



## Introduction

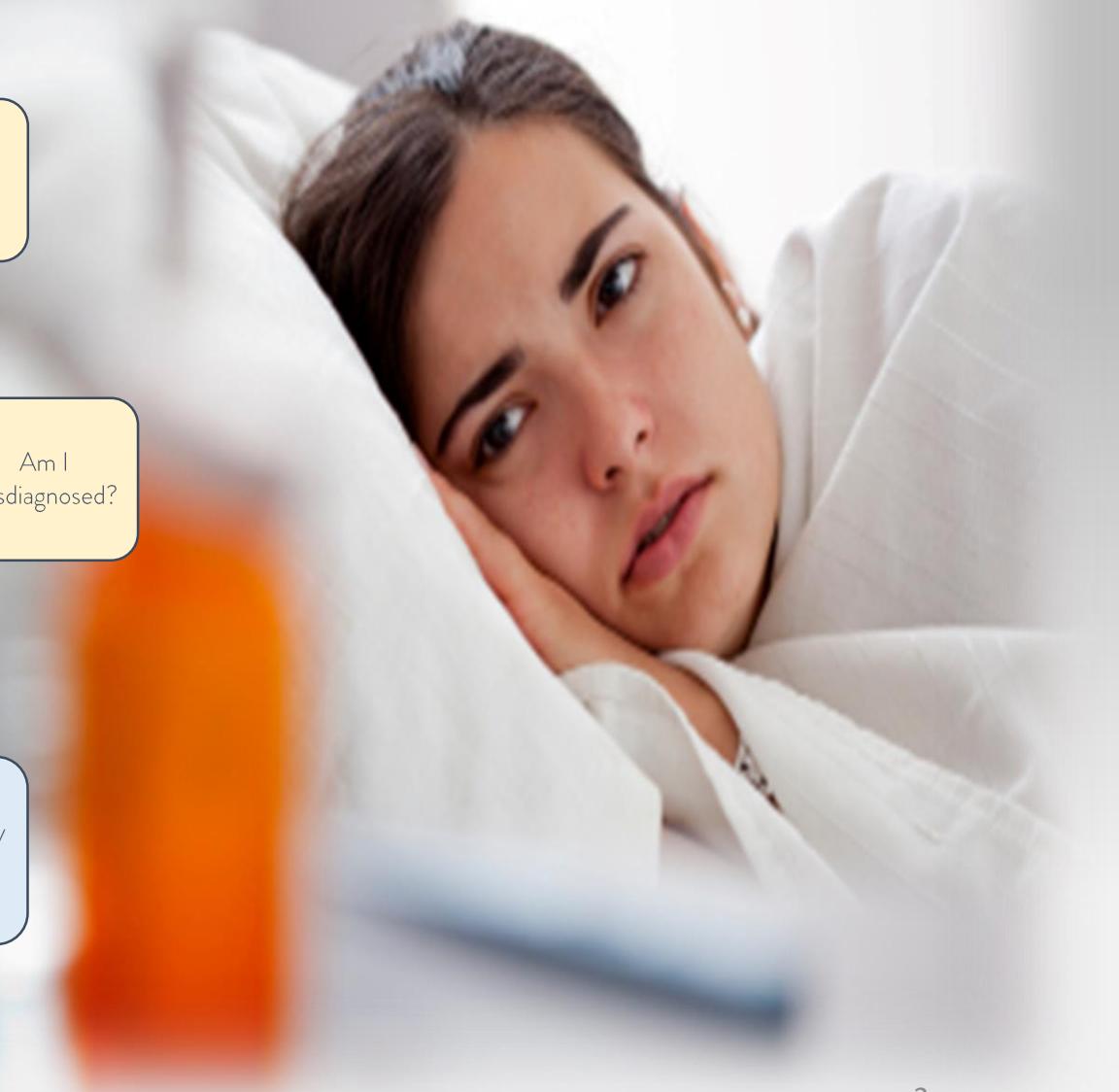
