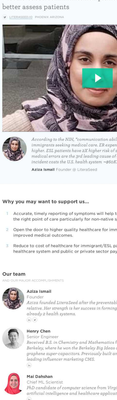
LiteraSeed

Visuals-based communication platform for doctors to better assess patients

Technology Software Minority-founded Ethnic-based Healthcare

LITERASEED.IO PHOENIX, ARIZONA



According to the NIH, "communication ability" is a top five barriers to healthcare access for immigrants. Limited English proficiency for immigrant children are higher. ESL patients have 2X higher risk of complications. Battery errors (ugh), medical errors are the 3rd leading cause of death in the U.S. Each preventable incident costs the U.S. health system ~$BN.

Azizа Ismail Founder @ LiteraSeed

Why you may want to support us...

1. Accurate, timely reporting of symptoms will help triage and direct patients to the right point of care particularly for non-native speakers
2. Open the door to higher quality healthcare for immigrant populations and improved medical outcomes.
3. Reduce to cost of healthcare for immigrant/ESL patients for the patient, the healthcare system and public or private sector payers.

Our team

CEO, CO-FOUNDER, DOCTOR, PATIENTS

Azizа Ismail
CEO, Founder
Azizа founded LiteraSeed after the preventable death of her 21-year-old relative. She strength is her success in forming strategic collaborations with ethnically & health systems.
in ✉

Henry Chan
Senior Engineer
Received B.S. in Chemistry and Mathematics from University of California, Berkeley, where he was the Berkeley Big Ideas contest for his work in developing nanoparticle biosensors. Previously built and led a team to create a leading influencer marketing CRM.
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Mai Dahshan
Chief Data Scientist
PhD candidate of computer science from Virginia Tech specializing in artificial intelligence and healthcare applications.
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Hana Alkahtouf
Clinical Research and Subject Matter Expert
Fourth year medical student. Undergraduate in Global Health from ASU, minor in Biology. Masters in Biomedical Sciences from Midwestern University. Research interests in healthcare access for refugee and immigrant communities.
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Toni J Eberhardt
Advisor/Healthcare Marketing, PR, Business Dev
With +25 years experience as in healthcare, Toni Eberhardt has worked with leading health systems, medical groups and urgent cares to evolve their marketing and consumers have become more sophisticated consumers of healthcare.
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Origin of LiteraSeed

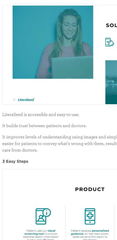
As the daughter of immigrant parents from war-torn Afghanistan, where education is low, Azizа knows well the challenges that low-literacy people have in navigating everyday life. She laid the groundwork for LiteraSeed as an undergraduate for her thesis in 2013. At its core, LiteraSeed uses the idea of helping people with language and literacy barriers be empowered to navigate everyday situations with greater control over their lives.

The name LiteraSeed is a combination of "literacy" and the idea of the "seed", which symbolizes growth and the many great possibilities that can result from having literacy.

Tragedy Leads to New Beginnings

Early 2016, Azizа's 21-year old relative lost her life while waiting to be seen by a doctor in the Emergency Department. Her condition was treatable and her death preventable. After consulting medical doctors and listening to the stories of other people's healthcare experiences, Azizа came to realize that proper communication could have saved her cousin's life.

Miscommunication — A Leading Cause of Diagnostic Errors



On one end, a patient is fully observant of their ongoing symptoms and symptoms progression, but lacks the medical knowledge to ask the right questions or request the right service.

On the other end, the medical provider has the necessary medical knowledge and the ability to identify and provide the right service, but is limited to a brief snapshot of the symptoms based on a short remote observation and whatever the patient describes.

LiteraSeed is bridging this gap.

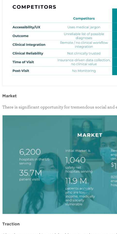
COVID-19.

Doctors have shared with us that the addition of face masks and isolation precautions have significantly made communication with patients even more difficult, putting both patients and healthcare workers at higher risk.

Both doctors and patients see in this a great but effective solution.

LiteraSeed is the answer.

Visuals-Based User Experience to Bridge the Gap

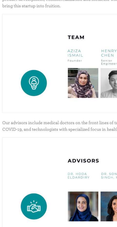


LiteraSeed is accessible and easy-to-use.

It builds trust between patients and doctors.

It improves levels of understanding using images and simple language, and it makes it easier for patients to convey what's wrong with them, resulting in immediate and accurate care from doctors.

3 Easy Steps



Currently, patient history data is obtained verbally during a limited, time-constrained encounter with a harried clinician. Similar intake/screening apps only ask standard, narrowly-focused questions that omit any contextual information about the present condition.

