Welcome to

Benchpedia /PingDoctors®

NVIDIA selected startup
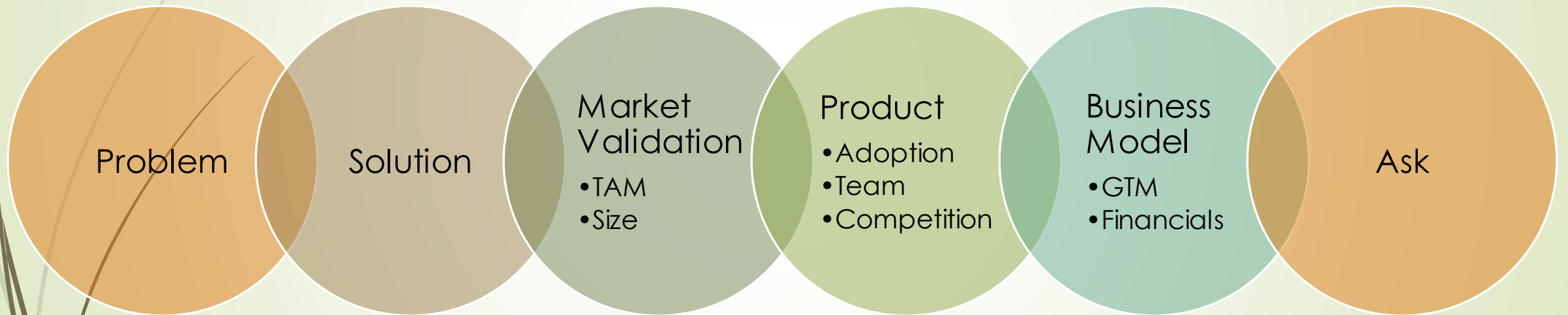
Your Health Care Rendezvous Point

This Document explains - Why, What and How we are addressing Healthcare for insured, uninsured and below poverty Americans

– UNDER NDA WITH BENCHPEDIA LLC

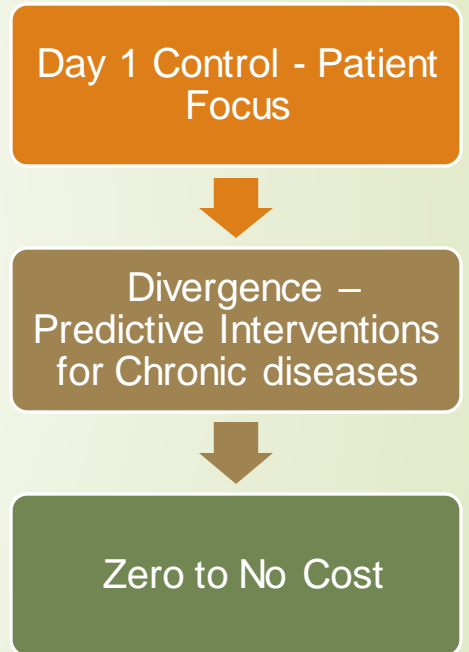# Benchpedia LLC - PingDoctors®

What is **PingDoctors**®

PINGDOCTORS is Healthcare Platform (Online and Mobile) offered by BenchPedia LLC. This is a HIPAA compliant Integrated HealthCare System helping Patients (especially Underprivileged/Non Insured) driving Preventive Care and Interventions using Big Data and Artificial intelligence.

We use a Active Health plan and connect to Doctors, Health providers, Hospitals etc. at any time, anywhere (Like Free Clinics, Doctors offices , Mobile vans, At Home Services, In store kiosks, Bus stands etc.)
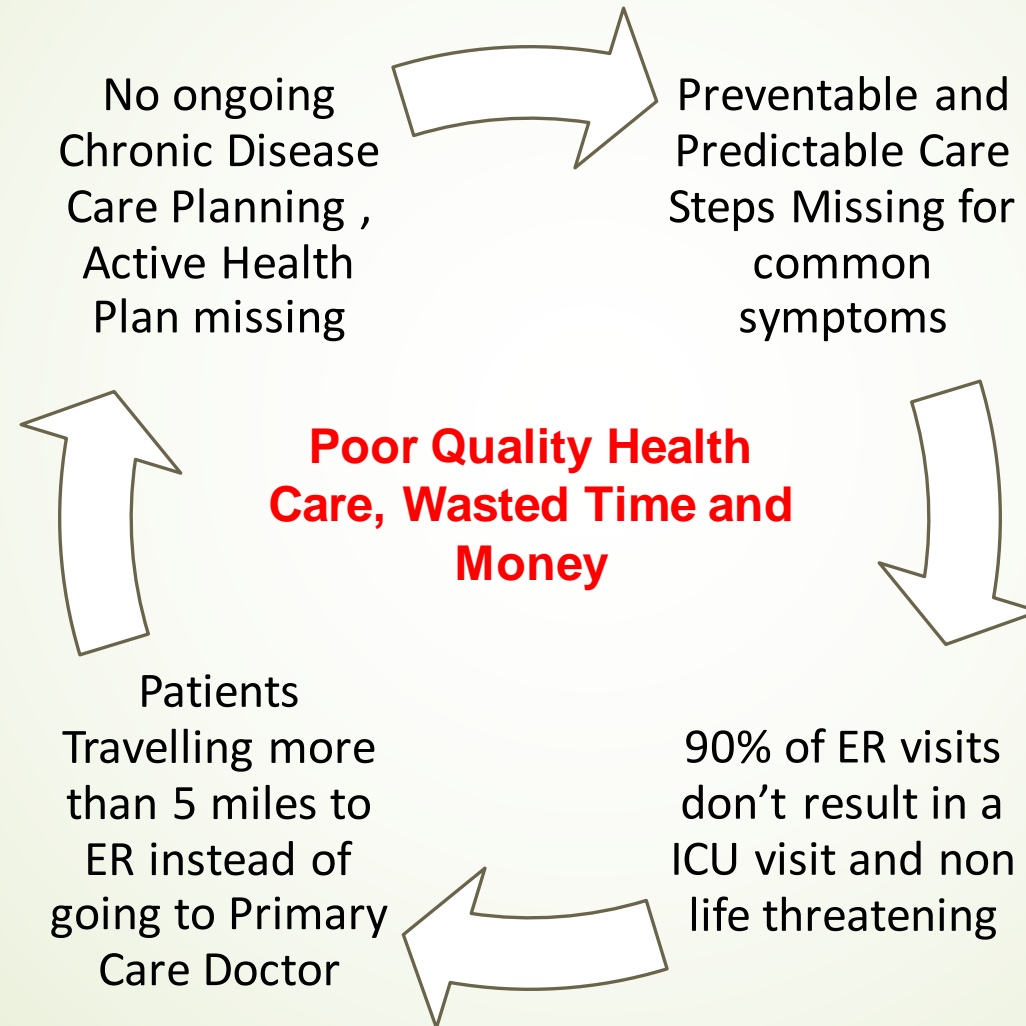
Empowers users to Lead a Healthy Lifestyle and Prevent unnecessary ER visits.

