



The State of Adult Medical Care

Audience Q&A

Question 1

What is a non-communicable disease?

a) Terminal illness

7%

b) a group of conditions that are not mainly caused by an acute infection

60%

c) a group of conditions that cannot be caught early on

13%

d) a group of conditions that cannot be controlled

20%

Fact:

If left unchecked, these diseases result in long-term health consequences and often create a need for long-term treatment and care

Question 2

Non-communicable diseases make up 71% of all deaths globally

True

93%

False

7%

Top Causes of death globally¹

- Ischaemic heart disease
- Stroke
- Chronic obstructive pulmonary disease
- Pulmonary cancers
- Alzheimer's Disease +
- Diabetes
- Kidney Diseases

1. World Health Organization

Question 3

What is the leading cause of bankruptcy in the US?

a] Home Mortgages

b] Auto Loans

c] Unexpected Life Expenses

D] Medical Expenses

Fact:

66.5% of bankruptcies were due to medical expenses

American Journal of Public Health (2019)



Question 4

Which age group accounts for the majority of persons who decline health care coverage?

a] 55+

13%

b] 40-55

27%

c] 24-38

40%

c] 18-24

20%

Fact:

- ~ 30% of Millennials surveyed are presently uninsured.
- ~80 percent delay seeing a doctor.

GetInsured's 2020 Millennial Health Insurance Survey,

Question 5

What is the average doctor office visit cost in the US?

a] \$20-50 (155 HKD or 559 TWD)

7%

b] \$300-600 (2330 HKD or 8,388 TWD)

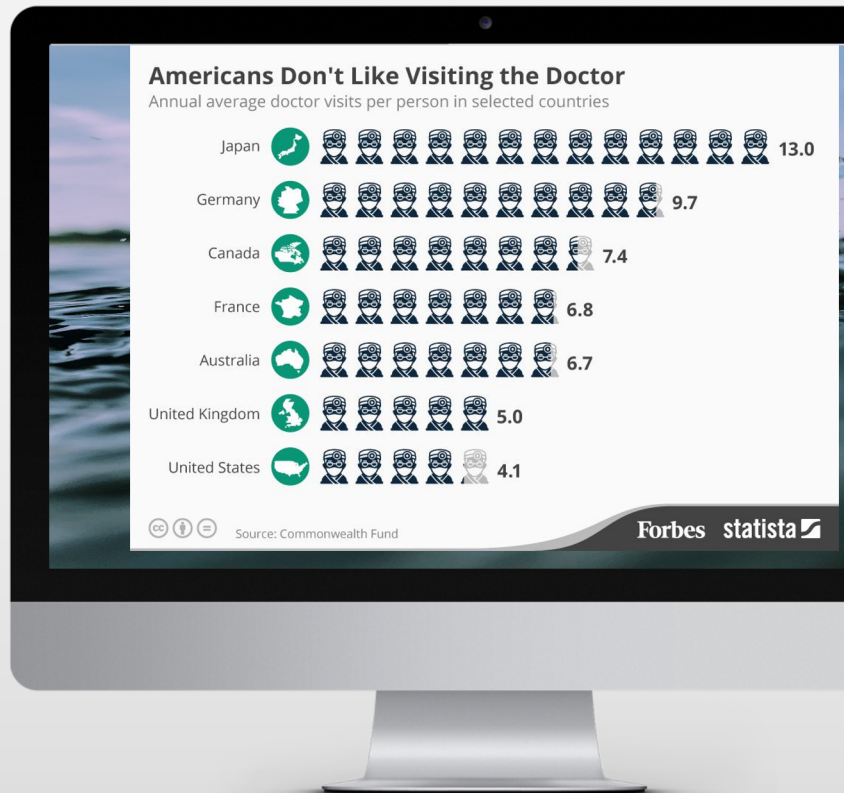
53%

c] \$800+ (6,214 HKD or 22,370 TWD)

13%

c] \$100-200 (777 HKD or 2,800 TWD)

27%



Question 6

What are two downsides to the near universal health care system in Taiwan & Hong Kong?

a] Expensive cost

33%

b] Full capacity of large medical institutions

67%

c] Incomprehensive population coverage

47%

d] Short consultation times

13%

e] Low coverage rates

7%

Fact:

- The United States **is the only country** of the 33 developed countries that doesn't have universal health care

Question 7

What is true about chronic diseases?

a] Over 40% of Americans suffer from at least 1

7%

b] Less than 57% of chronic disease patients receive recommended preventative care

c] Comprises over 75% of all health care costs

d] They cause 7 out of 10 deaths per year

93%

Fact:

- U.S. has highest rate of disease burden among comparable countries
- 6 in 10 adults in the US have a chronic disease
- 4 in 10 have 2+

Centers for Disease Control and Prevention

Trivia Champion

Jess



Health Hero



Adult Working Group



01

Health Facts

Adult Group(s)

- **Group with greatest numbers in the labor force**
- **Largest caregiver population**
- **Largely autonomous with the ability to manage their health if given the tools**



Lowest earners
Highest uninsured rates
The age of preventions!



