



Health and I



Author: **Dmytro Asmogilov**

+38 067 572 00 55

Contents

- Everyone wants to be healthy
- Expenses and investments
- Existing projects and innovations in the field of IT medicine
- Trends in IT medicine 2017
- Mission, concept, the purpose of the "Health and I" project
- Issues that the project will solve
- Who will participate in the "Health and I" project
- Project structure
- The novelty of the "Health and I" project
- "Live trust rating" (Asmogilov index)
- Project stages
- Project financing needs
- Benefits of the "Health and I" project
- Contact

■ Everyone wants to be healthy

3

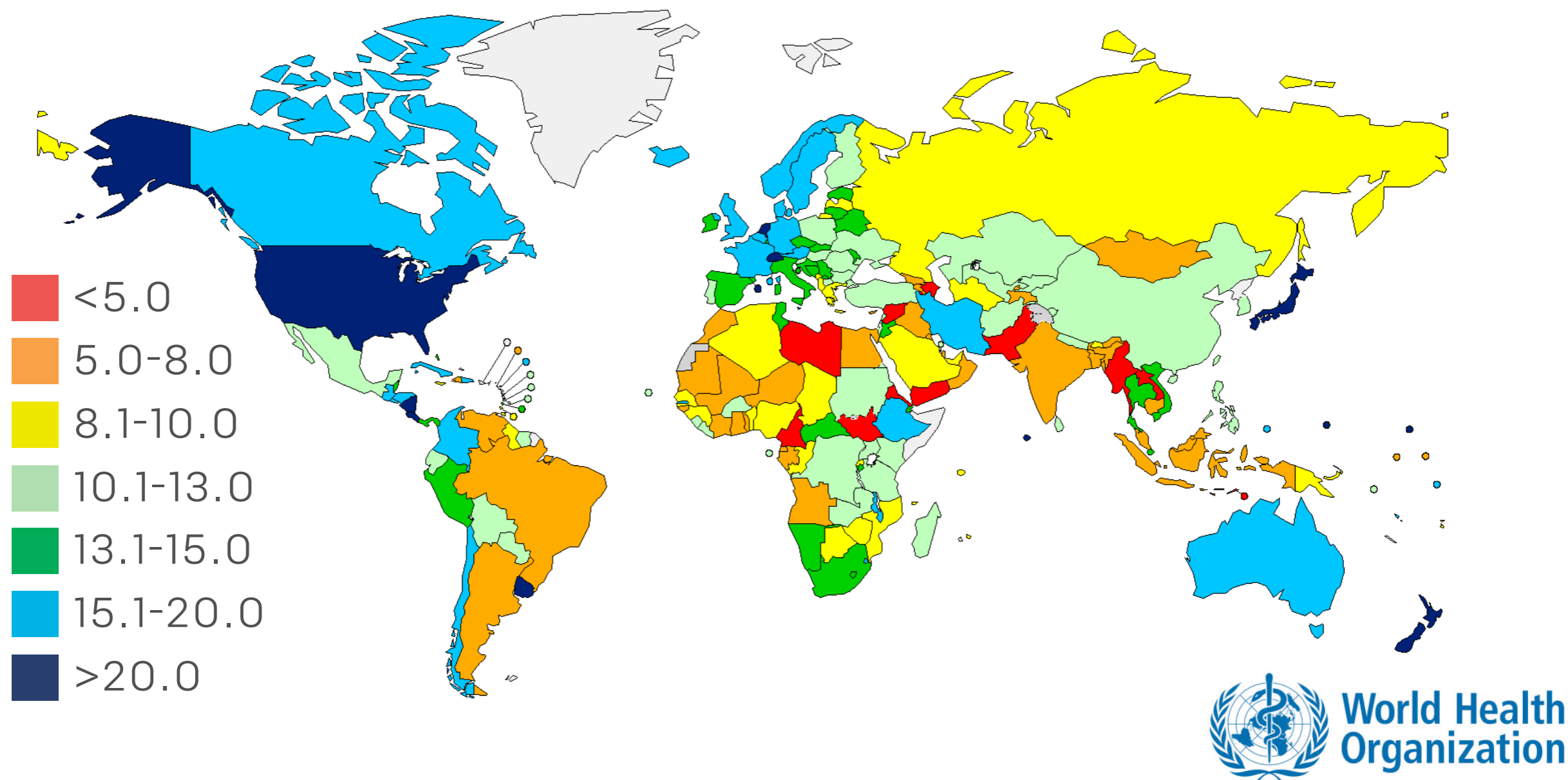
We want to unite around this desire specialists of traditional and alternative medicine, pharmaceutical companies, research centers, gov. structures, and all other active participants of the union under the **«Health and I»** name.