VISION

Better care experience, better population health, lower cost and become de facto platform for Patients and Healthcare providers in USA in 2-3 years.

Day 1 Control - Patient Focus

↓

Divergence – Predictive Interventions for Chronic diseases

↓

Zero to No Cost

Systemic Healthcare Problems

No ongoing Chronic Disease Care Planning , Active Health Plan missing

Preventable and Predictable Care Steps Missing for common symptoms

Poor Quality Health Care, Wasted Time and Money

Patients Travelling more than 5 miles to ER instead of going to Primary Care Doctor

90% of ER visits don't result in a ICU visit and non life threatening

PingDoctors

Problem Statement

Patients Tries to get Preventive Healthcare and Ambulatory care for Common Symptoms and Chronic diseases but nearly 21% below poverty level lacking personalized preventive active healthcare plan. Low quality of life, out of pocket expenses and Unnecessary ER visits.

Lack of Patient History and Encounters linked to a Care Plan, Primary Medical Care Needs, Primary Care physicians and other health resources. Transportation difficulties, limited health literacy, lack of fluency in English, low income level and low education level

Appreciation of epidemiological factors, Lack of Community resources, Ability to recognize patients unexpressed needs and Lack of Patient Advocacy. 13% Americans don't have health insurance and Go to ER for lack of primary care.

http://www.cdc.gov/nchs/data/nhsr/nhsr090.pdf

Solution for Present and Future

PingDoctors

Preventive and Predictive Healthcare Platforms (Online and Mobile using Human and Artificial intelligence) helping Patients and Health care providers (especially Underprivileged/Non-Insured/Indigent) driving immediate to long term chronic needs.

24 hour Doctor

On-Demand Smart Intervention

Preventive Lifestyle Services

Immediate healthcare needs, Take Preventive actions, Aggregated History/EHR to maintain Quality of health.

Drive Big Data and Artificial intelligent driven smart Interventions to help pre-connect to Doctors at any time, anywhere preventing ER visits/Urgent Care with integrated Ecosystem of Predictive Services at Home , In Store kiosks

Active Health Care Planning with Clinics, Doctors offices , Mobile vans. Reduce Out of Pocket by Programs helping in Preventive Lifestyle
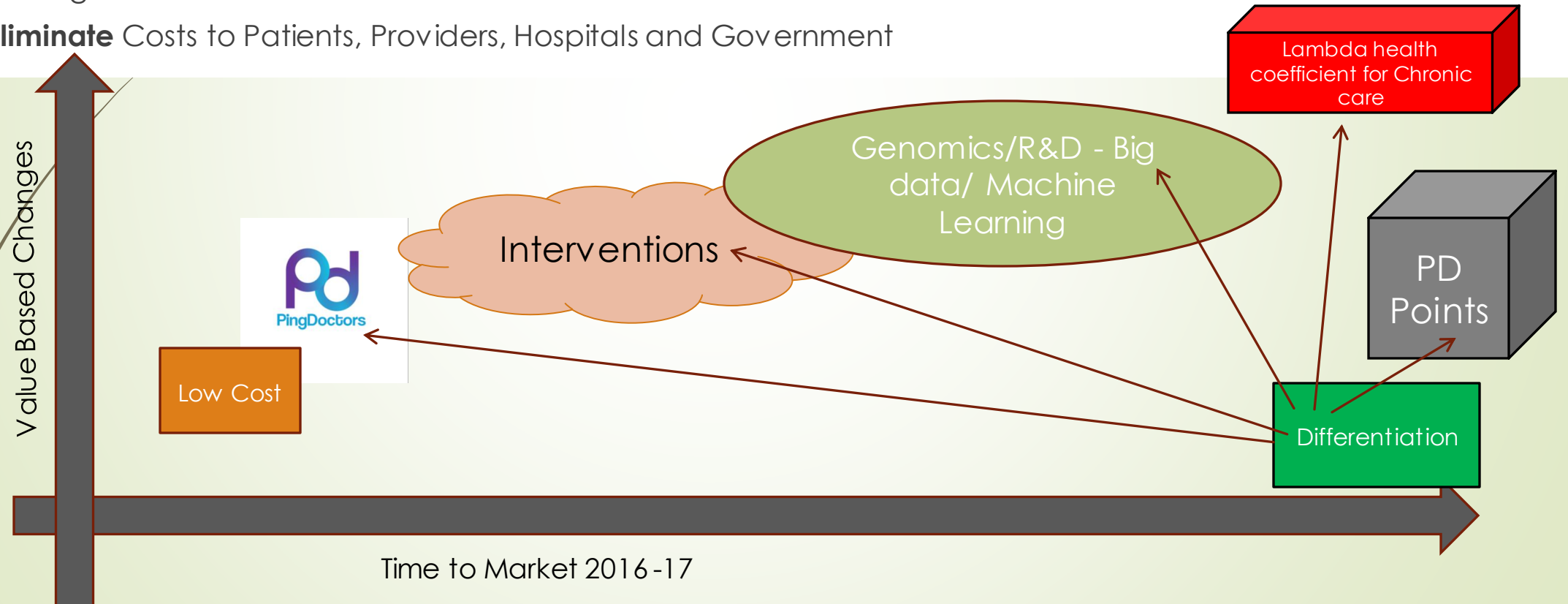
Family Health Ring

Family health ring gives 360-degree control on preventive care, health cost and focused care for loved ones using the **Health index** from routine care to Chronic health disease. We pull all your family records from EHR, your Doctors, Health Care devices, Apps etc. once you give us consent upon signing into PingDoctors to help build a Family health ring.

https://benchpedia.com/blog/f/what-is-a-family-health-ring

Patient Value Creation with Blue Ocean Strategy

- **Create Family Health Ring** as part of Patient Health management and stickiness with value based innovations for a Patient.

- **Raise** PD growth and Population Connectivity using Technology and Adoption of Health Analytics.

