

## AdviceCoach is on a Mission to Create a World Where Patients Easily Remember Their Providers' Instructions

### Contact Information

[Susannah.Bailin@adviceCoach.com](mailto:Susannah.Bailin@adviceCoach.com)  
[Nan.Xiao@advicecoach.com](mailto:Nan.Xiao@advicecoach.com)

203-981-5755  
[www.advicecoach.com](http://www.advicecoach.com)

### Our Leadership Team



Harvard MBA with 20+ years of venture and startup experience; CEO of RPC, a venture-backed training company.

**Susannah Bailin**  
Founder and CEO



Full-stack developer named one of the top 50 female developers in NYC; prev. at IBM, Goldman Sachs & Tradeweb

**Nan Xiao**  
Co-founder & CTO

### Financial Information

Company Stage: Proof of Concept  
Previous Capital: Founder capital \$200K+

Breakeven: Q1 2021 (1.2% of physical therapists)

**Revenue Expectations:**  
**Q1 2022- \$8M ARR**  
**Q1 2023 - \$20M ARR**

### Investment

- \$1.5M (runway 18mo)
- Expand Team – Go-To-Market Execution (Sales/Mktg/Acct Mgmt., 2-3 FTE) and Engineering (Back End dev and data analytics, Mobile Dev, 2-3 FTE).
- Marketing and Sales Expenses

### Summary

For physical and occupational therapists (or any providers) who struggle with getting their patients to comply with their treatment plans, the AdviceCoach Playbook App dynamically records personalized instructions through video and other media to deliver the highest quality of remote care -- strengthening the engagement between patient and provider, improving outcomes, building trust and increasing compliance rates.

### Problem

Today, patients receive medical instructions on paper which they lose, don't understand\* and include only 20% of conversation with the provider in the appointment. Non-compliance costs the healthcare industry \$73B/Yr\*. In addition, outpatient PT loses \$5.2B/YR from no shows and uncompleted pre-approved treatment visits; average PT clinic = \$250K/YR loss

### Solution

AdviceCoach has developed, tested and launched a mobile/SaaS platform that records a provider's medical instructions during an appointment for a patient to watch/listen at home. Content can also be added in a library screen. Feedback is exchanged within the app between patient/provider. The provider can manage the treatment plan and track usage remotely.

### Business Model

Currently, we charge \$25/month/provider for unlimited patients after a 2-month free trial for clinics with fewer than 100 therapists.

### Market Size

PT – 300K therapists (US) is a 2<sup>nd</sup> fastest growing occupation in the US. \$30B market growing 5%/YR; Patient Engagement Software - \$18B/YR growing at 20% yr. Future Growth Markets – Home Health Care, Ambulatory Surgical Centers, Occupational/Speech, et al

### Competitors

Paper exercises using stick figure diagrams, apps (Heal2Go) that print out the exercises and apps (MedBridge, Keet Health, PT Pal) that have libraries of generic models being filmed performing generic exercises.

### Competitive Advantage

AdviceCoach's technology has the most intuitive user experience which we validated through an NPS survey conducted by a third-party; we received a score of 91. Our technology can be applied to a myriad of content distribution applications – including health education and coaching – unlike our competitors who only service physical therapists.

### Traction

Our beta sites converted at 75% to paying customers. Our first multi-location national clinic – MotionPT Group bought recently by Pharos Capital (private equity) – is piloting and intends to roll-out to their expanding locations. 800+ patients have used our app.

### Our Client/Patient Feedback

- NPS (managed by Wootric) – Score **91**, Mean **9.7**, 35% response rate,

*“Patients are getting better more quickly; our clientele is very happy. Happier patients mean more patients. We are seeing more referrals just from the app itself” Brian Elmo, Total Body PT, Norwalk, CT*

\* [Graham S, Brooke J. Do patients understand?. Perm J. 2008;12\(3\):67-9.](#)