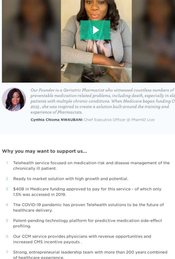
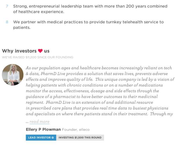
PharmD Live

We provide Medicare Seniors 24/7 pharmacist access for medication management

[PHARMD LIVE.COM](#) WASHINGTON DISTRICT OF COLUMBIA





Our Founder is a Geriatric Pharmacist who witnessed countless numbers of preventable medication-related problems, including death, especially in elderly patients with multiple chronic conditions. When Medicare began funding CCM in 2015, she was inspired to create a solution built around the training and experience of Pharmacists.

Cynthia Chioma NWAUJAUNI Chief Executive Officer @ PharmD Live

Why you may want to support us...

1. Telehealth service focused on medication risk and disease management of the chronically ill patient.
2. Ready to market solution with high growth and potential.
3. $40B in Medicare funding approved to pay for this service - of which only 1.5% was accessed in 2019.
4. The COVID-19 pandemic has proven Telehealth solutions to be the future of healthcare delivery.
5. Patient-pending technology platform for predictive medication side-effect profiling.
6. Our CCM service provides physicians with reverse opportunities and increased CMS incentive payouts.
7. Strong, entrepreneurial leadership team with more than 200 years combined of healthcare experience.
8. We partner with medical practices to provide turnkey telehealth service to patients.

Why investors ♥ us

As our population ages and healthcare becomes increasingly reliant on technology, PharmD Live provides a solution that saves lives, prevents adverse effects and improves quality of life. This unique company is led by a team of helping patients with chronic conditions or on a number of medications optimize their medication regimens. Their passion for the well-being and success of a pharmacist is here better outcomes is their medication regimen. PharmD Live is an extension of and additional resource to prescribing physicians that provides real-time data to human physicians and specialists on where there patients stand in their treatment. Through my ... [read more](#)

Ebony P Plowman Founder, Ahava

I have worked in every sector of Healthcare in the US as CEO and COO at a Medicare Advantage Plan, Chief Medical Officer at Aetna, Chief Medical Officer at CIGNA and Optum, as CMO of GlobalMed, in digital transformation and innovation at UST-global, for several start-ups and for MCO the qualcombe company. During that time I have come to recognize what represents a successful entrepreneur from an unsuccessful one. Cynthia Chioma has all the best qualities of a successful entrepreneur. She is smart, driven, and has the drive to be successful at just one business. She has to know your area and the capacities that will allow you to differentiate your success by a level of sustained reproducible quality and we... [read more](#)

David Whitehouse

Cynthia and the team at PharmD Live are meeting an urgent societal need with a unique and innovative solution. Her passion for helping patients through PharmD Live has a great track record, and as I learned about the vision, mission, values, and the partnerships that have been developed with other entities in the healthcare IT industry, I knew I wanted to be involved. Working by 7 seasons to a clinical pharmacist for all medication related concerns and questions is a game changer. As a pharmacist for my 14 year old, this solution will be a huge relief for me and my child.

Charles Nkata

Our team

Cynthia Chioma NWAUJAUNI
Chief Executive Officer
Board-Certified Geriatric Pharmacist. Strategic and analytical thinker. Entrepreneur. Passionate about helping patients with chronic conditions and chronic care solutions for multiple practices. Expert in value-based population health management
C-X-O

William D Townsend
Chief Financial Officer
William D. "Dip" Townsend is a seasoned executive with proven success leading teams in the achievement of revenue, profit, and business growth objectives within start-ups, turnarounds and high growth environments.
C-F-O

Tramp Flores
Founder | CIO and CTO
Grew multiple startups nationally and successful exits with four joint venture health system partnerships with Ascension Health, Texas Healthcare, Vanguard Health Systems, and ICU Health, Epic Certified. Nominated for Becker's CIO of the Year.

In the news

Working at PharmD Live
I have been working at PharmD Live full-time (More than a year) this company is a great company to work for because they are passionate about how to make a real personal and environmental change. Especially with the work I am doing in...

Downloads

PAL_Investor_1121.2020_Angel.pdf

The Story of PharmD Live

The Problem

Seniors experience significant medication challenges...

- Medication non-adherence is **50%** in Seniors (elderly) but **94%** of medicare beneficiaries are elderly
- Nearly **1 in 5** (over 19%) Americans (65+) is now diagnosed with diabetes, the highest rate ever
- 400,000 preventable hospitalizations per year in the U.S.
- Patients on 5+ medications have a **42%** risk of experiencing an ADE
- **$528 billion** in annual healthcare spending associated with medication non-adherence

The U.S. has over ***$300 billion*** *in unnecessary medical costs each year due to medication non-adherence and ADEs!*

... and funding for a solution is available.

Chronic conditions represent **75%** of total healthcare spending in the US. Medicare has authorized **$40 billion** in Chronic Care Management funding to address the problem... yet less than **1.5%** was spent in 2019.

Time, training, and technology can deter physician practices from providing this additional STRUCTURED service.

