



THE PROBLEM



DISCONNECTED SYSTEMS

Critical health data stays siloed from those who need it.



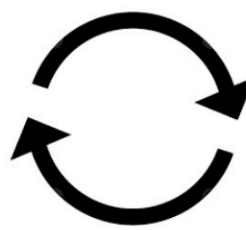
COMMUNICATION BREAKDOWN

Lack of coordination between providers leads to errors.



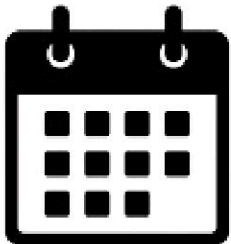
LOST IN THE PROCESS

Patients navigate complex referral systems without guidance or clarity.



ENDLESS REPETITION

Patients re-explain conditions instead of receiving care.



SCHEDULING CHAOS

Inefficient appointment coordination wastes time and reduces access to care.



MISSSED CARE

Follow-up gaps cause preventable readmissions.

THE SOLUTION

CONNECT

Patient links all their healthcare providers (primary care, specialists, hospitals) to one centralized platform through secure authentication.

AGGREGATE

System automatically pulls appointments, medical records, test results, medications, and provider messages into a single unified patient timeline.

COORDINATE

Platform consolidates scheduling across providers, flags conflicts, and brings care plans into one place. AI assistant helps patients with next steps.

COMMUNICATE

Providers access shared patient information with permission controls, enabling direct doctor-to-doctor coordination and seamless care team collaboration.

RESULT:

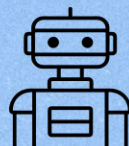
Seamless care.
Zero chaos.

KEY FEATURES:



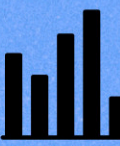
Smart Appointment Coordination

Aggregates appointments across providers, suggests optimal scheduling, clusters by location, sends automated reminders.



AI Care Assistant

Chatbot helps patients understand next steps, answers care questions, provides preventive reminders based on their timeline.



Unified Patient Timeline

Complete chronological view: appointments, test results, medications, simplified doctor notes all in one place.



Referral & Insurance Tracking

Real-time referral status updates, insurance approval progress tracking, automated alerts when action needed.



Cross-Provider Communication Hub

Secure messaging between patients and doctors, shared notes visible across care team with permission controls.



Full EHR Integration

Connects seamlessly to existing hospital systems, eliminates duplicate data entry.

STRATEGY

VALUE CHAIN IMPACT

- **Patient Intake:** Automated EHR aggregation eliminates manual re-entry.
- **Care Delivery:** Real-time data sharing reduces coordination delays from days to minutes.
- **Follow-Up:** Organized scheduling helps patients plan follow-ups efficiently across multiple providers.

WHO BENEFITS

- **Patients:** Less coordination burden, better outcomes, transparency reduces anxiety
- **Providers:** Complete context improves decisions, reduced admin work, enhanced collaboration
- **Health Systems:** Revenue recovery from fewer no-shows, lower costs from reduced duplicate testing, competitive edge through superior patient experience
- **Society:** Equitable access through simplified navigation, reduced healthcare waste, improved population health

COMPETITIVE POSITIONING

- **Current market:** Epic and Cerner are siloed within single health systems. Zocdoc handles booking, not coordination. Many workflows still run on phone and fax.
- **Our differentiation:** Real-time multi-EHR integration, AI-powered navigation (vs. passive portals), and built-in provider-to-provider coordination.
- **Organizational impact:** Shifts healthcare delivery from siloed systems to integrated care, cutting administrative burden and enabling real-time coordination.

SUSTAINABILITY & SCALABILITY

- **Technical:** Cloud infrastructure scales with demand. API-first design enables rapid EHR integration. Modular updates ship without disruption.
- **Business:** Our B2B2C model drives acquisition through hospital partnerships; each health system brings its full patient population at low marginal cost.
- **Defensibility:** Network effects compound as providers join. EHR partnerships and HIPAA compliance raise switching costs. Accumulated data trains AI on coordination patterns no competitor can replicate.

SOCIAL INSIGHTS

TECHNOLOGY ACCEPTANCE MODEL

- Replaces 5+ portals with one interface
- Single sign-on + familiar patterns lower adoption barriers
- Provider endorsement builds patient trust
- **Barriers:** Older users need phone support; setup effort deters time-strapped providers

SOCIOTECHNICAL SYSTEMS THEORY

- Patients shift from coordinators to participants
- Providers move from siloed to collaborative
- Must integrate into existing workflows, not run parallel to them
- **Barriers:** Cultural shift lags the tech; some providers resist transparency
- Platform must enhance human relationships, not replace them

EQUITY AND INCLUSION

- **Highest value:** Chronic patients, caregivers, non-English speakers
- **Risks:** Digital divide, rural gaps, privacy concerns in vulnerable groups
- **Mitigations:** Web/mobile/phone access, translation, safety-net partnerships
- **AI must augment, not replace:** Over-reliance erodes human connection

KEY TAKEAWAYS

Healthcare fragmentation isn't a UX problem; it's a systems failure that wastes billions and compromises patient outcomes.

MedConnect fixes it by creating value at every stage of care: automated intake saves time, real-time coordination prevents delays, and proactive AI closes follow-up gaps. The result is a system where everyone wins: patients gain better outcomes with less burden, providers get complete context, health systems recover revenue, and society sees less waste. Because value compounds as more providers join, our advantage strengthens over time.

But technology alone isn't enough: *success requires a cultural shift toward collaboration, with equity designed in from the start so that coordinated care reaches everyone who requires it.*