

International Healthcare SaaS Solution

- ✓ Healthcare providers data and processes automated management;
- ✓ Seamless patients and healthcare professionals engagement.



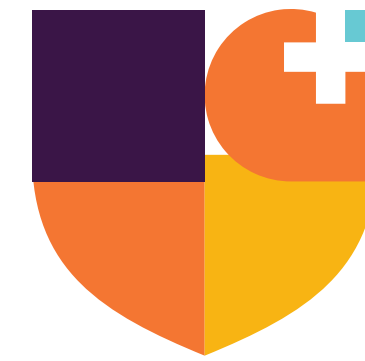
Goals



**Optimize healthcare
provider workflow**



**Create healthcare
providers ecosystem**



**Level up in primary
healthcare sensitive
data security**



**Fit service to
nowadays patients'
& doctors' lifestyle**

Market Drivers



3+ Years

Successful healthcare solutions implementation by Ademrius team



+21%

Digital Healthcare market annual growth



\$175.760 B

The Global Digital Healthcare Market Revenue

COVID-19

Digital healthcare market sharp acceleration:

Up to

+70%

for online appointments

Up to

+150%

healthcare apps usage

Up to

81%

patients prefer virtual health
consultation

Lots of small offline clinics are enforced to urgently digitize part of their services under COVID factor pressure. Thus, they will be in search of an efficient and affordable digital health platform.

Such industry stresses are the best time to enter the market with new solution, able to fit the demand.

Target Market

Ademrius buyer and user personas will mostly overlap.

Buyers



Core target segment are **Head doctors of small clinics (< 15 doctors)**



Second target segment are **Solo practice doctors**

Users



Ability to engage Ademrius user personas (Doctors & Patients) will define system attractiveness for buyers. It will also lower clinic staff internal resistance to system implementation.

Product for Doctor



General Schedule

My Schedule

Patient Search

Settings

Dr. Kyle Steward

Doctor

Today: Apr 16, 2020

7 April, 2020 – 12 April, 2020

	SUN, Apr 12	MON, Apr 13
8:00 am	Beth Warren	Victoria
8:30 am	Serenity Murphy	Ronald
9:00 am	Dianne Cooper	Wade H
9:30 am	Norma Pena	Soham
10:00 am	Savannah Flores	Nathan
10:30 am	Jorge Miles	Aubrey
11:00 am	Ann Williamson	Tomothy
11:30 am	Bruce Hawkins	Jorge M
12:00 pm	Randall Fox	Kathryn
12:30 pm	Philip Wilson	Johnny
1:00 pm	Diane Robertson	Wade H
1:30 pm	Shawn Webb	Debra R
2:00 pm	Brandon Steward	Arlene
2:30 pm	Connie McKinney	Connie
3:00 pm	Stella Black	Nathan
3:30 pm	Colleen McCoy	Dianne

ID 789780

Adem Patient

+380 667 85 42

patient@example.com

Generate Video Chat Link

10 min

1:45 pm

Please describe your symptoms and how you feeling now

1:45 pm

I feel so frustrated. It has never happened before.

1:45 pm

Let's go to the video chat to discuss problem in details.

zoom.us/fjsdjfejlljefljel12323mcsndklncl;alkdl;

zoom

Zoom meet

Product for Patient

Appointment booking

 Alergist


 Apr 5 Today

 Lviv


 Clinic's name

Find

17 Doctors ↑↓

 Regular appointment

 Online consultation ×

 Doctor home visit

Now

Morning

Afternoon

Evening

Female ×

Male



Kyle Steward

Alergist

Approximate price:
₹ 400



Get online consultation!

Telemedicine gives ability to have appointment whenever you want in every place you need.

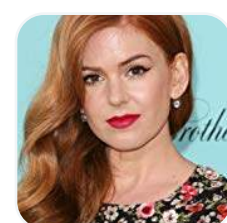
Doctor available now



(Mon) Apr 5



10:00 AM	11:30 AM	12:00 AM	12:30 AM
12:45 AM	01:30 PM	02:00 PM	02:30 PM
02:45 PM	03:00 PM	04:00 PM	05:30 PM



Kris Symulyk

Alergist

Approximate price:
₹ 400



Get online consultation!

