

MedSuperi Business Plan



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Summary

An electronic medical records system for Hospitals, Emergency Rooms and Clinics (with main focus on the latter). The system uses open source and some proprietary technologies for hosting, cloud computing, programming and security. It also vows to adhere to all HIPAA requirements and to provide the best experience and ease of use to its users.

www.medsuperi.com

Background

The MedSuperi system is a compilation of various medical modules that perform all the medical records tasks, management of prescriptions, exams, billing, customer service, scheduling, queues and procedures for both hospitals and ERs as for clinics, medical facilities, and Family practices, and medical services. The first phase will mainly serve clinics and family practices.

Each module focuses on a specific part of the workflow:

- Patient Entry
- Scheduling
- Routine Exams
- Medical Prescriptions
- Specialized Exams
- Billing Management
- Queues by room or by prioritys
- Administration

Aims to minimize the learning curve of 99% of health professional that do not have time for courses or complex workflow processes. Also, offers the best user experience, allowing medical professionals to browse through the system intuitively and easily. It allows users to organize their work environments in whatever way makes them comfortable with, be on a mobile device or desktop computer, or electronic chart boards. *

§ Using the Manchester Triage system as priority base

* A follow up project to create patient chart boards (or medical tablets) using OLED and long-lasting batteries.

Problem

In 2015 the [Affordable Care Act](#), also known as Obamacare (although decommissioned by Trump), officially started and demands compliance. In other words, from 2015 forward all professionals and medical institutions that do not comply with the program and its requirements are penalized. With all these requirements also came the issue of numerous rules and compliance issues of the digital records system [article [here](#)]. Many agree that these pose a great obstacle to be overcome.

[..] It is a mandate that requires physicians to transition to computerized versions of patients' paper charts by 2015, according to healthit.gov and is another unfortunate arm of the Affordable Care Act. While some applaud this Electronic Health Records implementation process as proof healthcare is moving into the 21st century, many doctors are wary of having to rely solely on computers to access their patients' records. I've outlined just a few of their concerns.

Paperless Problems: Doctors Hurting from Obamacare's Digital Record Mandate by Cortney O'Brien

For more about the Affordable Healthcare Act, visit <https://www.healthcare.gov/>

Promises not kept

To overcome the financial issues of these radical changes the Obama Administration offered federal incentives to health professionals in order to comply with the new requirements.

Moreover, with these incentives spawned a dozen of medical software systems that promised to bridge the digital gaps while delivering useful systems for the medical profession.

By now doctors have already picked their choices and have had a few years "adapting" to their choices or switching, and yet are not satisfied. In fact, most unhappy and still searching for alternatives.

In addition, these medical solutions are difficult to use, complex, with cluttered screens and too much conflicting information, little to no fluid workflows and steep learning curves.

Solution

Back in 2013, the University of São Paulo Hospital (Hospital da USP) requested a prototype based off the Manchester Triage System. That prototype was a modular solution for the patient queues that contained hundreds of daily patients. The positive acceptance of the prototype by doctors and professionals became the basis for the MedSuperi project.

Recently evaluated by doctors in Las Vegas, the prototype was highly praised by its simple and fluid interface. Those doctors showed great interest in purchasing a complete product.

For that reason, the goal for creation the MedSuperi project is to provide continuity and to create the required modules for clinics and family practices.

The MedSuperi solution has the mission of **replacing all other medical solutions in the market** and reaching top in sales and popularity in the medical field. Statistics from 2013 point to over 291 thousand doctors in the primary practice alone and over three thousand hospitals, not mentioning clinics and family practices. The profit potential is outstanding!

Financial Summary

Various sources of investments were attempted from 2013 up to 2015, but none succeeded. We are looking for an investor to provide capital for patents, legal support and development production throughout the first phase (see project plan). The gross investment will cover administrative costs, human resources, accounting, and specialized workforce. Ideally, we would prefer an angel investor, to avoid micro-management and conflicts of interest.

Project Plan

The initial phase of development will follow a Scrum methodology, with a small team of 7 developers. The team will also receive support from a Human Resources professional, a Product Owner, a Scrum Master and Infrastructure Specialist (DevOps). This phase will last approximately a year, and will provide 2 weeks iterations of delivery, pushing out new features for key demo users to test for free (for the first year). Other users will receive a discounted rate during beta.

The second phase will be to expand the hardware and promote sales of the product as a monthly or quarterly subscription to all medical practices. No need to purchase or hire technology. It will be provided as a Platform as a Service (PaaS).

Confidentiality and Copyrights

Every line of code, patents, algorithms and media created will be documented and have legal backing and copyright. Besides, national will protect MedSuperi modules along with its moral and capital.

Interactions between businesses and Consumers

The software production will be *in-house* and will only allow third party involvement of consultants for HIPAA compliance and government requirements. Once completed, interactions will be restricted to marketing, sales and representatives.

