PATIENT IS CENTER OF HEALTHCARE ECOSYSTEM

Benchpedia offers a multi-layer framework to manage a integrated health plan for every patient journey.

Patient Outcomes with Integrated patient health plan working in sync with 3 different layers of Rules, Platforms and Data Lakes from different entities

PingDoctors

Benchpedia LLC offers integrated SAAS platforms for Patients , Doctors, Clinics, Hospital and Researcher

https://benchpedia.com/product-demos

| Patients | Doctors | Ambulatory Care and Hospitals | Researchers |

WE SOLVE PROBLEM OF PROACTIVE HEALTHCARE DELIVERY

Market Gap

The Lack of proactive and preventive Integrated health care in Routine Care, Behavioral health and Chronic Disease Management leads to 125 Million* unnecessary visits to ER
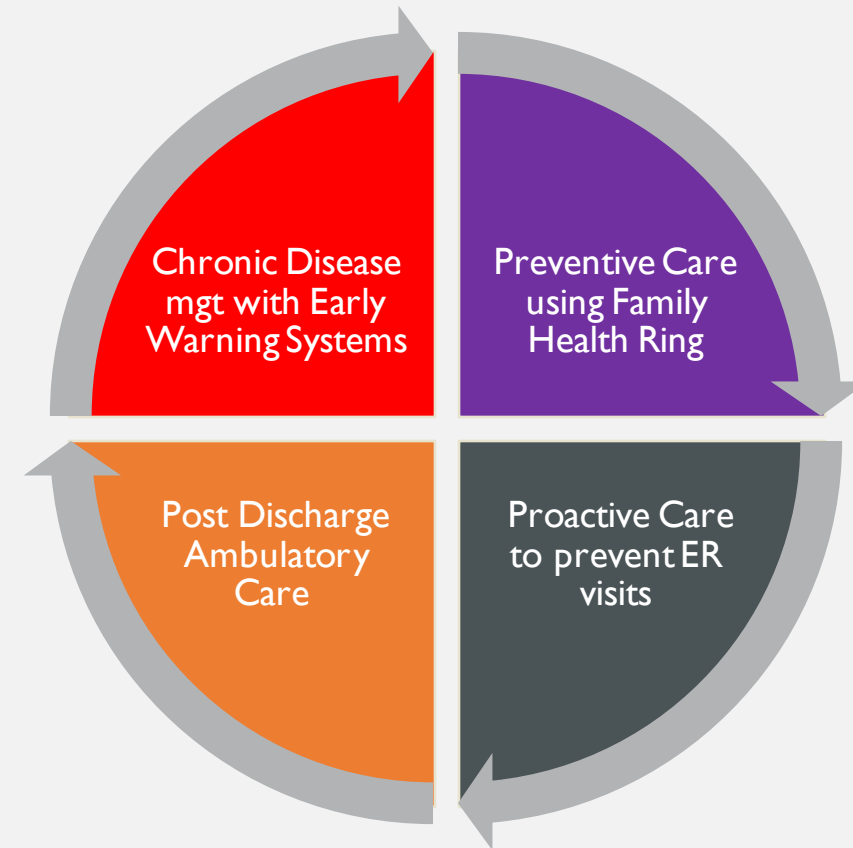
Customers

Need for Proactive Integrated health plan and delivery for every patient

Absence of a Patient Health index to drive measurable outcomes

Costs

$32B** cost to Tax-payers
Total Healthcare costs and $ spent in US are going up

Chronic Disease mgt with Early Warning Systems

Preventive Care using Family Health Ring

Post Discharge Ambulatory Care

Proactive Care to prevent ER visits

CONFIDENTIAL - UNDER NDA

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* http://www.cdc.gov/nchs/fastats/emergency-department.htm

** https://khn.org/morning-breakout/the-cost-of-unwarranted-er-visits-32-billion-a-year/

HOW BIG IS THIS PROBLEM

Total Available Market

Serviceable Market

$32+

Billion*
ED and
Preventive
Health Care
(KHN)

