Ardia Health Business Plan

Clinical Intelligence Engine for Chronic Disease Management

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1. Executive Summary

Ardia Health is a healthcare AI company developing a Clinical Intelligence Engine that transforms chronic disease management for independent medical practices. Our platform moves healthcare "from alerting to solving" by providing explainable, actionable clinical recommendations rather than alert-based notifications that contribute to clinician fatigue.

Key Highlights

- **Market**: $50B+ chronic care management market, with 90% of US healthcare spending on chronic diseases
- **Solution**: AI-powered Clinical Reasoning Engine covering 20+ chronic conditions
- **Differentiation**: Explainable AI with clinical reasoning vs. black-box alert systems
- **Traction**: Platform demonstrated, 15+ clinic pipeline, 65% ER reduction in pilots
- **Business Model**: B2B SaaS with $15-25/patient/month pricing
- **Ask**: $500K-1M$ seed round for pilot expansion and commercial deployment

2. Company Overview

Mission

To democratize clinical AI for independent healthcare practices, enabling them to deliver enterprise-level chronic disease management while generating sustainable revenue through automated care management workflows.

Vision

A healthcare system where every patient with chronic disease receives proactive, personalized care guided by AI that thinks like a clinician—explaining its reasoning and recommending specific actions.

Company Information

Detail	Information
Company Name	Ardia Health
Founded	2024
Headquarters	DFW Metropolitan Area, Texas (76226)
Website	ardiahealthlabs.com
Stage	Pre-Seed / Seed

3. Problem & Market Opportunity

The Problem

Chronic diseases account for **90% of the $4.1 trillion** in annual US healthcare spending. Independent clinics managing conditions like asthma, COPD, and chronic kidney disease face critical challenges:

Challenge 1: Alert Fatigue

Current clinical decision support systems generate hundreds of alerts daily. Studies show **70-90% of alerts are overridden** or ignored, rendering these systems ineffective and contributing to clinician burnout.

Challenge 2: Missed Revenue Opportunity

Chronic Care Management (CCM) and Remote Therapeutic Monitoring (RTM) programs offer significant reimbursement opportunities, but administrative burden prevents most independent practices from capturing this revenue. The average practice leaves **$200,000+ annually** on the table.

Challenge 3: Preventable Hospitalizations

Patients with chronic conditions frequently experience preventable ER visits and hospitalizations. Each avoided ER visit saves approximately **$3,800** in direct costs and improves patient outcomes.

Challenge 4: Technology Gap

Large health systems have access to sophisticated AI tools and dedicated care management teams. Independent practices—serving millions of patients—lack comparable resources, creating a widening quality gap.

Market Opportunity

Market Segment	Size
Total Addressable Market (TAM)	$50B+ (chronic care management market)
Serviceable Addressable Market (SAM)	$5B (independent practices, pulmonology, nephrology)
Serviceable Obtainable Market (SOM)	$100M (DFW and surrounding regions, Year 3)

Market Dynamics

- **Healthcare AI spending** reached $1.4B in 2025, nearly 3x 2024 levels
- **85% of healthcare AI spending** flows to startups vs. legacy vendors
- **22% of healthcare organizations** now implement domain-specific AI tools (7x YoY growth)
- **Eight healthcare AI unicorns** have emerged—more than any other vertical AI segment

Target Market: Dallas-Fort Worth

DFW represents an ideal initial market:
- **$1.2B** in healthcare startup funding (2025)
- **ARPA-H Innovation Hub** designation ($2.5B initiative)

- **Competitive payer landscape** (BCBS 30%, UHC 28%) driving innovation adoption
- **Strong independent practice ecosystem** with 50+ target clinics identified

4. Solution & Product

Product Overview

The **Ardia Clinical Intelligence Engine** is an AI-powered platform that transforms chronic disease management through:

1. **Multi-Signal Correlation**: Analyzes data across symptoms, vital signs, environmental factors, patient history, and connected devices
2. **Clinical Reasoning**: Provides specific recommendations with explainable rationale
3. **Workflow Automation**: Handles CCM/RTM documentation, coding, and billing
4. **EHR Integration**: Connects via FHIR APIs to existing practice systems

How It Works

Traditional Alert System:

> "Alert: Patient peak flow reading is low"

Ardia Clinical Intelligence Engine:

> "Recommendation: Initiate nasal steroid therapy today.
>
> Reasoning: Peak flow has declined 15% over 3 days, voice analysis shows increased nasal resonance, environmental pollen at 3x threshold, and patient history shows steroid-responsive pattern. Early intervention prevents the exacerbation pattern seen in 4 of last 6 similar episodes."

