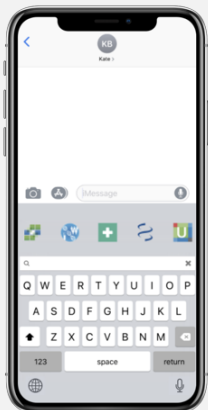


medi·scribe



Industry

- Health IT

Product

- MediScribe mobile keyboard, allowing providers to quickly search for relevant clinical data
- Anticipate incorporation in April 2019

Funding to Date

- \$35k in grants to date

Seeking:

- Hospital partner
- Industry partner
- Health IT advisors

Management

- Kurt Yaeger, MD; Mount Sinai Hospital; *Co-Founder, CEO*
- Shan Zhao, MD; Mount Sinai Hospital; *Co-Founder, CTO*

Advisors

- Eric Oermann, MD; Director, AISinai; Previously with *Google Deep Mind*
- Anthony Costa, PhD; Director, Sinai BioDesign

Executive Summary

Over the past several decades, increased use of health IT software solutions has paradoxically led to medical providers being less efficient in their clinical work, spending more time on computers and charts than with patients. This has led to growing rates of **burnout** and **career change** amongst clinicians, who, as part of their daily work, must manually sort through thousands of data points to find relevant clinical information to affect patient care. Studies have shown that up to 50% of physicians are burnout (American Medical Association, 2018).

In their lives as resident physicians, experiencing the inefficiencies of the current healthcare system, the cofounders Kurt and Shan were inspired to create a software product that assists, rather than inhibits, clinician workflow.

Market

There are **4 million medical professionals** in the united states today, including physicians, nurses, and advanced practice providers. We are strategically targeting the **11,000 U.S. resident physicians** as first adopters of our platform. Survey data shows a near universal adoption of mobile devices and healthcare apps amongst these providers, which leads to an overall market size of **\$300 million**. Given the increasing adoption of mobile technology, this market is expected to **grow 15% annually**, according to Persistence Market Research.

Technology

The MediScribe platform is a universal **mobile keyboard** that functions as an app within an app. Highly customizable, the platform allows providers to search for relevant medical data from a variety of medical resources without leaving their task at hand and losing focus. By capturing provider-generated user data and search queries, our platform will in the future be able to predict the type of data a provider needs given the specific clinical context and become the ultimate automated clinical assistant. Once established in the mobile software market, we hope to enter into the desktop computer space and the wearable and smart-speaker market.

Competition

The MediScribe platform is designed to integrate two distinct competitive care technologies: **care-coordination platforms** and **mobile electronic medical records**. The MediScribe platform structures the vast amount of data available to present to the providers' fingertips. The existing market players may eventually act as strategic partners, such that customers can use our keyboard in conjunction with external clinical software applications. The MediScribe mobile keyboard allows providers to continue their current routines and serves to augment, not to replace, existing mobile device workflow.

Milestones

- July 2018:** Grant awarded by Mount Sinai Hospital to build app for resident efficiency
- Present:** prototype under development; customer discovery ongoing with viral survey
- July 2019:** pilot within the Mount Sinai house staff (2000 residents and fellows)
- January 2020:** product adoption in at least two other New York City hospitals

Financial Projections

We are going to market with a **Free/Premium** sales model, with a free basic reference service and subscription-based advanced platform (~\$10/mo). We project break-even by 2020 after adoption by 250 users with an institutional subscription (\$100/user/mo). Pricing model based on comparable products and internal survey data. We anticipate profitability of \$12 million by 2022.

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