139

Million ED
Visits per
CDC**

14

Million** Visits
to ED require
Hospitalization

125

Million Patients
are discharged
from ED**

Prevent **90%*** unneeded ER/ED visits & save **$18 billion*** and **$32 Billion*** total cost to society

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4

INVESTOR CONNECT

Market Opportunity for PingDoctors

$18 billion revenue
from "non-urgent"
and "avoidable"

Chronic Disease mgt	Routine care
Behavioral Health	Urgent Care

$99.40 Billion ++

TELEHEALTH MARKET

$144.38 Billion 2020

$90.74 Billion 2021

$636.38 Billion 2028
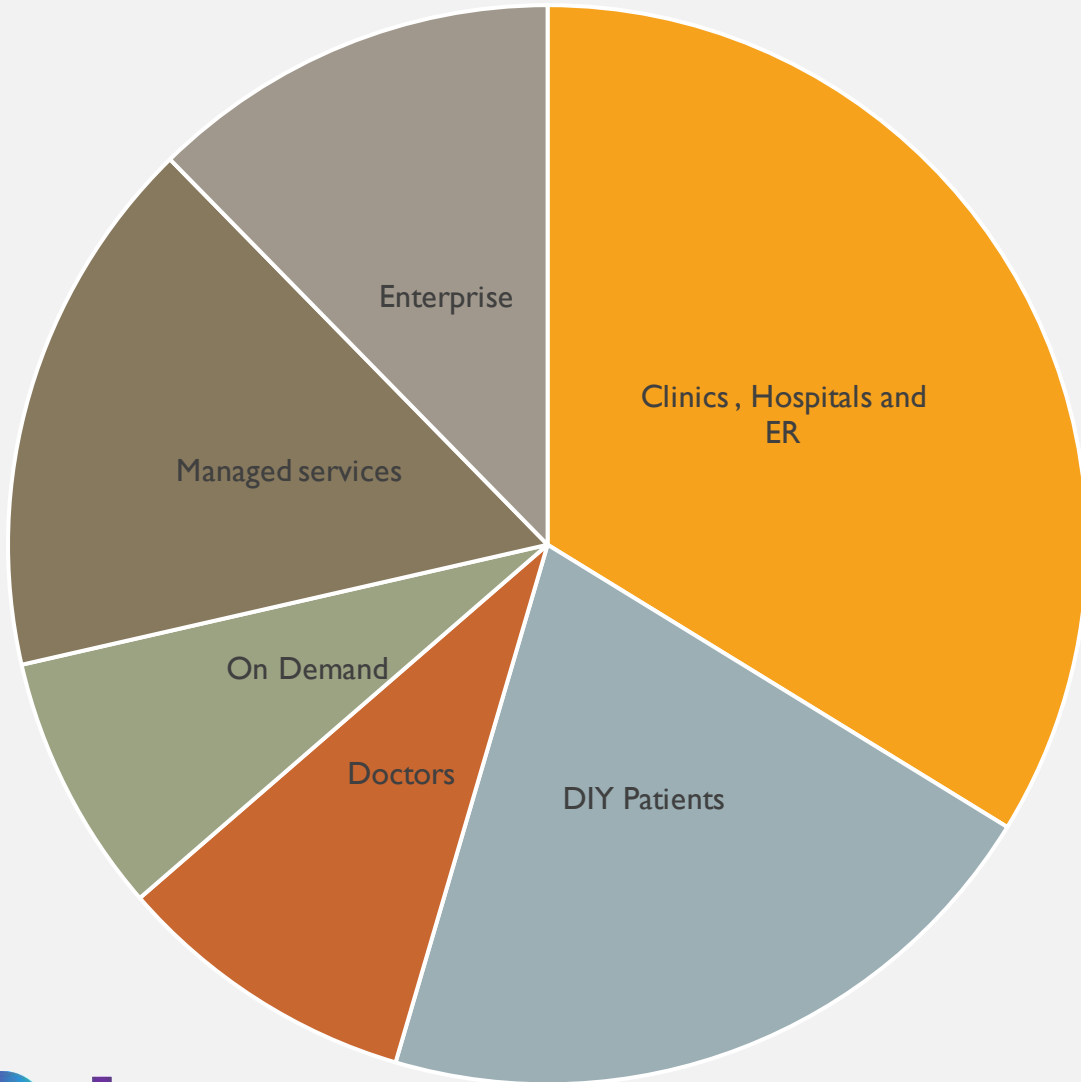
CAGR 32.1%
(2021-2028)

