



HEIDI HEALTH

AI Clinical Documentation Platform

Reclaiming physician time. Redefining clinical workflows.



Heidi Health • AI Scribe & Workflow Automation • Series B • \$465M Valuation • 116 Countries • Morgan Stanley Technology IB

Company Overview: Heidi Health

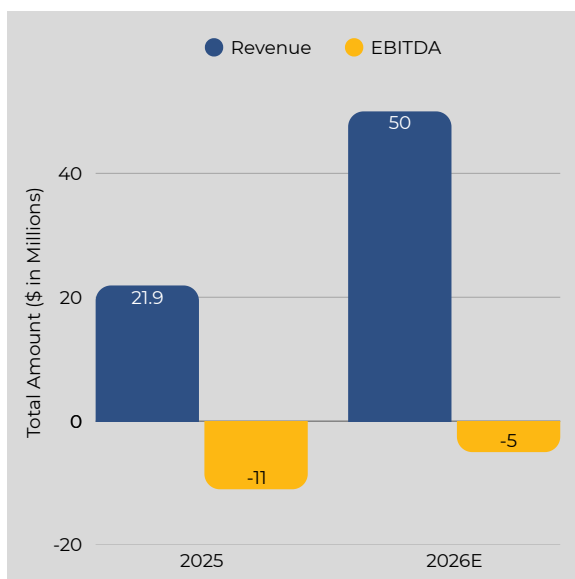
Business Model: High-growth clinical AI platform providing documentation and advanced reasoning to automate administrative tasks for medical practitioners.

Market Focus: Targets solo practitioners and SMB medical clinics, utilizing a product-led growth (PLG) model to bypass institutional sales friction.

Competitive Edge: Offers a permanent Free Tier that drives high market adoption and builds market share.

Stickiness: Features over 200 clinician-built specialty templates, creating highly personalized workflows and high user switching costs.

Traction & Capital: Series B asset with over \$96 Million raised; currently scaling from 4 million to a projected 50 million+ weekly consults.



Industry Outlook

- The AI clinical documentation market is projected to reach **\$21B+ by 2030, growing at ~25% CAGR**, driven by clinician burnout and administrative overload.
- Clinicians spend ~49% of work hours on administration, creating a significant **automation opportunity for AI scribe solutions**.
- NHS deployments and New Zealand Ministry of Health selection signal **growing institutional readiness** and reduced enterprise adoption barriers.

Investment Thesis

Large and Growing Market Opportunity:

- Clinicians spend 49% of their time on administrative tasks, driving demand for AI-powered documentation tools.
- The AI clinical documentation market is expected to exceed \$21.9B by 2030.

Differentiated and Scalable Platform

- Heidi serves both SMB and enterprise customers through a freemium-to-enterprise model.
- The platform supports 110+ languages, 200+ specialties, and operates in 116 countries.

Strong Growth and Margin Expansion

- Heidi has supported 73M+ consultations and processes 2M+ weekly consults.
- Revenue is projected to grow from ~\$22M to ~\$50M by 2026E (+128% YoY), creating a path toward significant operating leverage.

Key Milestones and Achievements

- Significant Capital Backing:** Successfully raised over \$96 Million in funding, culminating in a \$465 Million valuation for its recent Series B investment round.
- Rapid Global Scale:** Expanded clinical operations across 116 countries, supporting more than 73 Million total consultations globally.
- Massive User Adoption:** Currently processing 2 Million+ weekly consultations, with active scaling projections to exceed 50 Million+ weekly consults.
- Institutional Validation:** Secured major enterprise and government milestones, including official deployments within the NHS (UK) and selection by the New Zealand Ministry of Health.

