

# Digital Dementia Health Care

Contact: Sunnie Kenowsky

Address: 50 Sutton Place South #15K, NY, NY 10022

Mobile: 646-823-6324

Email: [Sunnie.Kenowsky@nyulangone.org](mailto:Sunnie.Kenowsky@nyulangone.org)

Website: [www.digitaldementiahealthcare.com](http://www.digitaldementiahealthcare.com)



**Industry:** Digital Health, Medtech

## Company and Management Team:

**Executive Leadership:** Pres, CEO and Founder, Sunnie Kenowsky, DVM created DDHc to answer a need she encountered in her own life. Almost every person in her family has had multiple dementias. Based on personal and professional experience, her solution was to develop a comprehensive, personalized management program as well as techniques that restore lost skills and abilities of advanced Alzheimer persons.

## Scientific Advisory Board:

Mary Mittelman, MPH, MSW; Alzheimer care researcher at NYUSOM

Barry Reisberg, MD; Alzheimer researcher at NYUSOM

**Business model:** Initial business model will be B2C & B2B followed by B2B2C. We will market to AD persons and their caregiver as well to their health providers: physicians, care managers and therapists followed by corporate employers, insurers and Medicare/Medicaid

**Funding to date:** Bootstrapping: \$140,000

**Use of funds:** Incorporation, Licensing IP from NYU, Patenting & Copywriting IP, Provisional patent for online platform and App, MVP build, Market analyses, hosting fees, Logo/Brand/Trademark development

**IMPACT/SBIR grant application:** planned Q2 2020 to build and test POC App & management program build \$425,000

**Financing sought: \$750,000**

**Use of funds:** team development, equipment, marketing and sales, beta testing, continued product R & D, clinical trials, regulatory clearance

## Market size/Unmet needs:

- Initially 5.6 M US dementia persons beginning with those in the advanced stages, followed by milder stages, and subsequently 44 M dementia persons world-wide. Also per the Alzheimer's Association there is no current preventative or cure and pharmacologic treatments are only modestly effective.

## Competitive Advantage:

- Only treatment/intervention proven effective in advanced Alzheimer's patients.

## Our Mission:

- To provide comprehensive, collaborative digital tools that include all essentials for "real time" dementia care management and proprietary education and training to regain and maintain daily living skills.
- For people living with dementia, their families and care partners, Digital Dementia Healthcare (DDH) will be known to provide high quality, comprehensive, effective, easy to use, and cost efficient digital tools, support and education that will empower them to obtain the essential healthcare and support they need to live full and healthy lives.
- For care providers, Digital Dementia Healthcare will be known as the digital means to deliver high quality, comprehensive, effective, easy to use, cost efficient, secure, digital care coordination, management, provision and oversight.
- For our community, DDH is committed to donating 10% of our net income to Dementia care, prevention and cure research.

## Our Services:

- Comprehensive, personalized, secure, HIPAA compliant, FDA approved, evidence based digital dementia care management
- Transparent care delivery and coordination through in app real time tools i.e., calendar scheduling, tracking of medical history, problems, medication usage, appointments and activities of daily living
- Provision of extensive dementia resources carefully curated by dementia experts, AI and deep machine learning which will tailor the digital experience to the individual needs of the customer
- Provision of safe access to virtual telehealth dementia therapists, care managers, and physicians all within the comfort of one's current living situation

## Industry Supports/Alliances:

- Alzheimer's Association, New York City Chapter; CaringKind; Alzheimer's Foundation of America; NYU Langone Health; Fisher Center for Alzheimer's Research Foundation

**Investigator Blinded, Randomized, Controlled Pilot Trials** were conducted at NYUSOM by Barry Reisberg, MD, PI, and Sunnie Kenowsky, DVM, Study Director. The management group experienced:

- 67% decreased risk of hospitalization
- 50% decreased risk of emergency room visits
- decreased medication usage, decreased cost of medication usage
- an additional ~10x global improvement in cognition, functioning and behavior, and a 7.5x functional improvement over Namenda treatment and usual community medical management on the same medical measures used to bring Namenda to market

**Financial Model:** Business creation, research and development funded by bootstrapping, grants and equity partnerships

**Break-even point:** Estimated at ~Two and a half years post launch