Everyone must have access to medical services, which he needs without becoming a pauper after paying for them.

Currently, there is no resource on the world market, which would span all the fields of health, decrease financial and communication barriers, increase trust level between subjects of relations (Me, doctor, clinic, pharmacists, manufactures, etc.)

Expenses and investments

Public health expenditures as percentage of all expenses

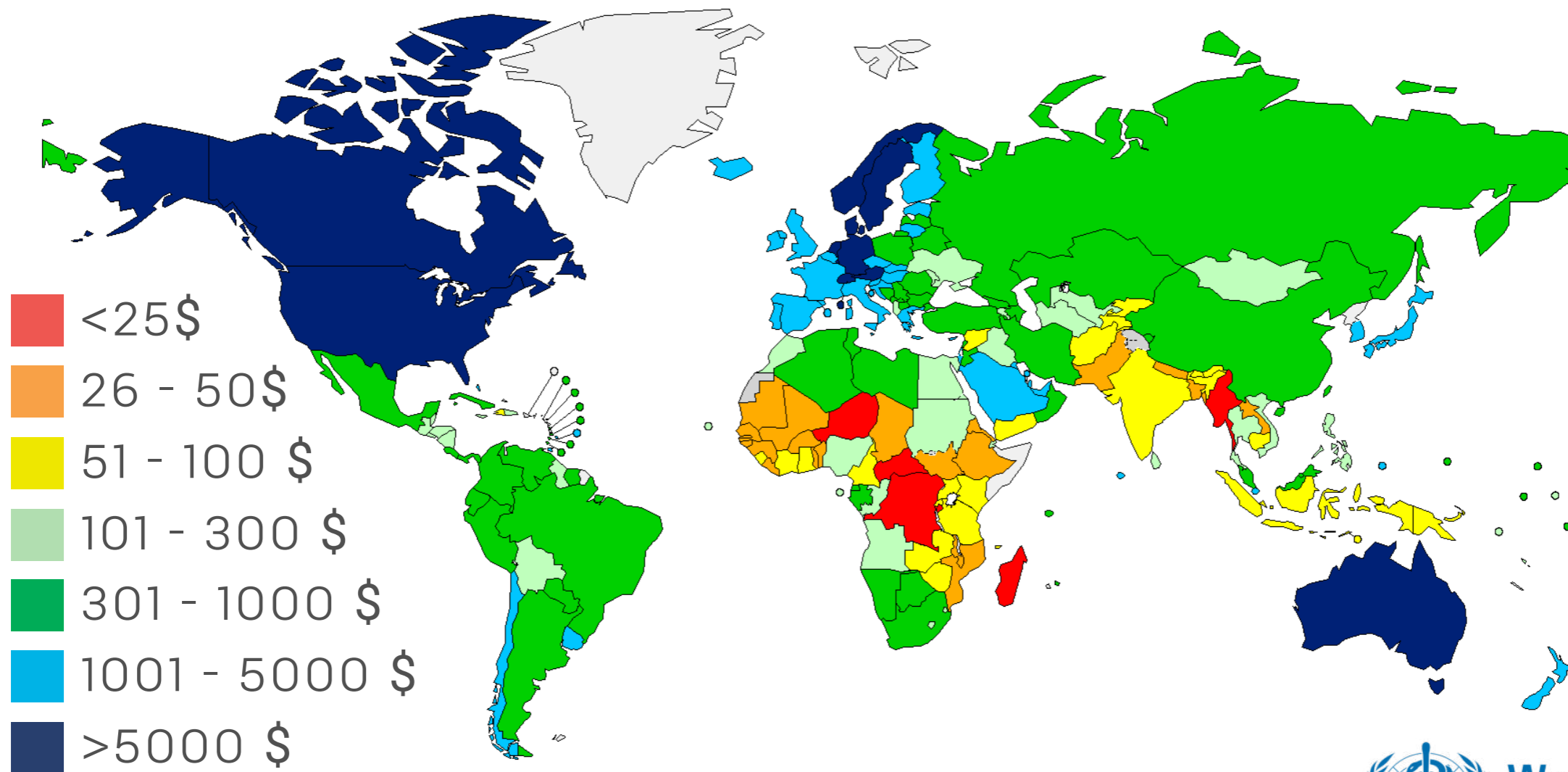


Based on data for February 13, 2017.