Chronic diseases rise sharply
with age



Chronic disease symptoms can
become more severe

1. U.S. Bureau of Labor Statistics (2019)
2. United States Census Bureau (2020)
3. Sahdea Prasad et al. in *Prev. Med* (2012)

Barriers to Healthcare

Pandemic Situation

Access to healthcare has diminished largely due to the increased worry about community infection

Culturally Competent Care

It's critical to have providers that are understanding of cultural considerations when providing care

Inadequate or Lack of Health Insurance

Deters people from seeking out routine care and screening as well as care for ailments

Time

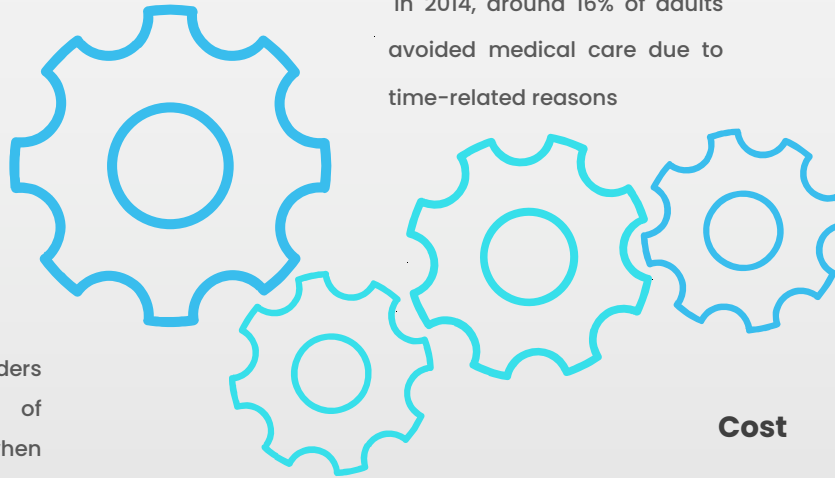
In 2014, around 16% of adults avoided medical care due to time-related reasons

Cost

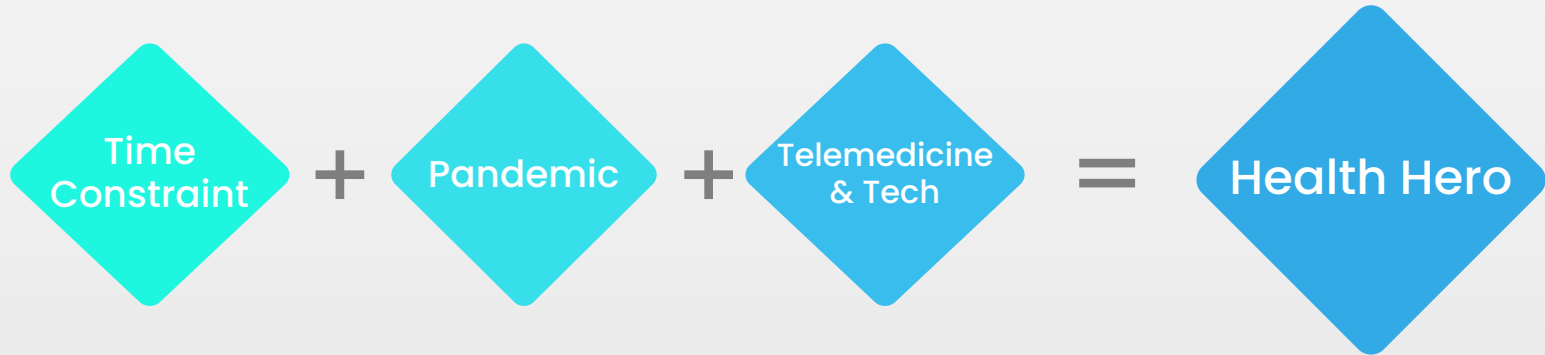
Cost of doctor's office visits, prescription medication etc.

Geography

Lack of services nearby and/or challenges with transportation



Potential



- Use of technology can help provide adults with more access to healthcare
- 66% willing to use telemedicine
- 70% feels comfortable with it
- Middle-aged adults are most willing to use it for urgent care

1. S. Prasad et al. in *Prev. Med* (2012)
2. Telehealth Index Consumer Survey (2019)
3. American Hospital Association (2015)

