Telehealth for Seniors

9/11/20 Pitch Deck

Problem

- Elderly patients often don't have access to safe & reliable transportation to clinics
- In person visits are taxing for the elderly and becoming more dangerous
- Telehealth platforms are designed for the masses and the elderly struggle to use it effectively

Elderly patients can't maintain the frequent touch points with their doctors, which is essential for treating chronic disease and reducing health care costs

Solution

Elderly Centered UI/UX

UI/UX that is optimized and tested with seniors

Enabled Feedback Loops

Constant and convenient feedback loops to maximize touchpoints

Physical design that makes the hardware blend into environment

Designed to fit Lifestyle

Behavioral nudges that reinforce behaviors

Behaviorally Informed

Product Features

Primary Care Visits

Video Conferencing

Peripheral Integration (weight, blood pressure, glucose, etc.)

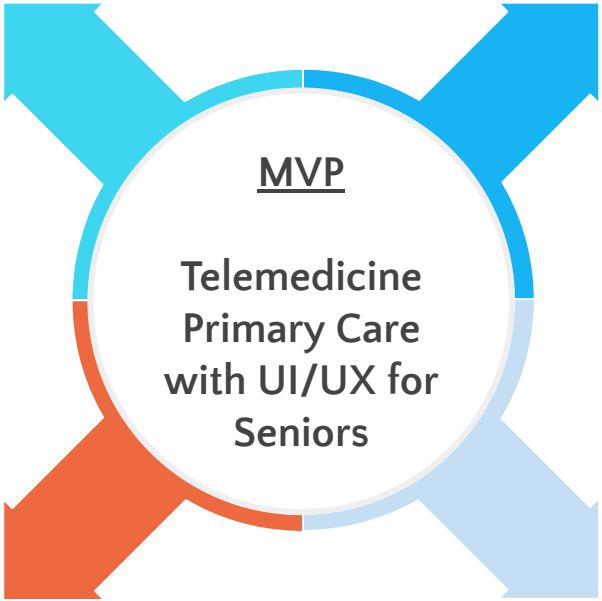
EMR Integration

Biometric Sensors

Cellular Data, No Setup

Visual and Tactile Nudges

Physical Interactions



Caregiver Involvement

Care Plan Tracking

Automatic Record Keeping

Drug Interaction Checking

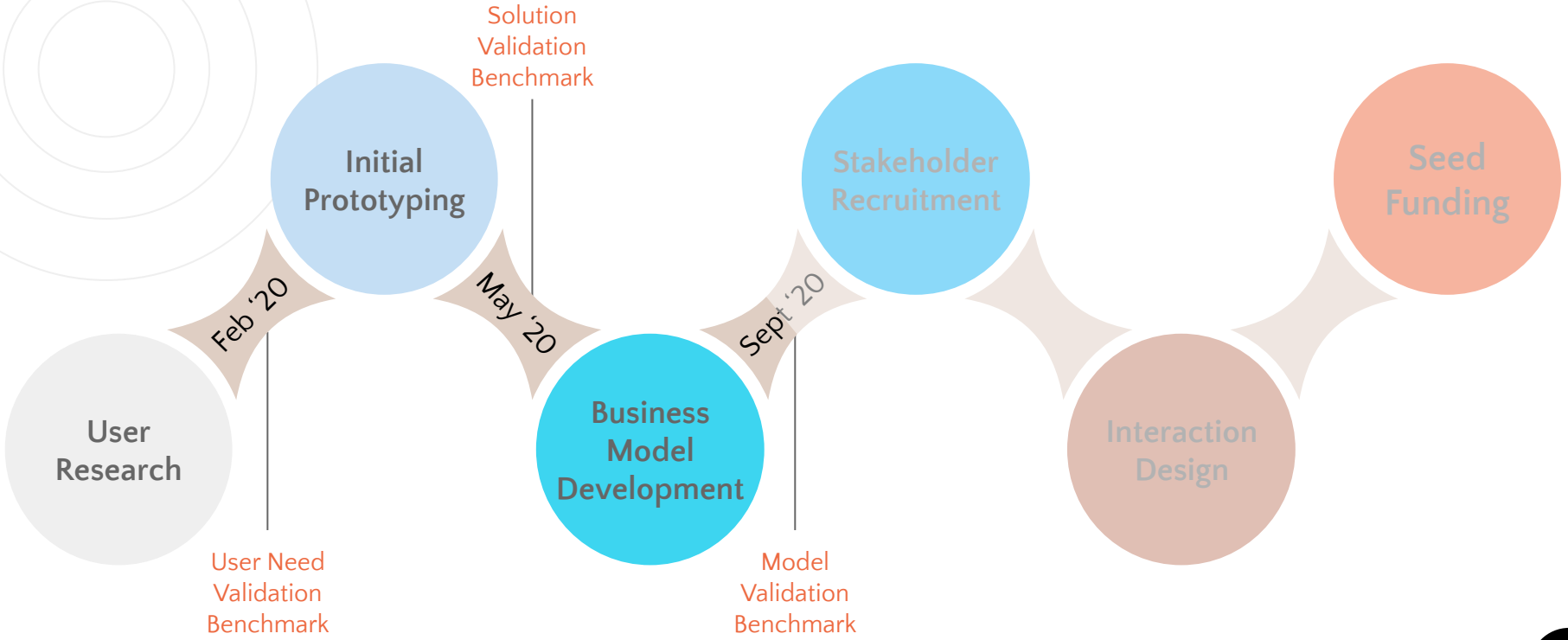
Personalized Nudges

Adherence Validation

Behavior Recognition

Continuous Care

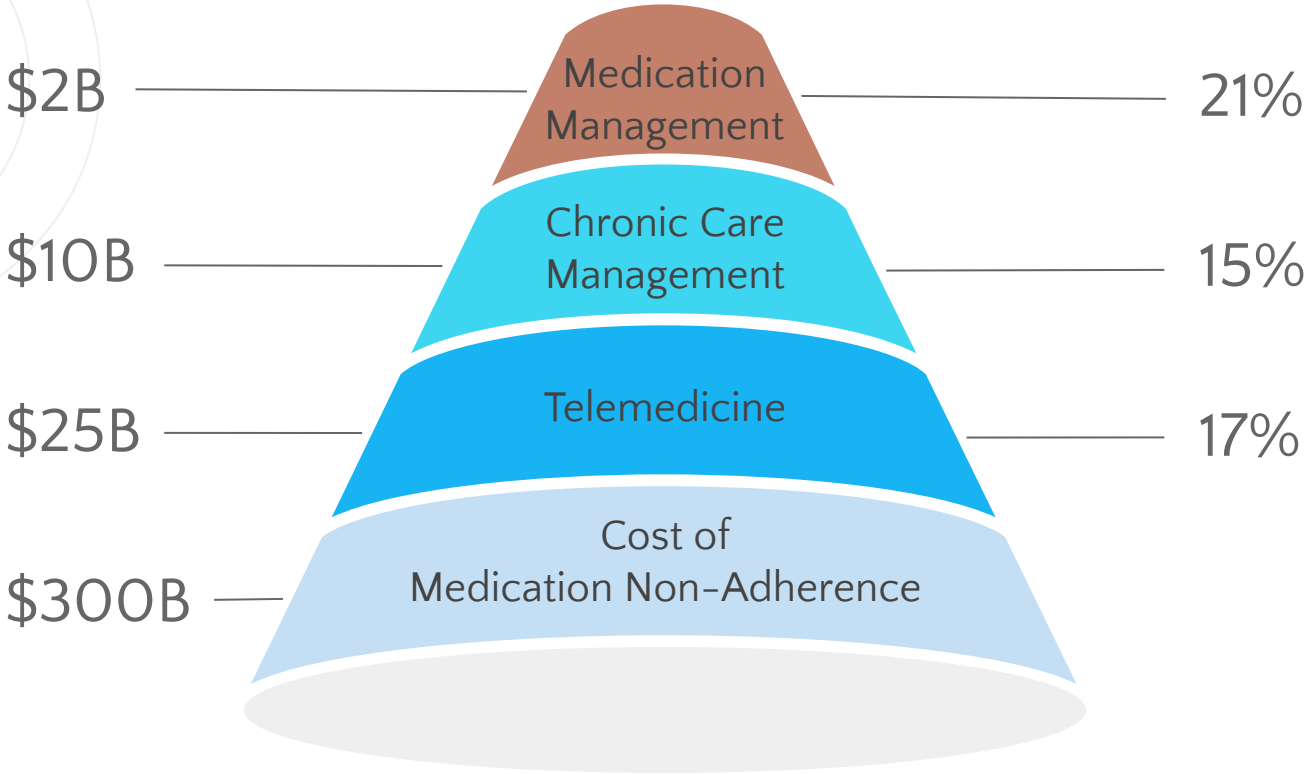
Traction


Solution Validation Benchmark
Initial Prototyping
Stakeholder Recruitment
Seed Funding
Feb '20
May '20
Sept '20
User Research
Business Model Development
Interaction Design
User Need Validation Benchmark
Model Validation Benchmark

