

EquaCare

Providing equal access to healthcare for
patients who find social interactions
challenging



● Problem

Healthcare is a complex place for most people. For those with neurological and/or developmental disorders, such as Autism, ADHD, and Dyslexia, it's nearly impossible to navigate this system alone.

As these patients "age out" of the services they once received, limited funding and support become a roadblock to equal access to services and better health outcomes.

Around 15 – 20% of the world's population are neurodivergent, which means their brains develop and work differently.



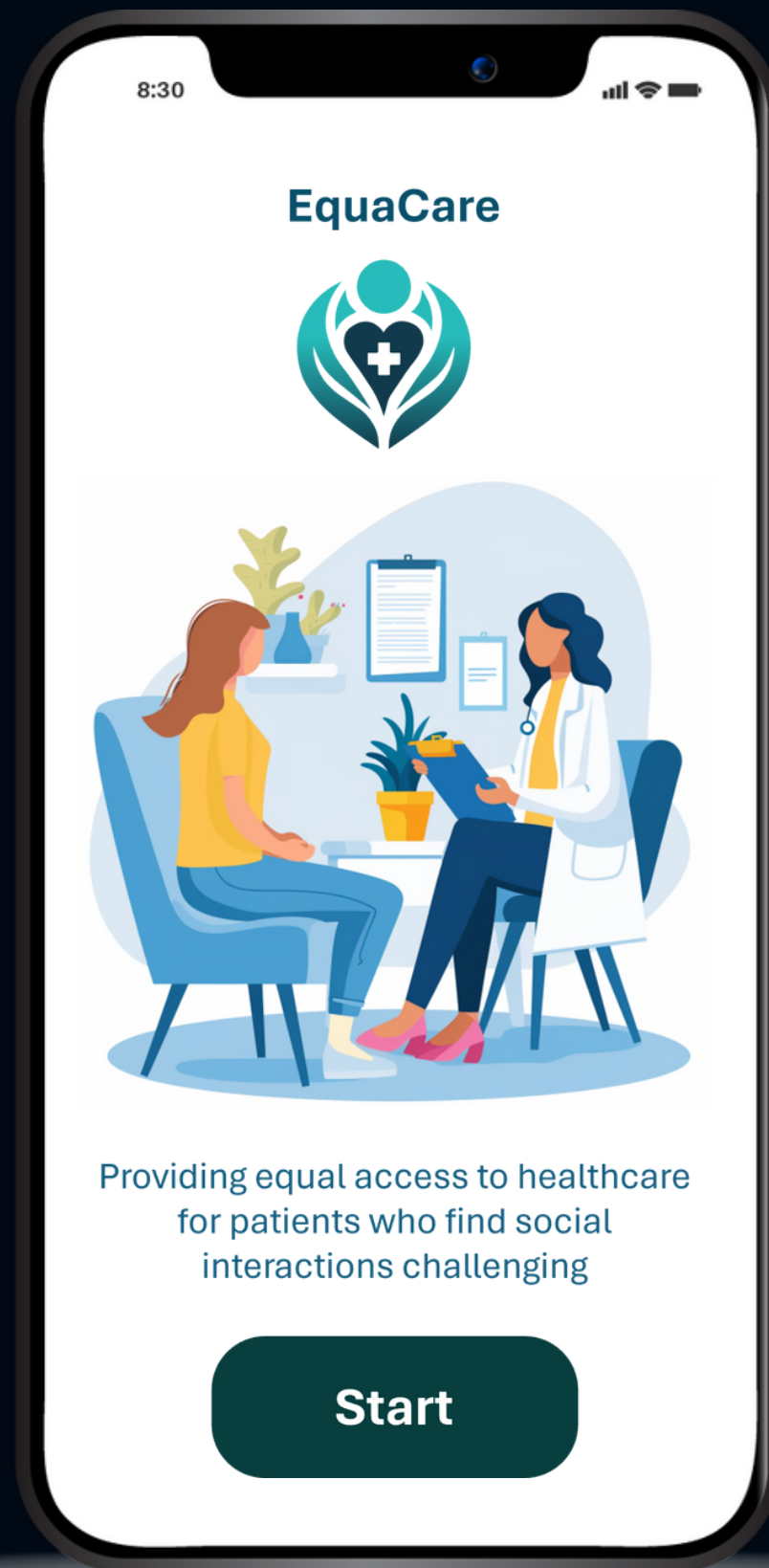


● Challenge

These patients benefit from accommodations for challenges with communication, executive function, and language processing. Oftentimes, health service providers don't offer support because most aren't aware of the need or don't know how to solve for it.

Without help, social interactions become a barrier to seeking medical treatment and these patients become invisible to the healthcare system.

It's a growing problem without a scalable solution.