Health Hero in Action

To Offer Non-emergency health care options





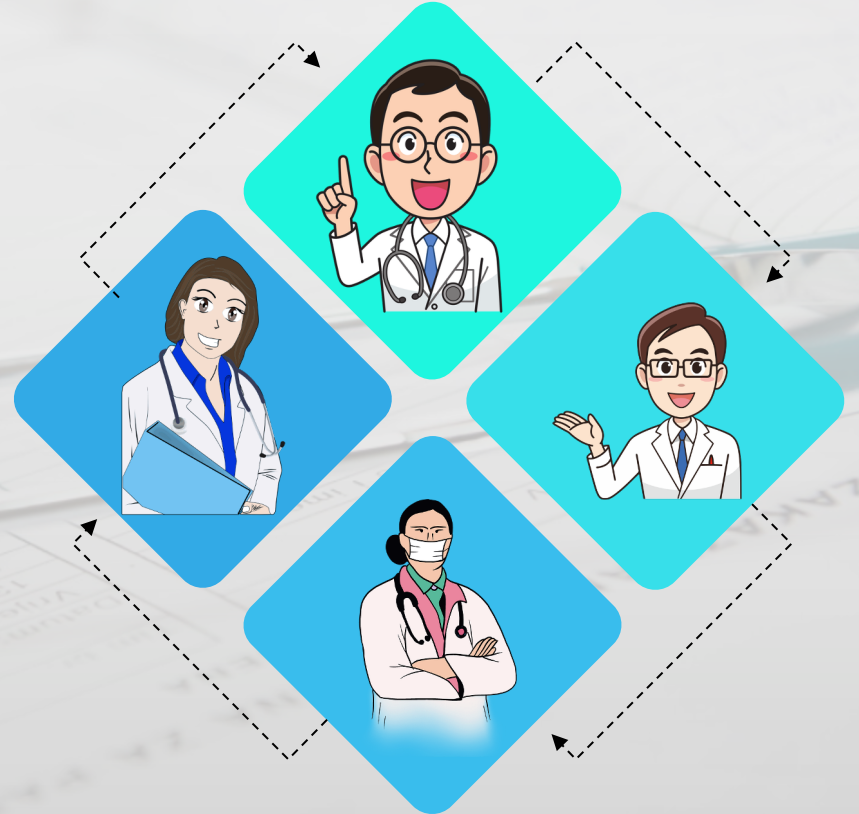
02

Health Hero

Health Hero In Action

Main Function:

- Put power into the patient's hand while supporting them
- Submit details regarding non emergency medical condition
- Receive a consultation summary report with findings from 2-5 independent medical doctors



