zuEuz Business & Technology

MedSuperi EMR/EHR

Business Plan

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Summary

An electronic medical records system for Hospitals, Emergency Rooms and Clinics. The system uses the latest and best-of-breed technologies for hosting, cloud computing, programming and security, as well as adhering to all HIPAA requirements and focusing on user experience and ease of use.

www.medsuperi.com

About zuEuz Business and Technology

Technology Company that offers the best solutions for complex problems of the digital era. Founded in 2008 and possesses the expertise and specialized experienced required for success.

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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.

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 priority[§]
- Administration

The focus is to minimize the learning curve of 99% of health professional that do not have time for courses or complex workflow issues. Also, focus on user experience allowing them 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.

Problem

In 2015 the Affordable Care Act, also known as Obamacare, officially started and demands compliance. In other words, from 2015 forward all professionals and medical

§ Using the Manchester Triage system as priority base

institutions that do not comply with the program and its requirements will be penalized with fines and withhold of incentives.

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 has started offering federal incentives to health professionals in order to comply with the new requirements.

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

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

By now doctors have already picked their choices and have had a few months "adapting" to their choices but are not satisfied. In fact, are more and more unhappy and searching for alternatives.

Solution

Back in 2013, Zueuz Business and Technology LLC created a prototype for the University of São Paulo Hospital (Hospital da USP) 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 marked and becoming number 1 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 thousands hospitals, not mentioning clinics and family practices. The profit potential is outstanding!

Financial Summary

The MTS prototype has already received initial investment from its owners and now seeks investors to continue with the MedSuperi project. This investment will provide capital for patents, legal support and development production throughout the first year. The gross investment will cover administrative costs, human resources, accounting, and specialized workforce.

Confidentiality and Copyrights

Every line of code, patents, algorithms and media created throughout the MedSuperi Project will be documented and have legal backing and copyright. Besides, national and international patents 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 for HIPAA compliance and government requirements. Once completed, interactions will be restricted to marketing, sales and representatives.

Business Summary

The MedSuperi goal is to take full advantage of the financial incentives provided by the Affordable Healthcare Act and 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 peasant solution.

Legal Organization

Zueuz Business and Technology, a Limited Liability Company, a partnership that has an office in Sorocaba, São Paulo, Brazil and a satellite office in Las Vegas, Nevada, will produce the design, architecture, infrastructure, project management and code production for the

MedSuperi software, armed with its sales licenses and patents. Zueuz Business and Technology is an independent company, with no attachments to any medical or third party institutions. Zueuz Business and Technology will bridge the gap between HIPAA, and ACA, and healthcare professionals and institutions.

Initially, Zueuz Business and Technology LLC 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 Zueuz Business and Technology LLC. Once ready for sales the modules will be offered in cloud computing and on-premises versions, 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. 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.

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 and any other country that allows its presence.

Managerial Component

The Zueuz Business and Technology LLC Team has technology specialists from both the US and Brazil with large experience in medical systems and technology, HIPAA compliance and medical requirements. The team also has legal advisors, doctors, nurses and medical administrators that can provide feedback and consulting.

Management Positions

Zueuz Business and Technology LLC has both partners that are technical experts, a senior developer and an accounting assistant. With gradual growth, the company will open more vacancies as it deems 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. Lastly, we invest in personal self-improvement as well as solution constant improvement.

Positions

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

Daniel Silveira: Senior Infrastructure 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.

Senior Developer. This spot is vacant.

Accounting Assistant will supervise cash flow, payables and receivables, financial plans, payroll and account flow. This spot is vacant.

In the future, other departments and positions may be created to supply the needs of the business. Lawyers and marketing agents may be 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 but other types of positions will be available to accommodate any employee necessities. Software development positions require specific skills. Nonetheless, the company will provide additional training. For other positions, such as marketing, legal, and so forth different methods of hiring will occur due to different skill set requirements for the positions. All position filling will follow a technical and psychological evaluation process, to ensure professionals matched the positions, decreasing turnover and lack of commitment.