- **Reduce/Control** Patient's Lambda Health Coefficient for Common Symptoms and maintain for Chronic Care Management

- **Eliminate** Costs to Patients, Providers, Hospitals and Government

Personalized and Proactive Care

Personalized Patient Intervention Triggers, Active Health Plans and linking Health care per your needs on Demand using Family Health Ring

BE AWARE ← Lambda health coefficient for Chronic care ← **SAVE MONEY** → PD Points → **MAKE MONEY**

Personal Active Health Planning robot to keep track and Monitor your ongoing medications/symptoms/history Linked to Lambda Health Coefficient for Health status

Give you a preventive approach for healthier lifestyle using a Health score created using combination of factors like Demographic, Out of wallet, Poverty level and Accessibility of Health care Services/products.

Non Insured / Indigent and Insured Patients Clinics, Payer and Hospitals to Improve Population health, Reduce Costs and Aggregated Patient data, preventing unnecessary ER , Doctor Visits and Lab tests etc.

We are focused on the 33 Million non insured/Indigent and $45 billion target niche market. Creating value for patients usng PD Points that can be used for Services on demand

Solution with Patient and Provider Platforms

- https://benchpedia.com/diy-triage
- https://benchpedia.com/pingdoctors-app
- https://benchpedia.com/providers-welcome
- https://benchpedia.com/doctor-platforms
- https://benchpedia.com/solutions

Market Validation KPI

Texas Uninsured = 21.2%

Florida Uninsured = 20.1%

Market Validation Factors	Un-Insured	Medicaid	Insured
Visits to ER (136 Million – 10% only go to ICU)	15% (21M)	23%	53.6% (47M)
Average Distance to ER	6.8 Miles	5.3 Miles	4.4 Miles
Accessibility (Medical Care and Drugs)	35%	15%	8%
Out Of Pocket Expenses ($329B) - ($100-$500)	37%	5%	16%
Below Poverty (One or more visits)	20%	35%	32%
No Usual Source of Health Care (Active Health Planning)	52%	12%	11%
ER/Physicians/Clinics($603B)	$2198	$4347	$4424
Medical Products($297B)	$352	$136	$261
Lambda Health Coefficient ™ - Baseline using above factors			

Impacts from small business and large enterprises not included

Market size

117

Million ER Visits not resulting in ICU visits

➡ Total Available Market

$32+

**Billion
ER and Preventive Health Care**

➡ Serviceable Available Market

Average emergency room costs in 2013 National Institute of Health study put the median cost at **$1,233**

18

Million Visits to ER

➡ Share of Market

15% of ER Visits
(7% uninsured+ 5%Medicaid+ 3% Private)

Market Size Calculation

Share of Wallet = $48B

- 39 M Uninsured x $2198 Out of Pocket X 55% persons with expense
- Countries covered US (EMEA, APJ not added)

50% Savings

- Targeting to reduce Expenses using PingDoctors Features and Services
- Average $100-499 yearly spent across Uninsured,Medicaid and Private insured patients

18M fewer ER visits

- 15% Reductions of ER with focus on prevention
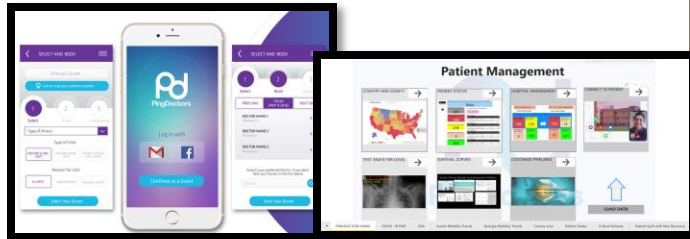- Focus on Diabetes, Heart Disease, Obesity for Chronic Disease interventions and active planning

Patient visits to Primary Care instead of ER

- Clinic/ Telemedicine(if needed)
- Medical Products and Programs(Active Health plan,YMCA)
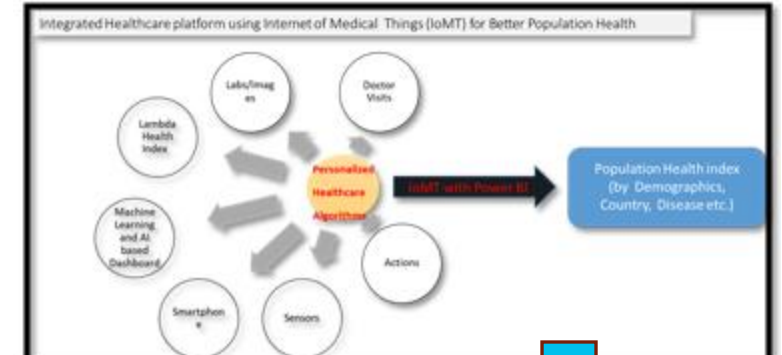
Self Learning SaaS platforms for Patients and Doctors

https://benchpedia.com/product-demos

1 Patients Mobile apps, Providers, Security

2 Ingest , Decode, Transform And Analyze / Consume

Integrating with Data Lake at a hospital

EPIC and DNA Nexus

BRAIN CAD

Intelligent Analytics Engine

Patient Portal - PingDoctors

Physician and Researcher Tool - BenchTiger

Deep Learning

Neural Networks - BenchPundit

Big Data
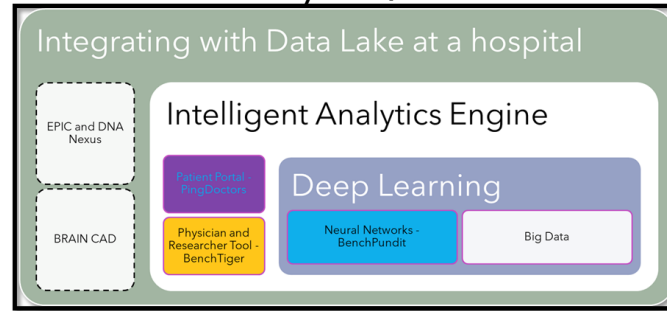
3 Real Time Streaming Data From Connected Patients

API Layers / Microservices / Docker Containers / Kubernetes feeding Mobile and SaaS Platforms

R&D Cloud

4

Open Source →
Collaboration opportunities with Pharma, Insurance, Gov't, etc.
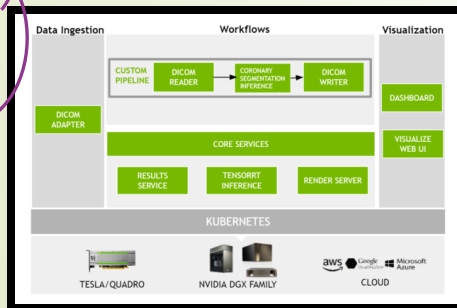
5 On Premise / Hybrid