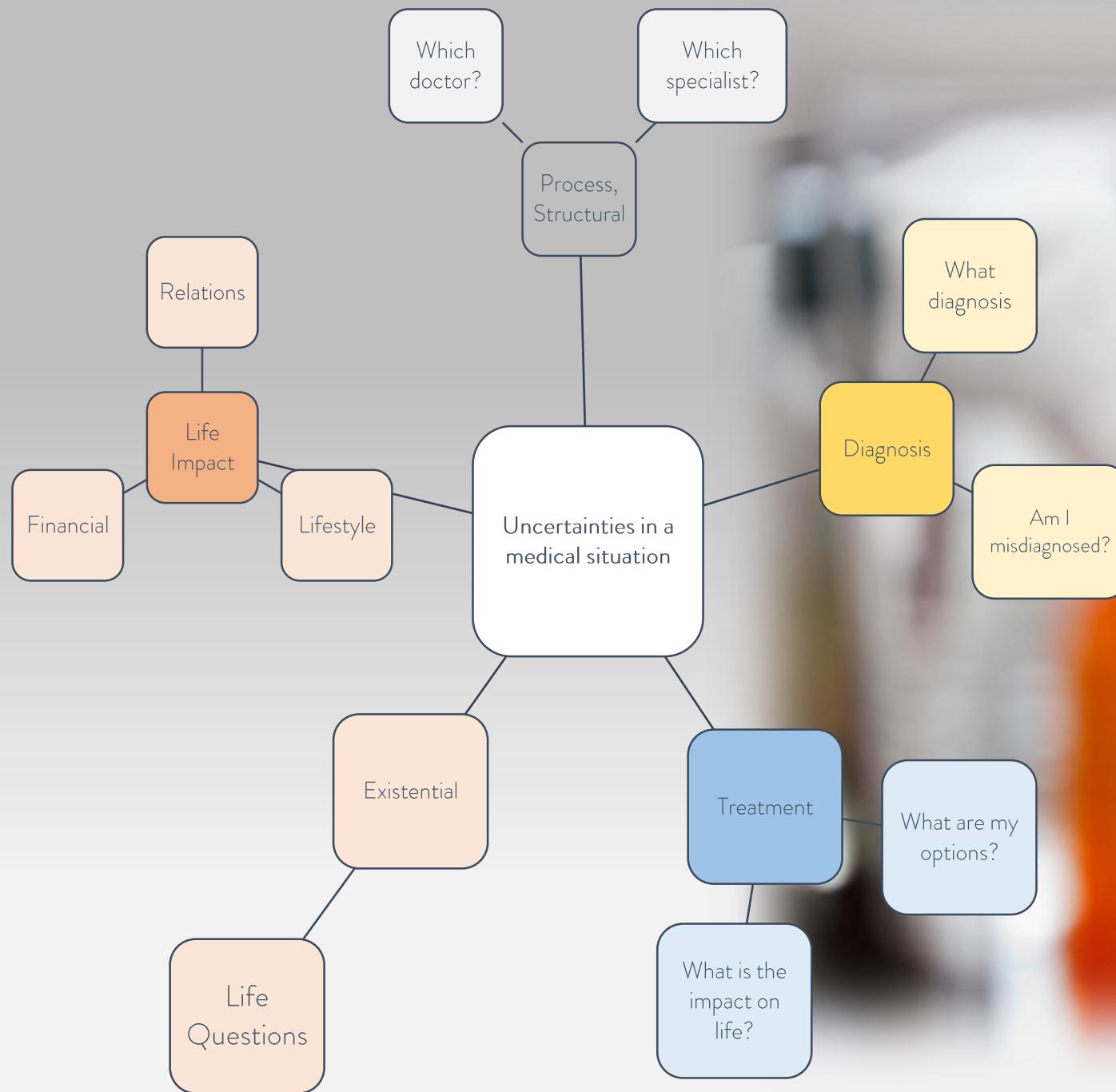
# About us

