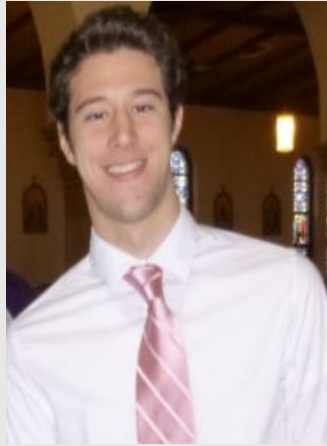




# HealthWatch

## Team 4 The Dream Team





## Stephen Consello

Year: Senior

Major: Management Information Systems

Post-grad: Cigna as an Application Development Specialist Project Manager on the Group IT Production Support team



## Thomas Kane

Year: Senior

Major: Management Information Systems

Post-grad: TECDP Project Manager at Cigna



## Sean Maloney

Year: Senior

Major: Management Information Systems

Post-grad: Associate Information Systems Specialist at The Dow Chemical Company



## Lauren Synder

Year: Senior

Major: Management Information Systems / Marketing

Post-grad: Public Relations Assistant at American Eagle in New York

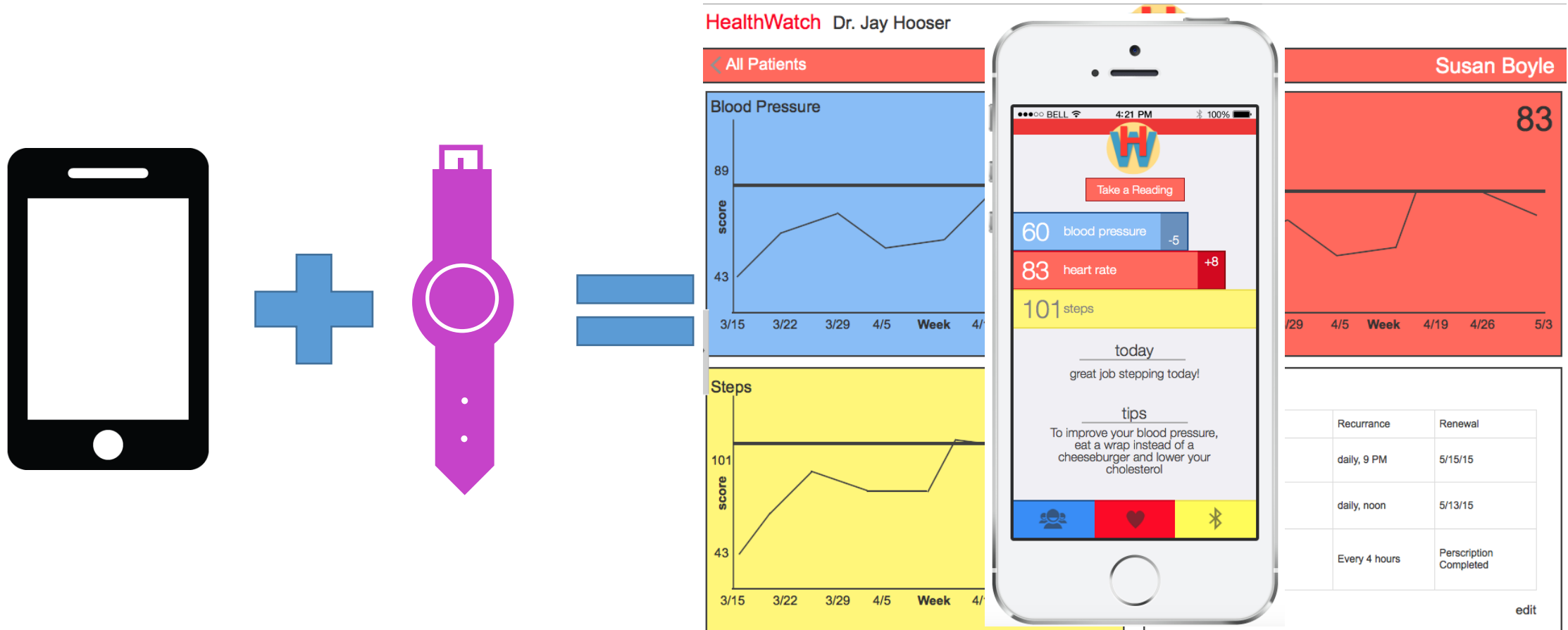


- New market
  - Nearly 90% of seniors citizens want to stay in their own homes as they age



# THE PRODUCT

A healthcare companion that uses the wearable to track, analyze, and summarize a patient's wellness.