Telemedicine gives ability to have appointment



(Mon) Apr 5

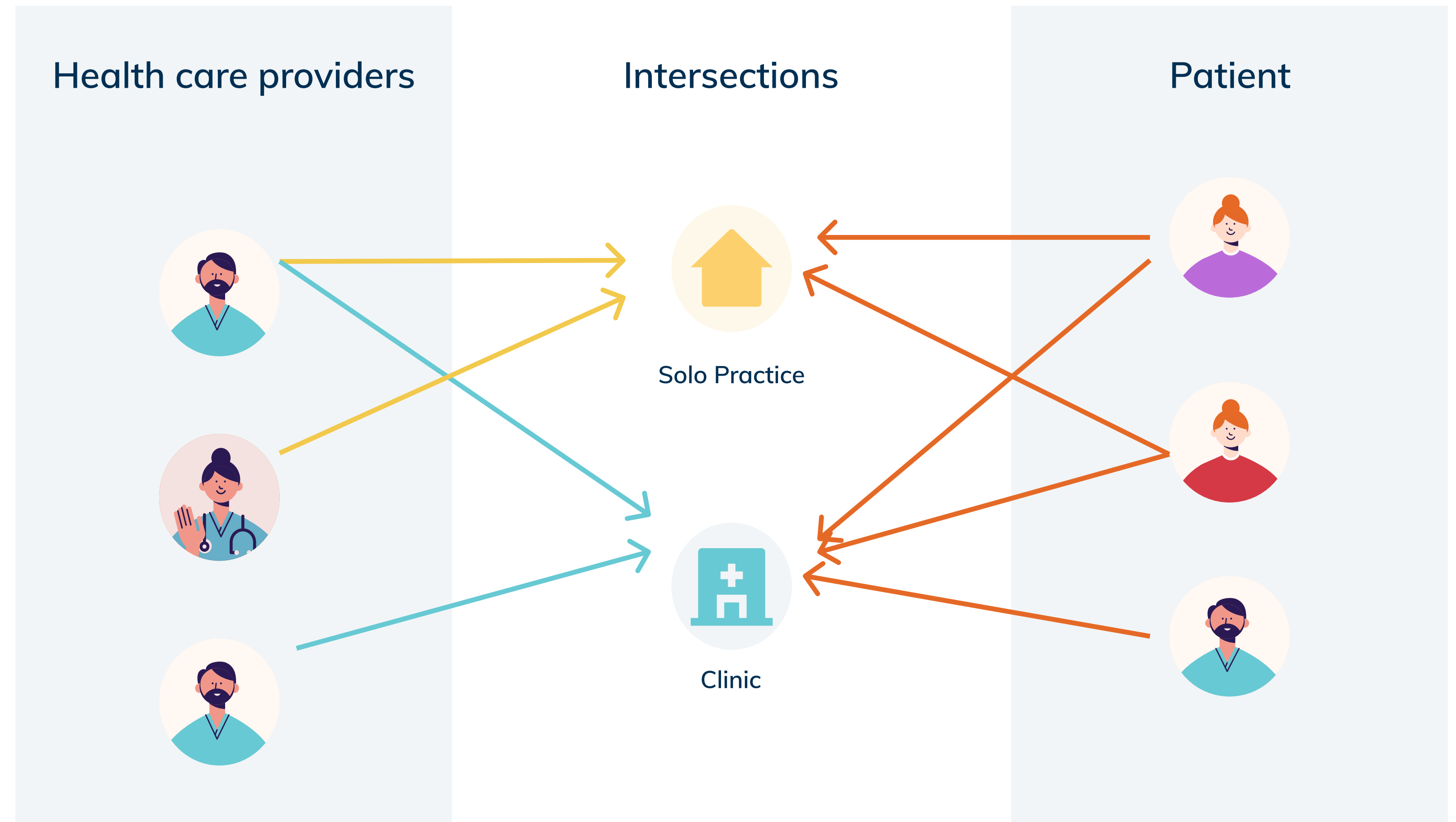


09:30 AM	09:45 AM	10:00 AM	10:30 AM
10:45 AM	11:30 AM	11:45 AM	12:30 AM
01:00 PM	01:15 PM	01:30 PM	02:30 PM

We tested Solution to Match the System & the Real World

Main rules while Ademrius ecosystem development were:

- reflect healthcare physical flows and simplify them
- find features balance for all system actors
- create open & interconnected space