Original: - http://gamapserv.who.int/mapLibrary/Files/Maps/PerCapitaUSD_2014.png

Expenses and investments

Total health expenditures
per capita annually


















Based on data for February 13, 2017.

Original: - http://gamapserv.who.int/mapLibrary/Files/Maps/PerCapitaUSD_2014.png

Expenses and investments

Who and how much does invest in health among different countries

	Country	Total population July 2015	Age allocation of population			Total expenses for healthcare (USD)	Healthcare expenses allocation in 2014		Healthcare expenses per capita according to 2014 (USD)	Healthcare expenses in % of GDP 2014	Healthcare expenses per capita increase in 2004-2014
			0-14	15-64	65+		Community	Private			
	World	7,256,490,011	26%	66%	8%	\$7,699 billion	60%	40%	\$1061	10%	+60%
	Europe	513,949,445	16%	65%	19%	\$1,856 billion	78%	22%	\$3613	10%	+45%
	USA	321,368,864	19%	66%	15%	\$3,021 billion	48%	52%	\$9403	17.1%	+48%
	Germany	80,854,408	13%	66%	21%	\$437 billion	77%	23%	\$5411	11.3%	+53%
	Belgium	11,323,973	17%	65%	18%	\$55 billion	78%	22%	\$4884	10.6%	+51%
	France	66,553,766	19%	62%	19%	\$330 billion	78%	22%	\$4959	11.5%	+38%
	Japan	126,919,659	13%	60%	27%	\$469 billion	84%	16%	\$3703	10.2%	+27%
	Canada	35,099,836	15%	67%	18%	\$186 billion	71%	29%	\$5292	10.4%	+73%
	UK	64,088,222	17%	65%	18%	\$252 billion	83%	17%	\$3935	9.1%	+33%
	China	1,367,485,388	17%	73%	10%	\$574 billion	56%	44%	\$420	5.5%	+492%
	Finland	5,476,922	16%	64%	20%	\$25 billion	75%	25%	\$4612	9.7%	+55%
	Ukraine	44,429,471	15%	70%	15%	\$9 billion	51%	49%	\$203	7.1%	+123%
	Norway	5,207,689	18%	66%	16%	\$50 billion	86%	14%	\$9522	9.7%	+75%
	Denmark	5,581,503	17%	64%	19%	\$36 billion	85%	15%	\$6463	10.3%	+40%
	Russia	142,423,773	17%	69%	14%	\$127 billion	52%	48%	\$893	7.1%	+319%

Information for July 2016

Projects and innovations in the field of IT medicine



[HTTP://WWW.WHO.INT](http://www.who.int)



[HTTP://WWW.HEALTHDATA.ORG](http://www.healthdata.org)



[HTTP://HEALTH2CON.COM](http://health2con.com)



[HTTP://WWW.STARTUPHEALTH.COM](http://www.startuphealth.com)



[HTTP://WWW.HIMSS.ORG](http://www.himss.org)



[HTTPS://ROCKHEALTH.COM](https://rockhealth.com)



[HTTPS://DOC.UA](https://doc.ua)



[HTTPS://HEALTH24.LIFE](https://health24.life)

Projects and innovations in the field of IT medicine

Around 1700 medical tools are registered in the world, which help support and save human lives in 16 fields of healthcare.

Forecasted by 2020, the medicine robotization budget will make \$ 7 billion.



BioStamp RC



BioStamp MC10



Samsung Simband

Trends in IT medicine 2017

9



Use of artificial intelligence



Information security, dense information exchange (Blockchain)



Improving electronic medical appointments (EMA)



The widespread of «Internet of Things» (IoT) in the field of medicine



The accelerating growth of telemedicine



Implementing cloud technologies will lead to service level increase

The depth and breadth of cloud implementation in the IT healthcare sphere will keep growing in 2017. According to MarketandMarkets research firm, medical workers spent about 3,7 billion US dollars, and this figure is expected to increase by 2020 up to 9,5 billion US dollars per year.

