Presentation Of HelpDoctor
Presentation Of HelpDoctor

1. About HelpDoctor
2. Market Need
3. Product HelpDoctor
4. Dialog
About HelpDoctor

INTEGRATED INTERNET PLATFORM CONNECTING PATIENTS WITH:

FIRST CONTACT DOCTORS
NURSES
PHARMACY NETWORK, MEDICAL EQUIPMENT

24-HOUR ACCESS TO SPECIALISTS: DOCTORS AND NURSES
FOR THE PATIENT: MEDICAL CONSULTATION, DIAGNOSIS AND RECOMMENDATIONS, IMPLEMENTATION OF RECEIPT
GEOLOCALIZATION, CUSTOMER SCORING AND SPECIALISTS, ADMINISTRATOR PANEL

INTERFACES FOR PAYING SYSTEMS, DOCTORS AND NURSES
KNOWLEDGE ABOUT CUSTOMERS, MARKETING COMMUNICATION
APPLICATION SERVER IN THE CALCULATING CLOUD OR ON THE CENTRAL SERVER

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Market Demand Of HelpDoctor

Solution & Functions

- Appointment of home visits and online consultation
- Direct communication with medical personnel
- Diagnosis and recommendations
- Emergency visit appointment
- Payment options - mobile and contracted with medical service or insurance providers
- Laboratory tests including collection of material for testing at the patient's home
- Geolocation, nurses' / patients' scoring
- Arranging visits anywhere in the world remotely
Market Demand & Benefits

Benefits

- Individual communication with the doctor on chat
- Payments in subscription model via insurance
- Diagnoses stored in one place
- Rental of medical equipment
- Ordering an emergency and recurring visit
- Laboratory tests at the customer's home
- Realization of prescriptions
- Remote and continuous family care
- Medical care available worldwide
- Medical care available worldwide
About HelpDoctor

HelpDoctor offers individual access to medical professionals

- 24h per day from each place on the world via app using telemedicine solution for each patient (emergency and permanent regular visits) via Smartphone or PC.

- HelpDoctor’s application is like the “Uber” for medical professionals and patients, enabling the booking of visits, realization of prescriptions, rental of medical equipment available 24h per day.

- The general idea of our product is to give customer the best individual and easy access to the medical care as possible and safety feeling that they can take care for their loved once from each place on the world. We have built entire engine for HelpDoctor, it has functionality of geolocalization, customer scoring and marketing communication using interfaces for payments and application server in the cloud. See www.help-doctor.de for more.
About HelpDoctor

HelpDoctor - Description

- 24-HOUR ACCESS TO SPECIALISTS: DOCTORS AND NURSES,
- INTEGRATED INTERNET PLATFORM CONNECTING PATIENTS WITH, FIRST CONTACT DOCTORS, NURSES, PHARMACY NETWORK, MEDICAL EQUIPMENT,
- FOR THE PATIENT: MEDICAL CONSULTATION, DIAGNOSIS AND RECOMMENDATIONS, IMPLEMENTATION OF RECEIPT;
- FOR CLINICS: GEOLOCALIZATION, CUSTOMER SCORING AND SPECIALISTS, ADMINISTRATOR PANEL;
- INTERFACES FOR PAYING SYSTEMS, DOCTORS AND NURSES;
- KNOWLEDGE ABOUT CUSTOMERS, MARKETING COMMUNICATION;
- APPLICATION SERVER IN THE CALCULATING CLOUD OR ON THE CENTRAL SERVER
About HelpDoctor

HelpDoctor - Main advantages

- Our system is ready to perform hands-on demonstration, POC and implementation. Features currently available:
  - Home visit appointment of doctor/nurse/physiotherapist arrival
  - Remote visit appointment of doctor/nurse/physiotherapist arrival
  - Monitoring of time of doctor/nurse/physiotherapist arrival (geolocation)
  - Payment for completed service

- Functionalities under development:
  - E-prescription issuing and fulfillment
  - Telemedical services
  - Connecting application with health insurance
About HelpDoctor

HelpDoctor - Our top competences

- **PROCESSES AUTOMATION, AI AND BLOCKCHAIN (our top competence)** -> We use technologies to replace processes that are labor intensive and often require manual data entry to save time and money, while ensuring safety.

