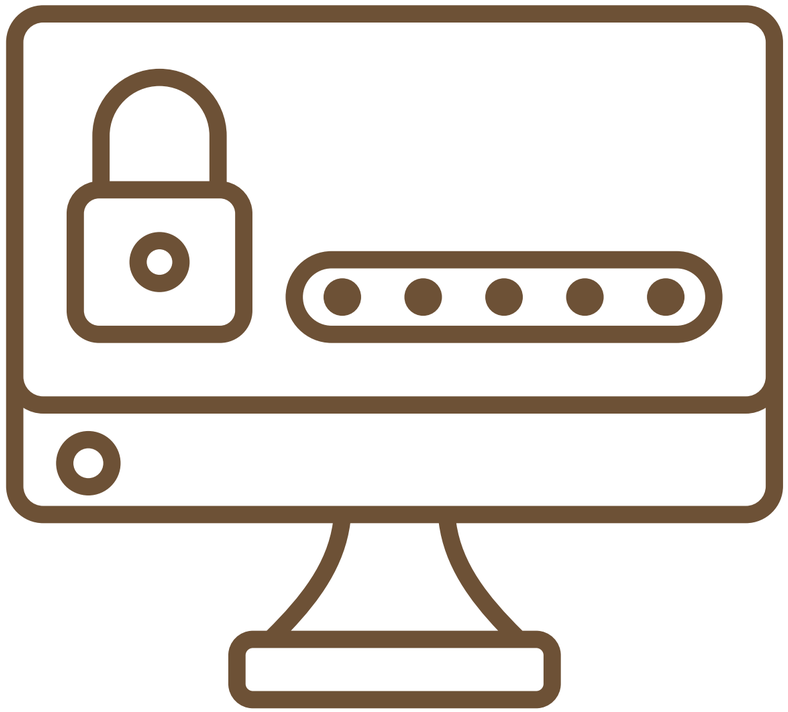
We offer the most detailed implicit bias tests using our inclusive image database. We consider race, sex, gender, age, etc.

Short, monthly lessons that are data-driven to focus on user's individual weaknesses and prioritize consistent growth.

Will be ACCME accredited so that physician users can earn 2.0 CME credits for their participation in our course

Key Features

- Specifically designed to address modern health inequities
- Only integrated implicit bias & diversity education program
- Data-driven personalization for every user
- Only 20 minutes per month!
- Innovatively addressing implicit bias



No Direct Competitors

Only product that prioritizes consistent growth targetting weaknesses

INDIRECT COMPETITION

Revenue Model

Ending Bias in Healthcare Training Program

Includes:

- Bias-recognition quizzes on all races, genders, ages, body types, etc.
- Data-Driven lesson plan targeting each user's weaknesses
- 100% online and asynchronous
- Guaranteed privacy and security

Price:$10/month

Medical Advocacy Modules

Includes:

- Research-validated modules focusing on minority groups
  - Specialty centered
    - *Ex: Dermatology conditions in people of color*
    - *Ex: Different Mental health Presentations in Asians*
  - Patient-focused
    - *Case study based education*