Amazon Web Services
Microsoft Azure
Google Cloud

AI/ML PingDoctors Platforms
Telehealth and Appointment platform for Doctors and Patients
Mobile Appointment and Monitoring Apps (Patient Platforms)
Patient Care and Management (Doctor Platform)
AI/ML Validation and Risk Intervention (Researcher Platform)
DataExchange from Health Entity/source (FHIR Platform)
Drive Leadership Decision making dashboard

Value and On Demand Value Features

Baseline Features / Services with Family Health Ring

- Patient Find Doctors and Medical History Aggregation

- Doctors Profile , Patient History and Revenue (Doctor Only view)

- Link to Insurance , Diagnosis, All Test Results

- Personalized Dashboard for Patients giving a summary of Health index and Indicators to Monitor and Manage Health Factors

On Demand Features / Services

- Preventive care using Dietary Regimens , Yoga and Ayurvedic Products

- Advanced Care Plans using Personalized Interventions with Doctors and Artificial Intelligence (Cost Savings)

PingDoctors Mockups – *Mobile and Online
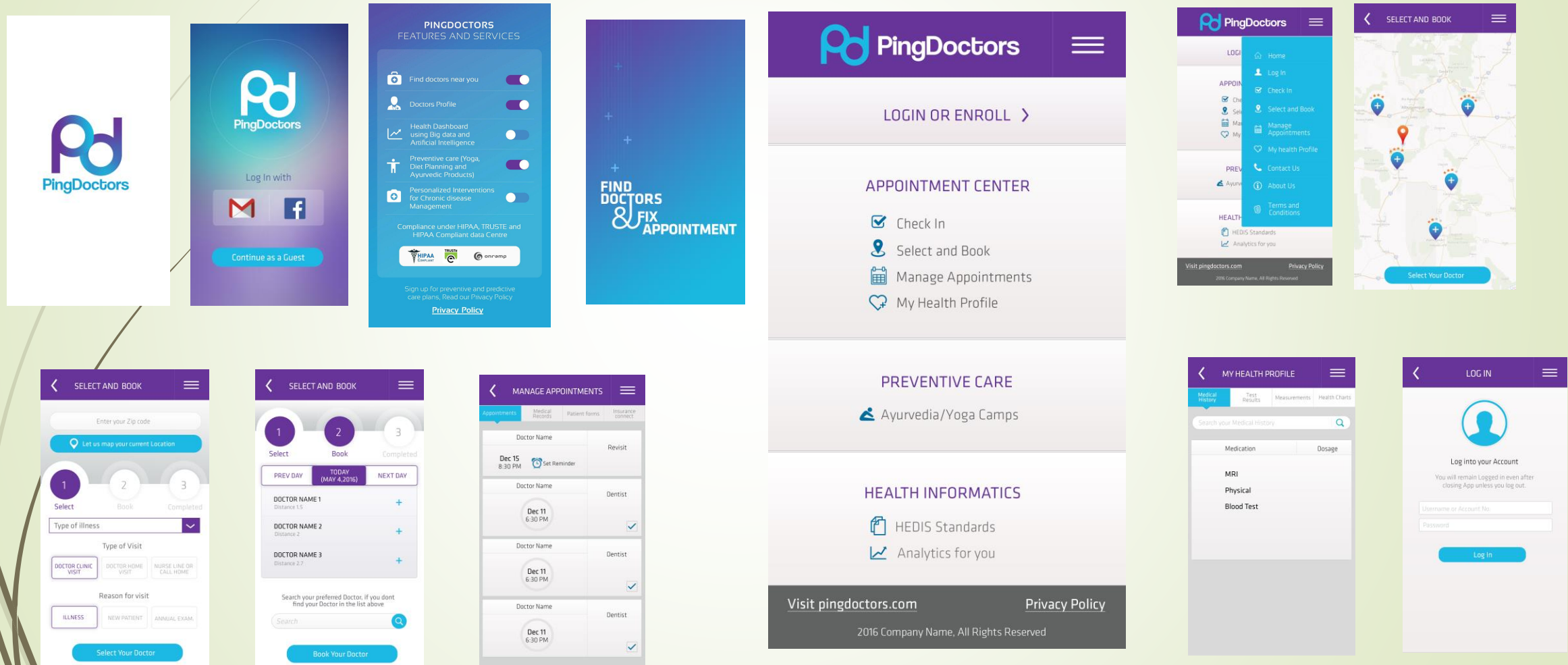
* Android and IoS Platform

Personal Health Care Action and Analytics

- Big Data , Machine learning and Artificial Intelligence based Dashboard
- Personalized Interventions, Thresholds and Early warning Triggers
- Historical , General Population Comparisons
- Preventive actions for Health KPIs