Each position will have a specific description, qualification and requirements based on the KASH 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.

Employees will have tasks assigned and organized by managers and department managers. **Higher management will oversee these managers** and so forth. Disciplinary rules will be minimal and will only apply to legal situations.

An exit interview will be performed although it will remain informal whenever an employee leaves. This exit interview will allow managers and human resources to adapt to necessities and avoid future dissatisfaction.

Market Strategy

Marketing focus may adapt according to the latest 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 can include pending patents, legal issues and licenses.

As long as MedSuperi remains accessible, the market will continue to migrate to its products. The solution 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 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, most sales will occur from incentives and referrals.

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

Measure 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 is the base for all the other modules. This investment amounts to 35 thousand dollars. The current investment varies from 48 to 60 thousand dollars. This amount will cover legal expenses, patents and development up to a second investment wave. Minimal expenses were considered at this point. Once the product grows in popularity and sales rise, the profit will be used as cash flow.

Year	2015								Dollar	BRL 2,87
Month	Mar	Apr	May	June	Jul	Aug	Sept	Oct	Nov	Dec
Investment	$ 48.000,00	$ -	$ -	$ -	$ 15.000,00	$ -	$ -	$ -	$ -	$ 15.000,00
Expense	$5.500	$ 5.500,00	$ 5.500,00	$ 5.500,00	$ 5.500,00	$ 5.500,00	$ 5.500,00	$ 5.500,00	$ 5.500,00	$ 5.500,00

		Assets	$ 78.000,00
Total 1st Year	$ 23.000,00	Liabilities	$ 55.000,00

Year	2016			
	Q1	**Q2**	**Q3**	**Q4**
Income	$ 21.735,74	$ 86.942,96	$ 86.942,96	$ 86.942,96
Expense	$ 41.328,00	$ 41.328,00	$ 41.328,00	$ 41.328,00

Total 2nd Year	$ 117.252,62		Assets	$ 282.564,62
			Liabilities	$ 165.312,00	ROI

>> Milestone: Product go-live. Sold to healthcare institutions *(year 2)*

Year	2017			
	Q1	**Q2**	**Q3**	**Q4**
Income	$ 130.414,44	$ 173.885,92	$ 217.357,40	$ 260.828,88
Expense	$ 51.660,00	$ 51.660,00	$ 51.660,00	$ 51.660,00

Total 3rd Year	$ 575.846,64		Assets	$ 782.486,64
			Liabilities	$ 206.640,00

>> Milestone: Company grows and hires more professionals *(year 3)*

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 Project 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 company will continue to be managed by its partners even after the death of its founders. The company will manage the assets and profits but those will continue to flow to the partner's families indefinitely.

After the second year the MedSuperi Project will be Split into a full startup, with no attachments to Zueuz Business and Technology LLC. The new company will be organized and presented to the stock market through a public offering (IPO).

At this point it is planned that growth should occur in a steady fashion. As the company grows, other professionals will be hired to keep management under control.

Considering the federal incentives and requirements imposed by HIPAA and ACA the profit margin is forecasted to 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 deliverables and phases, under the agile methodology.

Executive Summary

About the company

Zueuz Business and Technology LLC bridges the gap between technology and business opportunities. Shares the vision of a safe and precise digital world that minimizes medical errors and increases productivity and efficiency. Established in 2008, offers software solutions and infrastructure to business partners. Recently discovered a blue ocean of opportunities in the medical field and, as it complies with HIPAA and ACA, possibility for success.

In addition, considering that its partners have plenty of experience in the technology and medical fields the focus shift seemed intelligent and strategic.

Market Opportunities

However, initially small, the MedSuperi Project will grow and become one of the biggest medical software providers in the United States, connecting medical needs to technical advances, as well as security and proficiency.

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