Executive summary

Our Vision:

In an age where technology dominates our daily lives; We still struggle to have access to and share the medical records with our medical providers. We seek to streamline the process of acquiring and sharing the Electronic Medical Record (EMR) data using our state of the art, user friendly platform "iFiiT", providing seamless interoperability and full portability of the EMR with the patient fully in charge.

The company:

Portable EMR Solutions Inc. (PEMRS) is the parent company of "iFiiT", PEMRS is a Delaware C. Corp that has been incorporated in 2021.

The Problem:

On average, an individual interacts with about 16 medical providers throughout their life. The medical data from these visits are hard to collect digitally in one central location that allows for sharing; and if it was possible, each record would be separately collected from a different portal. Medical providers use neither full nor precise medical record because of lack of integration between the different EMR systems. Data sharing by providers who use different EMR systems is rudimentary, labor intensive and time consuming.

The Solution/Product:

"iFiiT" is a platform that consists of a patient facing app and a provider/administrator interface. Our "iFiiT App" could be downloaded from the Apple app store, Google paly or simply on the web-app on our website. The app serves to instantly connect the user to most of their medical providers and gather their medical records; patients can be sure that they have the information they need, instantly, to expedite effective treatment.

The interface is a web-based portal that allows providers/administrators to visualize data and create analytical reports. This efficiency leads to concrete savings through the reduction of incorrect or redundant treatment, which in turn translates to a clear ROI.

The Market:

There are over 155 million privately insured patients who stand to benefit from our system; in addition to 53 million Medicare patients, naturally, they are all designated as potential end-users. Our users can access more than 450,000 providers/organizations that we have in our database.

We have isolated three major sections of the healthcare field to be our initial target not precluding others in the future as the market evolves and the product matures:

Accountable Care Organizations (ACOs) that provide services to over 23 million Medicare patients (and is expected to double by 2030); they partner up with over 400,000 physicians. These organizations must meet certain quality requirements and achieve certain savings to qualify for sharing the savings with Medicare. The average ACO spends 25% of its revenue on the development of infrastructure mainly interoperability platform.

Managed Service Organizations (MSO) are groups of providers that get together under one employer ID and negotiate with payers as one. Most MSOs lack a centralized data system because the participants use different EMR systems. The average MSO uses at least three different EMR systems. Data centralization is essential to the financial viability of an MSO.   One way to centralize the data is to adopt one EMR by all providers; this is a very costly, and time-consuming process that constitute a considerable roadblock to the success of an MSO.

Parent-School Nurse data sharing of allergies, medications and/or immunization records is a very cumbersome process in its current form. Currently data is stored in paper files that must be kept in some states for up to 100 years (like immunization records as mandated by NJ statue), this is one of many problems that we can decisively solve. During hurricane Katrina about 400,000 medical records were lost forever.

The Competition and Competitive Advantage:
Currently, there are a handful of platforms that provide EMR interoperability. To our knowledge, we are the only player in the school medical data sharing arena.
We are aware of a few vendors that work with medical providers on data sharing but even fewer that can help with data integration across different EMR systems. We distinguish ourselves by being able to work across multiple EMR systems and by not providing an integration engine, we do the heavy lifting and provide the result, the aggregated cleaned data. Some EMR providers like Epic allow patients to share data with others but that still is only from one EMR system: Epic; on average an individual over the age of 60 have three providers and interacts with about 16 providers throughout their life.

The Business Model:
Our plan is to use a subscription model. The model comprises of three separate charges:
1.   Implementation fee
2.   Monthly subscription fee
3.   Data storage fee

The Team:
CEO Dr. Sherif Sonbol is a physician with over 20 years of experience in the challenging scenarios that medical practitioners face every day.
CTO Ahmed El Sayed has over 10 years of experience in IT and prior experience in startups.
CFO is Mohamed Sonbol who has an extensive experience in accounting and in business development who has started 2 businesses on his own, created a million-dollar business and has created a successful firm.
Our growing board of advisors, including an Ex-Health insurance Executive continue to provide ongoing guidance.