https://benchpedia.com/solutions

Lambda health coefficient for Chronic care
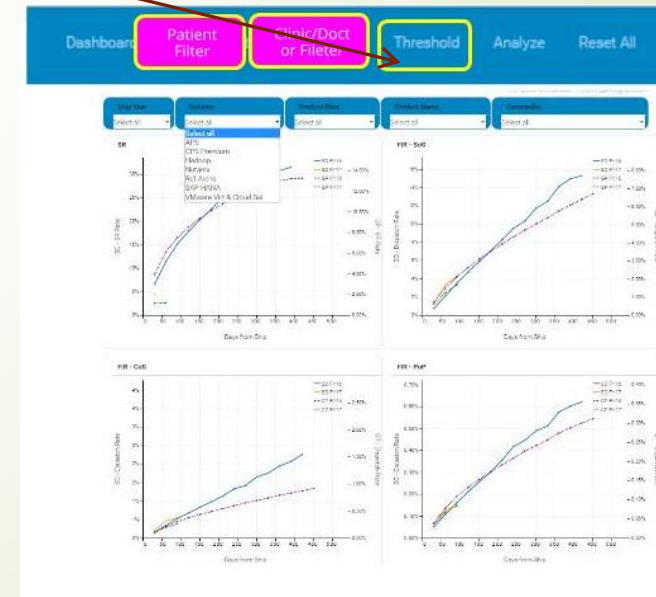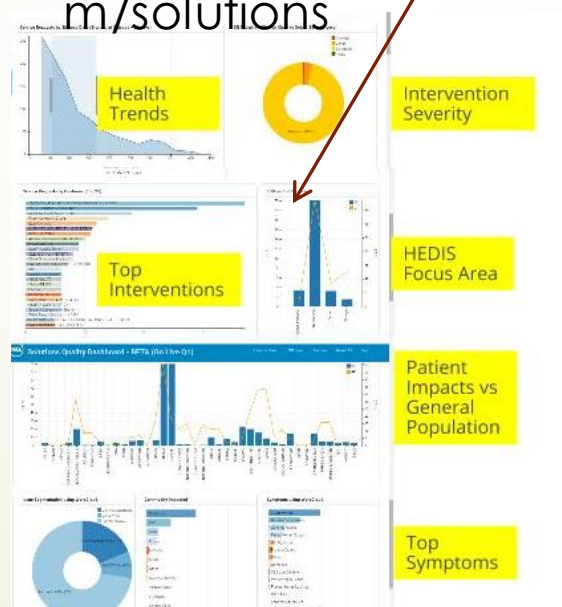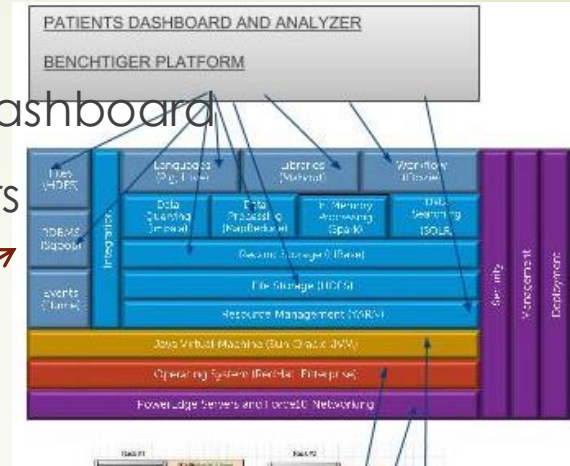
Adoption Strategy based on Value

Accessibility

- Events
- Actions

Patients

County (Indigent/Non Insured Patients)

- Online/Mobile
- Kiosks

- Hospitals
- Clinics

Insurance(Insured Patients)

Accountability

PD Points

PingDoctors

Lambda health coefficient

Platforms

PingDoctors BenchPundit

BenchTiger

On Demand Services (Client, small biz and Enterprise)

The Team

PingDoctors
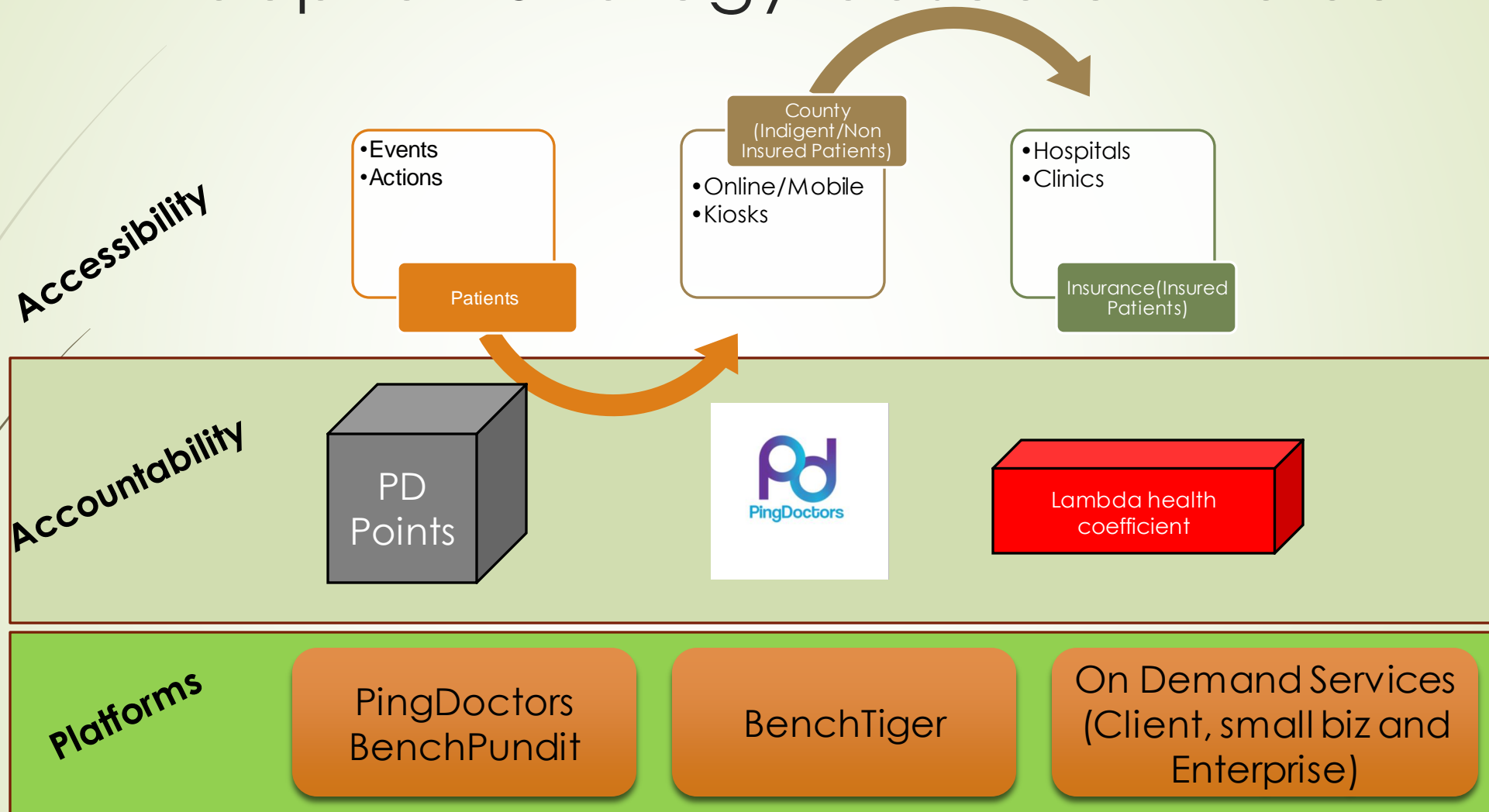
Prashant Arora Allahabadi
Founder and CEO

Prashant@benchpedia.com

Prashant is Founder and CEO at Benchpedia driving Technology Architecture, Product Roadmap with Data Sciences for different digital platforms at Benchpedia.