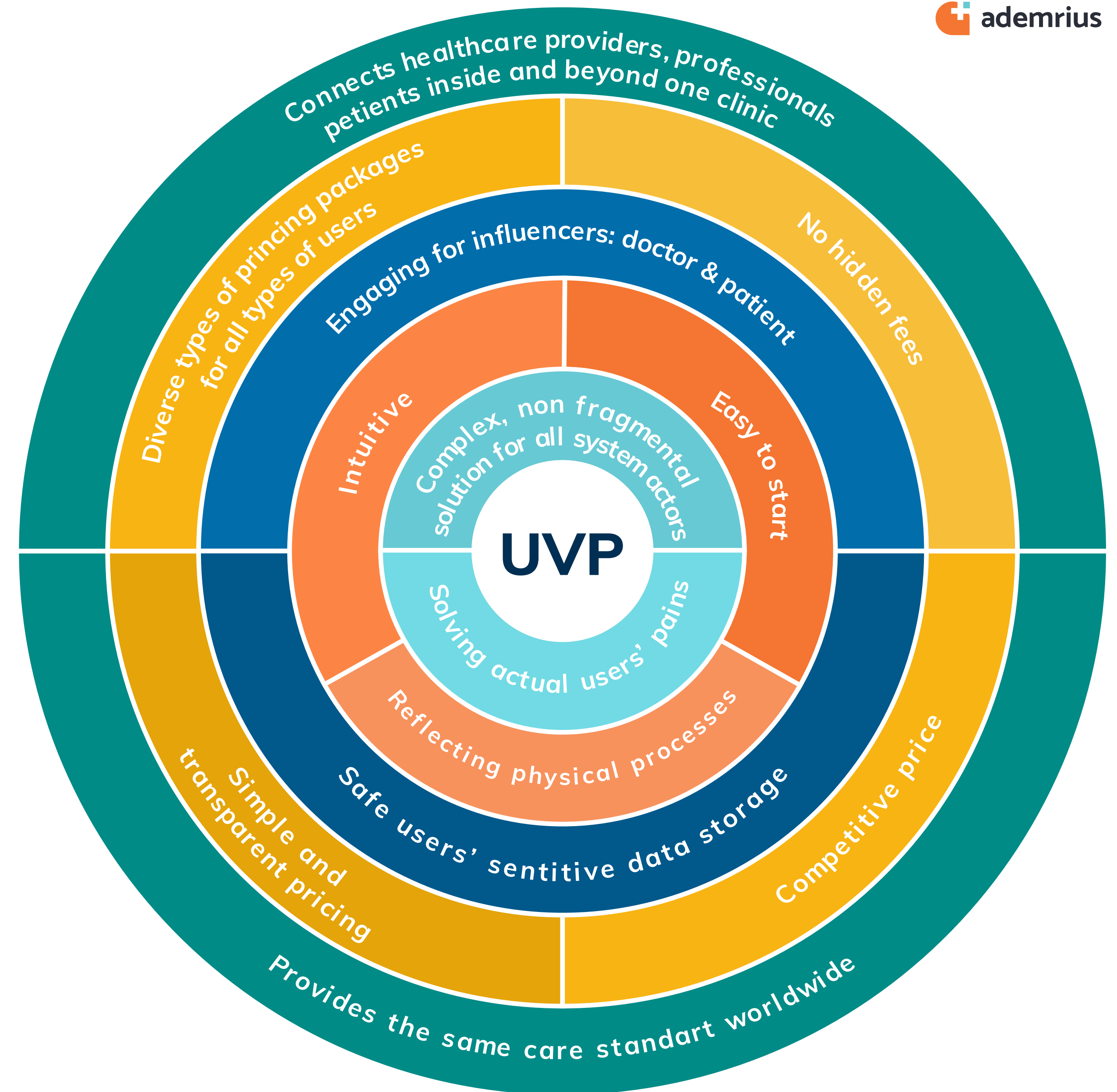


Value Proposition

What is Ademrius UVP?

Solve Proven User's Pains
+ Match the Real World Processes
= **UVP**

- 1 Comprehensive
- 2 Simple
- 3 Smart
- 4 Affordable
- 5 Blurring the boundaries



Competition



Core Features

Scheduling

Telemedicine

Free patient portal

Unlimited appointments numbers

Blockchain

Mobile app

Global solution

Client Website generator



Ademrius



TheraNest



Simple Practise



Ezdravie



Samedi



HelloCare



Egabinet



Business Model Type - Subscription

- 14 Days free trial
- Special Starter Price
- Unlimited Number of Patients

Hooks

Adoption

- Simple and Clear Onboarding
- System Knowledge Base
- Online Support

Subscription

- Up to 10 Users - \$19/mo/user
- 10 – 30 Users - \$15/mo/user
- more than 30 Users - \$9/mo/user

* system user in subscription plans is a Doctor or Maintenance staff account

Team



Volodymyr

CEO, Owner

11 years in IT, 7 years in top management positions in IT companies, latest 3 years worked only with medical SAAS products.