Conditions Covered

Category	Conditions
Respiratory	Asthma, COPD, Interstitial Lung Disease, Sleep Apnea
Renal	Chronic Kidney Disease (Stages 1-5), Dialysis Management
Metabolic	Diabetes (Type 1 & 2), Metabolic Syndrome
Cardiovascular	Hypertension, Heart Failure, Arrhythmias

Category	Conditions
Other	Obesity, Chronic Pain, Multiple Chronic Conditions

Key Features

Feature	Description	Benefit
Reasoning Engine	Explains clinical logic behind recommendations	Builds clinician trust, improves adoption
Pattern Recognition	Identifies deterioration before acute events	Prevents ER visits and hospitalizations
CCM/RTM Automation	Auto-generates documentation and billing codes	Unlocks $200K+ annual revenue per practice
Risk Stratification	Prioritizes patients needing intervention	Focuses limited resources effectively
Outcome Tracking	Measures and reports quality metrics	Supports value-based care contracts

Technology Architecture

- **Cloud-native** infrastructure for scalability and reliability
- **HIPAA-compliant** data handling and storage
- **FHIR-based** integration with major EHR systems
- **Machine learning** models trained on clinical guidelines and outcomes data
- **Real-time processing** for immediate clinical decision support

5. Business Model

Revenue Model

Primary: B2B SaaS Subscription

Tier	Monthly Price	Features
Starter	$15/patient	Core reasoning engine, basic alerts, dashboard
Professional	$25/patient	+ CCM/RTM automation, advanced analytics
Enterprise	Custom	+ Custom integrations, dedicated support, SLAs

Unit Economics

Metric	Value
Average Contract Value (ACV)	36,000(200patients× 15/mo)
Customer Acquisition Cost (CAC)	$8,000 (estimated)
Lifetime Value (LTV)	$108,000 (3-year retention)
LTV:CAC Ratio	13.5x
Gross Margin	75-80%

Revenue Streams

1. **Subscription Revenue** (Primary): Monthly per-patient SaaS fees
2. **Implementation Fees**: One-time setup and integration services
3. **Premium Support**: Enhanced support tiers for larger practices
4. **Data Analytics**: De-identified outcomes data for research partnerships (future)

6. Go-to-Market Strategy

Phase 1: Foundation (Months 1-6)

Focus: Pilot deployments, evidence generation

- Deploy with 5-10 pilot clinics in DFW
- Generate outcome data and case studies
- Refine product based on clinician feedback
- Establish reference customers

Phase 2: Regional Expansion (Months 7-18)

Focus: Commercial deployment in DFW

- Scale to 50+ clinics across DFW metropolitan area
- Build sales team (2-3 reps)
- Develop channel partnerships (EHR vendors, billing companies)
- Target $500K ARR

Phase 3: Geographic Expansion (Months 19-36)

Focus: Multi-market presence

- Expand to Houston, Austin, San Antonio
- National marketing and sales coverage
- Payer partnerships for value-based arrangements
- Target $3M ARR

Target Customer Profile

Ideal Customer:
- Independent pulmonology, nephrology, or primary care practice
- 2-10 providers
- 500-5,000 patients with chronic conditions
- Existing EHR with FHIR capability
- Interest in CCM/RTM program participation

Priority DFW Targets:
- Lone Star Pulmonary and Sleep Specialists
- Fivestar Pulmonary Associates
- North Texas Kidney Disease Associates
- Denton Lung Doctor
- North Texas Allergy and Asthma Center

Sales Process

1. **Outreach**: Email/phone contact with practice decision-makers
2. **Discovery**: 30-minute needs assessment call
3. **Demo**: 45-minute platform demonstration
4. **Proposal**: Custom pricing and implementation plan
5. **Pilot**: 60-90 day pilot deployment
6. **Contract**: Annual subscription agreement

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7. Competitive Landscape

Market Categories

Category	Examples	Limitations
EHR Built-in AI	Epic, Cerner alerts	Alert fatigue, limited reasoning
Acute Care AI	Viz.ai, Aidoc	Radiology/stroke focus, not chronic care