Mission, concept, the purpose of the «Health and I» project

10

My name is Dmytro Asmogilov. I am the author of the "Health and I" project.

Mission

I want to create a whole and live online organism in the "Health and I" relationship system all over the world.

Concept

I consider the desire of most people to be healthy as the basis.

In the "Health and I" project we will unite human and technical resources (government and private ones), using innovations in the online and offline field.

Purpose of the project

I want to create a tool, which will let people be healthy. I want every person on the Earth to be able to get full information, products and services in the field of healthcare safely, fastly, qualitatively, affordable for price and location. I want to create a transparent market of health services and products in the field of health for the formation of honest relations between subjects of this market (Person - Doctor).

Who will participate in the "Health and I" project

- User
- Doctor (specialist)
- Clinics and hospitals
- Drug stores
- Institutes and research centers
- Schools
- Laboratories
- International organizations in healthcare development
- Pharmaceutical companies
- Travel companies
- Insurance companies
- Banks (financial establishments)
- Manufactures of equipment, clothes, footwear, etc.
- Investors



■ Issues that the project will solve

- U, D, M, S, C** - lack of trust between subjects of relations /**++**/;
- U** - lack of choice /**++**/;
- U, M, C** - exceeded prices for services (products) /**+**/;
- U, D, M** - information inaccessibility /**+++**/;
- U, D, M, S, C** - no unified information catalogs /**+++**/;
- U, D, M, S, C** - lack of actual information (statistics) /**+++**/;
- U** - lack of quality control of goods (services) /**++**/;
- U, D, M, S, C** - healthcare system opacity /**++**/;
- C** - low innovate component in the field of medicine and health /**++**/;
- U, D, M** - lack of unified online registry /**+++**/;

U - USER / PATIENT / CLIENT

D - DOCTOR / SPECIALIST

M - MEDICAL CENTERS / CLINICS / HOSPITALS

S - SCIENTISTS / INSTITUTIONS / MANUFACTURERS

C - COUNTRY

+++ THE PROJECT COMPLETELY SOLVES THE PROBLEM (100%);

++ THE PROJECT SOLVES THE PROBLEM AT A SUFFICIENTLY HIGH LEVEL (OVER 50%);

+ THE PROJECT SOLVES THE PROBLEM PARTLY (LESS THAN 50%);

Tools and technologies

- «Live trust rating»
- Online medical card
- Virtual registry
- Personal information protection
- Health monitoring
- Ambulance
- Telemedicine
- Intersecting information catalogs
- Bilateral expert control

- Social network
- Statistics
- Targeting
- Custom search
- Feedback, suggestions, recommendations system
- Call-center
- Creating indicating prices
- Fair advertising

■ Tools and technologies

MICTO.UA

Communication portal, which was created in 2014 by Soft.ua Company, supported by the «Ministry of Healthcare» in Ukraine.

The Internet-project is a worked-out experimental model, which confirms the interest of potential medical IT services consumers.

MICTO.UA has become popular despite of it's minimal content filling (~**4000** unique visitors a day).