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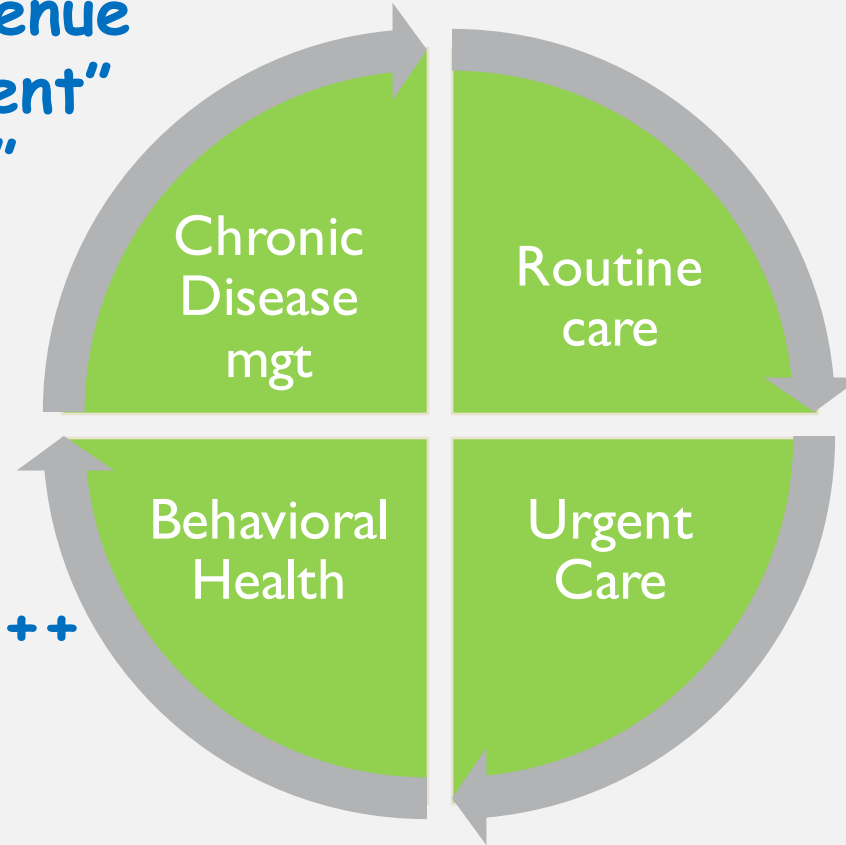
We are aiming for Multiple Revenue Streams

- Insured Patients
  - We take 15% commission from Doctors to drive primary care virtual consultation, preventative measures, and CDS
- On Demand Services
  - 5-10% commission on Medical Products
  - Chronic Disease Management Pricing based on Active Health Plan
  - Subscription based AWS Data-as-a-Service
- Client usage-based AI model and Corporate Licensing structure
- Uninsured and Below Poverty/Indigent Patient Population
  - 1115 Waiver DSRIP program Application to get Funding from Government. (Medicare/Medicaid)
- Drug discovery and Clinical research (phase I-IV)
  - Clinical trial optimization, enrollment, interim analysis, predictive modeling.