We are a health care start up helping patients and family members get over the uncertainties of diagnosis and treatment.

When confronted with a chronic ailment, complex, complicated condition or a rare disease, we work with care seekers and care providers to get an Accurate diagnosis and an Appropriate treatment plan.



# Problem





# Problem – Uncertainty of Diagnosis

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## Missed, Delayed Diagnosis

WHO lists it among the top 10 killers in this world

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15 – 20 % of all cases Misdiagnosed

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More than 7 years to get a right diagnosis , in case of rare diseases

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## Defensive Medicine

79 % More tests

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74 % More referrals

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51 % more Invasive procedures

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# Problem – Process & Structure of care

## Which doctor?

- We don't have objective data, so we use family and friends. And that's not objective
- Medical specialties are organized around organ systems. Do you know your organs well?
- Search for a physician is not contextual, i.e. you cannot find a specialist filtered on signs, symptoms, intensity and risks you experience
- Physician referral networks are limited by expertise and communication





## Problem – Treatment options Am I giving myself the best?

- 1/3 of all treatment plans do not meet nationally accepted standards
- Patients and family members are seeking choices and best outcomes, lacking the skills, tools and adequate information to find one

# Root Cause

- Physicians are short of time
  - Physicians see 45 patients in a day.
  - Consulting time is reduced to 15 mins
- Information overload
  - Clinical knowledge doubles every 18 months
- Multiple decision points to consider in diagnosis and treatments
- Lack of collaboration in context
- There is probably nothing more cognitively complicated than a diagnosis



## Consequences

- 2.52 Billion Google searches every day
- 56% seeking second opinions
- Delayed diagnosis of single chronic ailment shortens life by 1.8 years
- \$17 - \$29 billion is spent annually on unnecessary or inaccurate patient care as a result of misdiagnosis in US



## Solution Philosophy

- Keep the art and Science of medicine together
- Keep the Patient and the treating doctor together
- Give doctor more time to solve the diagnosis puzzle
- Support doctors with a decision support tools and a back office
- Get experts from across the globe to create on the fly collaborations in context