Audience overview October 1, 2014 - February 28, 2017

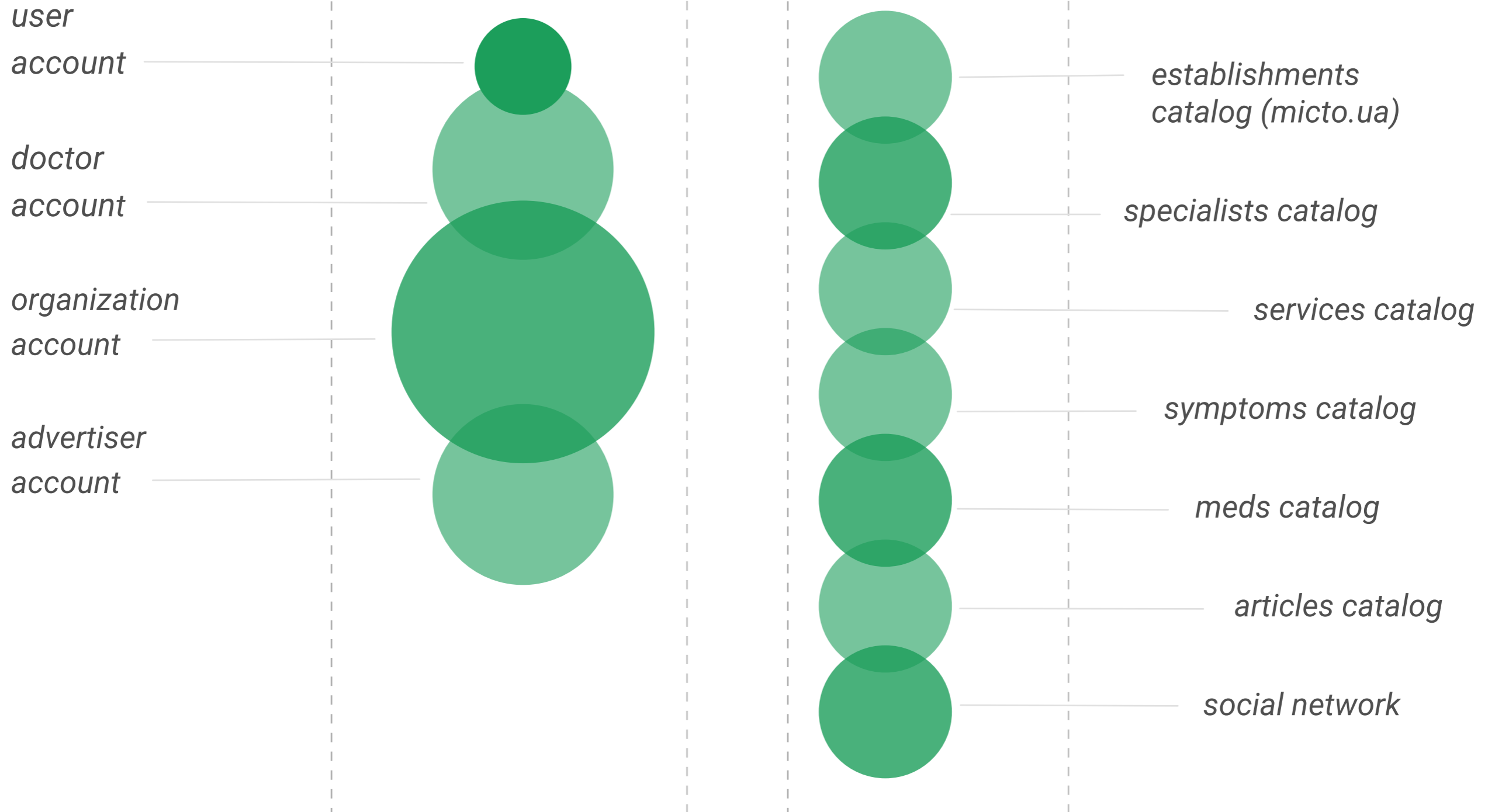
Project structure

15

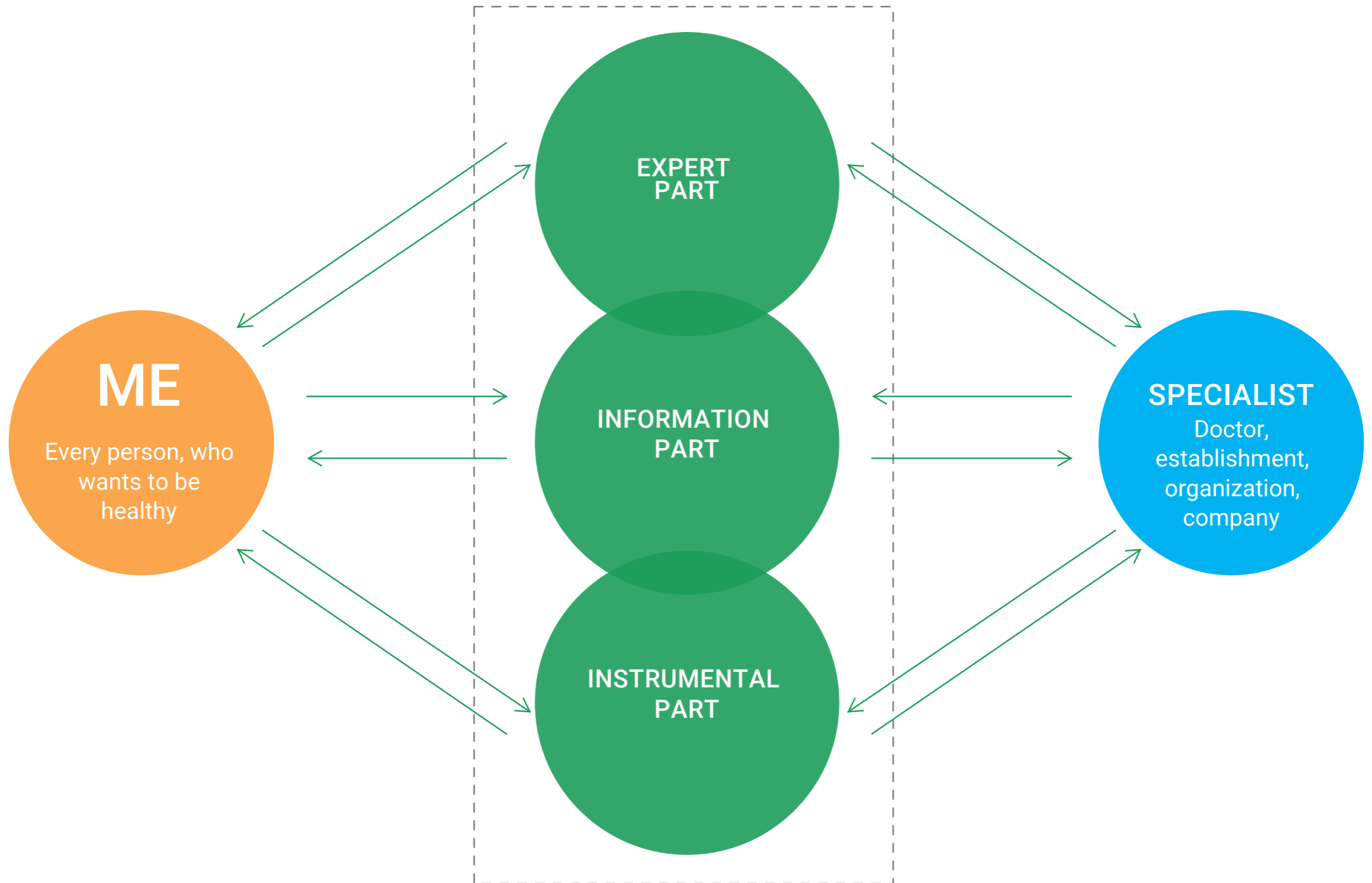
Private part

Health and I

Public part



■ Interactions within the project



■ The novelty of the "Health and I" project

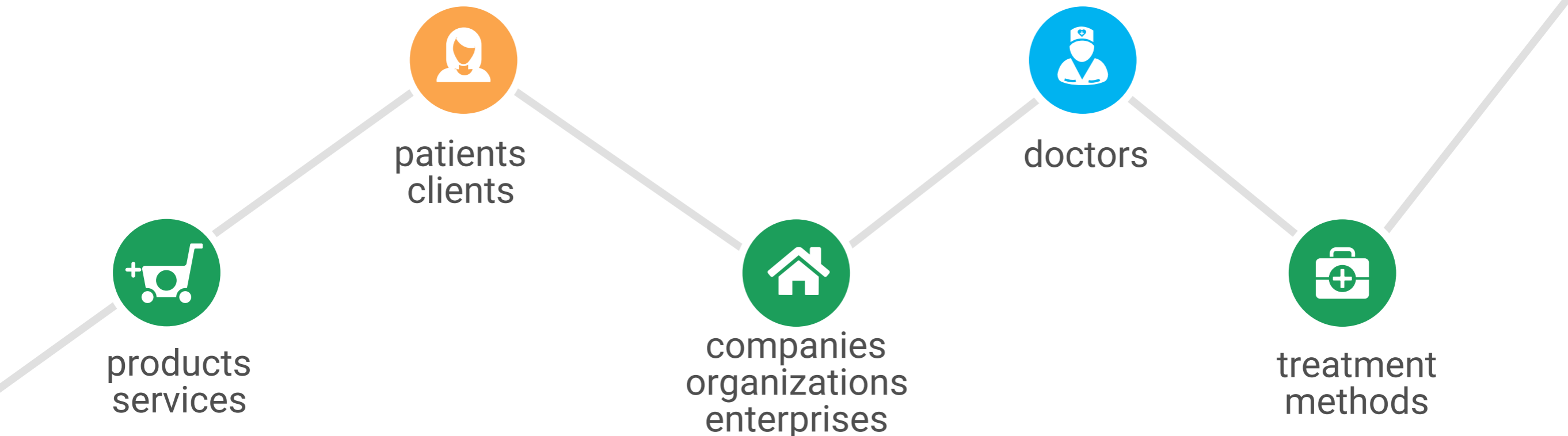
17

- 1 **Uniting** of scattered participants of the «Health and I» market (government and private ownership)
- 2 Open **access to the latest scientific developments**
- 3 Uniting, **structuring, and unification** of all health information within the single project
- 4 «Live trust rating» (**Asmogilov index**) implementation

