



vPhysicians

Medical Practice Management
Solution for Providers Caring for
Homebound Elderly Patients

Company Info

eBanyan, LLC

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Management and Company History

Abid Malik, Founder

abid@vphysicians.com | 816-809-6850

24+ years of sales, marketing, finance, and business development experience.

Co-founded Nexlogic (50 employees & 11MM+ revenues).

Serial entrepreneur

Company History

Jul 2010 - Product development

Jun 2012 - Product deployed (2 clients)

Need Assessment

Need Assessment/ Pain

- Fragmented housecall industry that is evolving
- Most medical solutions designed for patient encounter at clinics
- vPhysicians solution focuses on business side of the practice
- Customised for housecall and rural patients
- Seamlessly integrates Medicine with the Marketing, Management, and Money

Market Size

- 30 million functionally-impaired elderly patients take 8 to 10 medications and have 6 to 12 chronic medical conditions.
- Roughly 86% of NPs see patients covered by Medicare and Medicaid. An estimated 11,000 new NPs completed their academic programs in 2010-2011 to enter growing elderly care market.

Partners

Technology Partners

- Kareo: Billing partner
- Callfire: IVR Robo-caller
- Sure Script: ePrescription
- Intuit QuickBooks: Accounting
- PayPal: Online co-pay processing
- Google: Contact manager

Channel Partners

- Mobile and remote diagnostic equipment vendors
- Independent Nurse Practitioners
- Hospitals
- Home health care
- Social welfare agencies

Competitive advantage

Competition

- Visiting Physician Association, Mobile Doctors

Competitive Advantage

- Two years of research and development by a medical and IT team

Disruptive Features:

- Patient mapping by diseases
- Integrated Search Engine Optimized website with patient portal
- Robust patient relations and referral management system
- Disease-Procedure mapping
- Sophisticated administrative and clinical task and project manager
- Remote monitoring integration (2013)
- Built-in best practices and processes system
- QuickBooks integration
- Cutting edge HR system
- Tablet-ready

Business Model

Initiation fee: \$3000 - \$50,000

Subscription fee: \$250 - \$1,500/ month

Billing: 5% of the revenues

What is included in initiation fee?

EMR & Practice Management, practice location, hosting, emails, data backup & security, website, co-marketing, provider, patients leads, medical billing, best practices manuals & guides, one week remote/ in-person training of two staff members at the head office

Additional revenues are realized through distribution partners providing medical services

- Revenue sharing
- Licensing

Revenue Drivers

- Number of subscribers
- Revenue size per subscription
- Distribution and licensing
- Employee incentives and consequences

Exit Strategy

Buy out by competitor, or strategic partner within
5 years

Funding

Funding Sought & Use

- \$500K (Accepting early investors)
- Marketing and sales team
- ONC-ACB certification for the application
- IT team, patents

Seed Investment

- Founder: \$120,000

Revenues (To date)

- \$58,400 (2 clients)
- Pending licensing (2 clients)
- Break even point (3rd quarter)
- Projection (2017): \$17 millions