Expected Revenue Attribution

Pie chart segments:
- Clinics, Hospitals and ER
- Enterprise
- Managed services
- On Demand
- Doctors
- DIY Patients

Mobile, Clinics and Hospitals

4200 visits generated per Doctor	**$425K** Revenue generated for a Doctor per year	**395K** visits can be prevented to ER in year1
$200K per Month in Revenue pays for Salary, COGS, R&D and SG&A run rate	**$99** yearly subscription $10 per month for patients and researchers (Free for students)	**$542** Avg Rev/Patient in a year per year for 70K patients
$1.99 Monthly Subscription for On Demand services with PD points	**18M** Patients targeted for COVID-19 and Cardiovascular	**$73** Avg. Cost/Patient per year for 70K patients

Revenue Assumptions

- 100 Clinics @ 700 patients/clinic ~ 70K patients targeted
- Drive 3-5 visits per year - First time, Repeat, Preventive, Chronic Disease driven by Patien[...]
- Average $25 fee/patient from County/ Insurance/ Providers for saving ER visit
- Subscriptions for Doctors, Patients and Researchers for advanced services

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PRICING AND PACKAGES

CUSTOMIZED PINGDOCTORS PATIENT PACKAGES

Baseline

Premium

Preventive Care Package

Discharge Service Health Package

$1.99 Monthly	$99 yearly subscription or $10 per month for patients and researchers (Free for students)	$149 Monthly - Subscription for On Demand services with PD points	$250 yearly subscription or $12 per month for patients and researchers (Free for students)

BASELINE SERVICES (AVAILABLE TODAY)

- Telehealth, Vaccination and On Demand Appointments on any device (Available today) from anywhere in US for all kinds of disease conditions

- Doctor notes, Patient history, medications and lab tests/Scans based on patient conditions stay with Patients

- Patient Data Validation service using Data helper

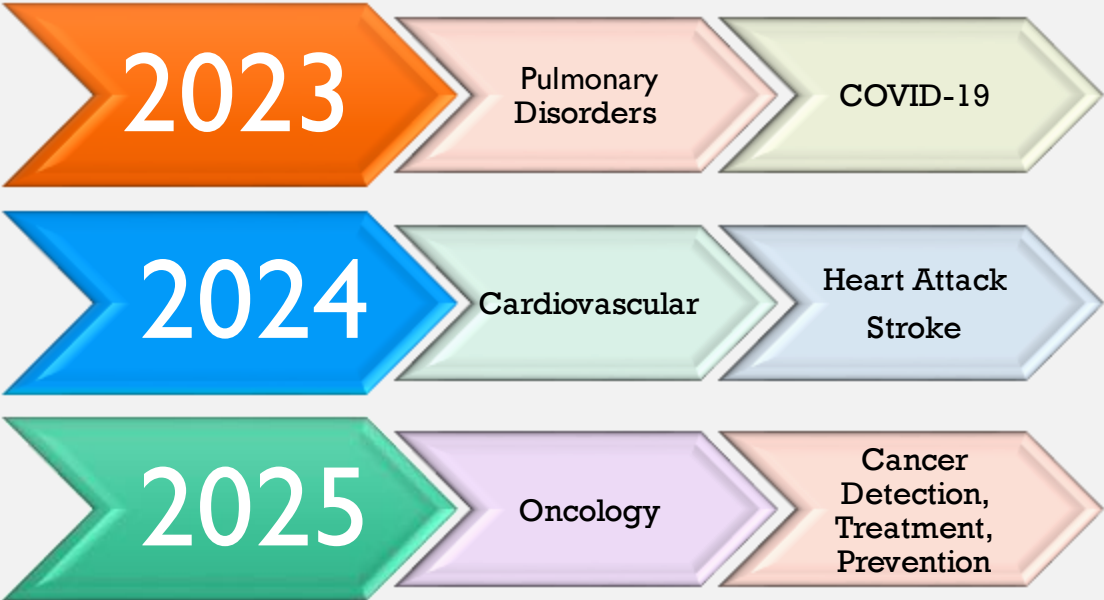- Enterprise Level Security for user data

