



Team M5 ver 3



Value Prop.

Lower Critical Care Cost at Population Health Level

ICU- The average cost of one day of futile treatment in the ICU was **\$4,004** per patient. The cost of caring for the 123 patients whose treatment was perceived as being futile,

Mortality- There are **approximately 4** million ICU admissions per year in the United States with average mortality rate reported ranging from **8-19%**, or about 500,000 deaths annually.

Hospitals- State/local government hospitals — \$2,052 per day

Reduce Mortality Rate at Population Health Level

Target Market

Initial Product Pilot Sites

War Time Military Clinics

Ambulance Services

Trauma Centers, ERs

Sources

https://www.researchgate.net/publication/7800750_Daily_cost_of_an_intensive_care_unit_day_The_contribution_of_mechanical_ventilation

https://www.google.com/search?rlz=1C1CHBF_enUS715US715&ei=qlehXNjwHq75sAf_orABA&q=U.S+mortality+rates+in+ICU%27s&oq=U.S+mortality+rates+in+ICU%27s&gs_l=psy-ab.3...2264.3236..3995...0.0..0.218.417.0j1j1.....0....1..gws-wiz.....0i71.DE_8hyq18GY

<https://www.beckershospitalreview.com/finance/average-hospital-expenses-per-inpatient-day-across-50-states.html>