Product leader with Solid Data Science, Software engineering background working in Health care and Technology Companies like Dell , PPD inc and Cox Automotive.

Master in Computer Science from University of Texas and Electonics Engineer. Experienced in GTM, Sales, Product Strategy, Marketing, OEM, Engineering, Supply Chain, IT in Technology.

Prashant has worked in Pharma drug research and managed teams in Phase I to IV Drug Discovery Pharma R&D. As part of Clinical research R&D People Manager, PPD Inc. Covering Oncology Lymphoma NOS, Mental Disorders like Schizophrenia, Major Depressive Disorder etc.

Dr Karandeep Singh
Chief Medical Officer

DrKarandeep@benchpedia.com

Dr. Singh is Chief Medical Officer of Benchpedia with extensive experience in cardiology He advises the models we create and validates the outputs before we share with patients. He is also leading the workflow for patients and providers for PingDoctor platforms.

Very active in implementing epic at Geisinger Medical Center, Danville PA and Cerner at dignity health .

He was senior resident in postgraduate Institute of medical education and research (PGIMER), Chandigarh. India. Member of Royal College of physicians, Edinburgh, the oldest and perhaps the most prestigious of the Royal College of Physicians. He worked as a registrar in England and still maintains his MRCP. In the United States, he obtained his residency at prestigious Texas heart Institute Houston Texas and has been Member and faculty reviewer for American medical informatics Association with presentations along with UCLA students at the National American medical informatics Association meetings.

Vishnu Datla
Investor and Advisor

Vishnu@benchpedia.com

Vishnu has diverse management experience in SaaS, Operations, IT, cross-boarder teams & general management. Vishnu founded AutoRABIT after his experience and the challenges he saw with large enterprises struggling with IT operations.

Prior to AutoRABIT, Vishnu was the founder of TechSophy, a technology company focused on ERP & BPM services. Before TechSophy, Vishnu held several management & leadership positions in several multi-national organizations across US, Australia and India. Vishnu is astute in building cross-boarder and global teams during his career.

The Team

Benchpedia LLC - Biotech startup based in Austin Texas - Founded by leading doctors and healthcare professionals from City of Hope and UCLA Health, Technologists from Dell Technologies

Dr. AMMAR CHAUDHRY, M.D.
Co CEO and Co Founder

Prashant Arora Allahabadi
Co CEO and Co Founder

Our team is led by industry leaders and experts in health and technology with a combined experience of approximately 100 years

17-member Application Team Development	Data Architect from UCLA Health	Vendor with City of Hope, California
Big Data Scientists in Singapore and Nigeria	AI/ML, Data Team in USA	Legal Team in US and India

Competition

PINGDOCTORS® has segmented competition in 4 different areas include Zocdoc (for patient to doctor connect), Patient fusion (cloud patient management system), IBM WATSON (Machine learning and Big Data services) and Herbal/Ayurveda Medical Products.

Our integrated system has advantage over each of these as we have architected it to be a secure HIPAA compliant and simplified Integration of all above features that are personalized driving patient focus delivery system and giving clinics, Doctors and Patients a unified ecosystem of services (Free or On Demand).

Competitive Advantage

1st To Market

Interop with any Healthcare Systems

Patient Driven HealthCare Visits

Ease of Use
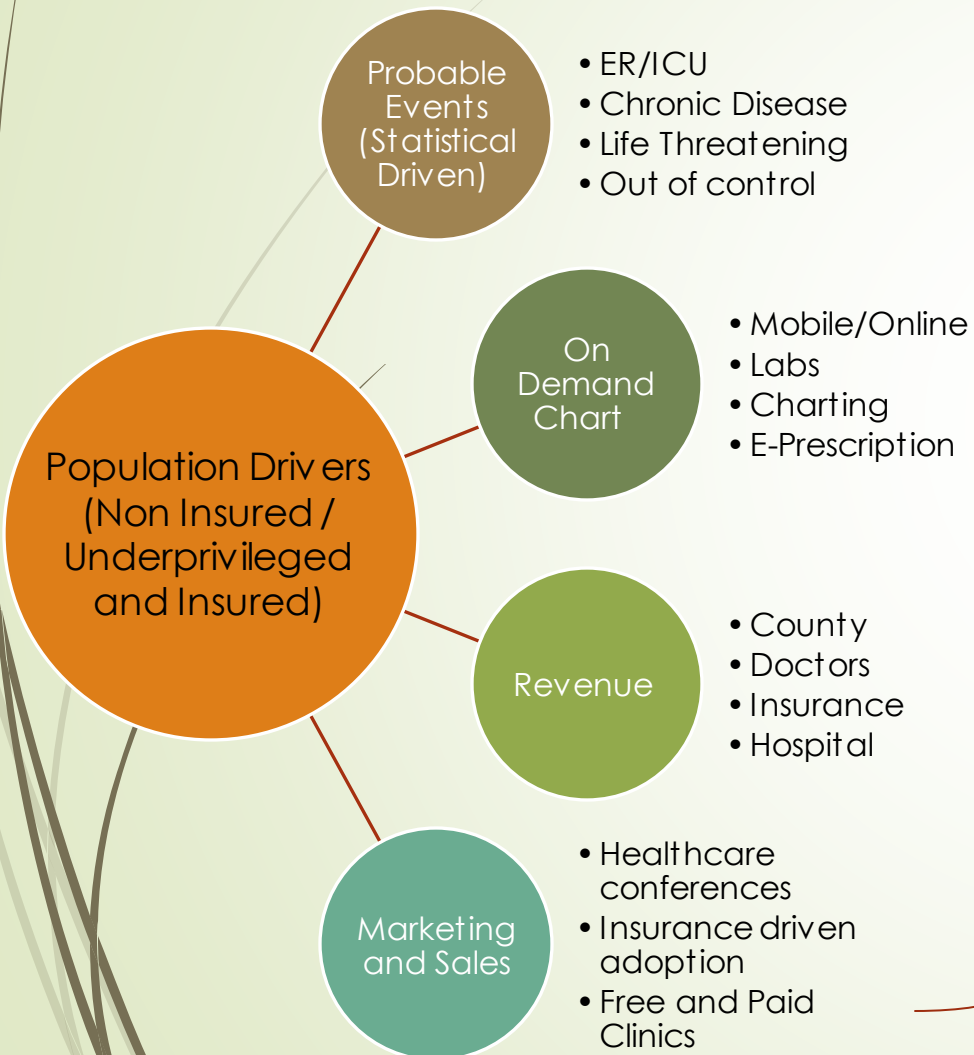
Personalized Active Health Plan