■ "Live trust rating" (Asmogilov index)

I offer to create transparent rules for the formation of the "Asmogilov index", using the "Live trust rating". The index will be forming based on verified data and the coefficients laid by us (formula).

Who will participate in the rating



■ "Live trust rating" (Asmogilov index)

Criteria, which affect the index

- education level (diplomas, certificates, licenses, and etc.)
- ranks, awards, academic degrees, etc.
- scientific activity, aimed at the project development
- people opinion, verified and registered in the system
- bilateral expert control (producer/consumer)
- popularity (customers, orders, profit)
- active participation in the project life
- confirmed continuous experience
- fair observance of the project rules
- quality certificates



1

- Forming the project team, communication with government organizations
- Creating the project documentation, terms of reference, charter and rules contracts, etc.
- Forming, structuring, uniting information catalogs
- Data synchronization with other resources
- Development of personal accounts for the all project participants
- Formation of expert groups
- Launching the "Live trust rating" system

2

- Media and Internet advertisement of the project, reputation work, and popularization
- Launching contextual advertising within the project
- Expanding activity areas (veterinary)
- Enhancements and expanding the project opportunities

3

- Scaling the project to other countries
- Enhancements and expanding the project opportunities
- . . .



■ Benefits of the "Health and I" project

21

For the all project participants:

- + **Availability** of health goods and services
- + **Transparency increase** (procedures, communications, orders)
- + **Fair** pricing of services
- + **Trust increase**
- + Resource-**saving**
- + Creating and **implementing innovations**
- + **Awareness-raising** (health sphere stereotypes fighting)
- + Simplification or complete **elimination of bureaucratic procedures**

■ Benefits of the "Health and I" project

22

For investors:

- + Getting income in the medical field of Ukraine, where is **no high competition** (conservatism, market backwardness from advanced countries)
- + **High demand** and insufficient supply
- + **High profitability of** medical services (from 30%)
- + **Free market.** Ukrainian medical market is weakly filled with innovations (especially in interweaving with IT sphere)
- + **Greater freedom in action.**
Low regulation of the medical services market
- + Opportunity to get «**the prior claim**» on the Ukrainian market and «eat the cake»
- + **Minimized risk of non-return of investment.** There is the MICTO.ua worked-out experimental model that confirms the interest of potential consumers of IT healthcare services

Monetization options:

- Advertising money
- Paid project services (instruction, consultation)
- Product selling
- Insurance
- Tourism
- Safe sales commission

The project financing needs

23

Stage 1: seed investment: from 3 to 10 million \$ US;

