

Problem

For hospitals, the cost of care for managing patients with chronic conditions is high and increasing due to shifting reimbursement models around value based care. One chronic condition, COPD, can cost a hospital \$850K a year from readmissions within the first 30 days. The majority of these costs are coming from older, lower income individuals who also have other non-medical factors that impact their health.

Solution

SynsorMed is an AI-powered solution that creates a virtual care coordinator for hospitals to completely care for patients outside of the hospital. Our comprehensive algorithm combines mobile solutions, connected devices, and collaborative communication to ensure the whole patient's medical and non-medical needs are met.



Competitive

SynsorMed is positioned well to own the market in COPD management by differentiating on three key factors:

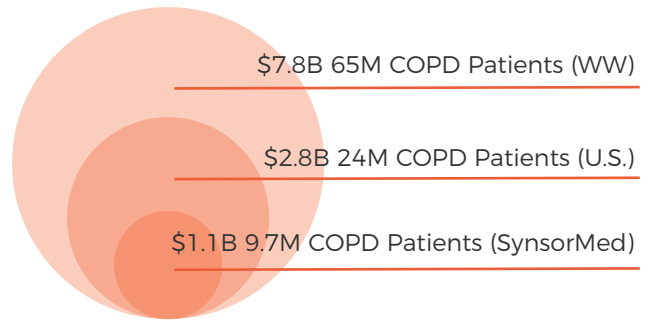
- Ease of integration into most healthcare technology systems and workflow
- Long Term Oxygen Therapy (LTOT) as part of connected devices for complete COPD management
- Social non-medical factors ensure vulnerable populations get the care they need

GTM

Strategic Partnership: Access to over 1M LTOT patients via Caire Medical, the 3rd leading manufacture of LTOT devices. Our software is licensed at a per use fee on each unit they sell.

Direct Sales: Focus on the 1300 high COPD readmission hospitals who have had their reimbursements reduced by as much as 3%.

Market Opportunity



Source: <http://www.chestnet.org/News/Press-Releases/2014/07/CDC-reports-36-billion-in-annual-financial-cost-of-COPD-in-US>

Revenue Model

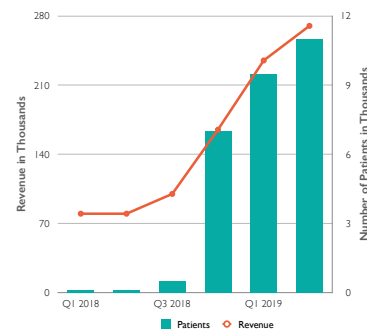
Licensed software to Caire Medical

- Projected number of worldwide patients FY20: 113K
- Total Contract Value FY20: \$3.1M

Direct Hospital Sales

- Per person per month
- Integration fees

Traction: Revenue To Date \$280K



NOTE: Early revenue generated from initial customers and upfront license payments

Customers & Partners:



Ask

We are looking to raise \$1M for 18-24 months of financing for additional resources to accelerate our direct sales and product development goals.

Over 20 + years of healthcare and software experience.



Theo Harvey
Co-Founder / CEO



Amin Holmes
Co-Founder / CTO



Lisa Plato
VP of Operations



Dr. Keith Robinson
Advisor



Carl Hawkins
Advisor



Contact Us at : founders@synsormed.com