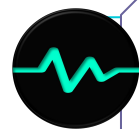




Altored Health

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Ambitious Solutions

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Mentor:
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Client:
Jesslynn Armstrong

► The problem

The United States has built a **\$4.5 trillion healthcare system** where patients are surprised by bills, providers are blamed, and payers collect premiums only to deny coverage when it's needed most.

Americans Believe Healthcare Costs Should Be Transparent

In your opinion, should healthcare organizations be required to tell you how much a product or service will cost before you receive it?

■ % Yes ■ % No ■ % Don't know

All U.S. adults aged 18+ 95

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Fewer Than 1 in 5 U.S. Adults Aware of Healthcare Costs Before Receiving Care

In your experience, do you know how much your healthcare products or services will cost before you receive them?

■ % Yes ■ % No ■ % Don't know

All U.S. adults aged 18+ 17 79

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► The Solution - Altered Health

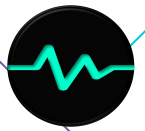
Similar to Airbnb + Yelp for Healthcare

- Pricing transparency & cost comparison
- Integrated insurance policies
- Real customer reviews and shared experiences
- Education, bill review and live support

We help patients make informed choices through transparency, education, experiences, and access.



► Key Requirements



- **Cloud-Based Backend Server:** stores processed data, runs comparison logic, and serves results via a stable API or web service.
- **Data scraper:** Checks databases for changes and loads changes into blob storage on azure
- **Data Parser:** able to ingest multiple healthcare pricing sources, handle inconsistent formats, and normalize terms, and service categories.
- **Search & Comparison Engine:** aligns equivalent procedures/services across providers and generates clear, comparable price outputs.
- **User Interface Layer:** provides clean tables, filters, and summaries so users can easily compare pricing across providers.





► Risks and Feasibility

- **Formatting changes**

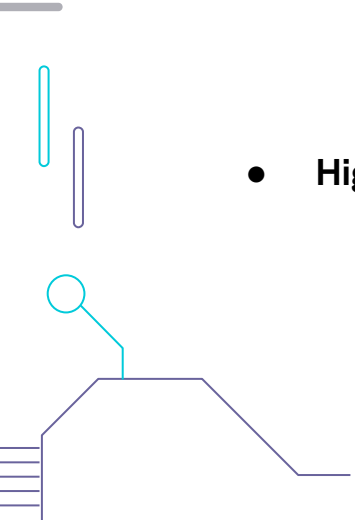
The data we use may change format over time. This is a relatively likely risk, so we will have to develop and organize in a responsive way.

- **Insurance company interference**

While it is unknown exactly how, it is very possible that insurance companies will try to cause us growing pains. Fortunately, their available options to do so are relatively limited

- **High interest and somewhat easily implemented**

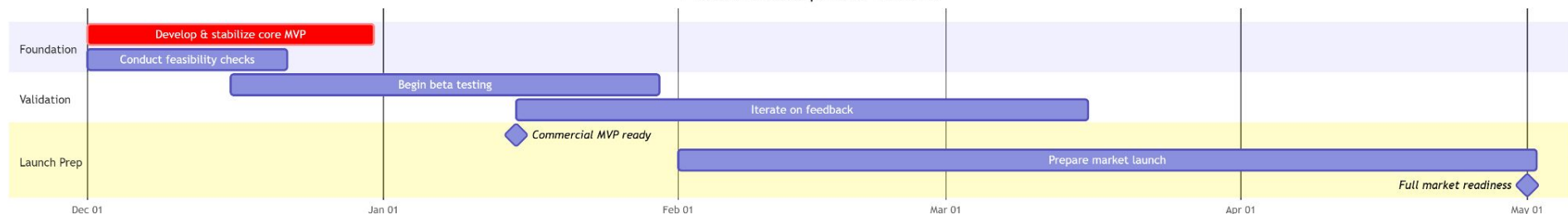
Despite these issues, this is a highly feasible project due to two main factors. There is a lot of interest in our product, a large hole in the market, and the software itself is not too complicated, though there are many small considerations to be made.



► Schedule

- Develop and stabilize core MVP features
- Conduct feasibility checks and refine architecture based on early findings.
- Begin beta testing with initial partners to validate pricing accuracy and user workflows.
- Iterate on feedback with short development cycles to ensure reliability and scalability.
- Prepare for commercial-ready MVP by end of Fall semester.
- Target full market readiness by end of the academic year.

Product Development Timeline



► Conclusion

- Our product provides a helpful solution to a problem thousands of Americans experience every day.
- We are confident that our project can and will fill a hole in a market that desperately needs a tool like ours.
- Together, we are refining a software that we believe will change the industry as a whole.