Business Summary

The MedSuperi goal is to promote a more effective and efficient medical solution for organizing and managing medical records, as well as patient workflows. It also takes advantage of the many complaints against the currently available solutions. These solutions are often complex and have horrible user interfaces and experience [UX/UI].

In general, the software created today works for developers but not medical professionals. The interfaces, process workflows, and functionalities are rarely intuitive and are difficult to learn. The medical field, with a different background than technology professionals, tend to become frustrated at these solutions.

Where these software solutions fail MedSuperi will overcome and offer a revolutionary and pleasant solutions.

Legal Organization

A startup organized as a **Limited Liability Company**, with development and management headquarters in Salt Lake City, Utah, and technology hub (infra) office in Las Vegas, Nevada. The HQ will produce the design, architecture, project management and code production for the MedSuperi software, armed with its sales licenses and patents. The technology hub will provide the hardware for the PaaS and the technical support call center in the second phase. The startup does not have any ties or agreements with any medical or third-party institutions. MedSuperi will bridge the gap between HIPAA, and ACA, and healthcare professionals and institutions.

Initially, the startup will patent the solution, customize it, and receive feedback and suggestions on usability from medical professionals, clinics and family practices. All the material received, along with business workflows and requirements will be intellectual property of the startup. Once ready for sales, the modules will be offered in cloud computing and on-premises versions – with emphasis on PaaS – along with monthly subscriptions or support packages (for on-premises installs).

Local trainings and workshops will be offered but the main learning material will be posted on YouTube and Vimeo as well as the MedSuperi portal. The scheduling module, patient entry and exams will be the first to be offered, as these modules will focus on various HIPAA and ACA requirements, emphasizing information security, under ISO 27001-27002, paperless records and medical digital signatures.

Advantages

The main advantage of MedSuperi over competing EMR/EHR systems is the multi-platform concept, be it online, on mobile devices or desktops. There is also the potential for hardware concepts such as digital medical charts, robotic helpers, alternative energy sources, etc.

THERE ARE MAJOR COMPETITORS (TOP 5):

- eClinicalWorks (<http://www.eclinicalworks.com/>)
- McKesson (<http://www.mckesson.com/>)
- Cerner (<http://cerner.com/>)
- AllScripts (<http://www.allscripts.com/>)
- AthenaHealth (<http://www.athenahealth.com/>)

In most cases, the user interface is cluttered, not user friendly, static or require many clicks for updates, has plenty of bugs, cost a lot for installation and support and even have suffered law suits due to not delivering and over charging for upgrades [article [here](#)]

In spite of the competition, none of them has been able to bridge the gap of requirements coming from HIPAA and ACA. Therefore, there is no *defacto* solution in the market. The MedSuperi project will become standard software in all medical institutions in the United States.

Managerial Component

The MedSuperi startup has technology specialists with large experience in medical systems and technology, HIPAA compliance and medical requirements. The startup will also consult with legal advisors, doctors, nurses and medical administrators that can provide feedback and consulting.

Management Positions

Initially, only a Product Owner (or CEO) and DevOps Manager. With gradual growth, the company will open more managerial vacancies as necessary.

Policies

The main policies are Creativity and Perfectionism. These policies instill passion for the job, for the process from start to finish. We also focus on creating simpler and more pleasant ways of managing medical systems. We will invest in personal self-improvement as well as improvement of the solution. There will not be any “firefighting” in development. The Scrum methodology will be used and adapted to the team, but not to the users. The Solution will be adapted to the user, not the team.

Positions

Carlos Casalicchio: Senior Business and Technology Consultant, Application Lifecycle Manager, Interface and Design specialist.

Daniel Silveira: Senior Infrastructure (DevOps) Consultant, HIPAA Specialist, Business and Requirements Analyst, Quality Assurance, User Interface specialist. Will supervise all the technical details that bridge HIPAA and ACA, along with software production.

7 Senior Developers. To be recruited using strict process.

Accounting will supervise cash flow, payables and receivables, financial plans, payroll and account flow. This position will be third-party (hired) in first phase.

In the future, other departments and positions may be created to supply the needs of the business. Lawyers and marketing agents may be consulted or hired, as seemed fit, to accommodate the growth and sales.

Human Resources

Employment will grow as needed until reorganization becomes necessary. Most positions will be full time. Software development positions require specific skills. Nonetheless, the company will provide additional training for specific technologies. All position filling will follow a technical and

psychological evaluation process, to ensure professionals matched the positions, and decrease turnover and lack of commitment.

