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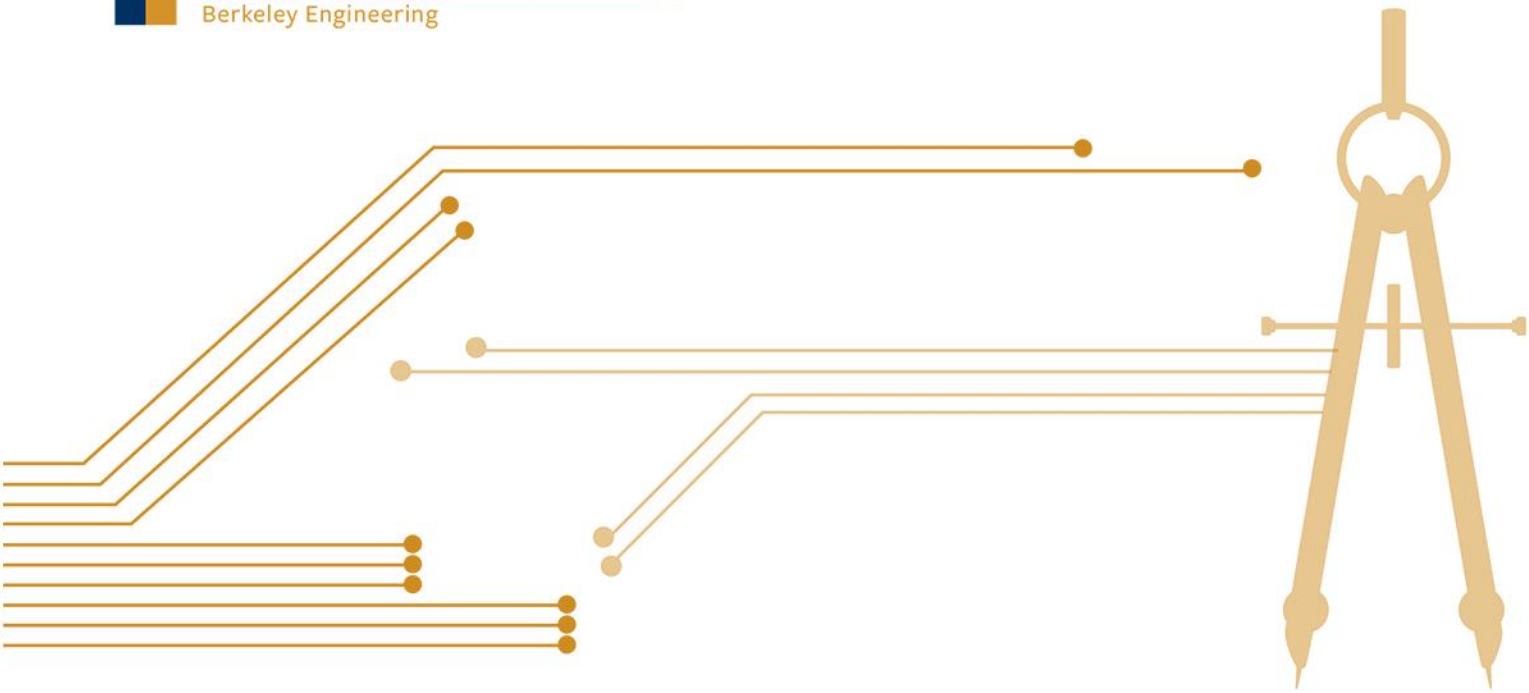

Health Compass

Empowered, Connected, Healthy

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Executive Summary

The doctors know best given the information provided to them and the amount of time allocated to them to make a decision, but what if doctors don't agree. And what if the doctor doesn't have all the information. And what if he or she has the wrong specialty? Who doesn't wish to have a doctor in the family to call upon when facing medical decisions? And what if your friend doctor would keep an eye on you all the time so you don't get to a situation where you have to make hard decisions.

People who have dealt with making tough medical decisions know that the loneliness in this decision making can also be devastating. And therefore, the ability to connect with people who have dealt with a similar problem is invaluable.

Health Compass is a venture that plans to combine crowd sourcing, big data analytics, and artificial intelligence to empower patients to be active participants in their journey to recovery. We empower patients to ask the right questions, to ask them with confidence, and to find answers. We strive to help people who are willing to share their medical data with us, to help others in their recovery, and to get help and the information they need in return.

Our founding team has many years of experience in senior positions at public companies, but what we all share is first-hand experiences with family or close friends dealing with chronic diseases. Hari, one of our cofounders, in particular, has been dealing with an issue affecting her daughter for many years. His experience can serve as a great example to highlight the motivation behind our plans.

A Tough Personal Experience!

This is Hari's daughter, Anaka. She is a happy, healthy, 9-year old girl except for the fact that her left leg is 4 inches shorter than her right leg. When Anaka was 1-year old, she went through a Hernia surgery. The surgeon hit a nerve by mistake, and Anaka's left leg gradually became weak. After several years of misdiagnosis, her parents started seeking second opinion from other hospitals. Finally, she went through a successful nerve surgery at UCSF and the weakening stopped; however, the damage to the leg growth was done. Now at 9 years old, Hari is facing two contradicting recommendations from two respected medical centers: UCSF recommends extending the left leg with surgery, and Stanford recommends shortening the right leg with medication. Hari's family ended up in a very tough situation to choose a right treatment decision for his daughter.