PREMIUM SERVICES

- All Baseline Services included
- Remote patient monitoring
- Revenue collection from Insurance and Patients
- Wellness App Synchronizations
- Exchange data with different providers
- Patient Health index Baseline
- Integrated with Decision Support Program with your doctor or AI BOT
- Data Lake for each patient (Personal Data repository stored on your phone)
- 24/7 Personalized Health plan (On demand or default based on your condition)
- Covid-19, Cardio, Cancer Intervention (for Patient, Provider and Care taker)
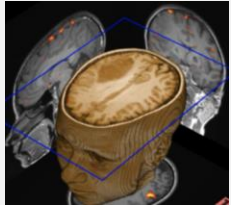- Real time Health Plan updates
- Cost calculator

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Preventive care Product package

$149 Monthly - Subscription
for On Demand services

2023	Pulmonary Disorders	COVID-19	COMPLETE
2024	Cardiovascular	Heart Attack Stroke	Pilot Phase
2025	Oncology	Cancer Detection, Treatment, Prevention	Pilot Phase

Preventive Care Package with AI

Remote Patient Monitoring - Acute and Chronic diseases

Store and Forward your Data to anyone

Personalized Health Index

Mobile Health – Power in Paitents hands

AI-Driven Integrated Health Platform for Patient and Doctors

- Remote Patient Monitoring – Personalized Management Starts With On-Device Health Triage

- PingDoctors AI Platform drives Early Detection and Management in Acute and Chronic Disease

- We use a Dynamic Personalized Health Index for every patient for Doctors to monitor

- We have a Self-Learning Health Algorithm Integrated Into Patient Lifecycle for Doctors to use

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Log In with

Continue as a Guest

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DisCharge360 Service Package

$250 yearly subscription or $12
per month for patients and researchers
(Free for students)

1. Before discharging the patient, consider

Language barriers

Health literacy level

Patient's autonomy/ independence

2. Components of discharge instructions

Diagnosis 1

Prognosis 2

Follow-up 3

Return to ED if... 4

3. To improve the discharge process

Giving out written discharge instructions

Taking a moment for health education and promotion

Collaborating with healthcare team for discharge

REVENUE OPPORTUNITY FOR DOCTORS SIGNING UP WITH BENCHPEDIA

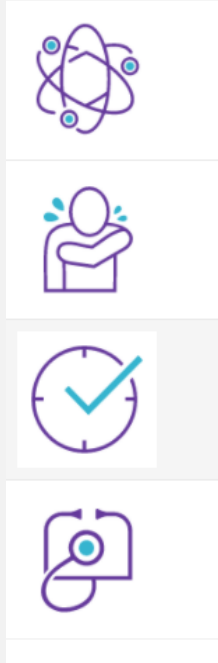Standalone AI platforms

Integrated PingDoctors platform

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REVENUE GENERATION FOR DOCTORS

1	First Time Patients	Patient appointments, screening , status and management
	Telehealth Patients	HIPAA Compliant Triaging and CDS with Telehealth Appointments

2	Followup or Chronic Disease	Visited a Doctor before
	Preventive Care	General

- Preventive
  - Behavioral Health provider (Doctor/RN) used Time-To-Event AI Interventions driving Proactive notification
  - Urgent Care - AI Deep Learning System (example for Imaging)
  - Chronic Diseases - Early Warning Systems for Covid, Cancer and Cardiovascular
- Clinical research studies
  - Researcher real time models and predictions

3 — **Preventative and medically necessary services covered by Medicare Part B**
Screenings
Vaccinations
Annual wellness visits

4 — **Mandatory and Optional Medicaid Benefits**
Prevention
Telemedicine
Podiatry services
Optometry services
Prescription Drugs
Inpatient hospital services
Outpatient hospital services
Nursing facility services
Home health services
Physician services
Rural health clinic services
Federally qualified health center services
Laboratory and X-ray services
Clinical Research trials and studies