Health Hero

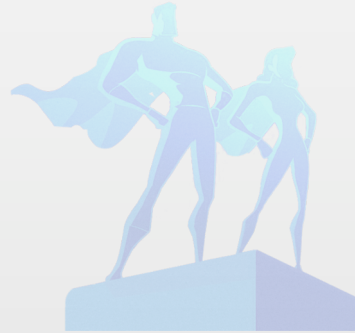
Patient Portal

Consultation Services

Communication

Continuous Tracking

Preventive Monitoring



Features

Consultation Services

Communication

Continuous Tracking

Preventive Monitoring



1

Health Screening
Patient Profile

2

Intake Questionnaire

- Videos
- Images
- Voice Recordings

3

Provider Matching

- Urgency
- Condition
- Complications
- Med history
- Culturally competent

4

Health Report Delivery

- Diagnosis
- Suggested next steps
- Condition information

5

Follow-Up and
Reevaluation as
needed

Features

Consultation Services

Communication

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Preventive Monitoring



AI training data



1
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Target Providers

Consultation Services

Communication

Continuous Tracking

Preventive Monitoring

General and Family
Practice

G

I

Internal Medicine

Dermatology

D



W
M

Women's and Men's
Health

Mental Health

M

N

Nutrition and
Lifestyle

Features

Consultation Services

Communication

Continuous Tracking

Preventive Monitoring

Submission of Details

Integrated Consultation Report

Community groups

Medical diagnosis and treatments

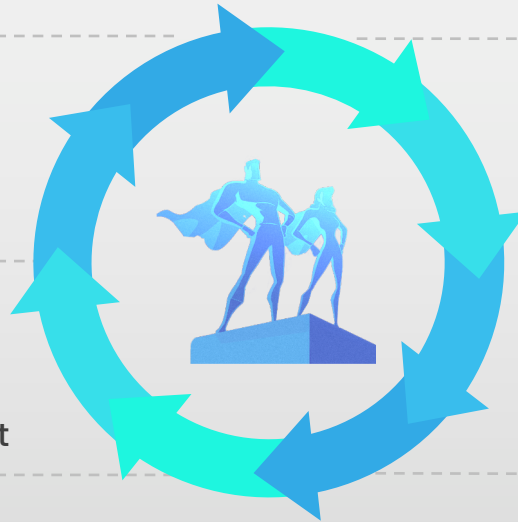
Text, call, pop up

Request additional consultant

Prescriptions filling

based on 80%consensus

Language Selection



Features

Consultation Services

Communication

Continuous Tracking

Preventive Monitoring

Device Integration

Blood Pressure
Heart Rate
Oxygen Levels
Glucose Levels
Smart Watches

Check-in Pop Ups

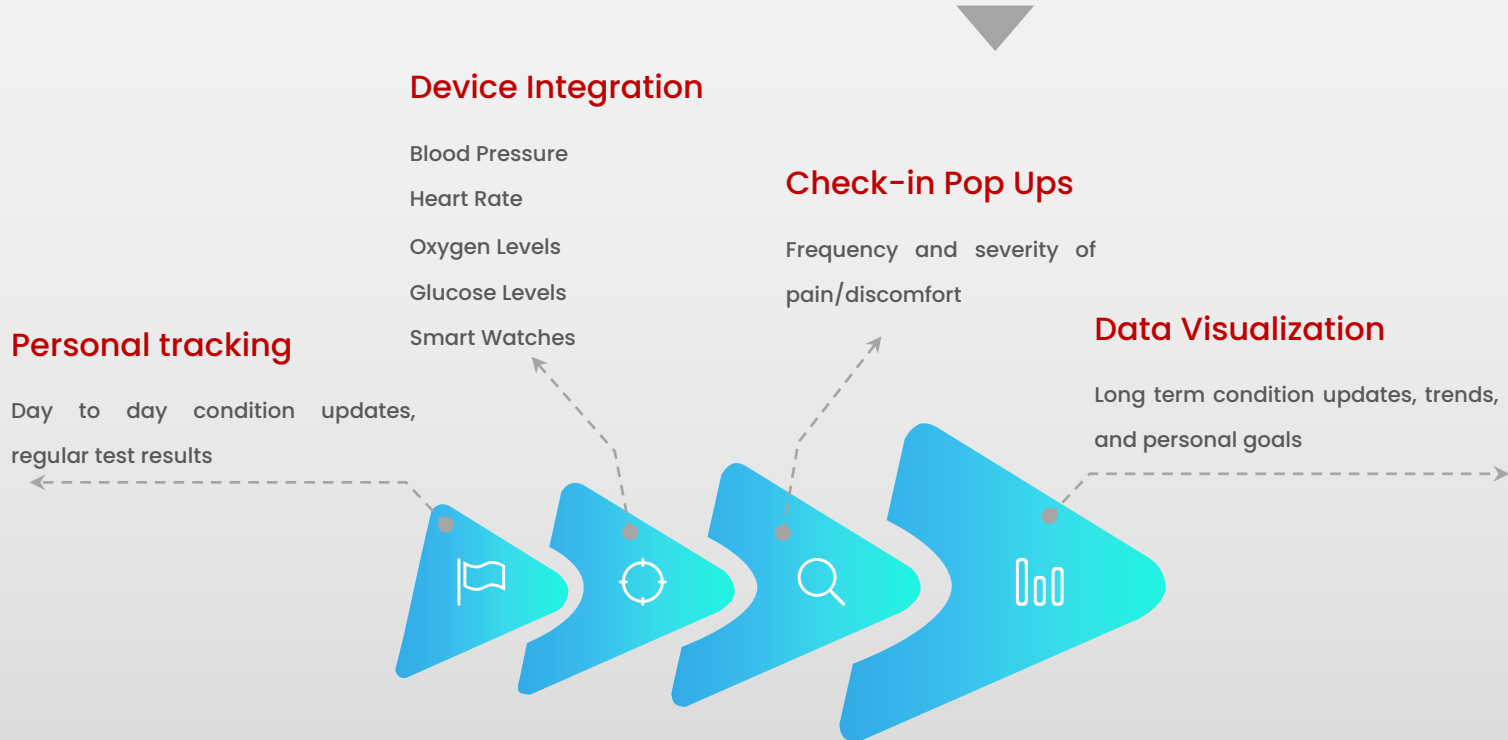
Frequency and severity of
pain/discomfort

Personal tracking

Day to day condition updates,
regular test results

Data Visualization

Long term condition updates, trends,
and personal goals



Features

Consultation Services

Communication

Continuous Tracking

Preventive Monitoring

Artificial Intelligence Tracking for:

Primary Preventive Monitoring

- “Intervention” health screening
- Suggestions for altering risky behaviors

Secondary Preventive Monitoring

- Health screening for initial development of disease or illness

Tertiary Preventive Monitoring

- Health screening for prevention of disease progression

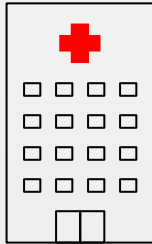


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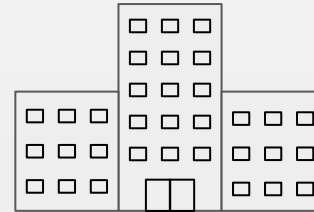
Security Issue

Security Issue for AI Training

Hospital(s)



Medical Center(s)