- **PROJECTS AND PROGRAMS MANAGEMENT** -> We have extensive experience in advising and managing complex IT enterprise solutions. Our PM team is certified in PMI and follows proven Agile process methodologies.

- **ARCHITECT IT SOLUTIONS** -> We focus on designing and implementing flexible, secure, and scalable architectures as the foundation for building advanced IT solutions. We also consult on how to migrate current enterprise architecture models to modern, contemporary designs.

- **BUSINESS AND SYSTEM ANALYSIS** -> We have implemented valuable business and systems analytics projects across various industries and using a variety of legacy systems.

- **MANUAL AND AUTOMATED TESTING** -> We offer various services for manual and automatic testing including, test design, creating test scenarios, running acceptance tests and many other services.

- **SOFTWARE PRODUCTION** -> We design and build custom software products from architecture through implementation and maintenance for both: desktop and mobile applications.
About HelpDoctor

HelpDoctor – App
(Polish UX version)
# About HelpDoctor

## Product Key Features

<table>
<thead>
<tr>
<th>1. Patient</th>
<th>2. Doctor</th>
<th>3. Admin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Take appointment for video consultation</td>
<td>Invite Patients through text/email</td>
<td>Create an online clinic</td>
</tr>
<tr>
<td>Pay for consultation</td>
<td>Manage Appointments</td>
<td>Add doctors and patients to the clinic</td>
</tr>
<tr>
<td>Upload document</td>
<td>Setup payment</td>
<td>Manage appointments</td>
</tr>
<tr>
<td>Get notified when appointment is accepted</td>
<td>Refer uploaded documents</td>
<td>Setup payments</td>
</tr>
<tr>
<td>Get Alert when doctor calls</td>
<td>Create prescription template</td>
<td>Interpreter inclusion in consultation</td>
</tr>
<tr>
<td>Access Prescription and Advice</td>
<td>Create prescription</td>
<td></td>
</tr>
<tr>
<td>Add multiple doctors or clinics</td>
<td>Option for telephone call (if Wi-Fi drops out)</td>
<td></td>
</tr>
<tr>
<td>Chat with doctor (upcoming)</td>
<td>Option for face to face appointments management</td>
<td></td>
</tr>
</tbody>
</table>
Revenue Model

About HelpDoctor

Pay per use
€€€

Licence €

Revenue Potential
€ = once per year
€€ = regular special customer
€€€ = consultations (most frequent)
About HelpDoctor

HelpDoctor - Patient functionalities

- My upcoming visits
- History of visits
- History of prescriptions
- Messages
- Payment history
- Notifications
- Video conference
- Map with geolocation of the provider
- Choice of providers (doctor, nurse, physiotherapist, etc.)
- Confirmation/Cancellation of visit
- Help
- Settings
About HelpDoctor

HelpDoctor - Features for the provider (doctor, nurse, physiotherapist etc.)

• My upcoming visits
• History of visits
• History of prescriptions issued
• Messages
• Payment history
• Notifications
• Video conference
• Map with the geolocation of the service provider (road to the patient, location)
• Confirmation/Cancellation of visit
• Help
• Settings
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Market Demand Of HelpDoctor

**Challenges**

- Availability of nurses and home care givers
- Long travel time for visits and patient's distance to the nearest medical point
- Need for constant medical care and home visits for children and chronically ill people
- Limitations of direct contact with the nurse/care givers
- Delivery of medicines to the patient
Market Demand Of HelpDoctor

