

Our Mission is to Prevent Deadly Adverse Drug Reactions

PITCH VIDEO INVESTOR PANEL



pharmdlive.com Washington DC Technology Healthcare Minority Owned Social Impact Female Founder

OVERVIEW DETAILS UPDATES 7 WHAT PEOPLE SAY 53 ASK A QUESTION 1

LEAD INVESTOR



Ellery P. Plowman Founder, elleco

As our population ages and healthcare becomes increasingly reliant on tech & data, PharmD Live provides a solution that saves lives, prevents adverse effects and improves quality of life.

This unique company is led by a vision of helping patients with chronic conditions or on a number of medications monitor the access, effectiveness, dosage and side effects through the guidance of a pharmacist to have better outcomes to their medicinal regimen. PharmD Live is an extension of and additional resource in prescribed care plans that provides real time data to busiest physicians and specialists on where there patients stand in their treatment.

Through my initial work with this organization and evaluation of the healthcare industry, it is clear PharmD Live is necessary for a brighter future of better lives.

Invested \$1,500 this round

[Learn about Lead Investors](#)

Highlights

- 1 Each year, over 100,000 adults die from Adverse Drug Reactions, the 4th leading cause of death.
- 2 Our ready-to-market solution with high growth potential will change that.
- 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 Patent-pending technology platform for predictive medication side-effect profiling.
- 6 Our CCM service provides physicians with revenue 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.

Our Team



Cynthia Chioma NWAUBANI Chief Executive Officer

Board-Certified Geriatric Pharmacist. Strategic and analytical thinker, strong aptitude for problem-solving. Expert in medication management and chronic care solutions for multiple practices. Expert in value-based population health management

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.



Trang Flores Interim COO and CTO

Grew multiple startups nationally and successful exits with four joint venture health system partnerships with Ascension Health, Tenet Healthcare, Vanguard Health Systems, and SCL Health. Epic Certified . Nominated for Becker's CIO of the Year.

The Story of PharmD Live

The American Healthcare Crisis

- 3 in 4 elderly patients take several medications prescribed by different doctors
- 50 million Adverse Drug Events (ADEs) yearly, the #1 leading cause of deaths, 100K/year
- Patients on 7+ medications have an 82% risk of experiencing an ADE
- \$200 billion/yr due to medication non-adherence
- Cost of chronic diseases are projected to exceed \$4.2 trillion by 2023.

Sources: FDA, CDC, AHA

Here's What's Driving These Numbers

- A 73-year-old Medicare patient is being treated for three chronic conditions: diabetes, hypertension, and kidney disease.
- She sees a primary care doctor and multiple specialists, who each prescribe medications that may have side effects.
- Taking 7 medications a day, there is an increased chance of missed medications, accidental double dosages, and she is at an 82% risk for an Adverse Drug Event.
- Personalized care coordination is needed, which is lacking and confusing in today's healthcare system.

Fragmented & Inefficient Healthcare System

A fragmented healthcare system has resulted in patient anxiety, medication errors, and non-compliance causing unnecessary increased hospitalizations and emergency visits.



PharmD Live Solutions

Chronic Care Management
Remote Patient Monitoring

PharmD Live Differentiators



PharmD Live Technology

- Advanced Predictive Analytics**
Identify high-risk patients and enable customized and targeted interventions
 - Risk stratification and scoring
 - Personalized interventions
- Business Intelligence Reporting**
Mining telehealth data for population health and patient care insights
 - Cost savings
 - Quality metrics
 - Custom reports
- Data-Driven Patient Insight**
Deep analytics to direct population health and manage healthcare business operations
 - AI and machine learning
 - IBM Watson integration
 - Wearable tech
- Seamless EHR Integration**
Secure connection with physician's existing electronic health record system
 - HL7
 - Bi-directional data stream
- HIPAA Security & Compliance**
Ensuring patients' personal health information is safe and secure
 - Data encryption
 - Two-factor authentication
 - HITRUST certification

Benefits to Patients

- Access to personal pharmacist 24/7/365
- Decreased medication related problems
- Improved disease self-management
- Reduced healthcare cost
- Decreased hospitalizations, ER visits and readmissions
- Better quality of life

Benefits to Physician Organizations

- Alleviates physician workload and burnout
- Additional revenue stream (direct and indirect)
- Improves 88 MIPS/APMS quality measures
- Access to pharmacist 24/7/365
- Actionable clinical intelligence
- Improve patient satisfaction and loyalty

MIPS Measures Impacted

Quality	Improvement Activities	Promoting Interoperability	Cost
55	27	5	1

PharmD Live is Poised for Future Growth

- An aging population: the "Silver Tsunami"**
80 million seniors will be eligible for Medicare in the next 10 years, and the elderly are the most vulnerable to adverse drug effects
- The escalation of chronic conditions**
Medications are the cornerstone of chronic disease management and approximately 50% of American adults have at least one chronic condition
- Pressures on our healthcare system**
High incidents of medication-related problems lead to treatment failures, unnecessary hospitalizations, and rising healthcare costs
- Growth of telehealth services**
The demand for telehealth solutions such as PharmD Live is expected to grow from \$3 billion to \$250 billion

Business Model



Traction & Trajectory



Bangor Internal Medicine Associates

- Contract Negotiations 30,000 patients (30-60 days)
- 2 SOWs & Proposals

86,000 patients - 2021
600,000 patients within 5 years,
operating in all 50 states

Photo: iStock.com

ROI with PharmD Live

10x

Potential for more than 10x return on investment (based on our Year 5 EBITDA estimate)



Growing to **600,000 patients** and **\$84.4 million** in revenue by end of Year 5



PharmD Live is poised to **sign service contracts** and can be generating revenue prior to year-end 2020

Photo: iStock.com

History & Five Year Goal



Photo: iStock.com

Leadership Team...



Dr. Cynthia Nwaubani
CEO & Founder



Trang Flores
CTO & Interim CDO



Renato Ramos
VP of Sales



Charles "Chuck" Everett
VP of Business Development



Dr. Sagna Ravula
VP of Population Health & Innovation



Dr. Marshall Eidenberg
Medical Director



Dr. Richard Korecky
Director of Clinical Pharmacy



Joseph Gargano
Sr. Director of Marketing & Communications





Downloads

[PDL Wefunder 8.26.2020.pdf](#)