Price: Dependent on module

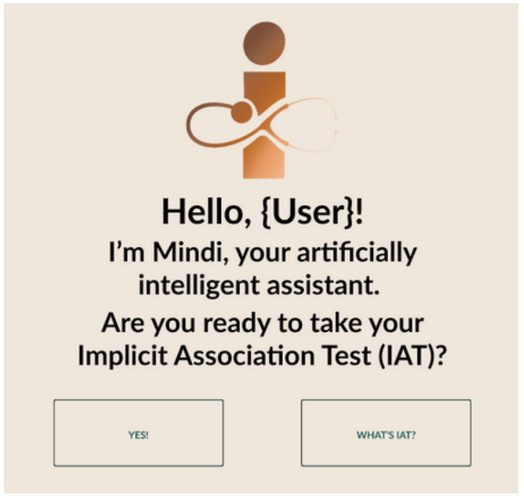
Healthcare Hero Package

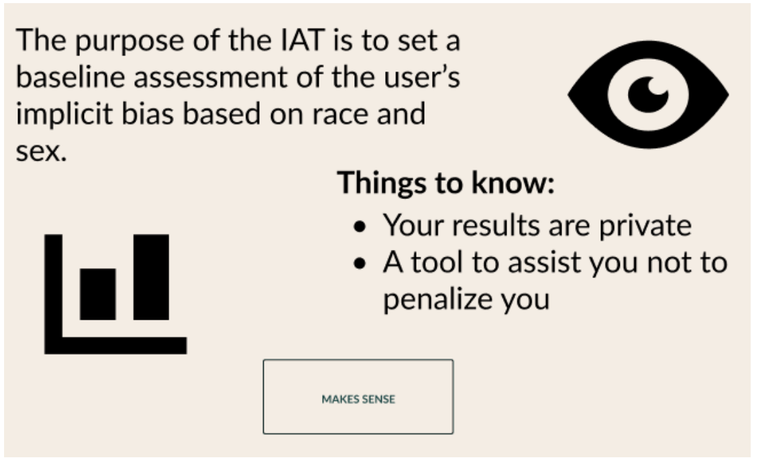
Includes:

- An integrative education plan with both *Ending-Bias In Healthcare Training Program* and chosen *Medical Advocacy Modules.*
- Maintains benefits of both plans combined

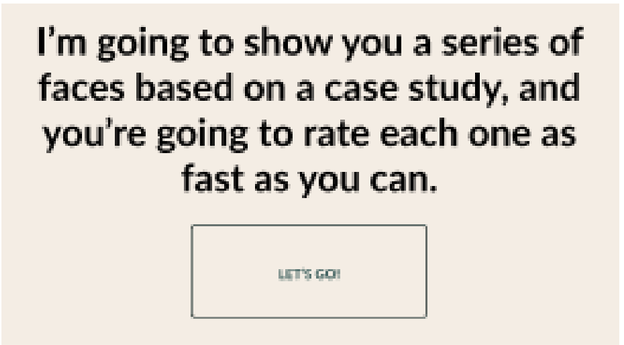
Price: Dependent on modules chosen

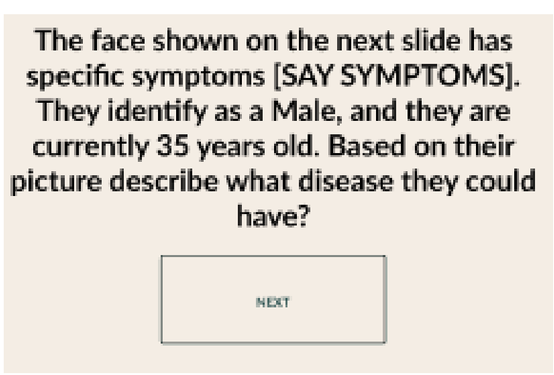
Current Status of Ending Bias Training Program:

