

# MediForms

central



# PROBLEM/PAIN POINT

Are you tired of filling out the same basic paper medical information forms over and over whenever you change physicians?



# VALUE PROPOSITION

MediForms Central is an app that will help change the way that patients, physicians and hospitals digitally share patient information by removing piles of paperwork and saving patients and staff time and resources.



# VALIDATING ASSUMPTIONS

10 potential users were sent a questionnaire to validate the app idea.

The questionnaires were returned in three days and the responders said they experience the pain point of filling out the same medical forms over and over and they would find this app extremely useful.



# USER FEEDBACK

The users suggested:

- 1) Add Medicare related questions to medical background questions.
- 2) Add safety questions for older users such as "Are you being abused?" or "Is someone taking financial advantage of you?"



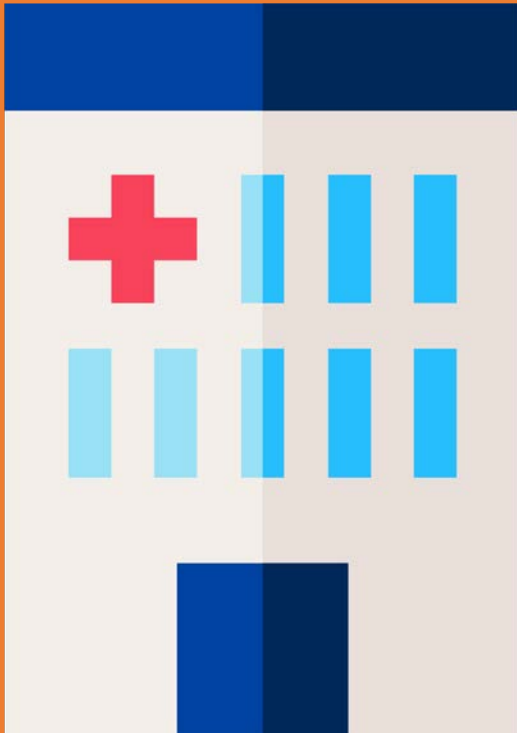
# ADVANTAGES



- Patients don't have to fill out the same medical forms with each physician change whether Primary physician, dental or optometrist.
- Save resources on paper and printing forms.
- Saves data entry time for medical office staff.

# MARKET

Our market consists of patients and the medical industry including hospitals, clinics and private practices.



# COMPETITION



While there is no direct competition at this point, competition would be from Insurance company websites that may hold this information for their individual customers.



**Hospitals**

**Optometrists**

**Dental Offices**

**Medical Clinics**

# Revenue Streams

These fees can be a monthly recurring charge or yearly fee depending on client size and need.

Medical IT spending has increased 41 Billion since 2013.

# KEY ACTIVITIES

The background of the slide is a close-up photograph of several keys of different shapes and sizes, including a large silver key, a smaller brass key, and a heart-shaped key, scattered on a dark, textured surface. The keys are slightly out of focus, creating a bokeh effect.

