

Dial-Assist integrates personalized patient guidance, AI-powered behavioral analytics, and proactive clinical support to drive better patient outcomes, reduce healthcare costs, enhance provider margins, and deliver compelling investor returns.

Dean Feener, Founder
Precision Dialysis Solutions LLC

precisiondialysis.com

Home Dialysis is Tough



Overwhelming Complexity – Roughly 80 detailed steps per session creates a challenge for consistent protocol execution.



Fear and Anxiety – Mistakes and procedural burdens are leading reasons patients avoid or abandon home dialysis.



Costly Consequences – Poor adherence triggers complications, hospitalizations, penalties, and rising healthcare costs.



Data Blind Spot – No reliable data currently exists on patient adherence to any home procedures.

Why It Matters To Me

When my soon-to-be 80-year-old dad, Max, wanted to dialyze at home, the clinic planned to send him home equipped only with a step-by-step binder. I knew immediately that wouldn't be enough for him to succeed. He needed something far better.

So, I created **Dial-Assist** as a personal mission—a comprehensive platform designed specifically to help my dad safely and confidently manage his hemodialysis sessions. It provides voice-guided patient support, real-time behavioral analytics, and proactive clinician insights, enabling us to immediately identify and address potential issues before they become serious.

Seeing the dramatic improvement **Dial-Assist** made in his life, I quickly realized how valuable this solution could be for countless other patients facing similar challenges.

Five months later, he's thriving...no avoidable hospital readmissions, a remarkable improvement in confidence and quality of life, and best of all...he's now approved for a transplant!



The Dial-Assist Platform

Patient App

Personalized, voice-guided app supporting dialysis steps with patient-specific images and videos, enhancing recall and boosting patient confidence.



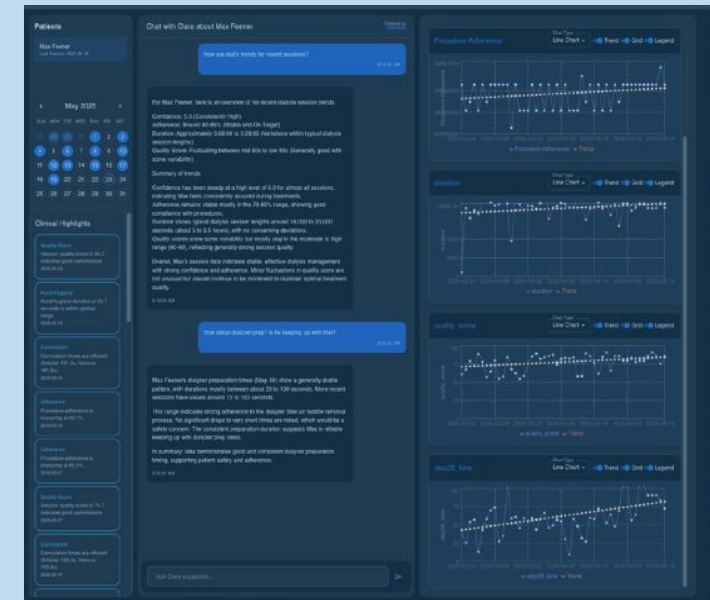
Behavioral Analytics Engine

Advanced analytics engine quickly identifies subtle changes in patient adherence, enabling proactive notification and pre-critical intervention through predictive modelling.



Clinical AI Assistant

Conversational interface delivering real-time, actionable insights and visual analytics directly to nurses and clinicians, significantly improving care responsiveness.





