ADDRESSABLE MARKET OVERVIEW

Precision Healthcare Technologies uniquely addresses three independent, massive market failures:

- CMS and Payer Compliance Intelligence
- Generative AI Workflow and Care Navigation
- Consumer-Controlled Health Records

Each market is large on its own. Together, they form a new infrastructure category that did not previously exist.

Precision is the only platform capable of addressing all three simultaneously, which materially expands both market size and durability.

COMPLIANCE INTELLIGENCE MARKET (CMS, Payers, Value-Based Care)

MARKET PROBLEM

Healthcare reimbursement is governed by invisible CMS and payer compliance grading systems.
Providers are financially rewarded or penalized based on compliance they cannot see, measure, or manage.
No EHR, payer, or analytics vendor exposes these grading systems in real time.

PRECISION'S ROLE

Precision helped architect these compliance grading systems beginning in 2007 and is the only entity with longitudinal insight across payers, CMS programs, and care settings.
We do not analyze claims after the fact. We prevent revenue loss before it happens.

TOTAL ADDRESSABLE MARKET (TAM)

U.S. healthcare reimbursement impacted by compliance is approximately $4.5 trillion annually.
Portion directly affected by compliance variance is conservatively estimated at 8–12%.
Estimated TAM: $360B – $540B annually.

SERVICEABLE ADDRESSABLE MARKET (SAM)

Providers, ACOs, Medicare Advantage, IPAs, hospitals, and risk-bearing entities.
Estimated SAM: $75B – $120B annually.

PRECISION IMPACT

Precision does not replace billing or RCM.
We unlock missed, unrecognized, and unrecoverable revenue.
Typical impact includes 5–15% improvement in affected reimbursement with zero capital expenditure and no workflow disruption.

GENERATIVE AI WORKFLOW & CARE NAVIGATION MARKET

MARKET PROBLEM

Healthcare workflows are fragmented, labor-intensive, and misaligned with medical necessity.
Most AI in healthcare focuses on documentation or administrative automation, not decision intelligence.

PRECISION'S ROLE
Precision's Stealth Workflow Intelligence uses generative AI to determine medical necessity, route consumers electronically, escalate care only when appropriate, and eliminate unnecessary services. This is decision orchestration, not task automation.

TOTAL ADDRESSABLE MARKET (TAM)
Global healthcare workflow and automation spend exceeds $200B annually.
U.S. portion is approximately $90B.
Estimated TAM: $90B annually.

SERVICEABLE ADDRESSABLE MARKET (SAM)
Virtual care networks, provider organizations, care management, navigation, and value-based care programs.
Estimated SAM: $25B – $40B annually.

PRECISION IMPACT
Precision replaces labor, not augments it.
Measured outcomes include reduced unnecessary encounters, higher productivity, increased virtual revenue, and improved patient engagement approaching 40% response rates.

CONSUMER-CONTROLLED HEALTH RECORDS MARKET

MARKET PROBLEM
Health records are fragmented across EHRs, payers, and portals.
Consumers lack access, control, and portability.
Previous attempts failed due to poor incentives, low adoption, and reliance on legacy systems.
Google Health spent $200 million and failed.

PRECISION'S ROLE
Precision enables adoption through a free DIY model, unified portal access, and a real-time complete record model.
This drives mass adoption first, with monetization downstream.

TOTAL ADDRESSABLE MARKET (TAM)
Approximately 330 million U.S. consumers interact with healthcare.
Global digital health records market is projected to exceed $60B annually.
Estimated U.S. TAM: $25B – $40B annually.

SERVICEABLE ADDRESSABLE MARKET (SAM)
Consumers, employers, health plans, and marketplaces using subscription and access-based models.
Estimated SAM: $10B – $15B annually.

PRECISION IMPACT
Health records are not the product. They are the key that unlocks everything else.

COMBINED MARKET OPPORTUNITY (THE PRECISION CATEGORY)

When combined, these markets do not simply add — they compound.

Combined Total Addressable Market (TAM):
Compliance Intelligence: $360B – $540B
AI Workflow & Navigation: $90B
Health Records Access: $25B – $40B
Combined TAM (conservative): $475B – $670B annually.

Combined Serviceable Addressable Market (SAM):
Estimated: $110B – $175B annually.

WHY PRECISION CAPTURES DISPROPORTIONATE VALUE

Precision is not a point solution.
We operate at the intersection of compliance economics, consumer control, medical necessity, and AI-driven decision orchestration.

Structural advantages include no integration requirements, no customer acquisition cost, no platform dependency, no competitive substitute, and no incentive conflict.

Precision becomes infrastructure, not software.

EXPECTED IMPACT FOR PRECISION

Precision does not need large market share to generate outsized value.

Capturing 0.25% of the combined SAM yields approximately $275M – $440M annually.
Capturing 1% of the combined SAM yields approximately $1.1B – $1.75B annually.

Margins increase as scale increases.

INVESTOR TAKEAWAY

Most healthcare companies fight for slices of existing markets.
Precision created a new category by solving three market failures at once.

This is why competitors cannot follow.
This is why capital risk is low.
This is why the upside is asymmetric.