Solution & Functions

Appointment of home visits and online consultation

Direct communication with medical personnel

Diagnosis and recommendations

Emergency visit appointment

Payment options - mobile and contracted with medical service or insurance providers

Laboratory tests including collection of material for testing at the patient's home

Geolocation, nurses' / patients' scoring

Arranging visits anywhere in the world remotely
Market Demand Of HelpDoctor

Market Size – Home Care in EU

Market size in 2020: 82.3 Billion EUR

CAGR from 2020 to 2027: 7.6%

Expected increase of public spending from 2016 to 2070:

From 1.7% to 26.7%

[According to European Commission 2018 Ageing Report]
Market Demand Of HelpDoctor

Competition EU

- ZocDoc
- Telemedico (Znany Lekarz)
- Doctor on Demand
- AlayaCare
- Amwell
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Market Demand Of HelpDoctor

Competitive advantages

- Geolocation, patient and specialist scoring
- Customer knowledge marketing communication
- Administrator panel for processes monitoring
- Differentiate company from the competition in the medical industry
- Personalization of patient’s medical records
- Interfaces to billing systems
- Communication with external telemedical systems via API
- Facilitation of treatment processes
- Customization of app settings (i.e. adding family members, addresses, etc.)
About HelpDoctor

HelpDoctor - Usage

- PATIENT / DOCTOR REGISTRATION
- FAMILY MEMBERS
- EXTENSIVE FUNCTIONAL OPTIONS
- SIMPLE, QUICK AND INTUITIVE ORDER OF THE VISIT
- CHOOSE A DOCTOR ON THE BASIS OF PRICE AND DURATION
- SYMPTOMS (OF DISEASE)
- COMMUNICATION WITH YOUR DOCTOR AND SYSTEM ALERTS

Differentiation

- Medical assistance tailored individually to each client
Impact on Patients

- Saving the time and money, they can book visit when and how they want (online visits, home visits, chat with doctor), patient can book permanent visit of doctor/nurse for sick parents if needed, easy access to the medical professionals

Clinical Validation (current and planned studies) ongoing 2020/2021

Team

- Experiences founders in IT and web development, Computer Software Consultant and Professional in Healthcare IT/eHealth.
- Its PM team is certified in PMI and follows proven agile process methodologies.
- HelpDoctor is a Joint-Venture of KLG Solution (Poland) und Balance Consulting (Deutschland), with Marketing by B’IMPRESS.
About HelpDoctor

Business Model

- Application automatically charge for each payment made by the patient
- Payment service for treatment provided to the patient abroad
- Package model for regular visits/medical services
- Subscription to medical services (social and private insurance policies)
### Revenue projection - Poland

**Total amount of active nurses and midwives in Poland = 350 000**

<table>
<thead>
<tr>
<th>Year</th>
<th>Commission in 1st year</th>
<th>Income 2%</th>
<th>2 services per day of the polish market</th>
<th>Price per 1 service = 90 PLN</th>
<th>Monthly working days = 20</th>
<th>I model provision = 5%</th>
<th>II model subscription = 100</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st year</td>
<td>7 000</td>
<td>14 000</td>
<td>1 260 000</td>
<td>25 200 000</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>2nd year</td>
<td>10 500</td>
<td>31 500</td>
<td>2 835 000</td>
<td>56 700 000</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>3rd year</td>
<td>14 000</td>
<td>42 000</td>
<td>3 990 000</td>
<td>79 800 000</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Subscription**

**Price for single subscription**

- **Basic account** on free
- **Premium account N&M** 9,9
- **Premium account Patients** 199

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of nurses</th>
<th>Number of patients</th>
<th>Projected cumulative income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st year</td>
<td>7 000</td>
<td>14 000</td>
<td>14 000</td>
</tr>
<tr>
<td>2nd year</td>
<td>10 500</td>
<td>31 500</td>
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<tr>
<td>3rd year</td>
<td>14 000</td>
<td>42 000</td>
<td>42 000</td>
</tr>
</tbody>
</table>