Overview

We plan to combine crowd sourcing, big data analytics, and artificial intelligence to empower patients to be active participants in their journey to recovery. To be specific, we plan to create a platform to consolidate all user's medical data in one place. We will aggressively try to increase the number of users and automate access to medical and drug databases. All this data will be analyzed in our servers using machine-learning algorithms that can infer informative data for the users. This data can be in the form of recommendation for users or communities they may be able to join that includes people with similar health issues, recommendations for tests or procedures to consider, and specialists that they may need to consult. For example, in the case of Hari's daughter, we expect our algorithms to recommend to him to consult a neurologist in addition to a physical therapist.

Opportunity

Imagine a huge database of patient's medical records with step by step information about their treatments and results. We believe this information is valuable for a number of entities and that value can be monetized to fuel the growth of our venture. Patients are of course the primary target of our venture and we provide value to them by providing relevant information and connecting them to each other.

In the US and across the world a lot of money is spent on over treatment and misdiagnosis. Insurance companies ultimately end up paying for most of these expense. Therefore, any attempt that results in early detection, or shortens recovery, benefits the insurance companies.

The medical data, itself, is valuable for medical research centers, and the large user base is a great place for medical centers to do targeted advertisements and offer their services.

Our research indicates that there is about $171B market opportunity in the US for the services that Health Compass can provide. And the biggest market, as expected, is in expediting recovery and eliminating unproductive medical procedures. For example, in the case of Hari, treatment included several years of unnecessary physical therapy and a lot of expenses in future treatments that are not even incurred yet and could have been prevented.

Execution Plan

Our execution plan consists of four phases. During the first year (phase 1) our plan is to quickly launch our user portal and develop the AI inferencing models. This phase also includes partnering with a few key medical centers and insurance companies to get access to some necessary data. We plan to launch our social network of patients and medical alerts system in the 2nd year (phase 2) to grow the user base to 100K. With a large enough user base, we will start our B2B engagements with insurance companies and paid advertisement in the 3rd year (phase 3). During the first couple of years our algorithm development for inferencing will be focused on cancer, but we will gradually increase the span to cover at least 10 specialties (phase 4) including nephrology and orthopedics by the end of the 5th year.

Figure 1 shows the projection of our revenue and profit over the first five years based on the execution plan outlined above. We will be starting primarily with the 5 founding member and plan to increase expenses by 25% year over year. We expect to break-even roughly by the end of the fourth year and be profitable in the 5th.

We expect an exponential active user increase over 5 years. By this time the main source of revenue is from services sold to insurance companies that enable patients to make correct decisions. Health care advertising and sale of medical data will also increase exponentially as the number of the active users increases.

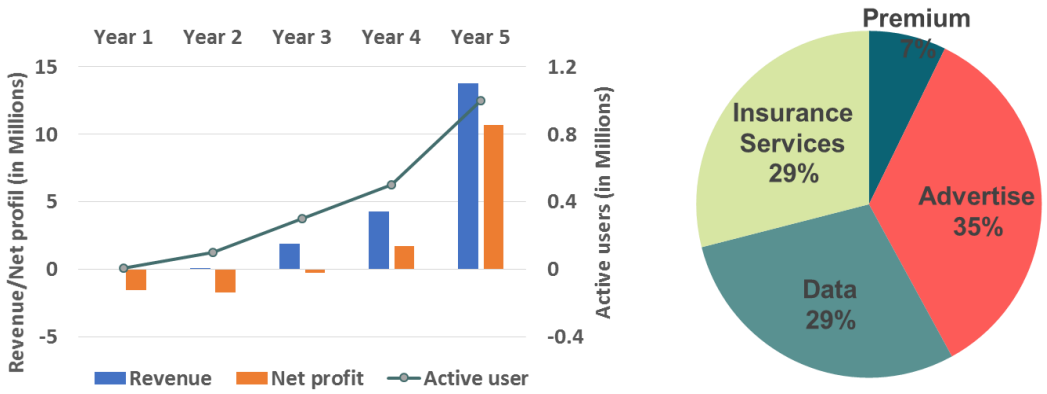

Figure 1: Revenue and profit projects in the first 5 years.

Expanding the user base is key to Health Compass' operation and growth. And we expect this would be challenging specially during the first years, and strategic partnership are key to solving this problem. The partnerships can be with large patient societies, such as American Cancer Society, that can endorse our operation, medical centers that can facilitate integration of patient medical data with our platform, or existing ventures, such Saina Health that are already creating such platforms. As our user database grows other larger reach platforms such as Facebook and Inspire would be used with the goal of ultimately having insurance companies provide Compass Health as a service with incentives for users to sign up.

Based on our research the closest competitor to our venture is Saina Health, another start up that was formed in 2019, incidentally by a former colleague of one of the founders. Saina Health is focused on consolidating user's data in one platform for easy access and analysis. Saina can in fact be a valuable partner for our venture and provide us with early access to a user base and expedite our algorithm and services development.

Conclusion

We are creating Health Compass to empower and connect patients. In doing so, we will create the biggest patient database in the world to connect patients together and to medical providers, and to become the LinkedIn and Yelp for the medical market. What we do is for a great cause and could solve a huge problem, worth 100s of billions of dollars. There are very few competitors in the market, which we hope to turn to our partners. To start we would need $1.5M in funding, and we hope to have profits exceeding $10M by the fifth year.