The Solution

We offer a pharmacist-led solution to care management.

Medication therapy management (MTM) services are provided by pharmacists or medication experts. Pharmacists and other providers can **interact, participate** or **optimize chronic disease management** and **improve medication adherence** through **medication therapy management (MTM) services, medication reconciliation, medication reviews, disease states, genomics, nutritionals** and other available tools on the platform to improve patient outcomes.

Dr. Candice Newsome, COO & Founder of PharmD Live

Our solutions enhance patient care...

- Access to healthcare 24/7
- Self-management of health conditions
- Better health outcomes and quality of life
- Engagement with care providers

- Out-of-pocket costs
- Disease state exacerbations
- Medication errors and adverse drug events
- ER visits and hospitalizations

... while benefiting the physician's practice.

- Actionable patient information
- Patient engagement, satisfaction, and loyalty
- Patient health and quality of life
- Practice revenue drivers
- Quality Payment Program performance (MIPS)
- Access to pharmacists

- Physician and staff workload
- Time spent on medication reconciliation and review
- Unnecessary hospitalizations
- Healthcare expenditures
- Quality Payment Program penalties

Our powerful platform is simple to use...

We developed a cloud-based software as service solution around medication management for our clinical pharmacists to engage with patients to actively address and coordinate their allergies, interventions, medication adherence, symptoms, side-effects, chronic conditions, and more. Our platform also provides a solution for patient education, developing barriers, create custom interventions, and monitor upcoming refills.

PharmD Live History .....Developed and Ready to Market

Investor Q&A

— COLLINS AU

What does your company do? →

We partner with physicians, hospitals and health insurance companies to connect high-risk patients with our pharmacists via secure telehealth technology in between their doctor visits to provide Chronic Care Management (CCM). CCM helps prevent dangerous medication-related problems, lower costs and improves the overall life of the patient. Patients and physicians have 24/7 access to our pharmacists for medication-related remedies via our proprietary telehealth platform.

Where will your company be in 5 years? →

The current market is dramatically underserved. Last year only 1.5% of the $40B in Medicare funds designated to pay for this service were utilized. With our scalable service we believe we can reach over $100mil patients by 1st 5th year and generate a potential of $450 million in revenue (this cannot be guaranteed). With this model, we hope to be an attractive acquisition target for a large healthcare company or private equity firm, yielding significant return on investment.

Why did you choose this idea? →

Our Founder is a Geriatric Pharmacist who witnessed countless numbers of preventable medication-related problems, including death, especially in elderly patients with multiple chronic conditions. When Medicare began funding CCM in 2015, she was inspired to create a solution built around the training and experience of Pharmacists.

How far along are you? What's your biggest obstacle? →

Our service is fully developed and ready to go to market. PharmD Live has spent thousands of man-hours developing a patent-pending software application that enables pharmacists to analyze medication risks and prevent possible adverse effects when counseling chronic care patients.

The pool of Medicare funds to reimburse physician practices that offer CCM did not exist prior to 2015, so educating physicians about it and creating a method to tap into it while serving a significant community need is both our biggest obstacle and opportunity. Physicians and practice management organizations do not realize the revenue potential they are missing by not providing this service at all or to its optimum.

Who competes with you? What do you understand that they don't? →

Originally the thought was that existing staff at physician practices would deliver CCM services, however less than 1.5% of eligible Medicare patients receive CCM last year. How companies are now orienting the picture to provide CCM as an outsourced service. Most all are choosing to use EHR, CRM's, medical assistants, or aides that do not have extensive training in medication therapy and risk management. This means they must consult the physician when time is already limited.

Pharmacist's providing the CCM consult using a custom software solution can easily communicate with the physician, patient and others can be discussed and therapeutic substitutions can be optimized for the best care and even provide patient cost savings.

How will you make money? →

Our services are paid for by the patient's Medicare insurance on a monthly basis. Medicare has set aside $40 billion to cover Chronic Care Management services.

The annual revenue per Medicare patient is estimated to $1000 annually.

What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed? →

Rapid growth poses two major challenges for the organization. First, establishing a business development pipeline of physician groups, hospital systems, and payers. Secondly, onboarding patients into our systems and getting the patients consent to participate are crucial activities.

When will I be able to cash in my stock? →

1. We are an early-stage company and have secured losses since our inception. We expect to incur further losses as we begin to roll out our services and expand our product offerings. Any valuation of the company at this stage is difficult to assess.

2. There is currently no public market for our Common Stock, and a public market for our Common Stock may never develop.

How will your business plan need to adapt as a result of COVID-19? →

We are even more perfectly positioned for success because of COVID-19. It is patients with chronic illnesses who are the most vulnerable to this virus and keeping them at their optimum, relative health is of utmost importance now more than ever. Patients will now be more open to this sort of remote follow-up care.

The majority of the population have chronic conditions (hypertension, diabetes, high cholesterol, etc.) who are avoiding care because of Covidig. We provide convenient care to families universally 24 hours a day, 7 days a week at the comfort of their own home.

Physician practices need an additional revenue stream to make up for lipoing visits and this provides them that additional source without additional staffing expense or time on their part.