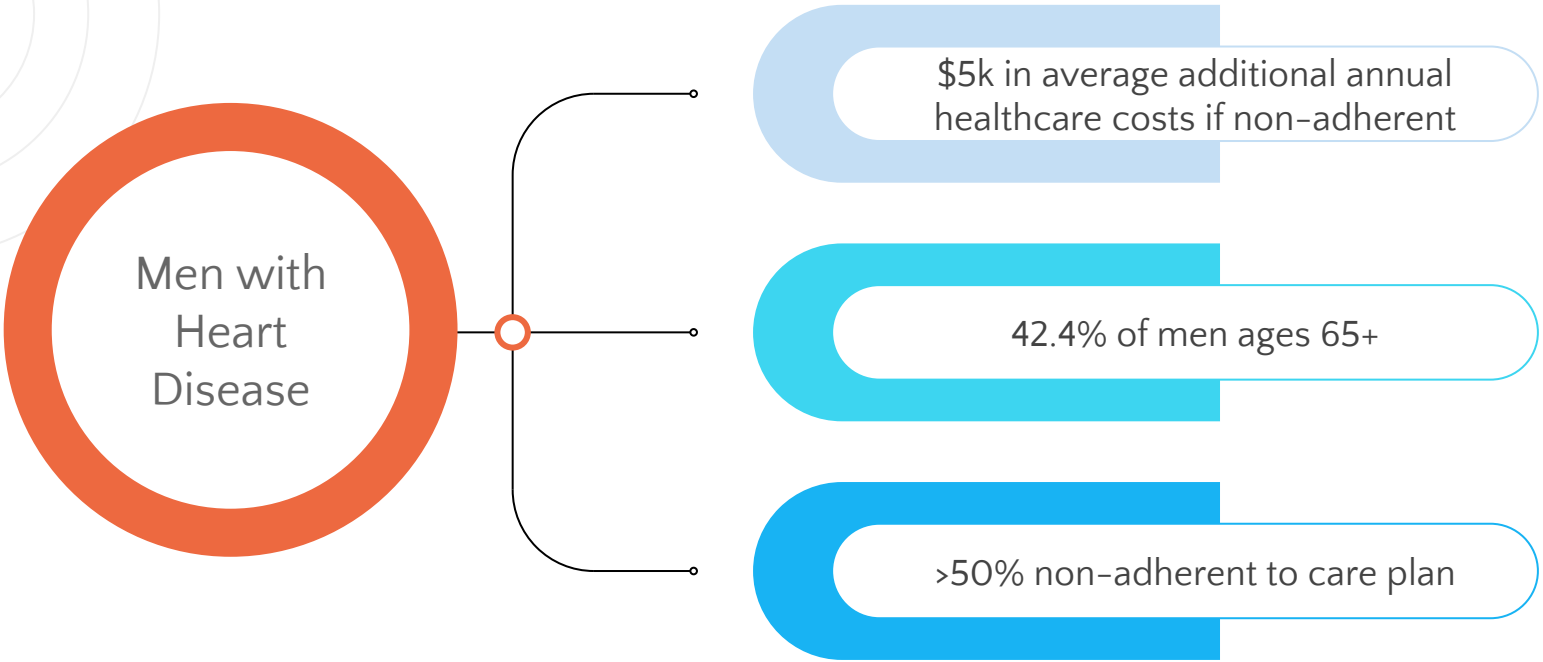
Market

Market Size

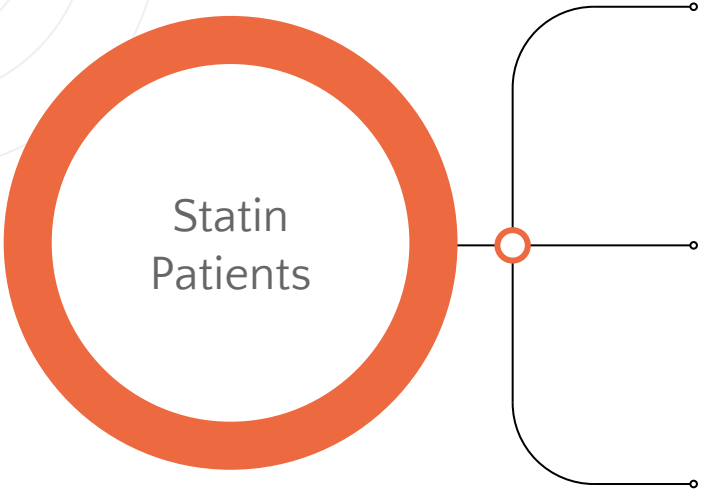
CAGR



Beachhead Market



First Customers

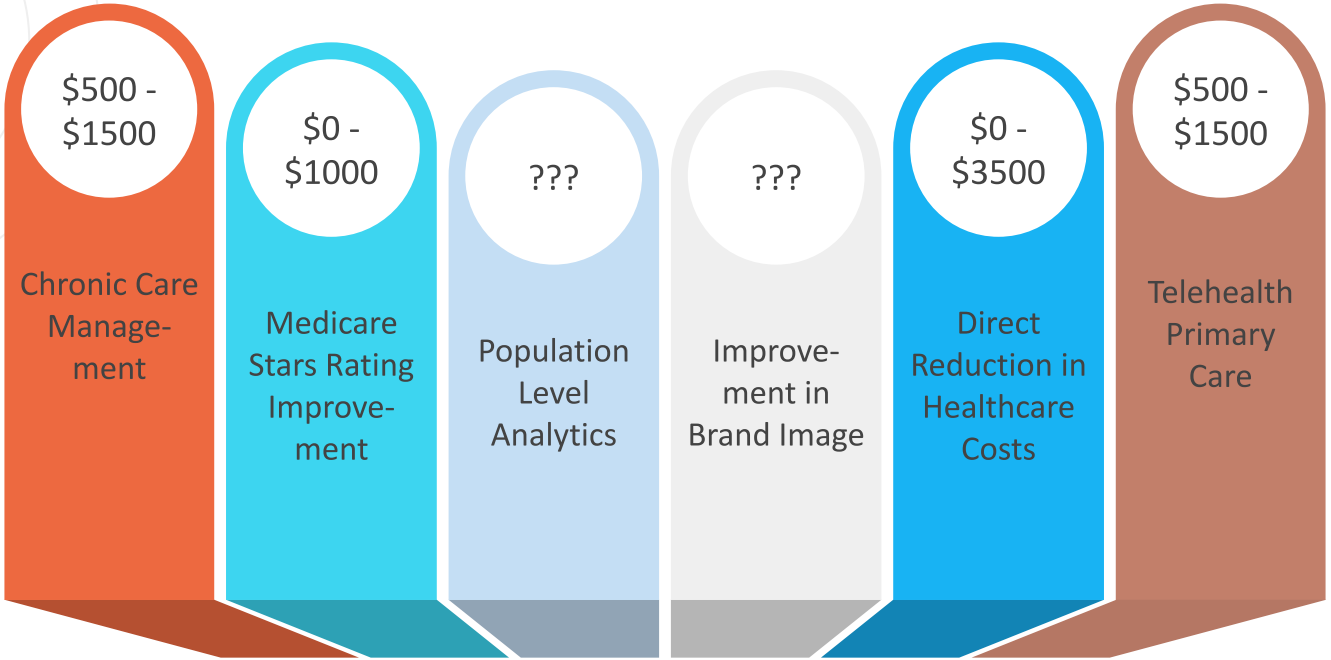


60% of patients become *voluntarily* non-adherent

Behavioral nudges shown to have high impact

Adherent patients hare 54% less likely to have a heart attack

