

PPE Audit

Health Care (Canada)

Tracking the use of personal protective equipment to maximize patient safety and reduce organizational liability.



Advisors:

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www.ppeaudit.ca

Company Summary

PPE Audit uses an innovative algorithm to ensure that healthcare providers are using their Personal Protective Equipment (PPE) when, and as required, so that managers can ensure maximum healthcare provider and patient safety and reduce the spread of infection in healthcare settings.

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

- Most facilities use spreadsheets and paper systems to manage which healthcare provider is using what PPE during their shift. These paper records often lead to confusion about whether a care provider has met the PPE requirements during their shift – critical information for patient and staff care, and liability mitigation if a site is declared as having an outbreak.
- The PPE Audit Tool can be used to conduct surveillance in a variety of health care settings to calculate the facility rates of compliance and actively share results with front line clinical staff. These compliance ratings can be compared to rates in other facilities in the health region/state/hospital/provider.

Product / Services

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

Target Market

- There are over 7,500 hospitals in North America, with each individual ward/department potentially requiring a PPE Audit license
- As well, there are tens of thousands of primary care clinics, dental practices, long term care facilities, and labs in North America

Business Model

- Recurring fees starting at \$500/month/department to provide a live dashboard for users and management (all projections based on minimum fee of \$500/month)

Customers

- IT departments, safety/risk/compliance officers, and operational managers at health care facilities

Sales and Marketing Strategy

- B2B sales to healthcare providers using remote selling tools such as the phone and online Zoom or Skype demonstrations
- Social media and online promotions
- Long term includes health care and procurement industry trade shows

Competitors

- Excel spreadsheets or paper processes
- Other custom developed and localized solutions
- Adaptations of existing hospital management software
- Many free tools such as <https://www.cdc.gov/infectioncontrol/pdf/icar/hospital.pdf> which are mostly printable sheets of info

Competitive Advantage

- Tailored solution based on local PPE requirements
- Provides a customizable dashboard for facility managers

Financials / Forecasts

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
Total Revenue	\$ -	\$ -	\$ 270,000	\$ 1,890,000	\$ 5,940,000
Tech Dev	\$ 72,500	\$ 92,500	\$ 92,500	\$ 92,500	\$ 92,500
Bus Dev	\$ 45,000	\$ 25,000	\$ 473,368	\$ 865,107	\$ 915,107
OpX	\$ 10,400	\$ 10,400	\$ 69,400	\$ 79,400	\$ 79,400
Total Expenses	\$ 127,900	\$ 127,900	\$ 635,268	\$ 1,037,007	\$ 1,087,007
Investment	\$ 250,000	\$ -	\$ -	\$ -	\$ -
Net Cash Flow	\$ 122,100	-\$ 5,800	-\$ 371,068	\$ 481,926	\$ 5,334,919

Average subscription price \$6,000/year. Based on 1,100 subscriptions by year 5 (less 10% discount factored in for large buyers).

Licensed Technology/Product

- Cloud hosted software and phone app

Technology/Product – Current Status

- Technology Evaluation completed (TRL 2)