Each position will have a specific description, qualification and requirements based on the KASH (Knowledge, Attitude, Skills & Habits) evaluation, for those positions that apply. Professionals will be selected for their commitment, and enthusiasm, and will to adapt. Applicants will be interviewed and evaluated, as necessary, for each position. Once hired, all employees will be provided with orientation and training in accordance to their position. Specialized trainers and more tenured employees will provide training.

Wages will be based on experience, qualifications, market trends and level of trust. In addition, **bonuses and incentives** will be offered besides the normal wages. For incentives and bonuses, the human resources department will conduct studies and surveys to find out who deserves them. In addition, managers and human resources will evaluate employees every month to decide if wage increases are to be applied. The main bonus will include coupons to restaurants and parks, and incentives will include all-expenses-paid weekend at a bread and breakfast, or resort. Bonuses and incentive are to be granted to developers that deliver the best set of features, with the least number of bugs, each month.

Team members will have tasks assigned and organized by the team, with supervision of the Scrum Master, and input from the Product Owner. The product owner will oversee the team and bridge the contact with the users. Disciplinary rules will be minimal and will only apply to legal situations. An exit interview will be performed although it will remain informal whenever a team member retires the team. This exit interview will offer the startup and human resources to adapt to necessities and avoid future dissatisfaction.

Market Strategy

Marketing focus will adapt to the latest market trends. Regardless, it will continue to supply the medical digital needs and promote solutions that adhere to HIPAA requirements and to healthcare professional's expectations. Sales professionals contact medical institutions (hospitals and clinics, etc.) and conduct local sales, package deal negotiations and implementation strategies.

The marketing team will study the competition through case studies, from client feedback and by visiting and showing the solution.

Professional interviews with doctors provide data for new features in the solution and latest trends in the medical field.

Some legal disputes may arise and may include pending patents, and licenses.

As long as MedSuperi remains accessible, the market will continue to migrate to its products. The solution will be offered at promotional and reasonable prices do justify the investment from professionals.

Most sales will be analyzed alongside to professionals and purchasing entities. These sales will gain momentum while supplying the requirements from HIPAA and ACA. Most buyers are being compelled to comply and others are unhappy with their current solutions. Therefore, the MedSuperi solution will supply their needs.

After the development matures and marketing campaigns starts, sales will increase considerably and should stabilize as its popularity increases and institutions conclude their purchases. Profit margin remains 60% to 150% depending on market popularity.

Marketing may position themselves in medical magazines, generic advertisings and events.

Nevertheless, sales will also originate from referrals.

Product price and profit vary according to the cost/benefit studies conducted and may result in different product packages and distribution.

Measured results come from statistical data and from customer satisfaction. These results are measured monthly, quarterly and annually.

Financial Summary

Initial expenses with design (prototype) have already been applied to the MTS Project, which was the premise for the MedSuperi Project. The initial investment amounted to 35 thousand dollars. The current sought investment totals 5 million dollars. This amount will cover legal expenses, patents and development and second phase sales up to a second investment wave. Once the product grows in popularity and sales rise, the profit will be used as cash flow.

Breakeven Analysis

In order for the MedSuperi Project to survive and continue to grow the product must be sold subscription based for \$60/month. This price takes into consideration the development cost.

For on-premises packages, each module must be sold at \$2,000 and a support subscription at \$1,000 /year. (Considering one sale per month for 12 months)

Long Term Goals

The scape strategy includes a possible sale of the MedSuperi startup once the same reaches high Market value. Another possible scape strategy includes maintaining grow until it becomes profitable enough to create venture capital for other projects in the medical industry.

The new company may be organized and presented to the stock market through a public offering (IPO).

It is estimated that growth should occur at steady pace. As the company grows, other professionals will be hired to keep management and development under control.

Considering requirements imposed by HIPAA and ACA the profit margin is expected at 40% over the cost of development. In the worst-case scenario, the growth rate will remain steady.

In order to avoid problems, the development is segmented into sprints (Scrum iterations), under the agile methodology.

Executive Summary

There are several competitors for EMR/HER software. Regardless, none has gained market dominance because they are complex and technical – not made for doctors, but for technology professionals.

Some of the best known (below) are extremely complicated and constantly frustrate their users.

- eClinicalWorks (www.eclinicalworks.com)
- McKesson (www.mckesson.com)
- Cerner (cerner.com)
- AllScripts (www.allscripts.com)
- AthenaHealth (www.athenahealth.com)

MedSuperi has medical clients, in Las Vegas, NV, that voiced interest in purchasing the software, although they have no interest in investing in development.

These clients have signaled interest in offering feedback in order to develop a user-friendly application for health professionals. They have also offered to test the software and suggest improvements and adjustments.

The objective of the solution is to serve clinics and practices, but also hospital and large health centers (long-term).

The mission is to rank at the top of the EMR/EHR software solutions, beating the competition with intuitive design and efficiency.

Development performed in the US, with qualified technical team.

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