

OutPatient Manager

Health Care/Life Science (Canada)

Managing the outpatient experience from discharge to home isolation.



Advisors:

Heather Surzyshyn

Damon Surzyshyn

Cal Harrison

www.outpatientmanager.ca

Company Summary

OutPatient Manager allows hospital and healthcare facility staff to use an innovative algorithm to automate and track much of the discharge and outpatient especially process especially where self-isolation related to a pandemic (or other circumstances) is required.

Executive Summary

Management

- General Manager/CMO – Cal Harrison BA, MBA, CMC Senior sales and marketing and start-up executive.
- CIO – Heather Surzyshyn BA, Dipl. IST Senior healthcare IT professional.
- Other - TBD

Customer Problem

- Front line health care staff and their patients have unique but repetitive challenges related to patients, residents, or clients – especially those who are COVID positive or suspect and are being discharged from hospitals or facilities.
- Transportation booking, time, location, status, method (ambulance/taxi/caregiver, etc.), costs, cost centre for charges, trip duration, discharge form, discharge instructions, isolation instructions, isolation tracking, and temp tracking forms are all integrated into our OutPatient Manager solution.
- Streamlining this process while providing guidance for the self-isolation process would be a significant benefit to facilities and staff.

Product / Services

- Cloud hosted software, including web applications for ward/hospital/healthcare facility management
- Mobile app software for front line staff and patient

Target Market

- There are over 7,500 hospitals in North America, with each individual ward/department potentially requiring a license
- As well there are tens of thousands of primary care clinics, long term care facilities, and other relevant facilities that would benefit from this technology

Business Model

- Facility license fees starting at \$9,500/year/department to provide a live dashboard for users and management and app for patients

Customers

- The customer is the finance department or operations department responsible for streamlining facility operating expenses while improving patient experience.
- The end users are the frontline discharge staff and the patient being discharged that are often overwhelmed with paper-based information.

Sales and Marketing Strategy

- B2B selling to health care facilities
- Inbound content-based website marketing strategy
- Social media and online promotions
- Health care executive media

Competitors

- Pen and paper tracking processes
- Work-around integrations within existing facility ERP systems

Competitive Advantage

- Low-cost, early-to-market advantage, and ease of integration into existing systems

Financials / Forecasts

| | <u>Year 1</u> | <u>Year 2</u> | <u>Year 3</u> | <u>Year 4</u> | <u>Year 5</u> |
|-----------------------|---------------|---------------|---------------|---------------|---------------|
| Total Revenue | \$ - | \$ - | \$ 47,500 | \$ 760,000 | \$ 3,372,500 |
| Tech Dev | \$ 72,500 | \$ 92,500 | \$ 92,500 | \$ 92,500 | \$ 92,500 |
| Bus Dev | \$ 45,000 | \$ 25,000 | \$ 378,514 | \$ 553,401 | \$ 553,401 |
| OpX | \$ 6,950 | \$ 6,050 | \$ 69,400 | \$ 79,400 | \$ 79,400 |
| Total Expenses | \$ 124,450 | \$ 123,550 | \$ 540,414 | \$ 725,301 | \$ 725,301 |
| Investment | \$ 250,000 | \$ - | \$ - | \$ - | \$ - |
| Net Cash Flow | \$ 125,550 | \$ 2,000 | -\$ 490,914 | -\$ 456,215 | \$ 2,190,985 |

355 users by year 5 (less than half of 1% of NA market). Average annual subscription fee is \$9,500.

Licensed Technology/Product

- Cloud hosted software and phone app

Technology/Product – Current Status

- Technology Evaluation completed (TRL 2)