

Dial-Assist integrates personalized patient guidance, AI-driven behavioral analytics, and proactive clinical support to rapidly deliver better patient outcomes, significant healthcare cost reductions, improved provider margins, and compelling investor returns.

Dean Feener, Founder
Precision Dialysis Solutions LLC

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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 home procedures.

Why It Matters To Me

When my soon-to-be 80-year-old dad, Max, wanted to dialyze at his house, 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 tool designed specifically to help him safely and confidently manage his hemodialysis sessions. Then I built **ClarityAI** and **Clara**, giving me real-time insight into how he was doing session-to-session, so we could proactively address any issues.

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!

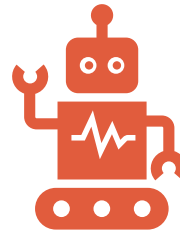


What I Did About It



Dial-Assist:

App with personalized, voice-guided dialysis steps using patient-specific images and videos to enhance recollection and increase patient confidence.



ClarityAI:

Advanced analytics quickly identify changes in patient adherence, enabling proactive notification and pre-critical intervention. ML for improved predictive modelling.



Clara:

Conversational chat-based assistant that delivers real-time, actionable insights, real-time on-demand graphs and charts, directly to nurses, 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.

Competitive Landscape

Feature / Capability	Fresenius / Davita (NxStage System One)	Fresenius (NxStage VersiHD)	Baxter (Amia with Sharesource)	Dial-Assist
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)
Session-Specific Dialyzer Data Integration	✓	✓	✓	✗ (Future Integration)

Our Unique Advantage:

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

Dial-Assist doesn't just do things better—it addresses critical gaps that current major providers haven't yet effectively tackled.

Why This Can Succeed



Personalized, Proven Engagement: Dial-Assist - App



Customized patient interfaces using self-referential media significantly improves adherence, confidence, and outcomes.



Real-time Analytics & Action: Clara - Chat Interface



Advanced analytics detect subtle adherence shifts early, allowing proactive clinical oversight and intervention by care team members



Strong Defensibility and IP Potential: ClarityAI - Insights



Integrated AI and personalized engagement offer clear, protectable intellectual property, establishing long-term competitive advantages and barriers to entry.



Riyadh



Neil



Keith



Mark

The Team



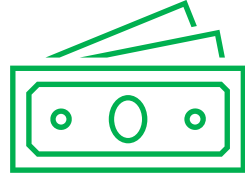
Founder (Personally Invested):

- **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 @100 patients each)	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

Target Pre-Money Valuation: \$12–\$15M

Allocation of Funds:

- **Product Development & Enhancements (40%)**
 - Enhance Dial-Assist, ClarityAI, and Clara platforms for scale and regulatory compliance.
- **Clinical Validation & Pilot Programs (30%)**
 - Execute targeted clinical pilots, validate outcomes with real-world data, and secure provider and insurer partnerships.
- **Market Entry & Growth Initiatives (30%)**
 - Rapid market penetration through strategic partnerships, sales, marketing, and initial clinic onboarding.

Milestones this Funding Unlocks:

- Robust clinical evidence demonstrating clear market advantage.
- Initial revenue generation and proven provider adoption.
- Accelerated path toward scalable market leadership.



Contact and Next Steps

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Dialysis done right. Every time.