Mark

CTO

9 years in IT, latest 3 years was a senior developer and tech lead. Latest 4 years worked only with SAAS products.

Design Team



Lera

Senior Designer

7 years in IT, latest 3 years worked only with SAAS products, the latest project before Ademrius was - CRM for medical institutions.



Nazar

Senior Sales Manager,
Senior SMM Specialist,

Senior Google Adwords & Facebook Ad Specialist

9 years in IT, latest projects - the promotion of international SAAS products.

Sales Team

Backend Developers



Andriy

Senior PHP Developer

8 years in IT, latest 3 years worked only with SAAS products, latest 2 years with health care projects.



Volodymyr

Senior PHP Developer

8 years in IT, latest 4 years worked only with SAAS products, latest 14 month with health care projects.

Frontend Developers



Nazar

Senior vue.js Developer

8 years in IT, latest 3 years worked only with SAAS products.

Future Roadmap



MVP	Version 2	Version 3	Version 4	Version 5
<ul style="list-style-type: none">• Booking appointments• Telemedicine (on-line consultation)• Electronic health record• Patient Portal & EHR• Clinic Landing page generator	<ul style="list-style-type: none">• Services list with prices• Rating of doctors + feedback system• Template generator (possibility to create any medical forms)• Raising doctors is the top of search results.• Patient pay online for clinics services	<ul style="list-style-type: none">• Advanced services functions (billing, payments, financial reports)• Accounting• Statistics• Referral program• Discount systems	<ul style="list-style-type: none">• Of all the payments of the patient who signed up through the service - % to Ademrius• Sale of insurance• Order drugs online• Advertisements (banners in Ademrius for a specific target audience)	<ul style="list-style-type: none">• Advertisements (banners in Ademrius for a specific target audience)• Laboratory (synchronization with laboratory devices)• Diagnostic (synchronization with diagnostic devices (PACS archive according to the DICOM3 protocol))

Green - Clinic pays mo/license
Blue - each user can activate feature for himself

Purple - online payment for each transaction where our fee included
Orange - direct payment to Ademrius (third-party stakeholders are interested)

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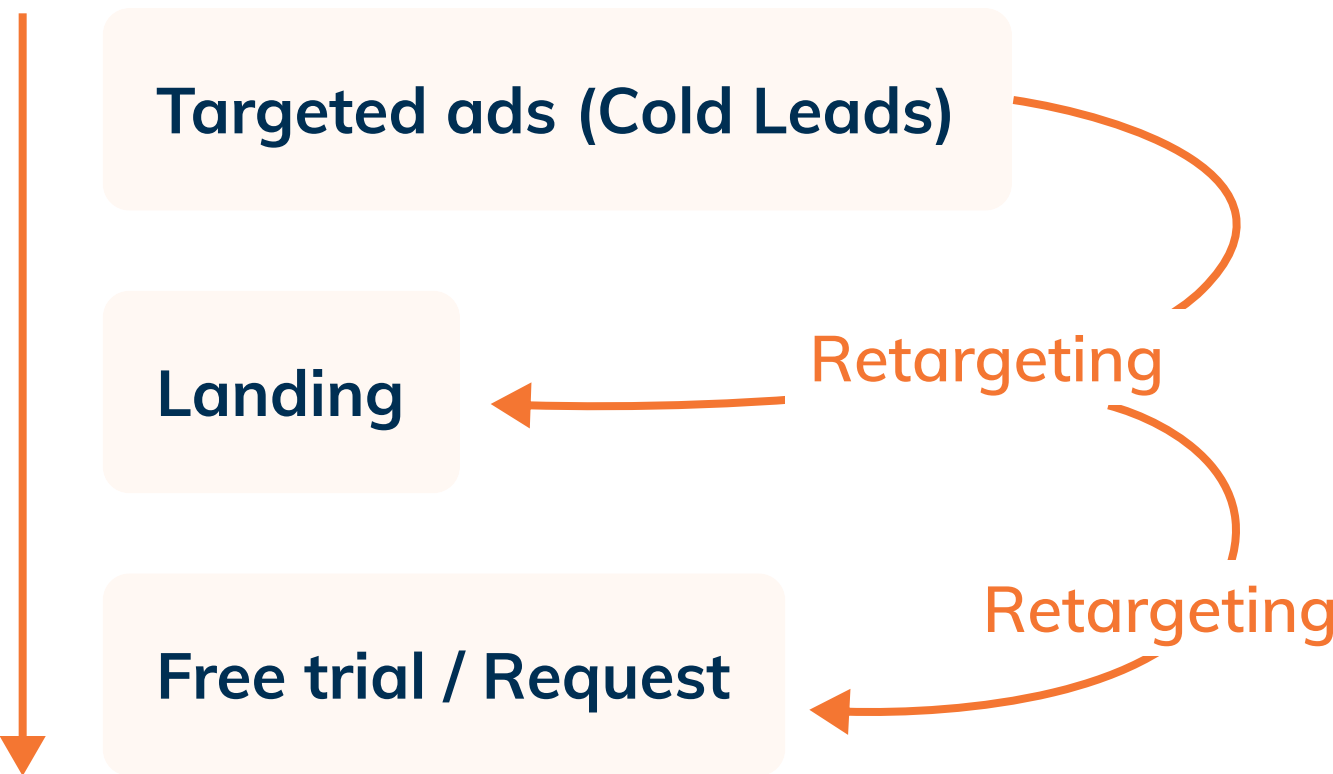
Go to Market Strategy