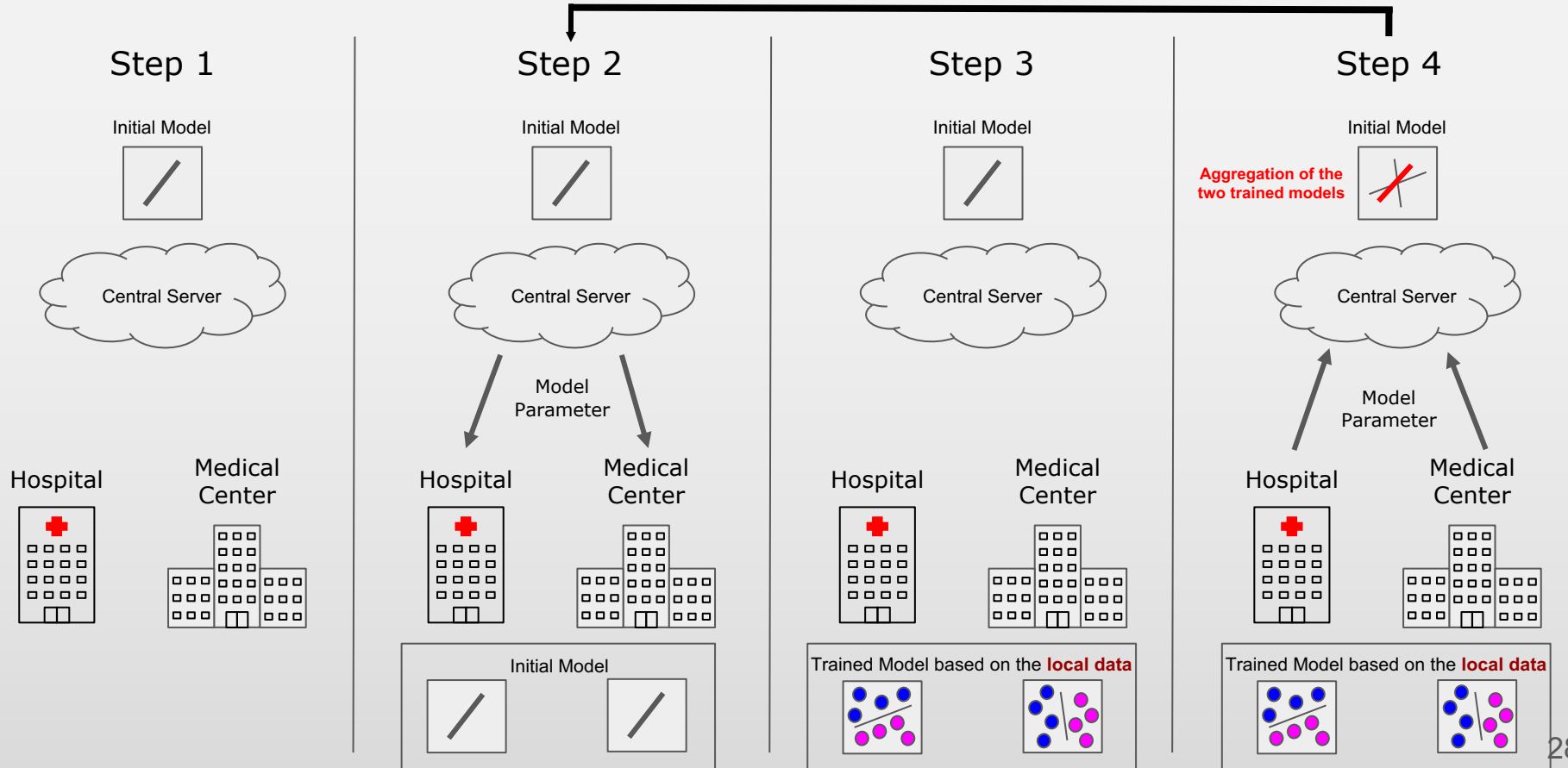


[NO] Personal Medical Data
[YES] Parameters in AI Model

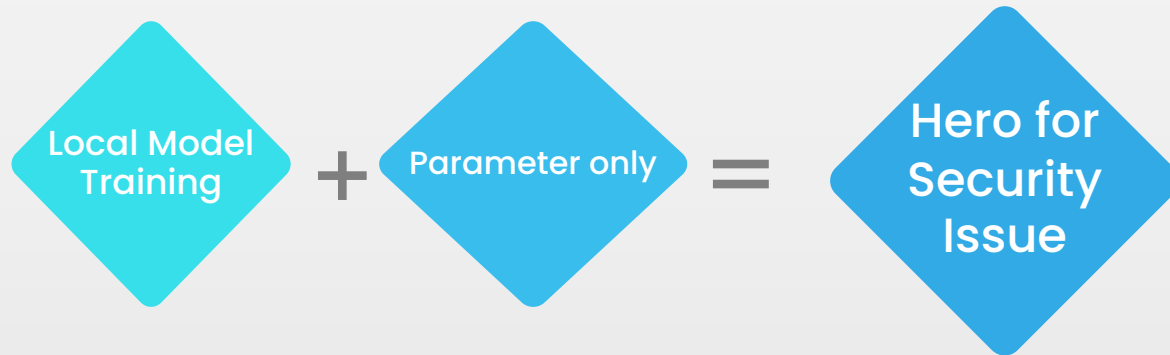
Solution:
The Federated Learning



Introduction to the Federated Learning



Federated Learning for solving the Security Issue



-Hospital(s) and/or Medical Center(s) train the model locally

-Central Server collects the results from all hospital(s) and/or Medical Center(s) without accessing the personal medical data