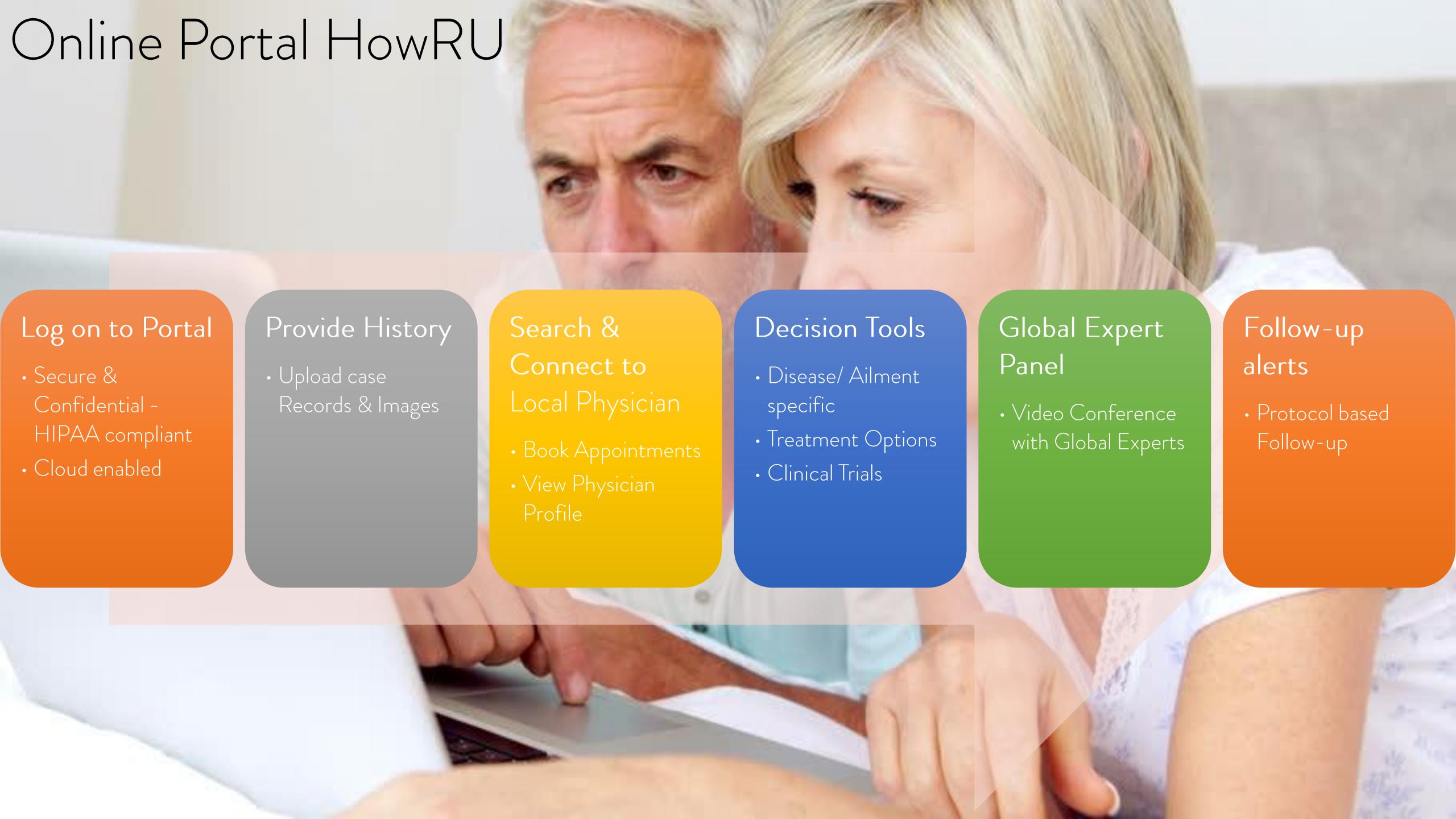


## Solution Design

- Interactive History collection tool, Helps patients formulate their problem and provide medical history
- Patient history and details can be accessed by the doctor before the patient meets him/her
- Profile match doctors based on symptoms
- Provide treatment goal setting, planning and monitoring tools
- Multi criteria decision support tools for treatment options
- Create a collaboration space & tools for patients, doctors and experts



# Online Portal HowRU



## Log on to Portal

- Secure & Confidential - HIPAA compliant
- Cloud enabled

## Provide History

- Upload case Records & Images

## Search & Connect to Local Physician

- Book Appointments
- View Physician Profile

## Decision Tools

- Disease/ Ailment specific
- Treatment Options
- Clinical Trials

## Global Expert Panel

- Video Conference with Global Experts

## Follow-up alerts

- Protocol based Follow-up

# Solution Stack # 1/7- Interactive Patient History collection

- Artificial Intelligence tool, Interviews patients like a panel of doctors
- Collated from practice questions from more than 600 practicing physicians from across the globe
- Assesses risks, severity scales contextually
- Holistic assessment of mind and body
- Approximately 36,000 questions branching out using Bayesian logic
- Intuitive, Interactive, nonlinear wheel design
- Produces a report which can be sent to the physician before the appointment