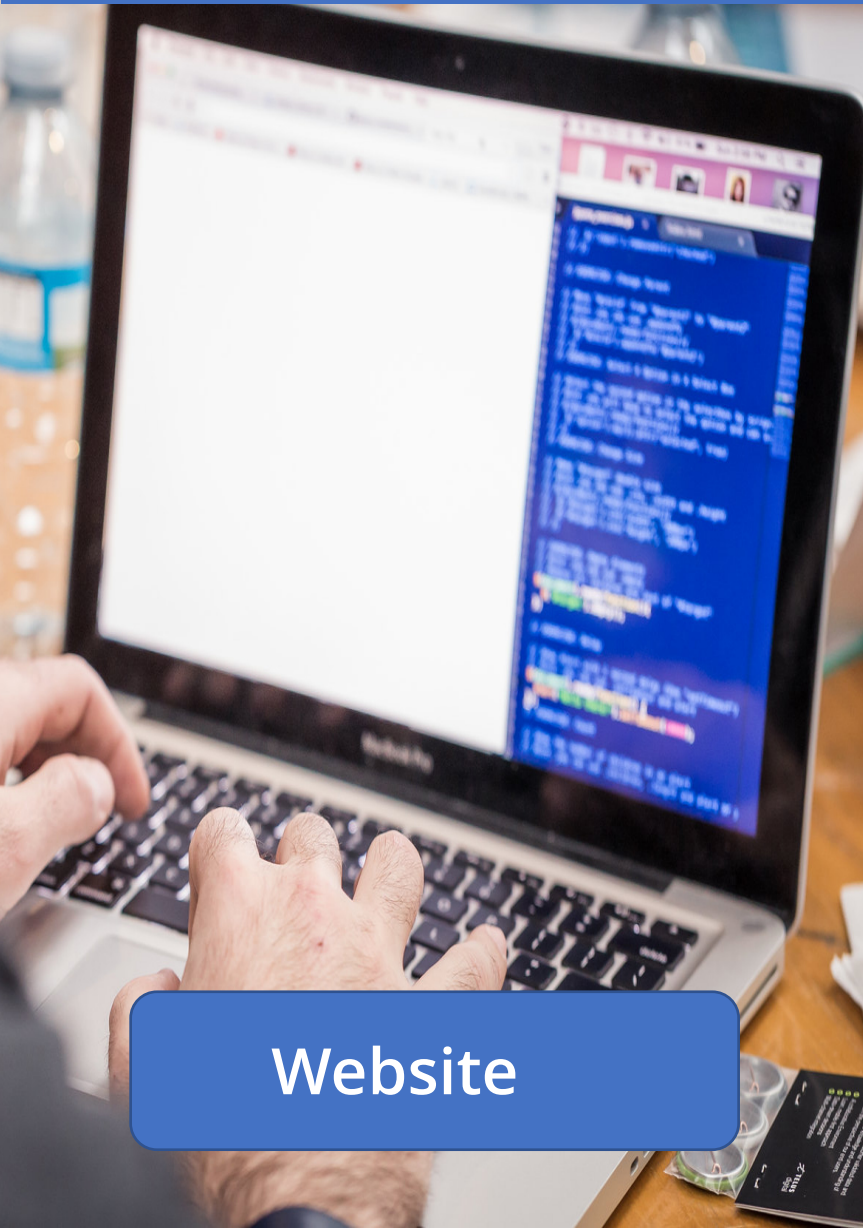
## IT Platform Management

- 1) Online Support

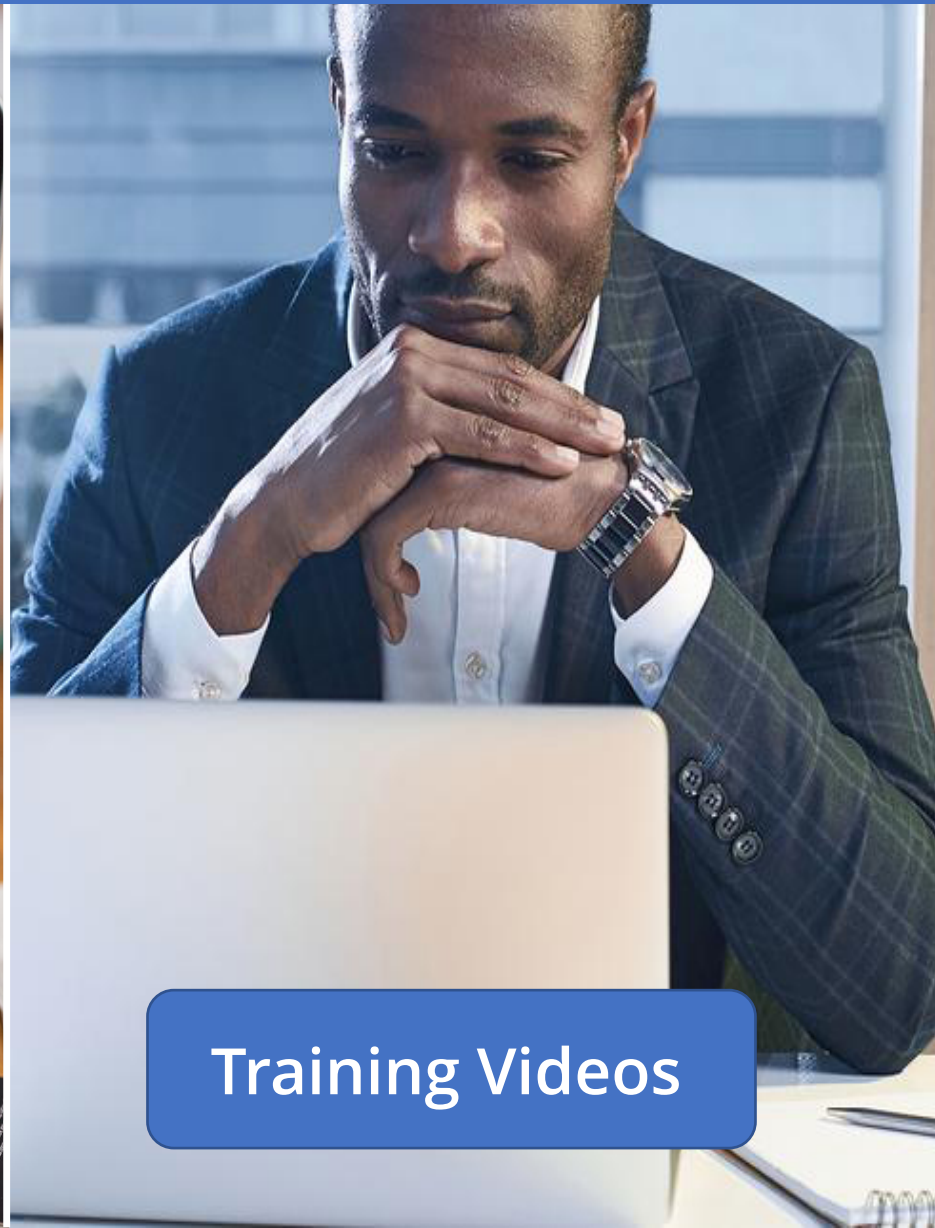
## Marketing and Promotion

- 1) Online promotion
- 2) Google Ads
- 3) Print packets with hospitals and Dr's Offices

# CUSTOMER RELATIONSHIPS



Website



Training Videos



Online Support

# Anne David



## Anne David

Age: 32  
Location: Atlanta, GA  
Occupation: Teacher  
Family: Married with 2 kids

### CORE NEEDS

Keeping track of the family health records and remembering health concerns can take time. An app that holds each family members health records and allergies would help save time and paperwork with each physician the family visits.

### MOTIVATIONS

To be able to track and update family health records on her own and have those updates available on request to each family Doctor with push of a button.

### FRUSTRATIONS

Filling out the same paperwork at each Dr. office when Dr. office changes.

# James McAdams



## James McAdams

Age: 27  
Location: Chattanooga, TN  
Occupation: IT Helpdesk  
Family: Single

### **CORE NEEDS**

As a techy person he seeks to find an app to keep track and share his healthcare history from his home computer or phone.

### **MOTIVATIONS**

Seeks a technology solution to share health records with healthcare providers quickly and securely.

### **FRUSTRATIONS**

Filling out the same paperwork at each Dr. office when Dr. office changes.

# Ruth Miller



## Ruth Miller

Age: 68  
Location: Arlington, VA  
Occupation: Retired  
Family: Married with 4 kids

### CORE NEEDS

A way to share her health records with trusted family members in case of health emergency. They can help keep her records updated and reminded of appointments and prescriptions.

### MOTIVATIONS

To be able to share access of health records with her family and ultimate care deciders in case of emergency.

### FRUSTRATIONS

As she gets older filling out paperwork and small type can be a challenge at times.

# Bill Villarreal



## Dr. Bill Villarreal

Age: 54  
Location: Kansas City, KS  
Occupation: Primary Health Physician  
Family: Married

### CORE NEEDS

As a healthcare provider and having an office short of space he would love to remove stacked shelves of paperwork and folders. He seeks a way to have access to updated patient records and

### MOTIVATIONS

He seeks a way to have access to updated patient records digitally and have those records kept and shared securely.

### FRUSTRATIONS

Feels like in a more digital world new patients shouldn't be filling out so much paperwork and seeks a secure digital solution.

# PROTOTYPE