**Mixed model (commission + subscription)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of N&amp;Ms</th>
<th>Number of Patients</th>
<th>Monthly income from subscription</th>
<th>Monthly income from commission</th>
<th>Projected cumulative income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st year</td>
<td>7 000</td>
<td>14 000</td>
<td>9,9</td>
<td>0,03</td>
<td></td>
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<tr>
<td>2nd year</td>
<td>10 500</td>
<td>31 500</td>
<td>963 900</td>
<td>2 116 800</td>
<td></td>
</tr>
<tr>
<td>3rd year</td>
<td>14 000</td>
<td>42 000</td>
<td>2 948 400</td>
<td>2 948 400</td>
<td></td>
</tr>
</tbody>
</table>
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Technical Architecture
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HelpDoctor – a service product by
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References In Healthcare Robotics

KUKA medical Robotics 参加上海CMEF 展会 -库卡

核心提示：2017年5月15-18日，KUKA 在上海举办的大型医疗技术展览会——中国国际医疗器械博览会 (CMEF) 上展示如何运用灵活型机器人辅助医生工作。近年来，中国成为全球最大且发展最为迅速的机器人市场，众多国际机器人和设备制造商 KUKA 第一次参加中国国际医疗器械博览会 (CMEF)，该展会于 5 月 15 日在上海举行。CMEF 作为亚太地区最大的医疗设备、相关产品和服务展览会，是 KUKA 展示其应用于医疗保健领域的全新机器人解决方案的最佳平台。KUKA Robot
Customers` Cases In Life Sciences

Philips simuleert multifysisch met Ansys bij ontwikkeling MRI-scanners

Worksample related to Philips, case study of ANSYS in Healthcare
Healthcare Robotics Clippings

KUKA medical Robotics 参加上海 CMEF 展会

http://www.iianews.com/KUKA CMEF Robotics2017年05月15日

引言，KUKA第一次参加中国国际医疗器械博览会，将在本届 CMEF 展会上与其子公司 Swisslog 联合推出解决方案，展示如何借助机器人简化极为复杂和高难度的医疗检查或使这类检查变得更加经济有效。

2017 年 5 月 15 - 18 日，在上海举办的大型医疗技术展览会——中国国际医疗器械博览会 (CMEF) 上，KUKA 展示如何运用灵敏型机器人辅助医生工作。“
Medical In Mobile Media Placements
References In Life Sciences

Within the Healthcare sector:

- An innovative Biotech leader in **self-diagnostics** in the field of family planning and health awareness.
- A global provider of **healthcare IT security** solutions, named to Modern Healthcare’s list of “Healthcare’s Hottest” companies.
- An awarded, unique supplier of diagnostic Next Generation Sequencing (NGS) Healthcare IT technologies to analyze and interpret genomic data for physicians within the Cloud.
- Since years responsible in PR for a private foundation promoting **research in Life Sciences** by scholarships and a biannual research prize selected by honoured jury members, incl. 2 **Nobel** Laureates.
References In IT (selection)

**IXIA**
- Ixia (Nasdaq: XXIA) provides the industry's most comprehensive converged IP network test and network visibility solutions. Equipment manufacturers, service providers, enterprises, and government agencies use Ixia’s solutions to design, verify, and monitor a broad range of wired, Wi-Fi, and 3G/LTE equipment and networks.

**Linksys**
- The Linksys brand has pioneered wireless connectivity since its inception in 1988. Linksys, now part of Belkin, enables a connected lifestyle for people at home, at work and on the move, and with its award-winning products, simplifies home control, entertainment, security and Internet access through innovative features and a growing application and partner ecosystem.

**ShoreTel**
- ShoreTel (NASDAQ: SHOR) is the only provider of brilliantly simple unified business communications solutions that consistently leads the industry in customer satisfaction and lowest total cost of ownership.
Dialog & Business

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