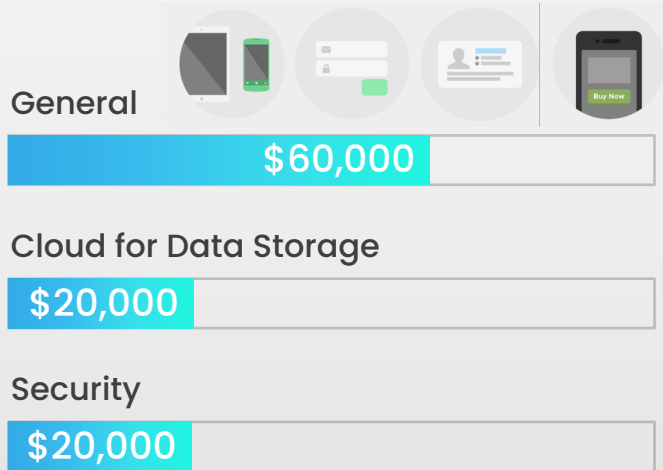


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Business Model

Startup Costs

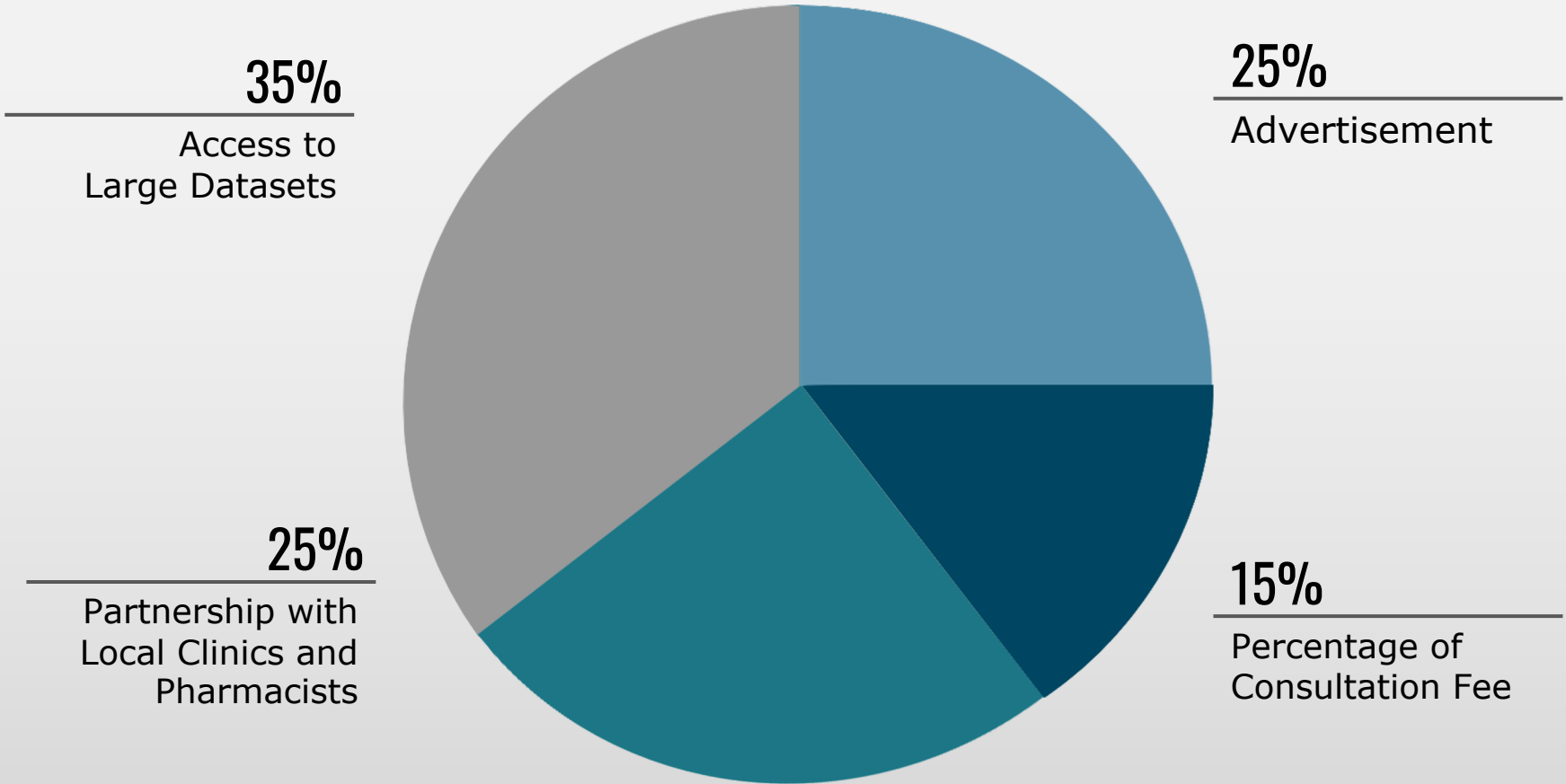
To kick start the project...