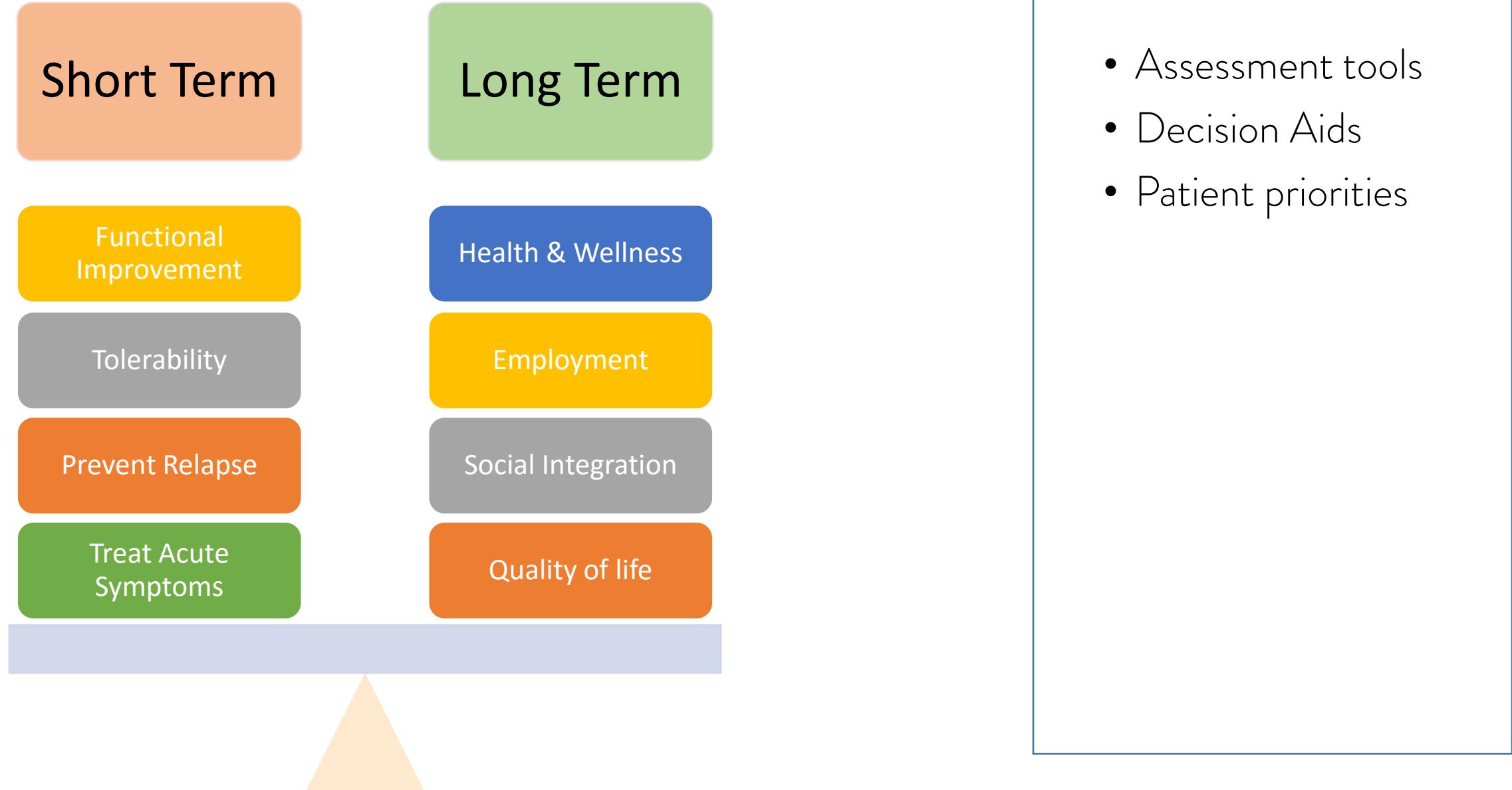


# Solution Stack # 2/7- Physician locator

- Locate physicians by symptoms, age, preexisting ailment, risk factors, previous visits
- Locate specialists by current diagnosis
- Filter by location
- View detailed physician bio



# Solution Stack # 3/7- Treatment Goal Setting



# Solution Stack # 4/7- Treatment Options

Multi criteria decision tools and pairwise comparison

## PROSTATE CANCER TREATMENT OPTIONS

### WATCHFUL WAITING

Also known as active surveillance, prostate cancer is monitored closely. Prostate cancer can grow very slowly and may never need treatment depending on other health factors of the patient. This is the preferred treatment for those whose cancer is contained within the prostate and who are not experiencing any symptoms.

### SURGERY

Most commonly radical retropubic prostatectomy. The prostate gland is removed and may include biopsies of nearby lymph nodes. Procedure time: three to four hours, usually requiring general anesthesia and a three-day hospital stay. Recovery at home usually lasts a few weeks.

### EXTERNAL-BEAM RADIATION THERAPY

Also known as intensity-modulated radiation therapy or IMRT, radiation beams are delivered from an external source. Lacks the ability to correct for movement of the prostate during treatment, resulting in possible damage to healthy surrounding tissue. Treatments are outpatient procedures that usually run five days a week for seven to eight weeks.

### BRACHYTHERAPY

Small radioactive seeds are implanted within the prostate gland. Over the course of several months, the seeds give off radiation to the immediate surrounding area, killing the prostate cancer cells. Although patients remain in the hospital for several hours following the procedure, most usually go home the same day.