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BENEFITS FOR DOCTORS

4200 visits generated per Doctor

$425K Revenue generated for a Doctor per year

395K visits can be prevented to ER in year1

$92K Customer Life time value

$542 Avg Rev/Patient in a year per year for 70K patients

AI ML platforms Integrated for patient care

Revenue Assumptions

- 100 Clinics @ 700 patients/clinic ~ 70K patients
- 3-5 visits per year - First time, Repeat, Preventive, Chronic Disease driven by Patient
- Average $25 fee/patient from County/ Insurance/ Providers for saving ER visit
- Medical Products - 5% Commission
- Preventive Programs – 15% Partnerships
- Subscriptions for Doctors, Patients and Researchers for advanced services

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REVENUE, USAGE AND ENGAGEMENT PROJECTIONS

Usage and Revenue Projections

Services	Baseline All patients will have appointments thru PD (unique)	Premium All patients get a Health index	Preventive Care Package ER prevention (Triage with IoT or at Clinic)	Discharge Service Health Package AI SAAS services on demand - Self Learning algorithm
No of patients signing up in Year 1	100,000	50,000	10,000	30,000
No of visits or units used	3	2	5	4
Fees from insurance (Doctors, RN etc) - Confirm CPT code and re-imbursement	25	5	25	50
Revenue	$7,500,000	$500,000	$1,250,000	$6,000,000

SERVICES AND PATIENT SIGN UP IN HOSPITALS

Summary
Total users
305,000

Appointments - Telehealth	Patient intake and User Healthindex	Prevention visits driven	AI services Sign ups
All patients will have appointments thru PD (unique)	All patients get a Health index	ER prevention (Triage with IoT or at Clinic)	AI SAAS services on demand - Self Learning algorithm
100,000	50,000	10,000	30,000

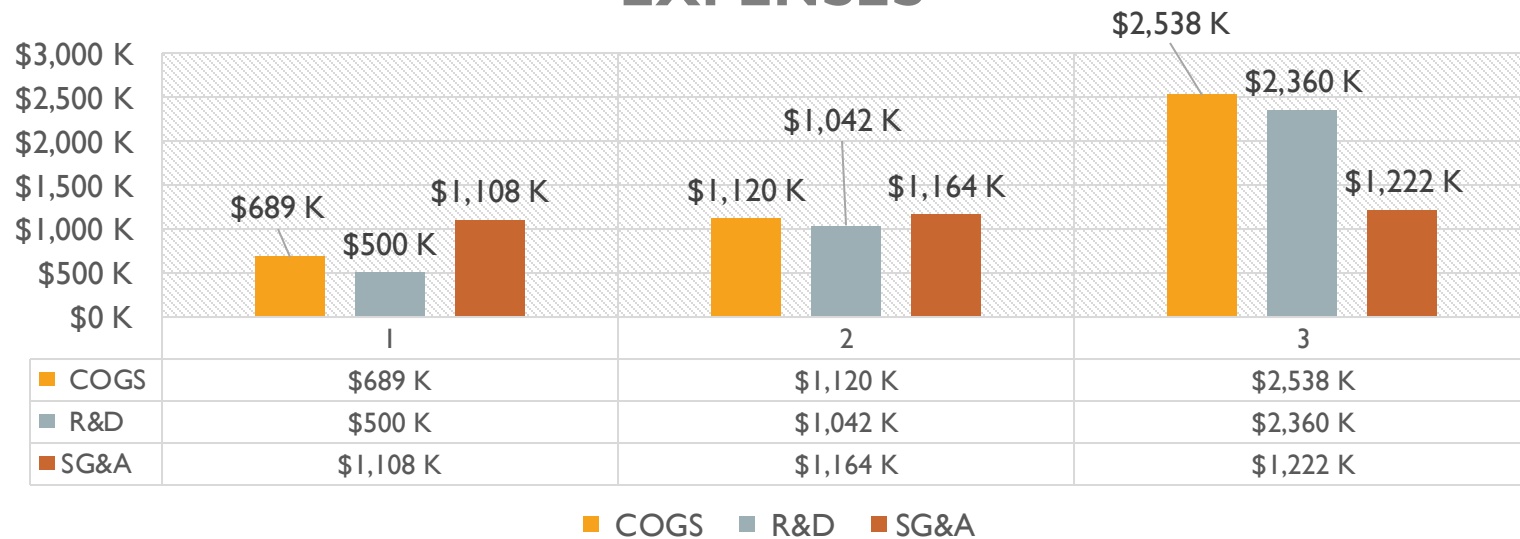| DIY Patients using PD	Doctors sign up Provider Decision Support	Pass thru services
DIY services for self-service model	Provider using PD platforms	Radiology, Podiatry, Optometry etc
15,000	50,000	50,000