MVP launch geography:

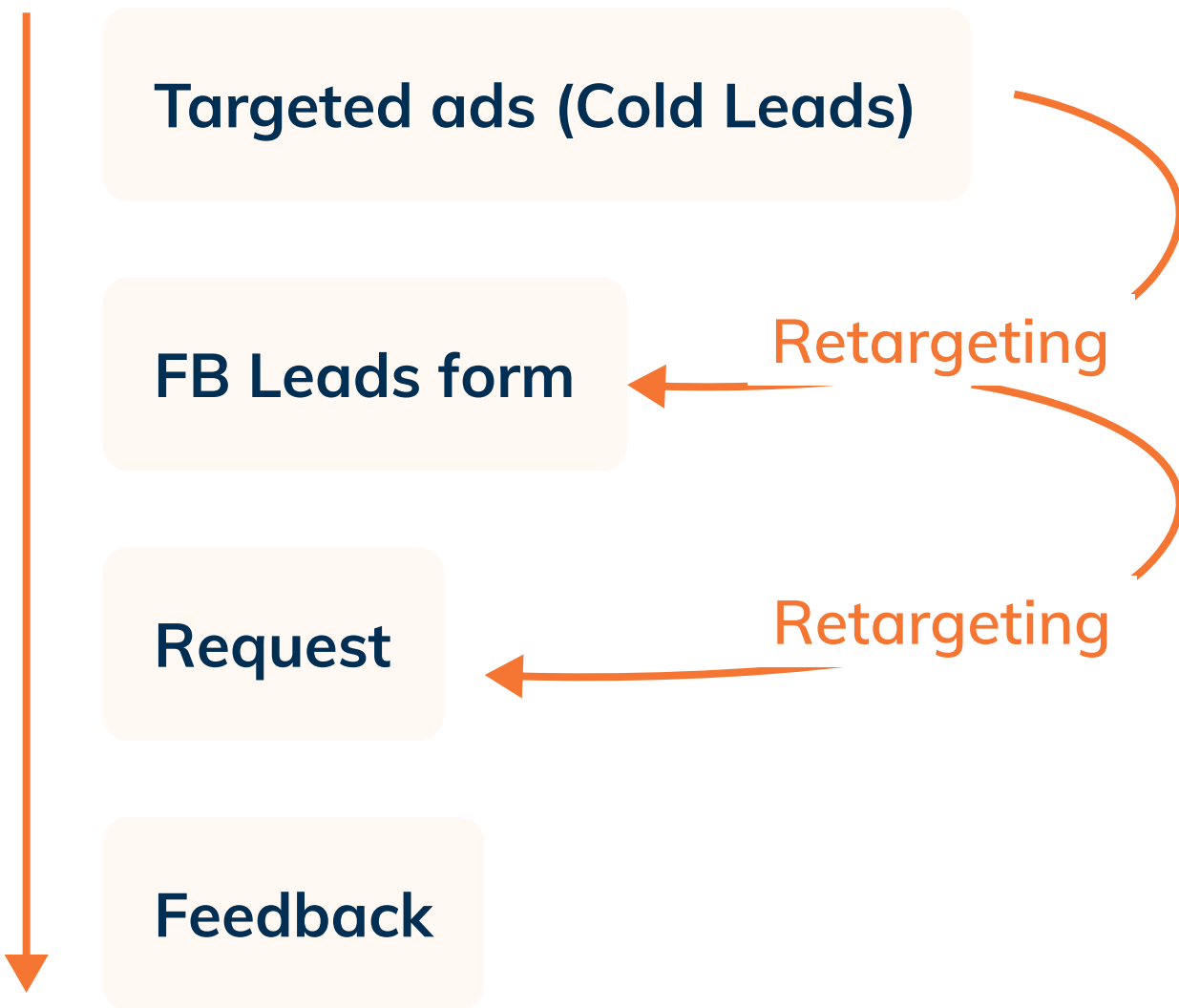
🇬🇧 Britain, 🇺🇸 USA, 🇨🇦 Canada, 🇪🇸 Spain, 🇩🇪 Germany, 🇮🇹 Italy, 🇫🇷 France, 🇵🇱 Poland, 🇸🇰 Slovakia, 🇺🇦 Ukraine, 🇷🇺 Russia