30 million available consumers



46.1% are willing to use a free fitness tracker



Healthcare shift to value



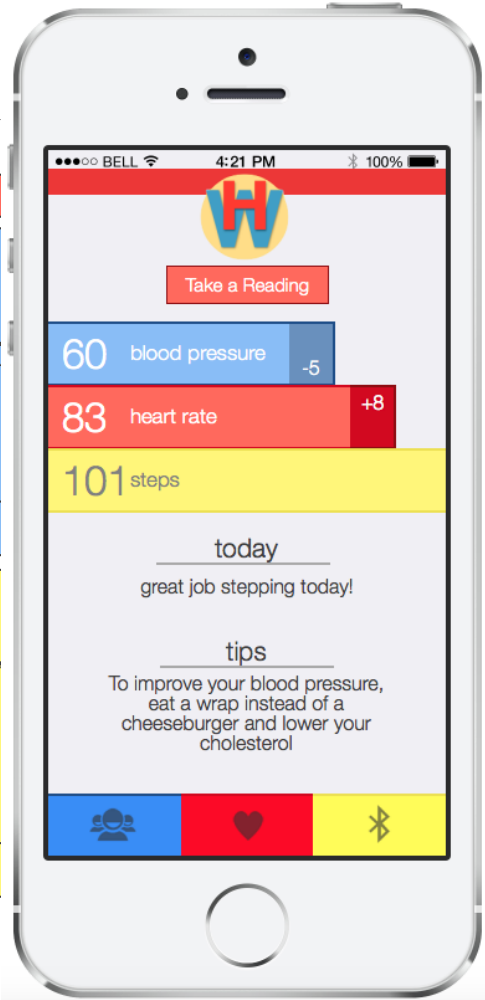
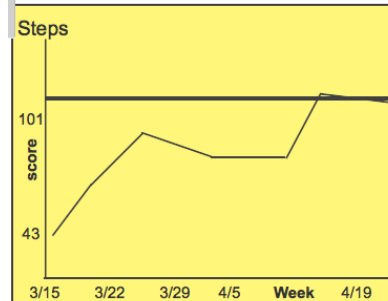
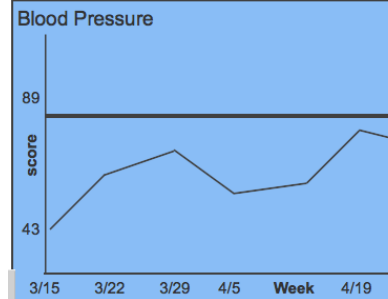
Rising demand for Wearables

## Key Takeaway

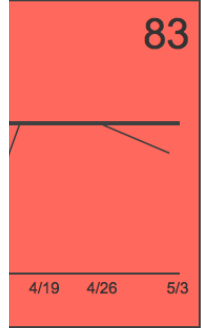
Individuals are becoming more open to monitoring their health to improve or maintain their quality of life

HealthWatch Dr. Jay Hooser

All Patients



Susan Boyle



Renewal
5/15/15
5/13/15
Prescription Completed

edit

Connects patients and physicians

Manages prescriptions

Connects patients and family



Customers

Doctor checkup from home  
Intelligent suggestions to improve health

Insurance  
Company

More accurate risk pool placement  
Real time data promotes wellness

Healthcare  
Providers

Historical data improves decision making  
Improve quality of care





HealthWatch services will cut insurance companies' costs **at least 5%** by enabling:

- More accurately calculated risk pools
- Overall increased customer wellness

In return, HealthWatch will receive **5% of the monthly insurance premium** for enrolled customers

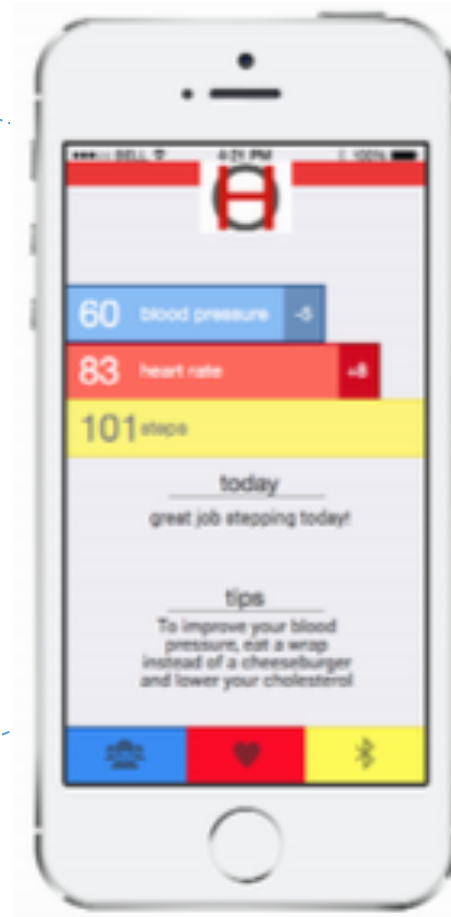




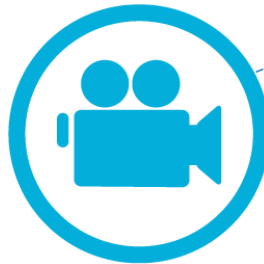
# FUTURE CAPABILITIES



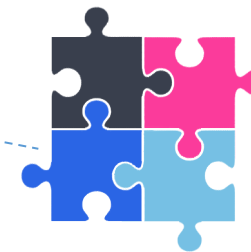
Integration  
with other  
wearables



Video health  
check-ups



Assistive  
technologies and  
accessibility  
features



Addition of  
more health  
metrics



# Q&A



# Appendix



# THREE YEAR BUSINESS PLAN

	Description	Costs	Revenue	Profit	Profit to Date
<b>Year 0</b>	App Development	\$680,000	\$0	\$680,000	\$680,000
<b>Year 1</b>	.5% Market Capture	\$18,892,500	\$18,450,000	\$442,500	\$1,122,500
<b>Year 2</b>	1.5% Market Capture	\$44,950,000	\$84,870,000	\$39,920,000	\$38,797,500
<b>Year 3</b>	2.5% Market Capture	\$48,850,000	\$210,330,000	\$161,480,000	\$200,277,500

## Assumptions:

- The customer base will grow 1% annually.
- The customer base is acquired quarterly per year.
- The average monthly insurance premium is \$328.
- The cost of the wearable device is \$125.
- 5% of customers each year will provide their own wearable device.
- Year over year revenues account for the previous years' recurring revenue streams.

## Yearly Costs Include:

- Device Cost
- Ongoing Development
- Salaries
- Marketing
- SG&A



notes

Incentive to use their own wearable

Reminder to print:

- Project Charter
- Business Model
- Detailed Data Model

# SYSTEM ARCHITECTURE