= \$100,000



Avenues of Income



Doctor Recruitment

68%

Of all physicians in 2019 fely burned out



Work from remotely



Work on their own time

40%

Of female doctors stop practicing or start working part time



Impact broader population

Price & Payout

Basic	Advanced	Premium	Family Plan
\$0	\$60 per review	\$420 per year	\$420 per year with 8 visits total 2 family members
<ul style="list-style-type: none"> → Medical record → AI Tracking device 	<ul style="list-style-type: none"> → Medical record → AI Tracking device → Online consultation → Online prescription → Optional follow-up appointment 	<ul style="list-style-type: none"> → Medical record → AI Tracking device → Online consultation → Online prescription → Optional follow-up appointment → Immediate consultation → AI disease prediction → Preventative monitoring 	<ul style="list-style-type: none"> → Medical record → AI Tracking device → Online consultation → Online prescription → Optional follow-up appointment → Immediate consultation → AI disease prediction → Preventative monitoring
<ul style="list-style-type: none"> → Flat rate of \$25/review to one doctor <ul style="list-style-type: none"> ◆ Average doctor's get paid \$100 per hour ◆ Average Doctor consultation is about 15 minutes has be given with 24 hrs of notification 			

Competition

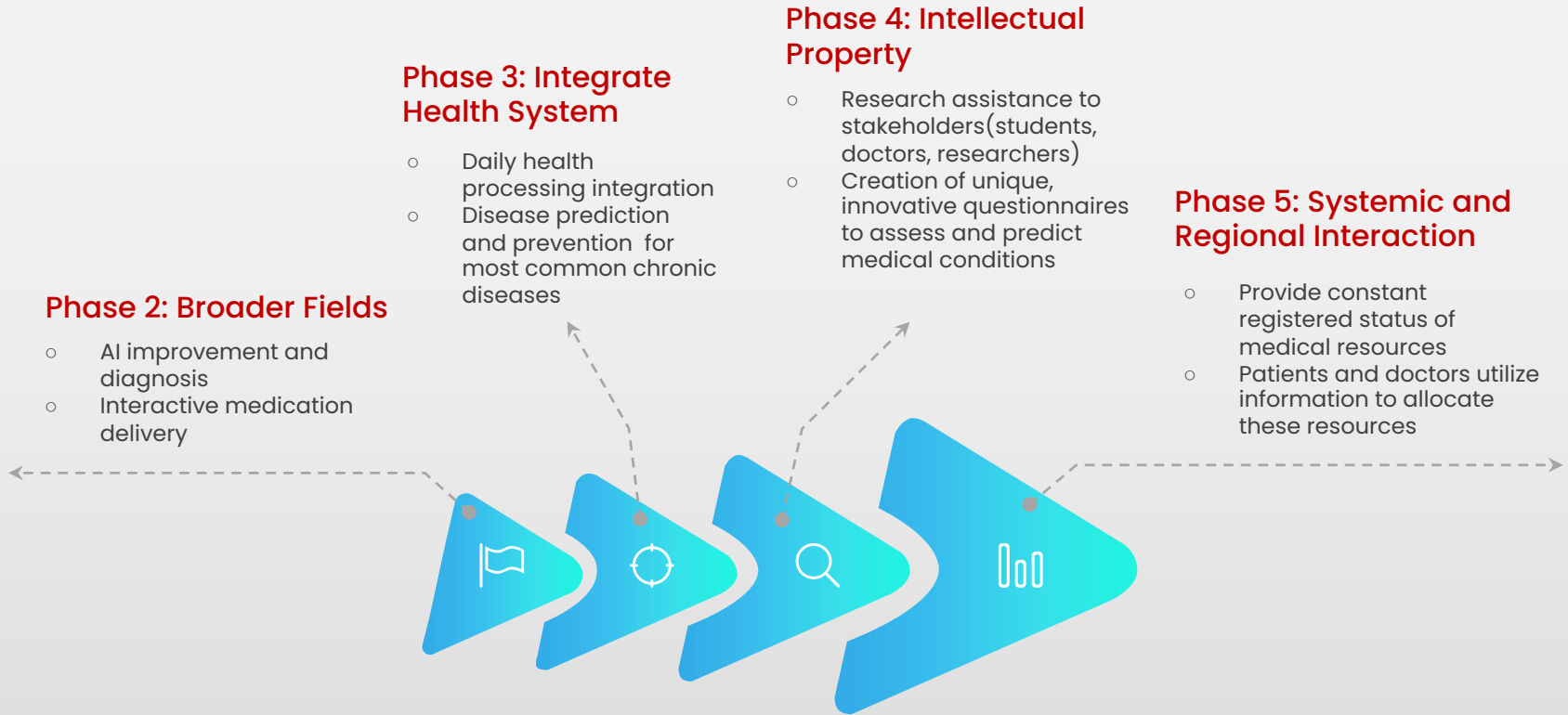
	 Health Hero	 Docosan	 hioscar	 eDoctor	 GoForward	 Telehealth	 MyChart
Multiple doctor perspectives	v	x	x	x	x	x	x
preventative monitoring	v	x	x	x	v	x	x
medical record	v	v	v	v	x	x	v
online appointment	v	v	v	v	v	x	v
tracking device	v	x	x	x	v	x	x
online consultation	v	v	v	v	v	v	v
immediate consultation	v	v	x	x	x	x	x
online prescription	v	v	x	v	x	x	v
AI disease prediction	v	x	x	x	x	x	x
emergency consultation	x	x	x	x	x	x	x
price flexibility	v	v	x	v	x	x	v
Avg price	\$50/month	Case by case	\$4500/year	Case by case	\$149/month	Free	Free for app



