



RexPay Executive Summary

RexPay

YOUR MEDICAL BILL RESCUE APP

Elevator Pitch

RexPay is disrupting the medical billing industry by providing an app where patients can easily understand, pay, and track all of their medical bills & insurance coverage in one place. By making it easier for patients to pay, RexPay helps providers reduce delayed & defaulted payments and cuts down inquiry volume.

Product Description

RexPay is a mobile app, powered by artificial intelligence, that helps patients understand, track and pay all medical bills in one place. The app explains bills & insurance coverage, automatically organizes bills & payments, allows patients to pay all doctors in one place, and helps find available savings and financing options for patients.

Go-To-Market Plan

Maternity is our early target market. We will leverage OBGYN clinics as our first distribution channel. We have interviewed over 100+ patients, 80+ providers, and have conducted in-depth interviews with 20 maternity patients; and 90% said they want the product now. Early customer acquisition cost per patient is \$30 direct and \$13 via our distribution channel. We will conduct a soft launch in March 2019 and a hard launch in July 2019.

Revenue Model

When a RexPay provider is paid, the provider pays RexPay a 1% transaction fee. When a non-RexPay provider is paid, the patient pays RexPay a 1% transaction fee (\$5 cap) and 20% of the savings found (\$500 annual cap).

Market Size

Our total market opportunity includes all patients in the U.S. under 65. This segment is a \$4.8BN industry (CMS.gov, 2016, World Bank, 2014, Journalist Resource, 2010). These market sizing calculations are based on the out of pocket portion of total healthcare costs.

Leadership Team

Rachel Mertensmeyer, CEO & Co-Founder: Decade of marketing and management experience in Fortune 100 companies; including Unilever and Avon in New York and BBDO and WPP in Shanghai.

Harlow Burgess, CTO & Co-Founder: 25 years of software development, architecture and infrastructure experience within the finance & marketing industry.



Your Medical Bill Rescue App

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