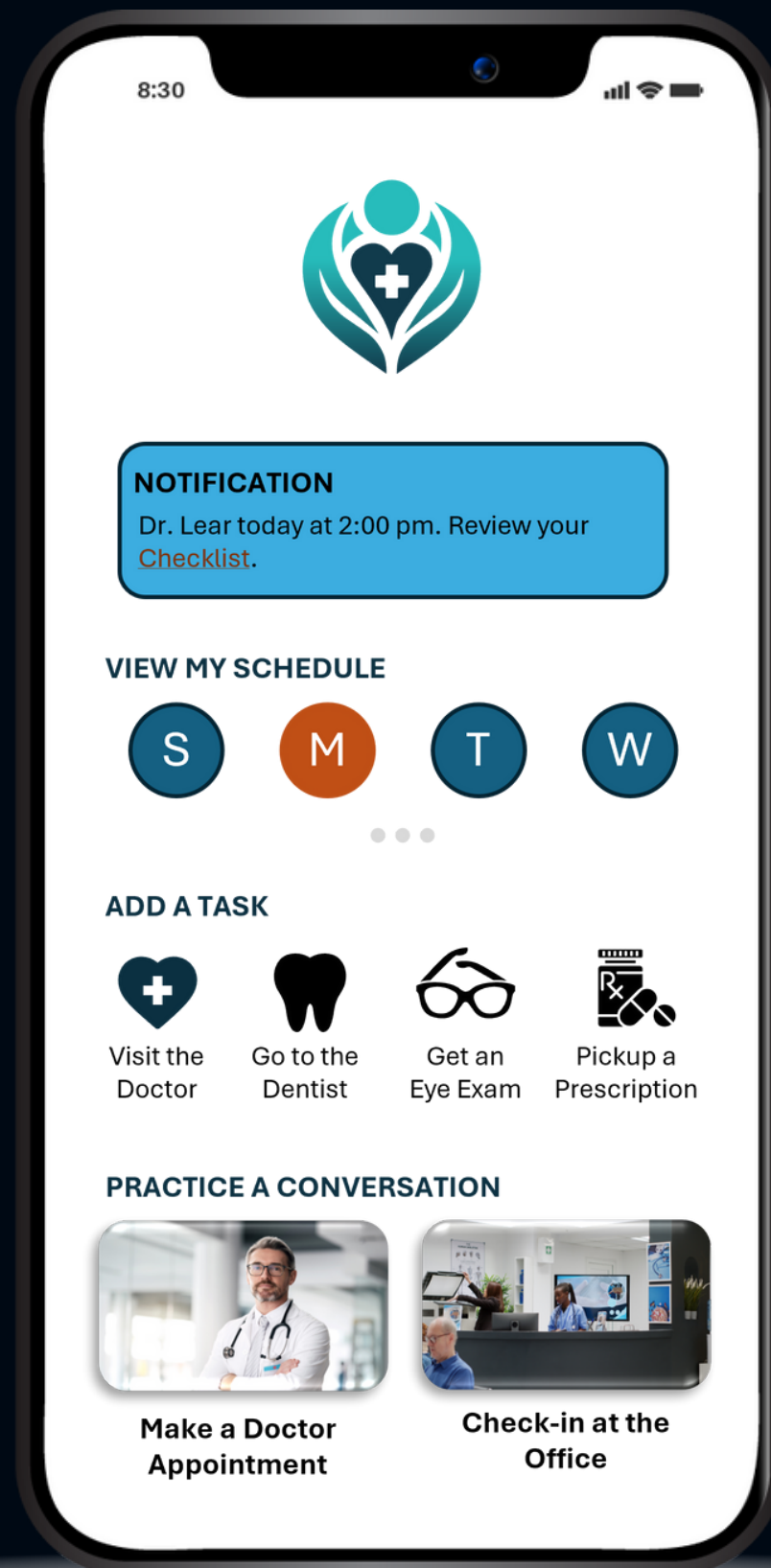


● Solution ●

EquaCare is a digital health assistant designed to increase positive health outcomes among neurodivergent patients by helping them navigate the complicated healthcare system with ease.

EquaCare helps users:

- Schedule and prepare for doctor visits
- Track appointments and medications
- Understand medical benefits and diagnosis.