Category	Examples	Limitations
Chronic Care Platforms	Livongo, Omada	Consumer-focused, limited clinical integration
Clinical Decision Support	UpToDate, DynaMed	Reference-based, not patient-specific

Competitive Differentiation

Factor	Ardia Health	Competitors
Approach	Clinical reasoning	Alert generation
Condition Coverage	20+ chronic conditions	Single condition or acute focus
Target Market	Independent practices	Enterprise health systems
AI Transparency	Explainable recommendations	Black-box algorithms
Revenue Generation	Automated CCM/RTM	Additional administrative burden
Integration	EHR-agnostic via FHIR	Proprietary or limited

Sustainable Competitive Advantages

1. **Data Moat**: Every clinical decision improves our algorithms through outcome feedback
2. **Clinical Relationships**: Deep partnerships with independent practices create switching costs
3. **Workflow Integration**: Embedded in daily clinical operations
4. **Explainability**: Regulatory and clinical preference for transparent AI

8. Financial Projections

Revenue Forecast

Year	Clinics	Patients	ARR
Year 1	15	3,000	$540K
Year 2	75	15,000	$2.7M
Year 3	200	40,000	$7.2M

Key Assumptions

- Average 200 chronic disease patients per clinic
- $15/patient/month average price (blended)
- 90% annual retention rate
- 6-month average sales cycle

Expense Forecast

Category	Year 1	Year 2	Year 3
Engineering	250K| 600K	$1.2M	
Sales & Marketing	150K| 500K	$1.5M	
Operations	75K| 200K	$500K	
G&A	75K| 200K	$400K	
Total	550K| 1.5M	$3.6M	

Path to Profitability

- **Break-even**: Month 24 (operational)
- **Cash-flow positive**: Month 30
- **Gross margin target**: 75-80%

9. Team

Leadership

Ram Vadlamudi — Founder & CEO
Healthcare technology entrepreneur with extensive experience in clinical AI systems, chronic disease management platforms, and healthcare operations. Deep understanding of both clinical workflows and technology implementation requirements.

Advisory Network

- Clinical advisors from pulmonology and nephrology specialties
- Healthcare AI technology experts
- Healthcare venture capital advisors
- Regulatory and compliance consultants

Hiring Plan

Role	Timeline	Priority
VP Engineering	Q1	High
Clinical Implementation Lead	Q1	High
Sales Representatives (2)	Q2	High
Customer Success Manager	Q2	Medium
Marketing Manager	Q3	Medium

10. Funding Requirements

Current Round

Seeking: $500,000 - 1,000,000 Seed Round

Use of Funds

Category	Allocation	Amount (at $750K)
Pilot Deployments	40%	$300K
Engineering & Product	35%	$262.5K
Sales & Marketing	20%	$150K
Operations & Legal	5%	$37.5K

Milestones for Next Round

1. **10+ paying customers** with validated outcomes
2. **$500K ARR** run rate
3. **65%+ ER reduction** documented across pilot sites
4. **HIPAA certification** and SOC 2 compliance
5. **EHR integrations** with top 3 platforms

Future Funding

Round	Timeline	Amount	Purpose
Series A	Month 18-24	$3-5M	Regional expansion, team scaling
Series B	Month 36-42	$10-15M	National expansion, payer partnerships

11. Appendix

A. Target Clinic List (DFW)

Pulmonary & Respiratory:
- Lone Star Pulmonary and Sleep Specialists
- Denton Lung Doctor
- Hope Pulmonary Associates
- The Lung and Sleep Center of North Texas
- Fivestar Pulmonary Associates

Nephrology:
- North Texas Kidney Disease Associates
- North Texas Nephrology Associates
- Texas Kidney Institute
- Renal Care of Texas

Allergy & Asthma:
- North Texas Allergy and Asthma Center
- Family Allergy and Asthma Care

B. Target Investor List

DFW Regional:
- SHD Partners
- Health Wildcatters
- Green Park & Golf Ventures
- Sentiero Ventures
- North Texas Angel Network

National Healthcare AI:
- Andreessen Horowitz (a16z)
- 7wireVentures
- Rock Health
- General Catalyst
- Lux Capital

C. Contact Information

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Materials: https://vadlamudiramu.github.io/ardia-health-labs-materials/