### PROTON THERAPY

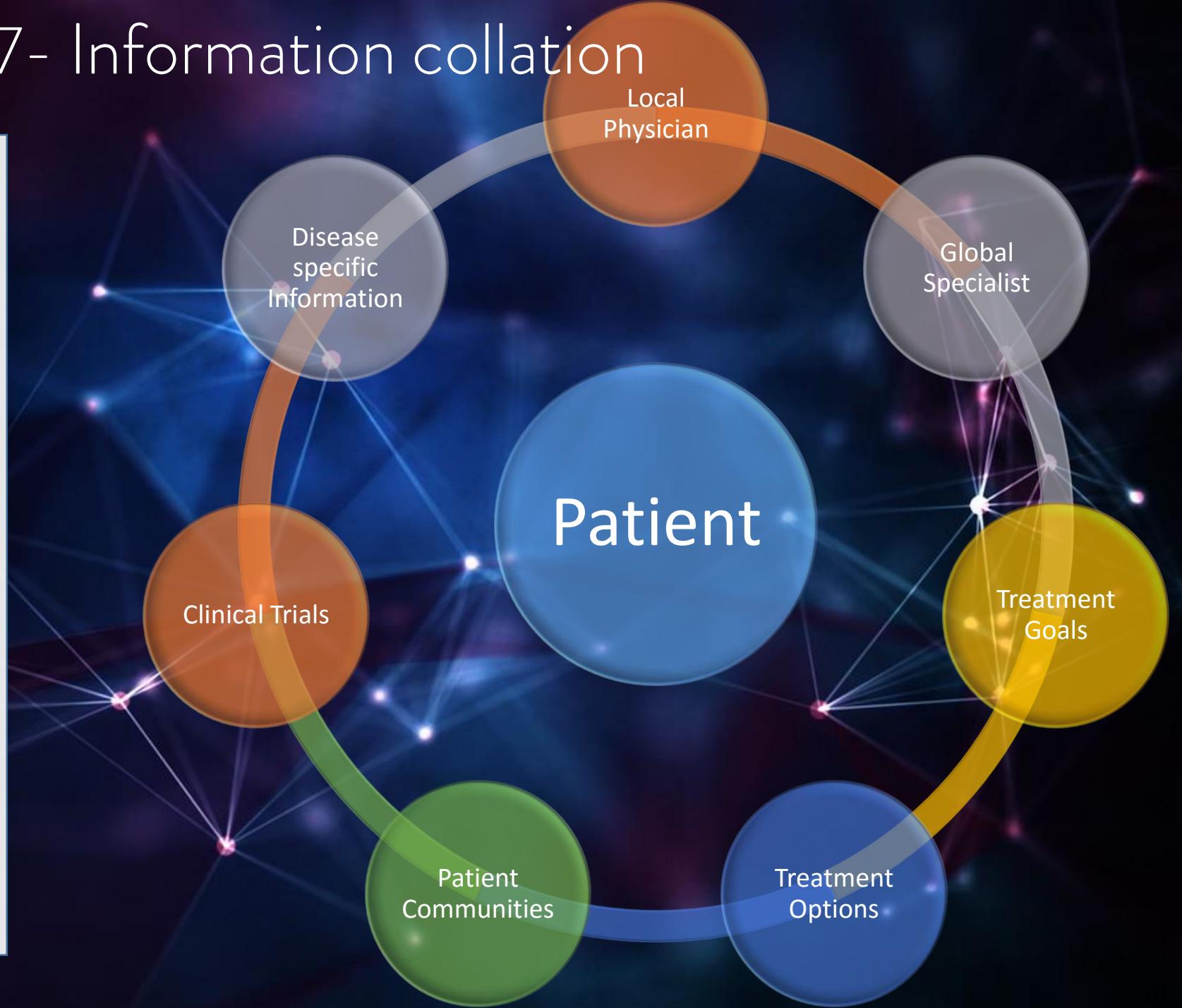
Involves using a focused ray of proton particles to destroy prostate cancer cells. Beams of protons are delivered to the tumor using a particle accelerator. These charged particles damage the DNA of cells, ultimately causing their death or interfering with their ability to proliferate. Treatment is usually delivered five days a week for approximately eight weeks.