Channels:

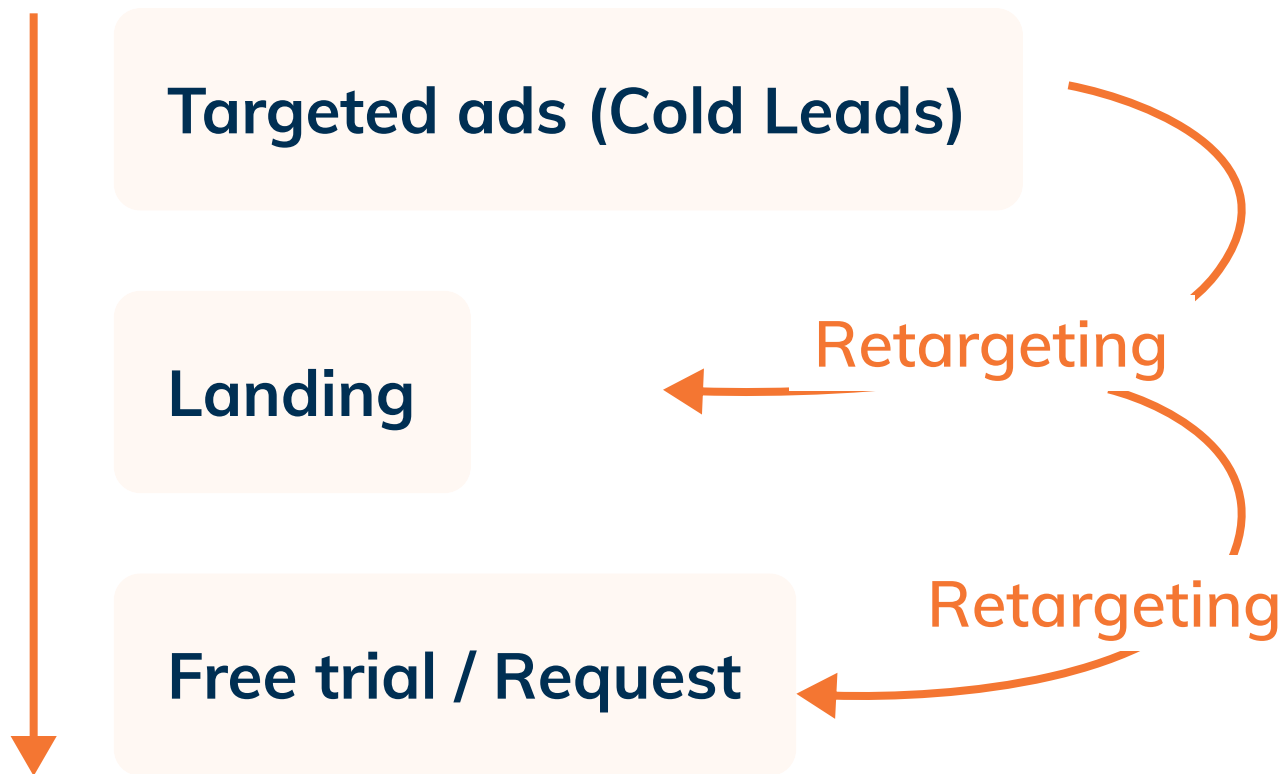
Landing



FB Leads



Google ads





Keep well!

Contact us

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