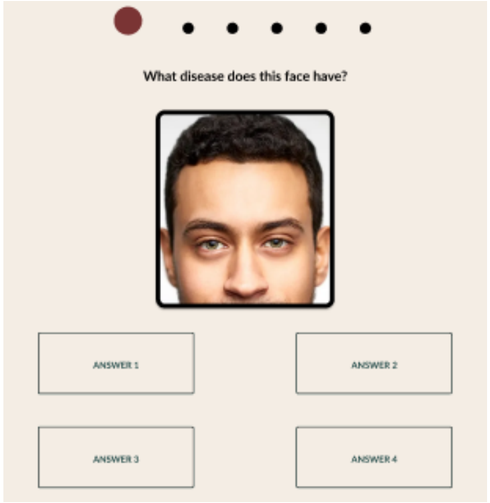


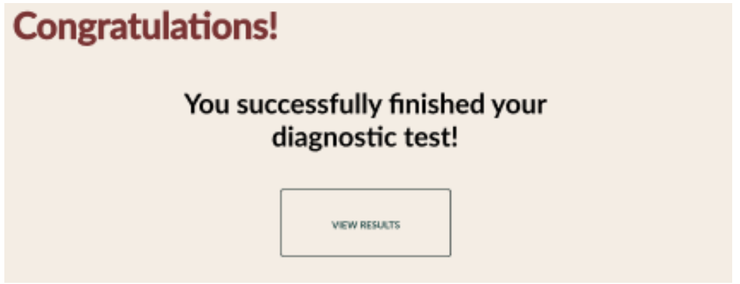


https://mindfuldiagnosis.github.io



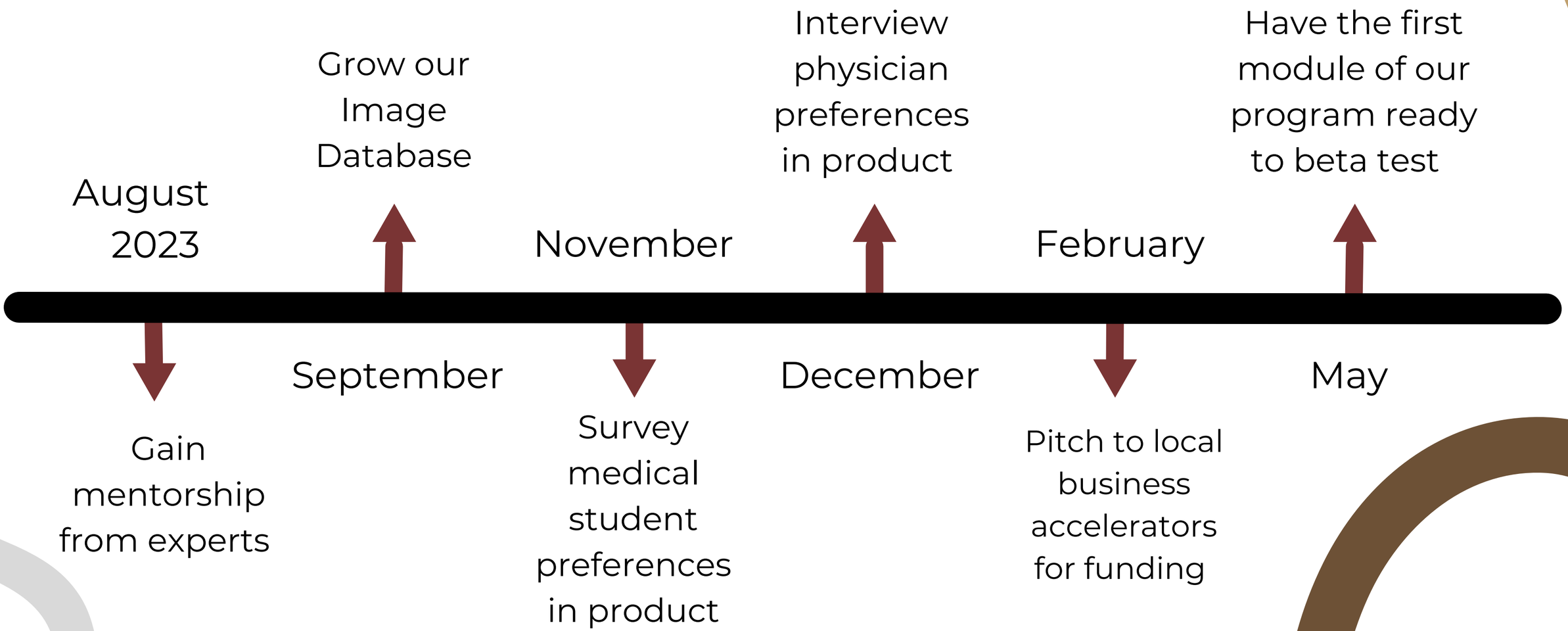






All face sets will look similar

Our Focus Timeline



Meet the Team

Vraj Shah
Chief Technical Officer

Meera Rajeev
Chief Executive Officer

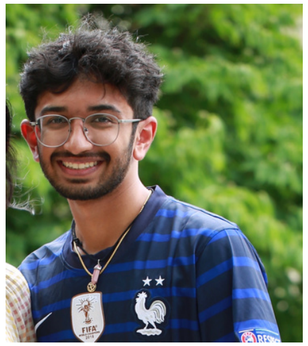
Nicole Jackson
Mentor

Rohan Desarapu
Director of Outreach

Nikhitha Vellanki
Outreach Officer

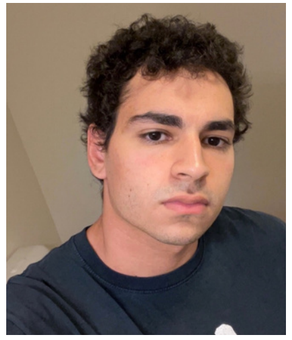
Mohini Parvate
Chief Operating Officer

Sneham Patel
Media Curator



Ishani Roy Chowdhury
Fundraising Coordinator

Rishi Rathan
Grants Coordinator



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Thank You!

Questions?