### STEREOTACTIC BODY RADIATION THERAPY

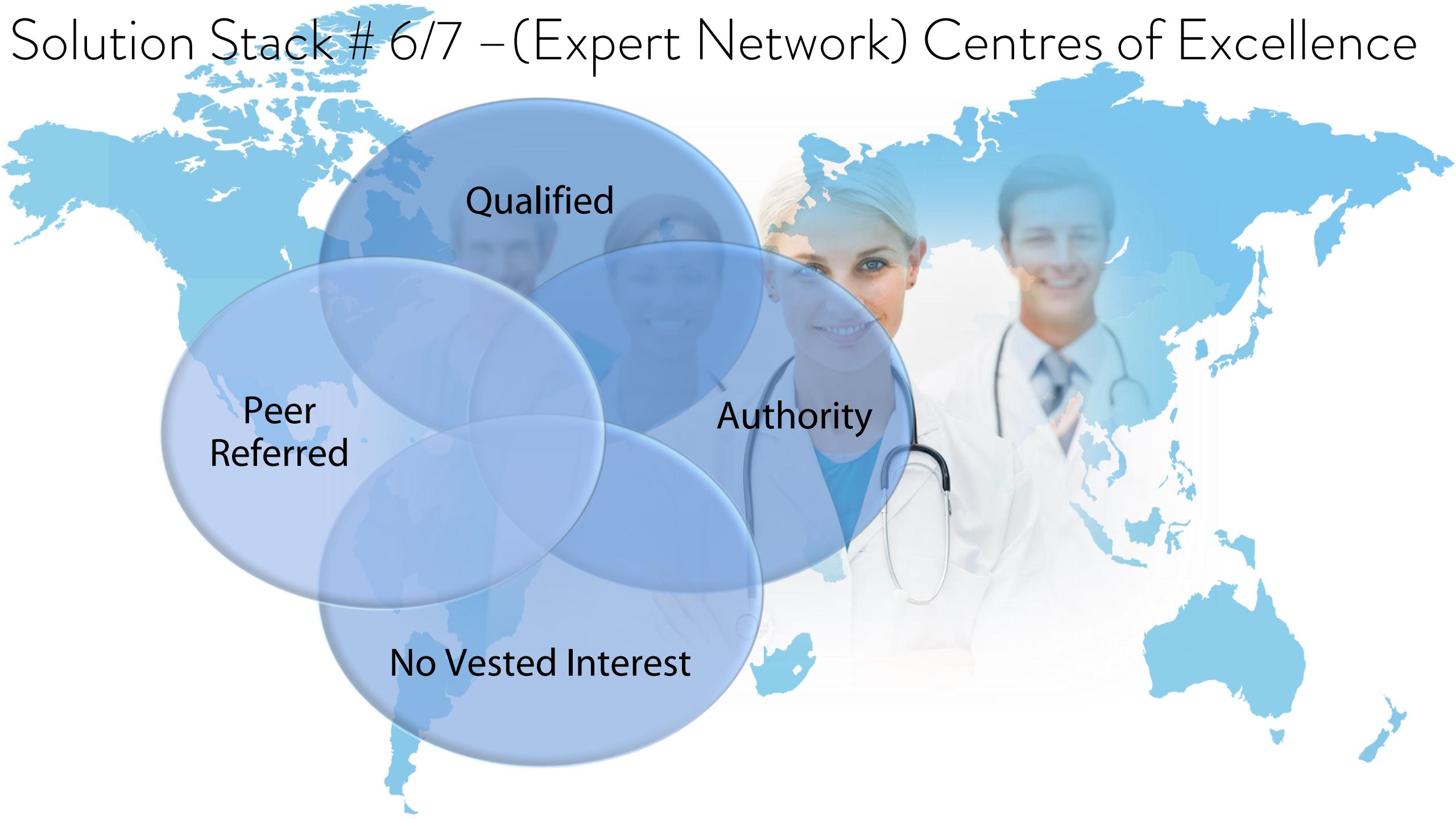
Delivers targeted radiation beams to the prostate without incision or sedation using CyberKnife® technology. Compensates for normal patient movements, minimizing damage to surrounding healthy tissue. Patients are treated in five or fewer outpatient sessions over the course of one to two weeks.

# Solution Stack # 5/7- Information collation

- Qualified, experienced medical researchers
- Just in time medical knowledge
- 131 + authentic medical data bases and clinical trial registers (
- Research methods including ACH, PAPRIKA



