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I. EXECUTIVE SUMMARY

OVERVIEW

▶▶ *MedOmega is a communications and research app that provides access to information on specialized doctors to patients with chronic illnesses worldwide while offering seamless medical record management and multilingual support. It streamlines communication for personalized, efficient care and with an integrated charity initiative, MedOmega makes quality healthcare more inclusive and accessible globally.*

PROBLEMS

▶▶ *Chronic illness patients all over the world suffer from limited access to specialized healthcare.*

▶▶ *The care that is provided for chronic illness patients is often chaotic and fragmented.*

▶▶ *All the information avaliable is disorganized.*

SOLUTIONS

Facilitating an ease in research for chronic illness patients about treatment and medication. ◀◀

Providing a more interactive and user-friendly interface for ease of application usage. ◀◀

Organized and connective stream of information. ◀◀

CHANNELS

App Store

Google Play Store

KEY METRICS

Specialists

Security & Privacy

Translation Efficiency

CUSTOMER SEGMENTS

Chronic Illness Patients

Charity Sector

UNIQUE VALUE PROPOSITION

"Empowering Chronic Care. Anytime, Anywhere" - While there are multiple apps that focus on tele-health, we intend to revolutionize the field by providing ease of research and communication between illness patients with specialized healthcare professionals worldwide in order to provide the best service.

II. PROBLEMS

OVERVIEW

▷ *MedOmega strives to correct the discrepancies regarding ease of access to information and communication for chronic illness patients, specifically revolving around information on access to specialized healthcare, as well as fragmented and uncentralized hubs of documentation and communication.*

PROBLEM DETAILS

▷ ***Limited Access to Specialized Healthcare***
Many patients lack access to information on <u>specialist doctors</u> and advanced medical care. General healthcare platforms mainly connect users with general practitioners, but finding specialists for <u>chronic conditions</u>, <u>rare diseases</u>, or <u>second opinions</u> is still difficult.

▷ ***Fragmented & Uncoordinated Care for Chronic and Rare Conditions***
Patients with chronic illnesses (diabetes, hypertension, arthritis, long COVID) or rare diseases often struggle with managing multiple doctors, medications, and treatments. Traditional healthcare systems lack a centralized way to track treatments and coordinate care across multiple providers.

▷ ***No Centralized Hub of Specialized Healthcare Information***
There is currently no platform that serves as a centralized hub for people with chronic or special conditions, where they can store all their professional healthcare information and access resources for researching their condition. Healthcare data is often fragmented across multiple platforms, clinics, or apps, making it hard to track and manage.

III. CUSTOMER SEGMENTS

Chronic Illness Patients

▶▶ MedOmega's first customer segment is patients with chronic illnesses, who often struggle with **fragmented healthcare**, **limited access** to specialists, and **disorganized** medical records. MedOmega will help them organize everything in one app while providing them with easy access to top tier specialists. Below are the percents of the total population diagnosed with some chronic illness, the target population for our app.

▶▶ State - 21.9%   ▶▶ National - 45%   ▶▶ Global - 33%

Charity Sector

▶▶ Every year, MedOmega will take a percentage of our earnings for various charity projects. We plan on creating healthcare kits to donate to low income areas and families, donating to hospitals and research facilities, and more.

▶▶ Additionally, if users can provide proof of unemployment or low income, we will be providing them the premium plan of our app for free to cover for their costs and ensure that they get access to top tier healthcare
- Tax Returns (Form 1040)
- Social Security Disability Insurance (SSDI)
- Supplemental Security Income (SSI)

▶▶ We also plan on promoting basic health and hygiene education for those in rural or uneducated areas, globally.

IV. UNIQUE VALUE PROPOSITION

"Empowering Chronic Care. Anytime, Anywhere."

MedOmega is a secure, multilingual communications and research platform that connects chronic illness patients with specialized healthcare professionals worldwide. Our app simplifies medical record management, provides emergency access to expert care, fosters a supportive patient community, and ensures top-tier data security—all while giving back to underserved communities. For patients with chronic illnesses and special conditions, managing multiple specialists, treatments, and healthcare information can be overwhelming. Our app is the first platform that consolidates specialized healthcare in one place, providing easy access to information on top-tier specialists, a centralized hub for medical records, and tailored research resources—all designed to empower patients in managing their health, coordinating care, and making informed decisions about their treatment.

V. CHANNELS

ADVERTISING CHANNELS

Word-of-Mouth

According to Sarah O'Neill a writer on LXA, a marketing education company, "**Word of mouth marketing drives a whopping $6T of annual consumer spending and is estimated to account for 13% of consumer sales**". With these numbers in mind, our main source of advertising will be through word of mouth which will be achieved through referral programs for our subscription service and shared content on social media.

Hospital Partnerships

As hospitals have joint charity foundations, we will be able to partner up with specific hospitals in promoting our service and increase our customer base through their patients. This way, more people are aware, from credible sources like their doctors, of the advantages they may receive through our app. We will also implement a system with our charity sector to enable us to collaborate with such charity foundations in creating medical kits to send to low-income areas.

DISTRIBUTION CHANNELS

E-Commerce

MedOmega will be available on both the App Store and Google Play Store. The app will be free of cost, the users will have to pay for the specific subscription plan that they choose. The costs associated with these two distribution channels are reflected in both the cost structure and detailed financials sections.

VI. REVENUE STREAMS

REVENUE MODEL

FREE
$0/year

- ✓ Local professional healthcare professional information
- ✓ 24/7 AI chatbot
- ✓ Individual Medical Information Profile
- ✗ 1-3 family member medical profiles
- ✗ 4+ family member medical profiles
- ✓ Multilingual
- ✓ Global Connections
- ✗ Prescription information, refill reminders, expiration date tracking
- ✓ End to End encryption, Transport layer security, two factor authentication
- ✓ Community: Connecting people with similar conditions
- ✗ No Ads

BASIC
$25/year

- ✓ Local professional healthcare professional information
- ✓ 24/7 AI chatbot
- ✓ Individual Medical Information Profile
- ✓ 1-3 family member medical profiles
- ✗ 4+ family member medical profiles
- ✓ Multilingual
- ✓ Global Connections
- ✓ Prescription information, refill reminders, expiration date tracking
- ✓ End to End encryption, Transport layer security, two factor authentication
- ✓ Community: Connecting people with similar conditions
- ✓ No Ads

PREMIUM
$40/year

- ✓ Local professional healthcare professional information
- ✓ 24/7 AI chatbot
- ✓ Individual Medical Information Profile
- ✓ 1-3 family member medical profiles
- ✓ 4+ family member medical profiles
- ✓ Multilingual
- ✓ Global Connections
- ✓ Prescription information, refill reminders, expiration date tracking
- ✓ End to End encryption, Transport layer security, two factor authentication
- ✓ Community: Connecting people with similar conditions
- ✓ No Ads