REVENUE FROM MEDIUM SIZED HOSPITAL

$21,950,000

Cost Model Variables	Summary
No of patients signing up in Year 1	305,000
No of visits or units used	22
Fees from insurance (Doctors, RN etc) - Confirm CPT code and re-imbursement	140
Revenue	$21,950,000

Model Variables	Appointments - Telehealth	Patient intake and User Health index	Prevention	AI services	DIY Patients using PD	Provider Decision Support
No of patients signing up in Year 1	100,000	50,000	10,000	30,000	15,000	50,000
No of visits or units used	3	2	5	4	3	5
Fees from insurance (Doctors, RN etc) - Confirm CPT code and re-imbursement	25	5	25	50	10	25
Revenue	$7,500,000	$500,000	$1,250,000	$6,000,000	$450,000	$6,250,000

	YEAR 1	YEAR 2	YEAR 3
Income			
Clinics	50	150	250
Users	35,000	105,000	175,000
Revenue	7,250,000	16,000,000	36,250,000
GROSS PROFIT	**6,561,000**	**14,880,000**	**33,712,500**

EXPENSES

	1	2	3
■ COGS	$689 K	$1,120 K	$2,538 K
■ R&D	$500 K	$1,042 K	$2,360 K
■ SG&A	$1,108 K	$1,164 K	$1,222 K

■ COGS ■ R&D ■ SG&A

FINANCIALS

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Traction

Forecasting for success

18M Patients targeted for COVID-19 and Cardiovascular	$99 yearly subscription or $10 per month for patients and researchers (Free for students)	$542 Avg Rev/Patient in a year per year for 70K patients	$1.99 Monthly - Subscription for On Demand services with PD points
4200 visits generated per Doctor	$425K Revenue generated for a Doctor per year	$92K Patient Life time value for chronic dieases	95 Clinics signing up in 7-9 months (to take us to breakeven point)
7 Biz segments to drive market penetration	$65M Revenue in 3 years	65% Penetration targeted in NA, EMEA in 3 years	$55M Revenue in Bladder Cancer targeted in California
	44%-52% profit margin	395K visits can be prevented to ER in year1	

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PRIORITIZED INVESTMENT NEEDS

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Investment Needed

Management hopes to drive 44%-62% gross margins as we ramp on SG&A and with our 3 platforms kicking in year 2, it would keep driving revenue and growth. **Financials can be shared on request.**

Business Milestones	Investment needed	Monetization / Revenue	Acquisition / Engagement
6 Months (Quarter wise)	$500K	details available on request	15-20%
Phase I	$2 M	details available on request	30-45%
Phase II	$2.5 M	details available on request	50-75%
Phase III	$6 M	details available on request	75-100%

