

Careficient

Tagline: Putting PCPs First
 282 Washington Street
 Hartford, CT 06106
 T 860-712-0555
 Company website: to be built
 Krubin@connecticutchildrens.org

CAREFICIENT**Industry:**

Digital Health

Management:

Founder CEO
 Karen Rubin, MD, Professor
 Emeritus Pediatrics, UConn School
 of Medicine, Connecticut
 Children's - Founder CEO

Academic Partner: CT Children's
 Medical Director CLASP:
 Ilana Waynik, MD, Associate
 Professor Pediatrics, UConn
 School of Medicine

Scientific Advisory Board

Ilana Waynik, MD
 Seven PCPs of CT Children's
 Clinically Integrated Network and
 Academic Faculty Specialists at
 CT Children's

Seeking:

- Technology Development Team
- Chief Product Officer
- Chief Marketing Officer
- Co-Founder CEO, Year 2

Funding to Date:

\$200K - Grant support from The
 Child Health and Development
 Institute of CT to Founder to
 build and establish proof of
 concept for solution.

\$700K - In-kind support CT
 Children's for support of Founder
 and of CLASP Infrastructure time
 efforts

Financing Sought: \$500,000

For:

- Pilot studies
- R & D
- Management Team
- IP
- Operating Costs

Other:

- Connections to build
- Management Team &
- External advisors/consultants

IP: TBD

Legal: TBD

Business Description / Company Background:

The Founder, a pediatric endocrinologist, experienced steep increases in the number of referrals over the past 3 decades and practiced under the pressure of being unable to meet community demand while worrying about and observing preventable morbidity and mortality due to delayed diagnosis. Realizing that up to 40% of those referrals could have been managed within primary care with some additional guidance from specialists, she created and developed a solution aimed at improving access to specialists. Company is pre-seed. Founder in the process of obtaining an exclusive license agreement with Connecticut Children's for CLASP content.

Market Opportunity / Unmet Need:

With more children developing chronic illness and behavioral health concerns, demand for specialists exceeds supply as evidenced by long wait times, delayed care, family anxiety, and poor health/cost outcomes. Our company's digital solution was created and managed by the CEO Founder while employed at Connecticut Children's to address this unmet need. Streamlined, practical, evidence-based toolkits currently equip 650 PCP users with extra knowledge to treat their patients with commonly referred conditions of lower severity quickly and effectively, opening up thousands of specialist appointments for those who need them most. We anticipate the best product market fit to be clinically integrated networks (CINs), Payers, and FQHCs. This customer reach strategy brings the greatest "bang for the buck" before marketing/selling directly to practices, clinics, and PCPs. The total US Pediatric/Family Medicine market in units/PCP end-users (comprised of MDs/DOs in Pediatrics/Family Medicine (FM), Advanced Practice Providers – NPs/PAs) approximates 400,000, with forecasts for growth in pediatric/FM PCP Workforce through 2030 propelled by >100% increase in NPs/PAs. (U.S. Primary Care Physicians Market Size, Share & Trends Analysis Report By Type And Segment Forecasts, 2023 – 2030, American Association of Nurse Practitioners (AANP) Fact Sheet, US Bureau Labor and Statistics) The total U.S. pediatric/FM market size for Careficient is ~ \$144 million. (Users & annual subscription fee)

Products / Services – Launched & Pipeline

Launched: Each toolkit contains a brief description of condition & prevalence, tools/algorithms for initial evaluation, first line treatment recommendations for low severity presentations, family handouts, medication dose/titration sheets, treatment algorithms, and clear steps for referral for higher severity patients. Currently, >40 toolkits across 20 specialties (includes developmental/behavioral), with updates every 2 years, and 5 new tools/year. Current non-paying PCP users download digital tools (PDFs) on hospital website via a verified PCP user PW-protected process. **Pipeline:** Company MVP with webpages of tools in interactive format accessed via company website launched for start of 2 CIN pilots 6 months post company start. Plan launch of V1 app with payment gates, with basic analytic and user engagement/notification features to go to market with by start of Year 2, and an improved V2 app based on customer feedback start of Year 4. Current product – no need to inform FDA/federal/state regulatory agency.

Commercial / Technical Milestones:

Copyright obtained in 2010. CLASP awarded a US federal registration certificate for the mark CLASP, logo, in August 2017 refiled in 11/21.

Competition / Competitive Advantages / Customer Benefits:

The digital clinical decision support tool market is comprised of well-established companies such as Up-to-Date which are apps /websites bringing the most recent medical evidence to clinicians. Our closest comparator, avoMD digitizes clinical practice guidelines/pathways and makes them available in standalone web/mobile apps and in the EHR. Our competitive advantage is our distinctive PCP approach, pediatric focus, and 10 years of validation that our tools provide PCPs with a practical solution and efficient system for first-line management and referrals. The value proposition we will bring to CINs and payers: Increased access & quality at lower total costs. Use Case Studies in Endocrinology & Neurology substantiate improved access and net cost-savings, findings we plan to build upon and validate through well-designed pilots.

Financial Projections (unaudited): Used SaaS template, annual user Subscription fee \$360

| \$ thousands | YEAR 1 | YEAR 2 | YEAR 3 | YEAR 4 | YEAR 5 |
|---|--------|--------|--------|--------|--------|
| Product | MVP | V1 app | | V2 app | |
| # Subscriptions/Users | | 1,069 | 4,003 | 13,823 | 28,412 |
| Gross Revenue | | 173 | 966 | 3,795 | 9,945 |
| Cost of Goods Sold | 1 | 114 | 267 | 609 | 1,253 |
| Gross Profit | (1) | 59 | 699 | 3,186 | 8,692 |
| Gross Margin % | - | 89% | 80% | 85% | 89% |
| Operating Expenses: | | | | | |
| R&D | 271 | 366 | 431 | 453 | 475 |
| Marketing & Sales | 151 | 459 | 760 | 798 | 838 |
| General & Admin | 57 | 186 | 242 | 254 | 267 |
| TOTAL OPERATING EXPENSES | 479 | 1,011 | 1,433 | 1,505 | 1,508 |
| Net Income Before Interest & Taxes | (452) | (876) | (463) | 1,727 | 7,113 |