● Solution ●

EquaCare leverages generative AI to provide important and relevant information to patients in realtime.

Our health assistant has been trained to be neurosensitive in its responses, following communication standards to accommodate the learning styles and language processing levels of the user.

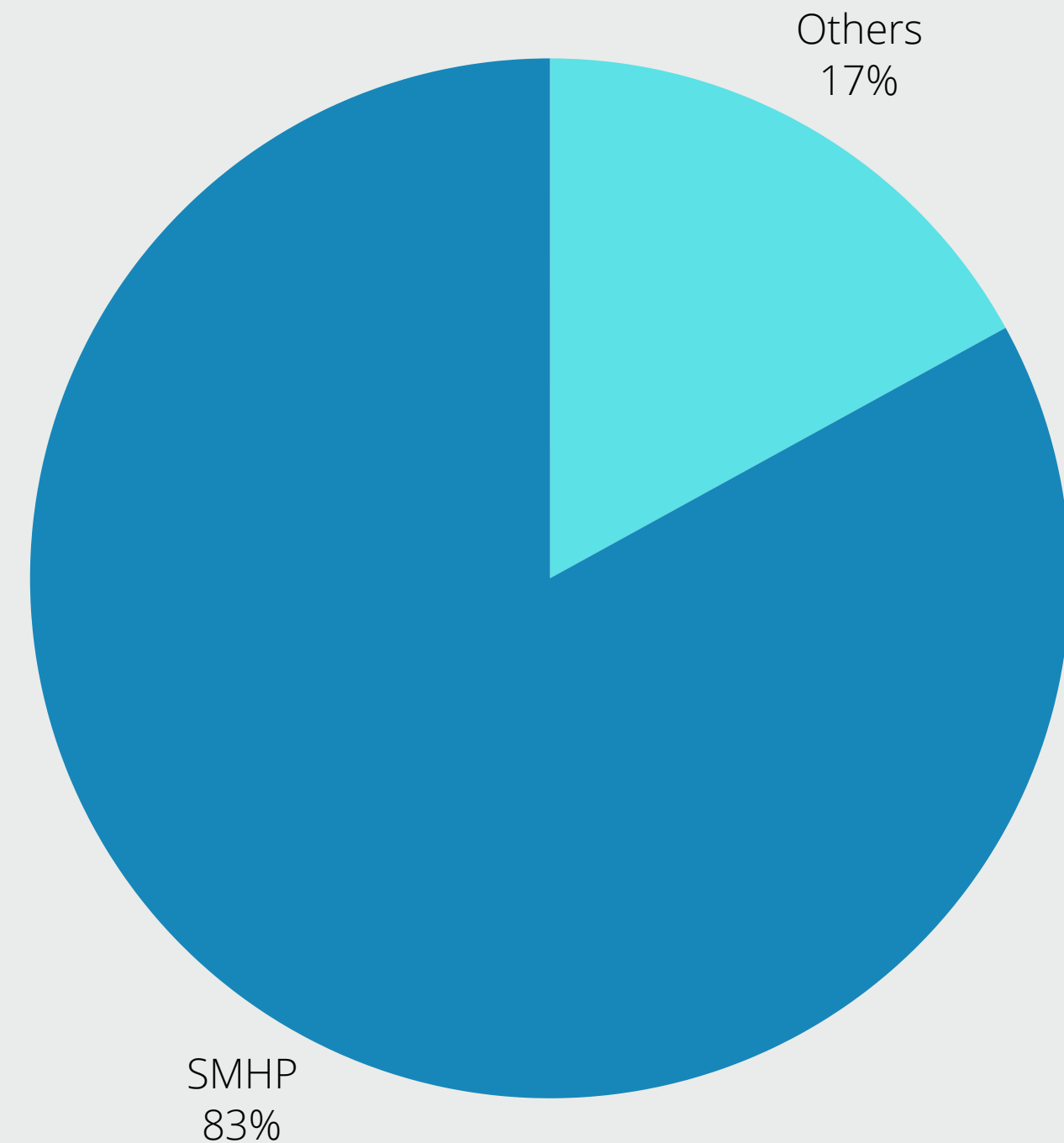
Some of these standards include:

