



Open Medical, LLC
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Company Overview: Open Medical is an AZ LLC with a SaaS model founded in Scottsdale AZ in 2018. Our motto for our software product WaitLess is “see your doctor sooner.” The platform is HIPAA compliant fully customizable and cloud based.

Product/Service Overview: Open Medical’s WaitLess platform texts and emails patients cancelled appointment slots they want so they can get in sooner or at a more convenient times. It keeps the doctor’s schedule full maximizing productivity without double booking and improves patient satisfaction. Double booking is bad because the doctor gets behind when all of the patients show up. WaitLess is highly customizable and has a competitive advantage by understanding the availability of the patient before it contacts them resulting in a high success rate of acceptance with the first contact and we also have proprietary algorithms for our queues. We focus on versatile wait lists, not primary scheduling. Patent pending. The doctor’s office posts the openings to WaitLess and the patient creates a wish list of better times and dates compared to an initial appointment they have already scheduled. WaitLess does the rest. It is free for patients and a subscription for providers.

Market Opportunity: Open Medical : Potentially 2.3 million paying providers in the U.S. market alone and at least 15 million worldwide. Free for patients to use. Can be incorporated for medical office appointments, imaging, labs, and elective procedures that are appointment based. We have the platform in a physician practice for beta testing, have completed a pilot nationwide survey showing strong interest 4.4/5 in patients wanting to use it when it becomes available. IP has been filed. Finalist in Venture madness. CAC estimated at \$1400 in 2020 decreasing to \$500 in 2022 as development costs decrease due to a low churn rate. The platform has a robust reporting system and clearly displays the productivity which is why it will have a low churn rate. It makes doctor practices more productive. Initial market is AZ-NM-NV but it will be a national platform. Penetration of 40% of providers thought to be attainable. We will reach customers by partnering with large health systems, imaging centers, elective surgery centers, and mid-large sized medical practices starting in metro phoenix in 2020.

Management Team:

Andrew Weinberg, DO CEO & Founder: A physician entrepreneur with 3 prior U.S. patents on medical devices. Mechanical engineering and medical background. Has contacts with several health systems in the phoenix area. Full time.

Suzanne Weinberg: Ph.D. Full time. Marketing and strategy.

Dean Martin: Chief Technology officer. Expertise in product development and marketing. Former AZ state treasurer.

Santi Lardizabal MD: Serial Physician Entrepreneur.

Keng-Yu Chuang, MD Physician focus group – Meets to determine efficacy of platform and strategy.

Lou Farina: Business Advisor from SBDC