Cost Variables	Projected (K) Year 1	Total Phase 1 Cost - $2,297,000	PD scaling for Phase 1 (K)	Needed (K)	Priority	Why	Dependencies
Conferences - 5 events	$100	Spread the word	$100	$100	1	Product Fit and Selling	All key players together
Integrating Mobile application and Big Data / AI Engine and Online Dashboard.	$150	Generate Doctors Revenue	$50.00	$50.00	1	Adoption in Doctors and make $$	AI Engine set up starting with Health index
Subscription and hosting costs, support costs, and professional service costs set ups	$127	Patient Sign up	$82.55	$82.55	2	Patient Sign up and Issue Handling	Marketing across East and West Coast + Level 1 set up
Marketing and Sales in Top 5 Cities	$350	Clinics Sign up	$227.50	$227.50	3	Boots on Ground - Sales to sign up Clinics	Sales planning and Bonus incentives
Patient Applications for all 4 kinds of visit	$100		$15		4	Handling Visits	RC, BC, UC and CC
OTP Costing (SMS and Pinging Patients and Doctors)	$20		$5		5	Security HIPAA	
Version 2 of PingDoctors	$100				6	Advanced Features	Billing, RPM etc
Security (material costs)			$5		7	Set up for Audits	Scans and Cybersecurity
Operational Costs -Hiring Nurses , Customer Incentive Programs - Long Terms	$100		$65.00		8	Local Footprint	Local Hiring
Marketing and Sales in Top 25 Cities Clinics	$800				9	Specialist	Level 2 set up
Setting up Online Portal / Website for Pingdoctors	$80		$20		10	Patient and Doctor Platform	Programming Teams
HW Needs(Presentation layer , Business layer and Enterprise staging)	$150		$97.50		11	Multiple Clouds	Collaboration and scaling
HIPAA Compliance Trainings and Legal structure	$50						
For Patient Data Security using HIPAA Compliant Data Centers / Cloud solutions	$50						
Truste Certification	$20						
Dev Hardware	$100						
Hiring Nurses , Customer Incentive	$100						
	$2,297		$567.55	$360.05			

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Investment, GTM , Milestones, Deliverables and ROI

Business ROI	Investment	Revenue	Acquisition / Engagement
6 Months (Quarter wise)	Details available on Request	Details available on Request	15-20%
1 year (Phase 2)	Details available on Request	Details available on Request	30-45%
2 year	Details available on Request	Details available on Request	50-75%
3 year	Details available on Request	Details available on Request	75-100%

Business Milestones	Segments	Products / Solutions	Epidemiology / Disease
6 Months (Quarter wise)	Patient	Early Detection, Healthcare products, Prediction services	Develop/ R&D – Covid/ Cardio
1 year (Phase 2)	Doctors	Clinical Decision Support / Real Time Patient Intake	Launch/Scale – Covid/Cardio
2 year	Hospitals	Clinico-Genomic , AI R&D cloud and DataLake	Oncology
3 year	Community/ County/Govt.	Patient Intake	Stroke

GTM	Top 5 cities	US/EMEA	ASEAN/LATAM
6 Months (Quarter wise)	LA	US Southeast	Asia
1 year (Phase 2)	LA, Austin	US Southeast	Asia
2 year	California, Texas	Central, East	Africa/LATAM
3 year	US , EMEA	US, EMEA	Africa/LATAM

Segments	Customers	Delivery
Patient	Patient (User Journeys)	Mobile/ AWS/AZURE/GCP
Doctors	Commercial (Doctor Journeys)	Sales / Marketing
Hospitals	Enterprise	Sales / Marketing
County/Govt.	Population	Sales / Marketing

SUMMARY

At Benchpedia, we believe in giving 110%. By closing the loop and delivering proactive patient care using PingDoctors, we help patient remain healthy, Doctor practices and hospitals grow and nurture their patients with the latest Telehealth and AI/ML healthcare products. We will thrive because of our market knowledge and a great team behind our product. As our CEO says, "Lets make Healthcare outcomes improve day to day lives of patients and providers."

PingDoctors