Market Opportunity

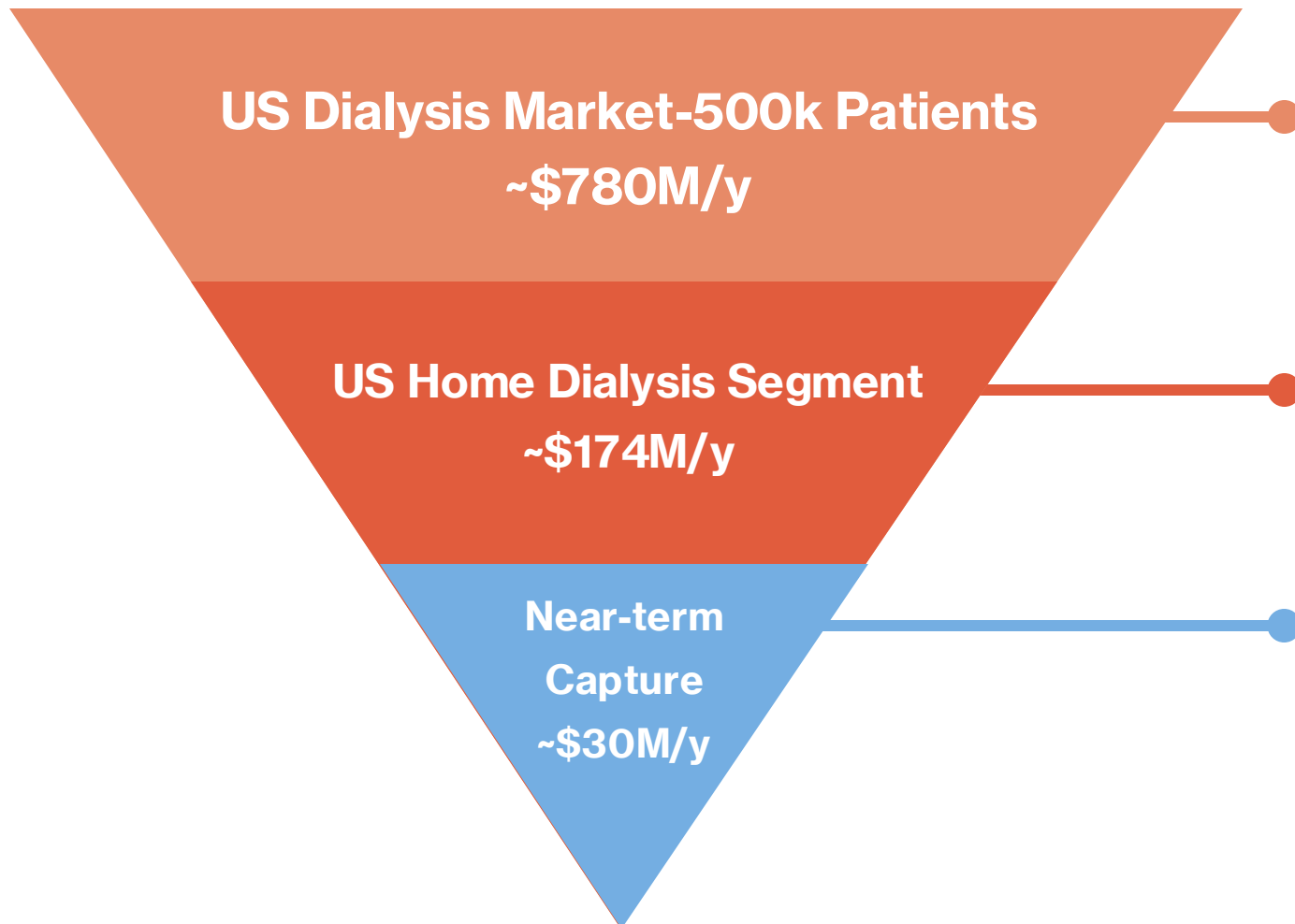
Total U.S. Dialysis Market: 500,000 patients

Current Home Dialysis Adoption: ~15% (75,000 patients), projected to grow rapidly due to regulatory and economic incentives.

Government and Insurers Incentives: Strong economic drive toward home dialysis (~\$34,000 annual savings per patient transitioned).

Provider Needs: Clear demand for solutions improving patient adherence and reducing complications, directly impacting margins and provider economics.

TAM, SAM, SOM



The total potential revenue opportunity if Dial-Assist were adopted by all dialysis patients and clinics in the United States. This includes approximately 500,000 dialysis patients at \$100/month per patient and around 7,500 dialysis clinics at \$2,000/month per clinic.

The immediate target market consisting of roughly 100,000 current home dialysis patients (\$100/month) and approximately 2,250 clinics actively supporting home dialysis (\$2,500/month). This represents a focused segment already aligned with Dial-Assist's current capabilities.

In the next 3–5 years, Dial-Assist anticipates capturing between 5%–8% of home dialysis patients and 3%–5% of clinics that manage home dialysis. This achievable target provides clear initial traction and scalable growth potential.

Competitive Landscape

Feature / Capability	Fresenius / Davita (NxStage System One)	Fresenius (NxStage VersiHD)	Baxter (Amia with Sharesource)	Dial-Assist Platform
Digital Guidance	✗	⚠ (Machine set-up)	⚠ (Machine-use/PD)	✓
Patient-Specific Media	✗	✗	✗	✓
Personalized Voice Guidance	✗	✗	⚠ (Machine-use)	✓
Adaptive Behavioral Analytics	✗	✗	⚠ (Machine-use)	✓ (Adherence, Confidence)
Real-Time Clinician Insights	⚠ (Machine-data focused)	⚠ (Machine-data focused)	⚠ (Machine-data focused)	✓ (Behavior-focused)
Dialyzer Clinical Data Integration	✓	✓	✓	✗ (Future Potential)

Our Unique Advantages: The Dial-Assist Ecosystem

- **Patient-Specific Engagement:** Proven approach using personalized media (patient's own images, equipment, environment).
- **AI-Driven Adaptive Analytics:** Unique capability to identify subtle behavioral deviations early, ensuring safer, more proactive care.
- **Conversational Clinical Interface:** Provides real-time, actionable insights and information directly to nursing staff.

