

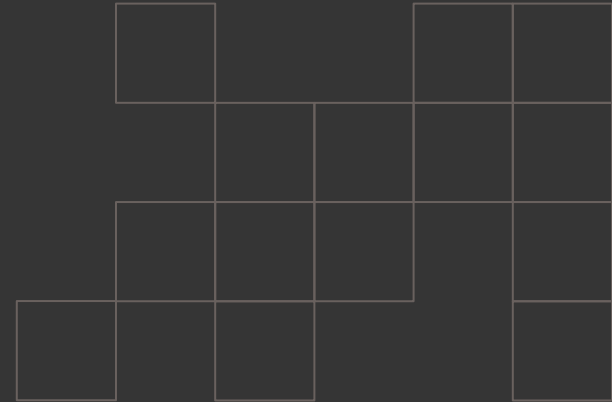
Ambitious Solutions



AltoRed Health

# Ambitious Solutions

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Ambitious Solutions

# Meet the Altored Health Team



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Flowers



John  
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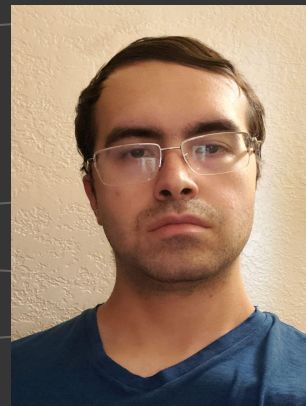
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Altored Health



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# Transparent Healthcare Pricing

## Finding the right Healthcare provider is hard!

- Our client, Altored Health, is based on a revolutionary yet simple concept: what if you could browse for healthcare with the same convenience and transparency as you do when shopping online?
- Our platform permits users to instantly browse local clinics and hospitals to show prices for procedures like MRIs upfront, compare real prices amongst different locations and insurance companies to show our users exactly what their costs would be.
- We aim to educate users on what **specifically** they are being charged for.
- We are looking to put a point of focus on a light that is being deliberately kept in the dark.



# Client Introduction

## Who is she?

- Guiding this mission is Jesslynn Armstrong, a local entrepreneur who is the current Director of Operations at NAU Venture Studio where she spends her time helping others become successful entrepreneurs.
- She has had some rough encounters with the medical field and determined something needed to change.
- Without enough technical expertise she was left helpless.
- Her goal is to introduce a powerful tool devoted to fixing common problems that arise for patients.



# Problem/Pains



## Problem 1

Many people are searching for the best deal on their insurance, unfortunately this can be a near impossible task.

## Problem 2

Insurance companies have few clear ways to advertise their plans compared to their competitors.

## Problem 3

Our client is not extremely tech savvy and that is where we come in

# Our solution



## Transparent healthcare pricing

- We will be creating a website that displays information gathered by the backend from various healthcare data.
- We will be building an UI and backend for the client that scans through healthcare data and presents it to users in a streamlined clear manner.
- We aim to create a software that cuts through this mess, showing clear cost per plan and coverage per plan for potential members and allow companies to clearly demonstrate what they provide.
- We encourage collaboration with Insurance companies, that way their prices are also advertised on the platform.

# Our Plan

## Step 1

We are going to hold two weekly meetings with our client

## Step 2

Development gets done in short, two-week sprints with set goals.

## Step 3

Technical problems need to be addressed, starting with architecture

## Step 4

We are going to need to address how our architecture handles health-specific issues.

## Step 5

Cost over time for running this software needs to stay as low as possible .

## TBD:

We don't have a full understanding of the health field. This will lead to interesting challenges

# Conclusion

**If you aren't steering your healthcare, someone else is.**

- Patients are often uninformed about sneaky medical prices, when they are handed their medical bill, they are shocked.
- By informing patients on how much healthcare providers charge, we can help our users choose their most valuable option.





# Thank you

Questions?