Health Programs in YMCA, Diet Planning

Client, Small Biz and Enterprise Plug ins

HL7 Integration for standards

Future Platform for Clinical R&D for Chronic diseases and Drugs

Sales Forecast for Value Points

Probable Events (Statistical Driven)
- ER/ICU
- Chronic Disease
- Life Threatening
- Out of control

Population Drivers (Non Insured / Underprivileged and Insured)

On Demand Chart
- Mobile/Online
- Labs
- Charting
- E-Prescription

Revenue
- County
- Doctors
- Insurance
- Hospital

Marketing and Sales
- Healthcare conferences
- Insurance driven adoption
- Free and Paid Clinics

Sample Plan for Clinics in 6 cities in Test phase starting with Travis county , Scaling across 20 Cities in US and in India

2016 -17 Demand Plan	Test Clinic Visits	First Time VisitsPD Points	Repeat Visits PD Points	Prevention visits PD Points	Total PD Points
September	50	3,750			3,750
October	100	7,500			7,500
November	150	11,250	20,000		31,250
December	200	15,000	26,667	43,333	85,000
January	250	18,750	33,333	54,167	106,250
Februarvy	300	22,500	40,000	65,000	127,500
March	350	26,250	46,667	75,833	148,750
April	400	30,000	53,333	86,667	170,000
May	450	33,750	60,000	97,500	191,250
June	500	37,500	66,667	108,333	212,500
July	550	41,250	73,333	119,167	233,750
August	600	45,000	80,000	130,000	255,000
September	650	48,750	86,667	140,833	276,250
October	700	52,500	93,333	151,667	297,500
Pilot Testing Result		393,750	680,000	1,072,500	2,146,250
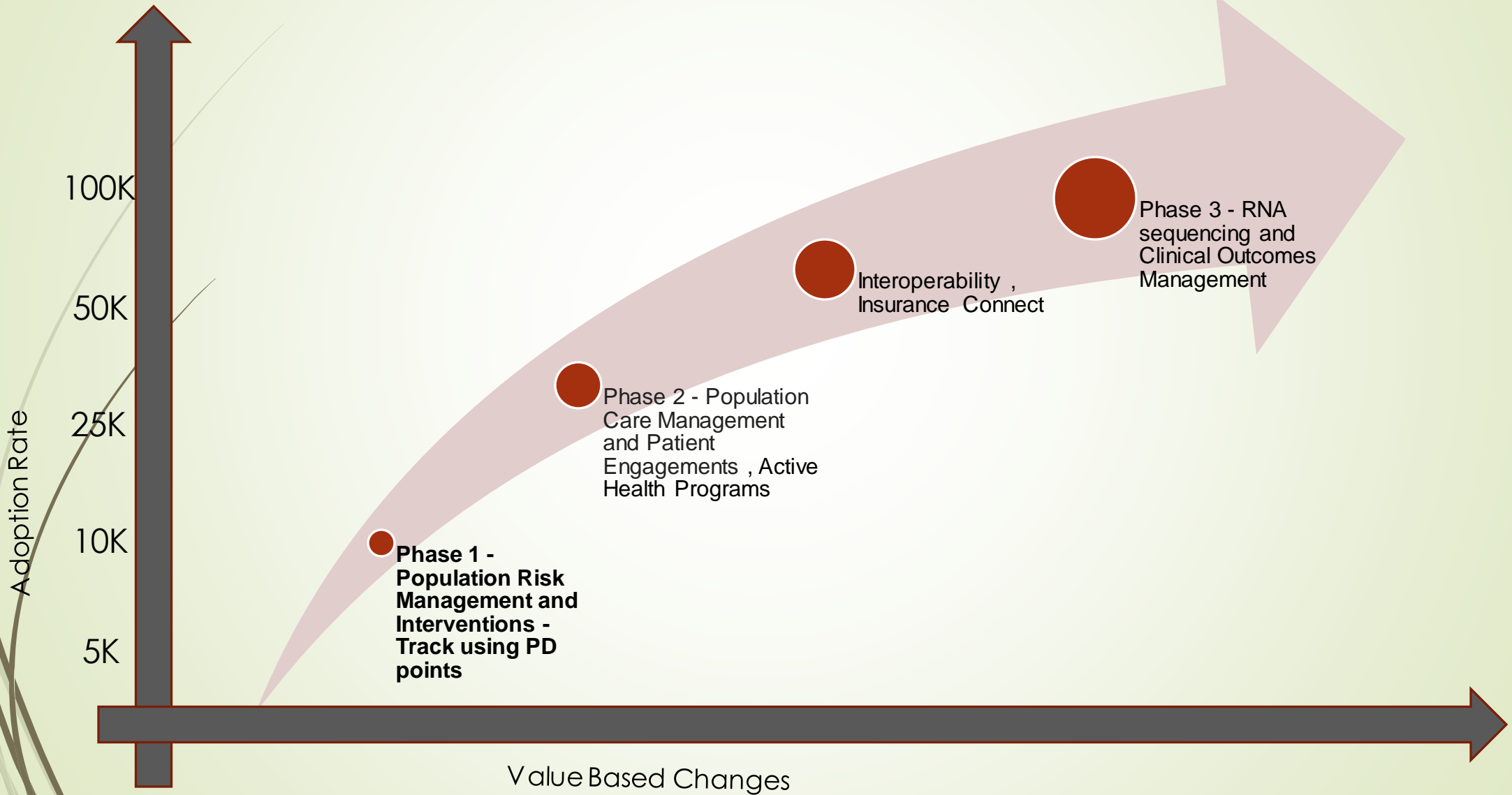
# **Business Model** – More details in Business plan document
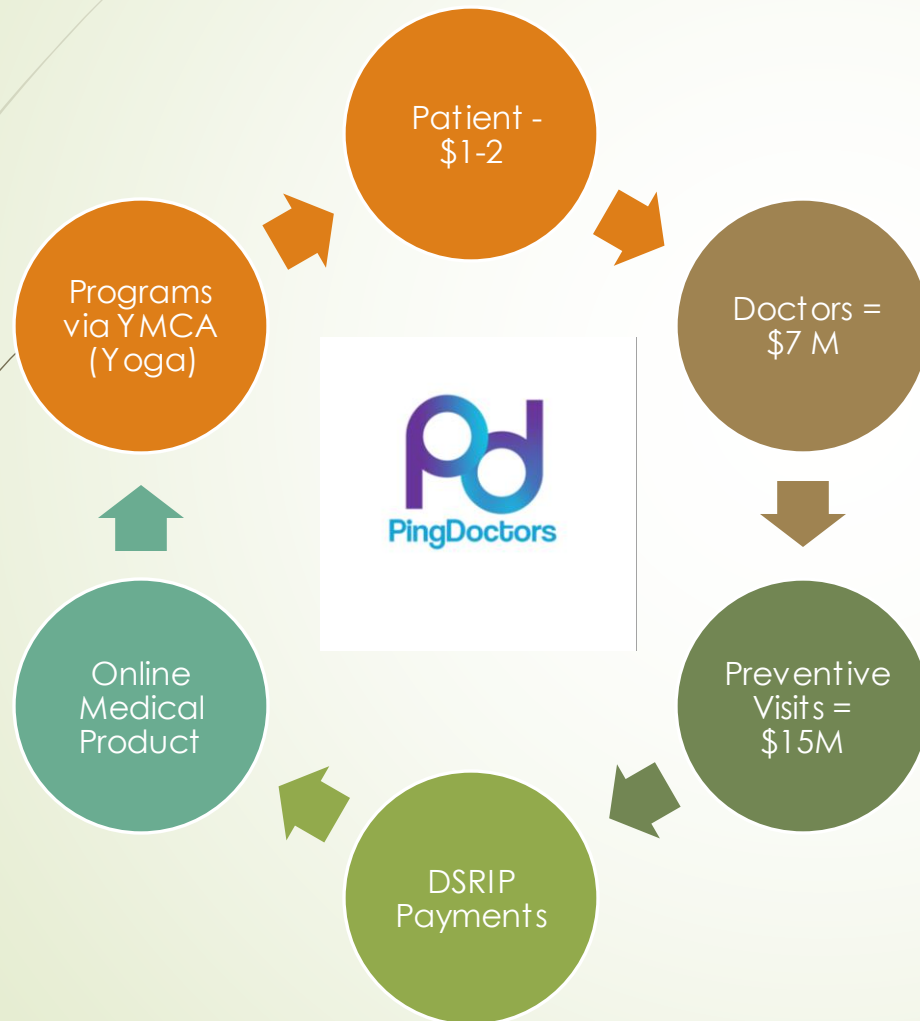
- Non Insured and Poor
  - DSRIP program Application to get Funding from Government.
- Insured
  - We take 15% commission for Doctors Appointments
- On Demand Services
  - 5% commission on Medical Products
  - Chronic Disease Management Pricing based on Active Health Plan
- Client Based usage model and Corporate Licensing structure
- Long Term - Drug discovery and related Clinical research (phase 1-4) based on Patient data and drug efficacy