- Using active rather than passive voice
- Avoiding double negatives
- Writing in simple clear language using everyday words

● Target Market

Improving health outcomes among their members is an important metric that impacts health insurers' profitability. When members don't receive preventive care, their chances of needing more expensive care later in life increase.

Since **small and medium-sized health plans (SMHP)** provide 83 percent of all coverage in the United States, Equacare would be a solution that these organizations can provide to businesses and organizations as a part of a wellness package.



● Revenue

As a standard package, EquaCare could be offered as an annual **price-per-member service** to health insurers, with tier pricing based on the total membership size and feature.

SMHP membership numbers can reach up to 500K. 10% of half the max population for **one SMHP** would yield \$250K/yr at \$10/ppm



● Backlog

- Complete the additional screens within the app
- Build out the chatbot to have turn-taking capabilities
- Develop a wider portfolio of custom prompts to address common health interactions
- Add more data to the corpus

● Next Step

Test with concept target audience to validate assumptions and viability

● Our Team ●



Muhammad Arham
Frontend Developer



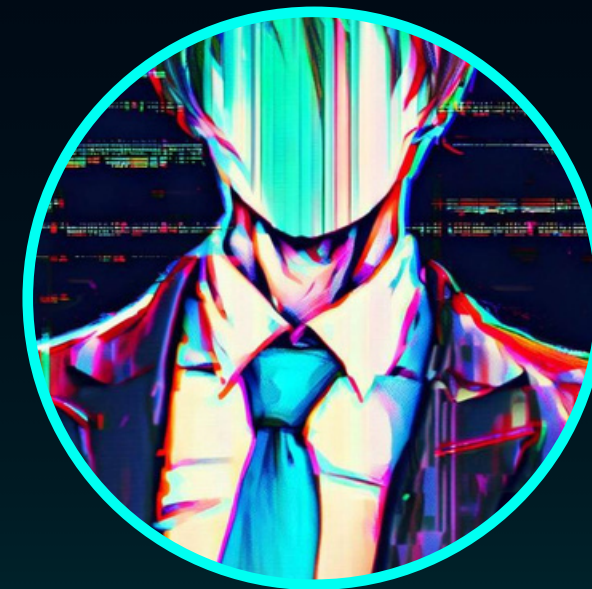
Aref Hammadi
AI Engineer



Monique Howard
Product Manager



Kenny Chirombo
Backend Developer



Mazen Mamdouh
Backend Developer