LiteraSeed strongly believes that nobody should suffer harm nor be denied high-quality healthcare because of a communication barrier due to language, literacy, or learning disabilities.

Unlike other solutions in the market, LiteraSeed is designed to help patients with communication barriers get the right care.

Market

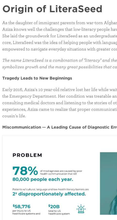
There is significant opportunity for tremendous social and economic impact.

Traction

Already we are working with health systems that serve nearly 1.8 million patients annually, many of whom are limited English proficient and low health literate.

Team

To date, the LiteraSeed team has formed a strong network of project supporters including clinicians, researchers and software engineers who bring expertise in artificial intelligence, product development, commercialization and medicine who are committed to helping bring this startup into fruition.



Our advisors include medical doctors on the front lines of tackling miscommunication and COVID-19, and technologists with specialized focus in healthcare applications.

Investor Q&A

What does your company do?
We are helping low-literate patients access the medical care they need by providing visuals-based health condition monitoring platform to hospitals and clinics. Our multilingual, multicultural platform is designed to help patients with communication barriers to provide intake process work for everybody. The vision is an intelligent, interactive symptom capture and management platform that enables patients to describe their health condition precisely, leveraging voice-assisted AI algorithms.

Where will your company be in 5 years?
This year we'll work with beta client clinics to gather initial data, and then convert them into paying customers. Our contracts will stipulate that if we reduce medical errors in the sample population by 10% it will automatically convert to a contract of $150/ patient. After 5 years, we envision that we will have reduced medical errors in the sample group by at least 100K patients, for a target revenue of $15M, and in year five to be covering at least 1MM patients, at a target revenue of $2M.

Why did you choose this idea?
According to the NIH, "communication ability" is a top five barriers to immigrants seeking medical care. ER expenditures for immigrant children are higher. ESL patients have ER higher risk of emergency/serious errors (ugh), medical errors are the 3rd leading cause of deaths in the U.S. Each preventable incident costs the U.S. health system ~$BN.

Why is this a good idea, right now? What changed in the world? Why wasn't this done a few years ago?
The COVID-19 has surfaced the risks language barriers present. Interpreters are available via phone but wait times can be 20+ minutes. Last week, an ESL patient arrived at a Brooklyn, NY ER. Due to the communication barriers, she was placed in a unit for patients with COVID-19 symptoms. Only after 3 days, when her test results came back negative for COVID-19 symptoms, the patient died the following night. A medical provider who knows her patient's history can be compromised due to the language barrier. In addition, already immunocompromised patients were exposed to coronavirus unnecessarily.

How far along are you? What's your biggest obstacle?
Valleywise Health (formerly Maricopa Integrated Health System) has committed to a pilot program with LiteraSeed to include ~100 patients. Systemwide, Valleywise serves ~400K patients annually and has a budget of ~$1BN. Our biggest obstacle is to secure the time and resources of appropriate stakeholders are on board, engaged and have provided formal support of the pilot.

Who competes with you? What do you understand that they don't?
Primary competitors are Verasa Healthcare, Tonic Health and Phreesia. These solutions assist with intake and offer services in other languages, however, they remain limited and services are largely fragmented (i.e. one may offer visual prompts, or only audio). LiteraSeed's competitive advantage is its comprehensive, integrated solution, which currently outscores healthcare but with documented shortcomings/data/charts, as previously stated, are becoming more visible during the COVID-19 pandemic.

How will you make money?
Primary revenue streams will be subscription fees and facilities paying per session either through fixed costs subscriptions or on a transaction basis with rates between $5-$20 determined by hospital or clinic size/capacity. Patients are provided free access. In the long term, payers may be an additional source of revenue.

What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed?
Because the application is a new concept and historically healthcare has been slow to adopt technology, the sales cycle within health systems is long. As a result, close collaboration with health systems, primarily Valleywise, in development and piloting of the LiteraSeed platform has been important to provide a "skin in the game" adoption. In addition, the platform is designed to be scalable and customizable for different populations which serve a higher than average number of ESL patients are primary target markets.

What are the equity splits?
Azizа is the only founder and currently owns 100%

What is the biggest disagreement you've had with your cofounders?
Initially, risk analysis for each individual co-founder was a question that has disparate answers. Through this analysis, however, we agreed that we are mission-driven with a deep passion for helping patients who have been left behind by the system. As a result, our decision-making process first ensures that the decision aligns with our mission/vision/values; secondarily, we determine an optimal path to get there. If we cannot agree, we consult with experts and/or our customers in order to make a final decision and course of action. This approach has been successful and has enabled the co-founders to expand our individual strategic thinking as well as resulted in more informed, synergistic decisions.

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