Product Cost and Service Model

Product and Services	Consumer	Client	Hospital Systems
Mobile and Online App	X	X	X
AI Dashboard on Big Data	X	X	X
Admin Tool and Workflows		X	X
Big Data – Data Layer (On Premises)			X
On Demand Services	X		
Preventive Care	X	X	
Intervention Systems	X		X

Starting Free for Uninsured and below poverty
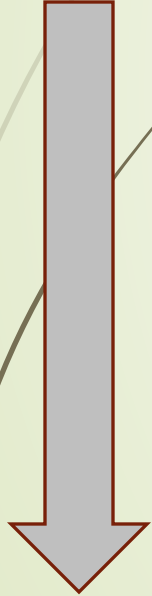
$50 –100 worth PD points for Add on Services

Try and Buy Periods
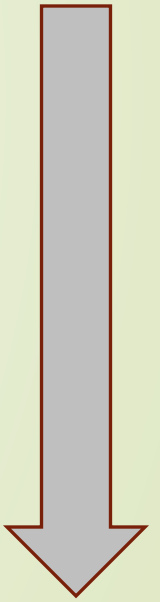
$150 –200 per seat

ASK

We are looking for 12-16 months financing to reach 6 cities in USA (15000 Patients) in 25 Clinics using PingDoctors in Phase 1.

$750K

100K ⟶ $27M*

ANGEL ROUND
initial investment opportunity

- Primary Care visits(First Time, Repeat and Preventive) Average $25 fee
- Medical Products- 5% Commission
- Preventive Programs – 15% Partnerships

REVENUE
Over 12-18 months

*Impacts from small business and large enterprises not included

Current Status - Go To Market Timelines

Product Name	Product Offerings	BETA Availability	ROI Revenue Streams
PingDoctors	• Search/Make Appointments for non insured • Patient Portal and Health Profile (vitals/history) • Aggregated Printable Patient Record • Patient pays at Pharmacy or Hospital/Health provider • Clinic Portal for validating Doctors information and Doctors prescription • Hosting on Online Go Daddy VPS server / Tech HIPAA compliant Data center (On Ramp)	September 2023	1) $1 yearly Patient Subscription 2) Doctor Subscription for getting Patient Data Printout (Lab, Health Measurements) 3) Hospital driven payments for Uninsured Patients using Ping Doctors
BenchPundit	• Personalized Health Dashboard using Big Data and Artificial Intelligence • Chronic Disease Interventions (Linked to Advanced Care Plans) • Data Mining for Disease Patterns	Oct 2023	1) Risk based and Big Data / Machine Learning Interventions 2) Patient Profiling and Drug Efficacy Models.
BenchTiger	• Doctor Portal (EMR), Interchange with EMR of Doctor/Clinic • Insurance Integration • Drug Discovery for Phase 1 to IV studies	Dec 2023	1) Insurance Driven Payment Model 2) HEDIS Driven Payments from Health Providers

Benchpedia LLC Selected for NVIDIA Startup Inception program , gets us $100K AWS grant

Pilot Testing and Adoption

- **Running Pilot in Select Cities**
  - LA/Ventura
  - Austin
  - Hyderabad
  - Mohali
  - Dallas
  - Houston
  - San Antonio

- **Acquisition Marketing Cost**
  - Contract Medical Practitioners Cost
  - Clinics sign ups
  - Data Liabilities – Errors and Omissions

- **Measure of Success**
  - PD Points usage
  - Lamda Health coefficient
  - Community Involvement
  - Technology and Process Scaling

Evaluation

Networking

Reporting

Marketing

POC Running

Ventura/LA   Austin   New york   Hyderabad   Dallas   Houston   San Antonio