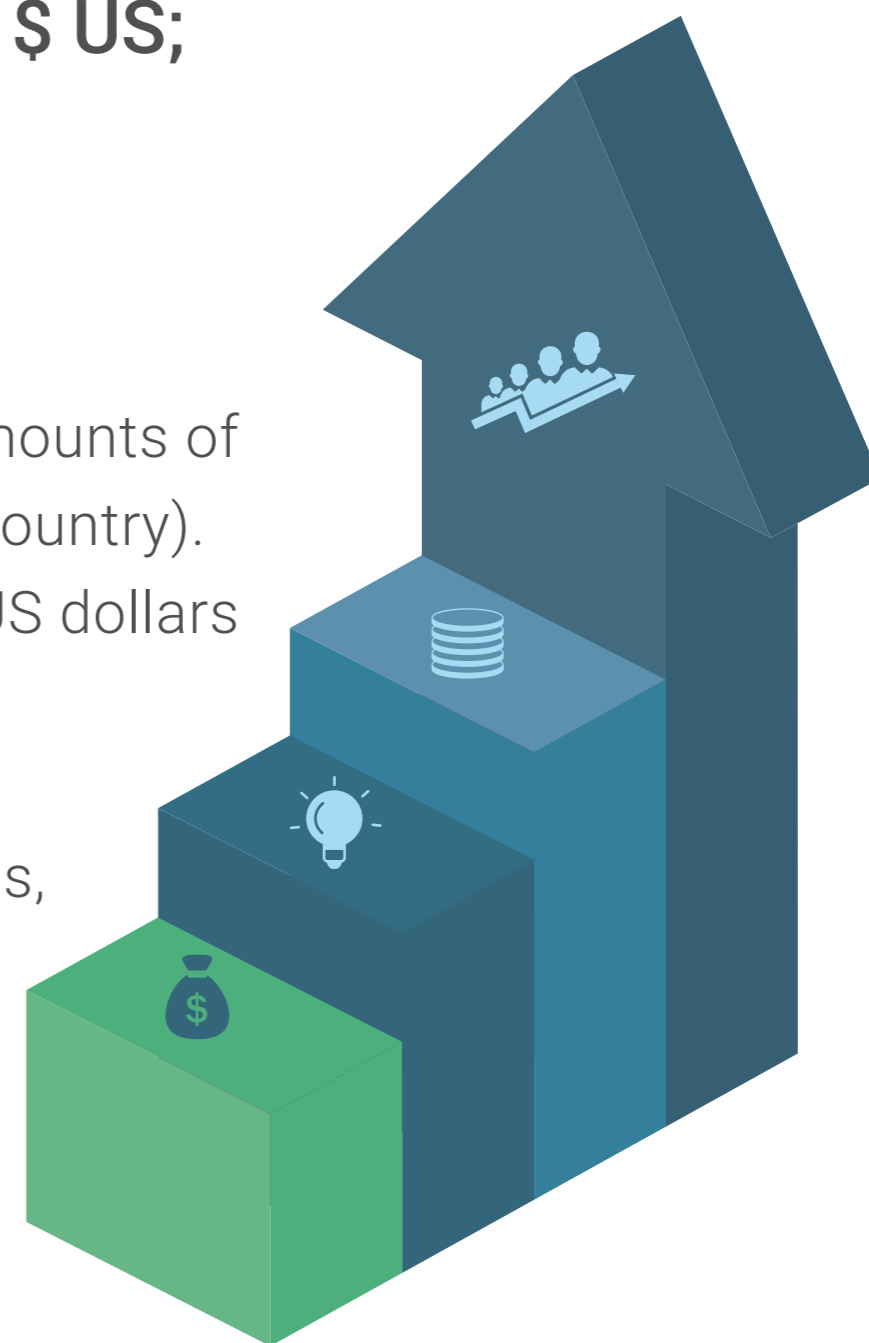
Stage 2: from 10 to 100 million \$ US;

Stage 3: need to think. ??????

For further scaling of the project to other countries, the amounts of investments may be from 10 million US dollars (for each country).

The cost of the project should be estimated in billions of US dollars in 5-10 years from the launch date.

It depends on the speed of implementation (since the market is free currently), financing completeness, popularity, and scaling efficiency to other countries all over the world of the project.



“Health and I” the project, which will be implemented

«...In the near future, software-controlled devices / things / objects will perceive, react, communicate, by electricity for themselves, share data, doing everything from protecting the human environment to **managing our health in the real world.**»

Alex Trapscott, the author of "Blockchain Revolution

«Protecting consumers' of medical services rights aims to transform the area The goal of this transformation - is to handover the decision-making process and the determination of purchasing power to consumers.»


Institute of Medical Services Consumers' Rights Protection

«Around **75% of large companies** offered telemedicine services as a part of their healthcare packages in 2016. The total **growth made 48%** in 2016».

American Telemedicine Association

Become an investor of the “Health and I” project

Help millions of people combine the desire
"to be healthy" with the latest
medical capabilities

A couple is shown in a misty, mountainous landscape, practicing Tai Chi. The woman is on the left, wearing a dark top and light pants, and the man is on the right, shirtless and wearing light pants. They are both in a similar pose with arms extended. The background features rolling hills and mountains under a hazy sky.

**THANK YOU
FOR WATCHING**



Dmytro Asmogilov



+38 067 572 00 55



asmogilov@gmail.com



live:3aab73e5680e23f2



+38 067 572 00 55



**[https://www.facebook.com
/dmitry.asmogilov?fref=ts](https://www.facebook.com/dmitry.asmogilov?fref=ts)**