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Future Outlook

Heroic Expansion



Summary Analysis

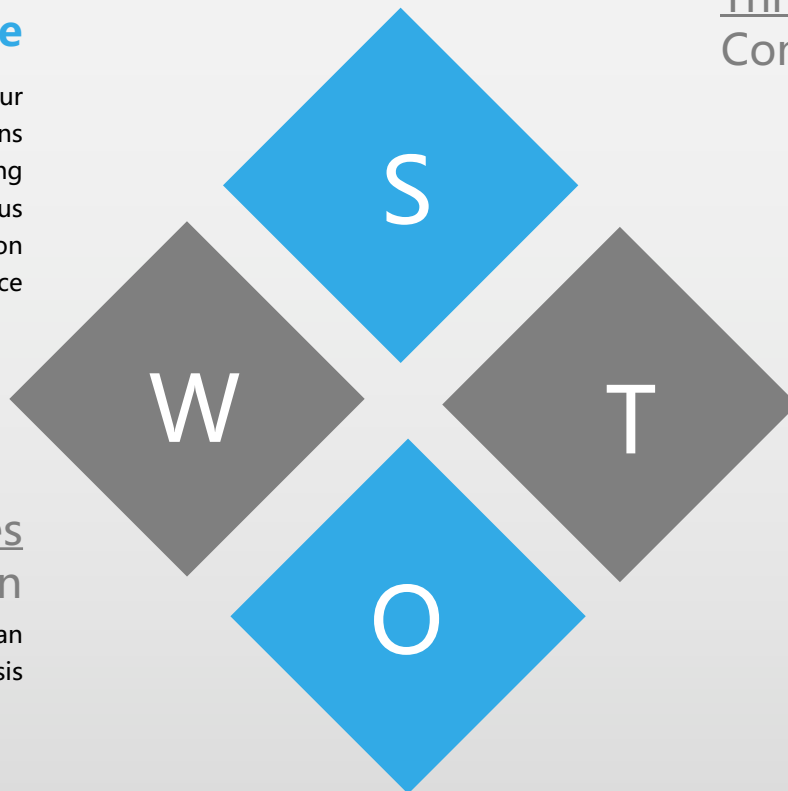
Strengths

Portable Health care

Accessible to medical attention in 24-hour
Multiple medical opinions
Time and journey saving
Constantly monitoring health status
Disease prevention and prediction
Research and technical assistance

Weaknesses

Resource allocation
The structure of physician
The current accuracy of AI diagnosis



Threats

Competition and consensus

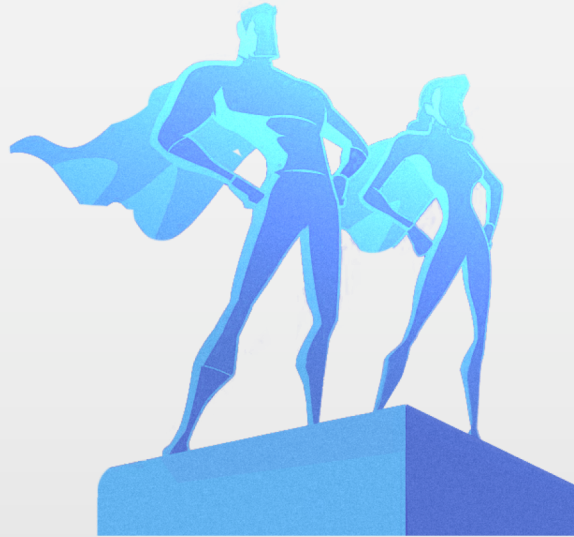
Peer competition
Traditional view of health care

Opportunities

High demand and socialization

- High demand of medical service
- Revolution in diagnosis and treatment
- Cooperation with regional medical institutions

Health Hero



An App to Save Your Day!

Questions?



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