Value Streams – Annual per Patient



$1000 – $7500 or more

Competition

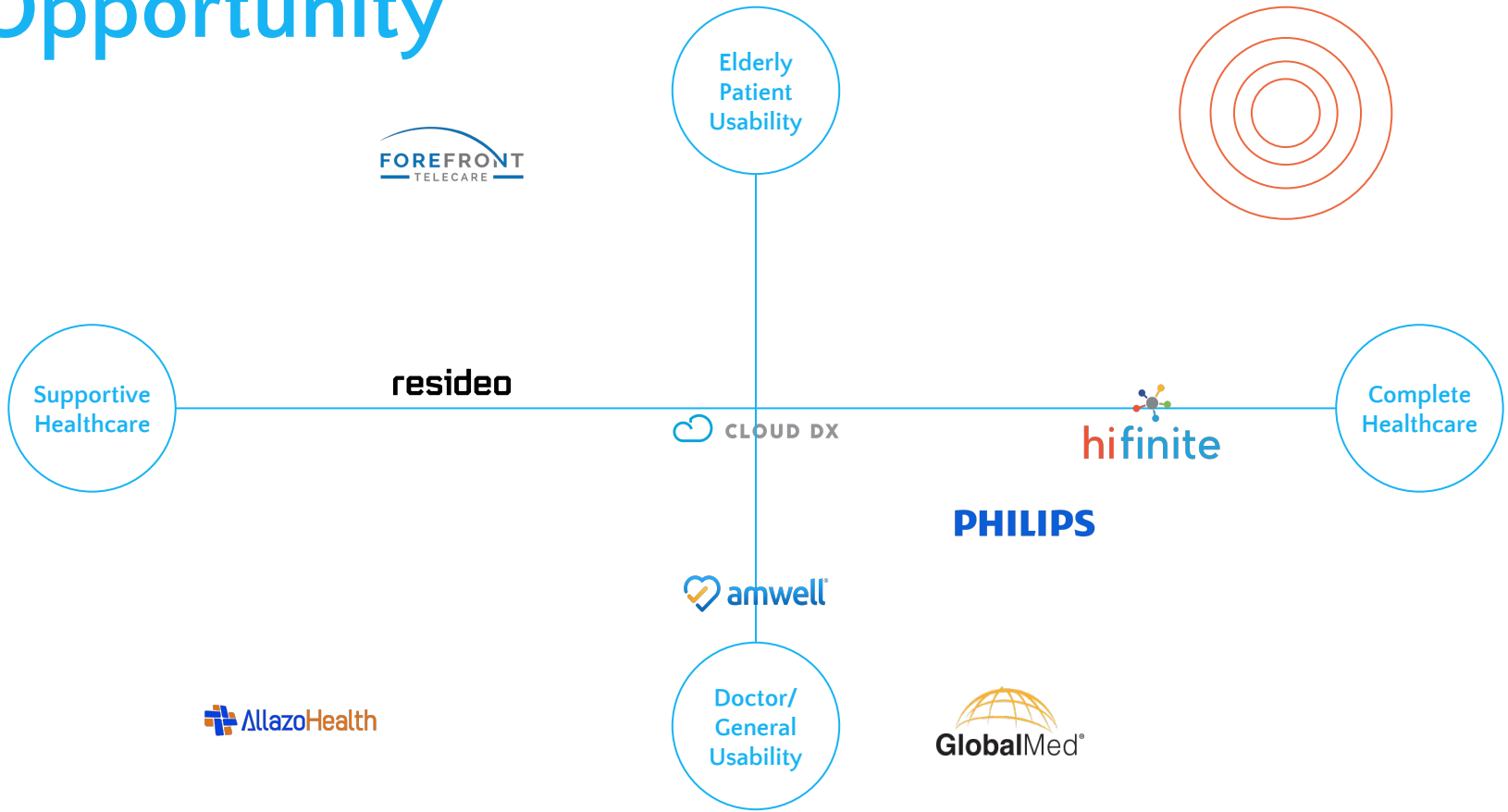
Competitor Differentiation

1. Doctor Relationship
2. Design
3. Continuous Care

Closest Competitors

		amwell	AllazoHealth	FOREFRONT TELECARE	GlobalMed	CLOUD DX	resideo	PHILIPS	hifinite
	Telehealth for Seniors			✓					
Doctor Relationship	Primary Care Driven	✓			✓	✓	✓	✓	✓
	Video Telemedicine	✓		✓	✓	✓	✓	✓	✓
	Physical Interactions				✓	✓	✓	✓	✓
	EMR/EHR	✓	✓		✓	✓		✓	✓
Design	Patient Centered			✓			✓		
	Aesthetics						✓		
	Caregiver Involvement								✓
Continuous Care	Behavior Recognition		✓						
	Personalized Nudges		✓						
	Adherence Validation		✓	✓				✓	✓

Opportunity



Thank You