This comparison reflects current public product focus and observed/researched functionality. Dial-Assist is designed to complement, not replace, clinical monitoring tools.

Dial-Assist goes beyond incremental improvements – it proactively addresses critical gaps that current major providers have yet to fully embrace.

Why Dial-Assist Will Succeed



Personalized, Proven Engagement: Patient-Facing App



Customized voice-guided patient experience using self-referential media to significantly improve adherence, confidence, and patient outcomes.



Real-time Clinical Insights & Intervention: AI-powered Analytics



Proactive behavioral analytics and real-time clinician alerts identify subtle adherence changes and behavioral drift early, enabling timely intervention by care teams.



Unique and Differentiated Approach: Integrated Behavioral Support



Integrated AI and personalized engagement create a differentiated solution that enhances patient safety, provider efficiency, and long-term outcomes.



Riyadh



Neil



Keith



Mark

The Team



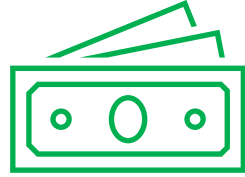
Founder (Personally Invested):

- **Dean Feener**
- Chief Information Officer, The ALS Association
- Passionately founded Dial-Assist to solve real-world dialysis challenges for patients, starting with his father.

Strategic Advisors:

- **Dr. Riyadh Alrubaye** – Practicing Nephrologist (Clinical & Dialysis Expertise)
- **Dr. Neil Thaker** – Epidemiologist & Healthcare Policy Expert (Market & Regulatory Insights)
- **Dr. Keith Gary** – Health-Tech Commercialization (Innovation & VC Network)
- **Mark Fetner** – VP Key Accounts, Operations (Sales & Enterprise Growth)

Business Model



Primary Revenue Streams (B2B Licensing):

- **Patient Subscription:** \$100 per patient/month (\$1,200 annually)
- **Clinic Subscription:** \$2,500 per clinic/month (\$30,000 annually)

Clear Adoption Incentives for Providers:



- **Improved Adherence:** Directly reduces costly hospitalizations and complications, significantly enhancing provider margins.
- **Avoidance of Penalties (ESRD QIP):** Better adherence directly translates into fewer penalties and greater incentive-based payments under CMS quality programs.
- **Home Dialysis Financial Incentives:** Dial-Assist aligns providers with existing government and insurer incentives designed to shift patients successfully to home dialysis, capturing substantial per-patient savings (~\$34,000/year).



Why Providers Will be Interested:

- Dial-Assist directly impacts providers' financial and operational performance, incentivizing rapid adoption and long-term retention.

Financial Projections (5-Year Conservative Growth Model)

Year	Home Dialysis Market Growth	Patients (Cumulative)	Clinics (Cumulative)	Patient Revenue (\$1,200/yr)	Clinic Revenue (\$30,000/yr)	Total Annual Revenue
1	+0.5%	2,500	25	\$3.0M	\$750K	\$3.75M
2	+1.0%	7,500	75	\$9.0M	\$2.25M	\$11.25M
3	+1.0%	12,500	125	\$15.0M	\$3.75M	\$18.75M
4	+1.5%	20,000	200	\$24.0M	\$6.0M	\$30.0M
5	+2.0%	30,000	300	\$36.0M	\$9.0M	\$45.0M

What it Takes to Get There

Seed Funding: \$1.5M Total

Target Pre-Money Valuation: \$10–\$12M

Allocation of Funds:

Product Development & Compliance (40%)

- Finalize and enhance Dial-Assist platform, backend analytics, and clinician interfaces; ensure regulatory compliance (HIPAA, PHI, FDA, etc.).

Clinical Validation & Early Adoption (35%)

- Execute initial clinical pilot programs, gather real-world data proving patient safety and clinical effectiveness, and secure early provider partnerships.

Market Entry & Founder Transition (25%)

- Initial marketing, sales, strategic partnerships, and facilitate founder's transition from current CIO role to full-time leadership.

Milestones this Funding Unlocks:

- Clear clinical validation and tangible pilot data supporting the platform's value.
- Initial recurring revenue and confirmed clinical adoption.
- Full-time founder commitment enabling faster market traction and execution.

Dial-Assist Cap Table (Post-Seed Round)

Shareholder	Investment	% Ownership
Founder	-	75%
Seed Investors	\$1.5M	15%
Employee Option Pool	-	10%
Total	\$1.5M	100%



Contact

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Dialysis done right. Every time.