# Solution Stack # 6/7 –(Expert Network) Centres of Excellence



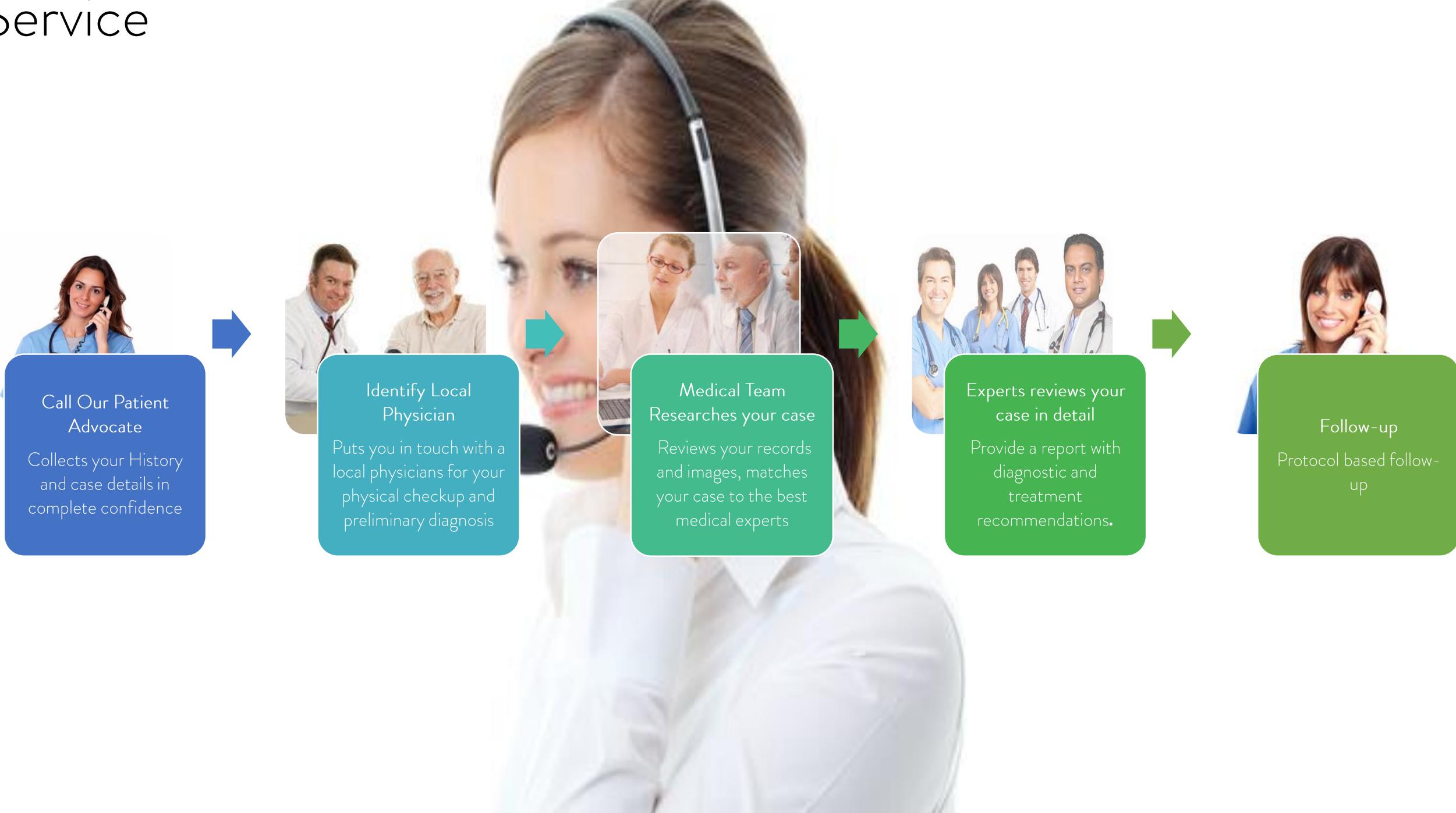
# Solution Stack # 7/7 – HowRU Portal



Accurate Diagnosis | Appropriate Treatment Plan

- Collaboration Portal with all the tools
- Connects patients to doctors and care providers , doctors to other specialists
- Communities of patients
- Forum, Blog, Chat
- Multipoint HD video conferencing
- HIPAA compliant

# Service



# Led by Veteran team of Healthcare, Technology, Business Leaders



**Madhukar (MK)**  
Founder & Chief

- Successful KM & Innovation expert.
- Believes, broken healthcare can be fixed by appropriate technologies and convergence of expertise.
- 17 + yrs of corporate leadership roles AOL Time Warner, Nokia, Steria
- Strategic Management IIMC
- Knowledge Management Evangelist, Technology Enthusiast



**Dr. Shankar (SB)**  
Chief Medical Domain

- Well-known Gynaecologist & super specialist in fertility
- Co Founder, Sees this as an opportunity to empower patients and doctors make the best decisions
- 20 + yrs. of practice and erstwhile CMO with 2 multispecialty Hospitals
- Patient Advocate



**Ramnath (RS)**  
Chief Finance

- A thorough bred finance professional , he finds the vision compelling and likes the challenge of finding innovative financial models in healthcare
- MBA – Finance, Univ of Bedfordshire, UK ,
- 15 + Yrs Finance, Comptrollership, HP, Wipro,
- Number cruncher



**Sachdev (SR)**  
Chief Marketing

- Marketing & Branding Guru, sees the possibilities of the idea provide meaning for life, finds the opportunity to brand health services a game changer
- MTech IIT Madras, MBA - AIM, Manila
- 20+ Yrs CMO, Branding
- L&T, Dr.Reddy's, Piramal, AFF, Mphasis, Steria
- Design Thinker



**Dr. Amulya (AP)**  
Chief Analytics

- Expert in Lean, Six Sigma and process excellence. He finds the uniqueness of the solution and the potential impact exciting
- Finds the need for process excellence in healthcare compelling
- MTech , PhD –IIT Madras
- 20+ Yrs Process, Quality
- GE, Kone,
- Lean Evangelist



**Dr. Devsen Kruthiventi**  
Chief Operations

- Change management and KM expert, thrives in successful execution
- Sees a value creation in scaling the solution since it is a need
- 20+ yrs. of CXO roles in Multinationals
- M.Sc., PhD Math
- Change Management and Operations strategist



Shared Decisions

Accurate Diagnosis ~Appropriate Treatment Plan

Madhukar. Kalsapura

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