MedSocket Search
Elevator Pitch

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Overview

- Current Problems
- The MedSocket Solution
- Management Team and Advisors
- The Revenue Model
- What’s next?
Why MedSocket?

3 conditions make MedSocket a desperately needed tool...

- $$$
- Diminishing Reimbursements
- Rising Healthcare Costs, now a $2.4Trillion Industry
- Resulting in a need for higher efficiency... i.e., getting needed information faster

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Information Overload

How is Physician Time Spent?

35% Seeing Patients
65% Looking for Information

IDC report. S. Feldman "The high cost of not finding information" KM World

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Where does a physician turn?
MedSocket Solution

[Image of MedSocket website]

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# Answer any Type of Question

<table>
<thead>
<tr>
<th>Content Source</th>
<th>Patient-Specific Questions</th>
<th>Clinical Questions</th>
<th>Administrative Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>MedSocket</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>FPIN</td>
<td>○</td>
<td>○</td>
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</tr>
<tr>
<td>UpToDate</td>
<td>○</td>
<td>●</td>
<td>○</td>
</tr>
<tr>
<td>DynaMed</td>
<td>○</td>
<td>●</td>
<td>○</td>
</tr>
<tr>
<td>EHR system</td>
<td>●</td>
<td>●</td>
<td>○</td>
</tr>
<tr>
<td>Intranet</td>
<td>○</td>
<td>●</td>
<td>○</td>
</tr>
<tr>
<td>Colleagues</td>
<td>○</td>
<td>●</td>
<td>○</td>
</tr>
</tbody>
</table>

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Embedded in the Workflow

Integrated medical search engine within the EHR
You are currently searching with the following profile.

**Family Physician**

The search results are being weighted accordingly.

<table>
<thead>
<tr>
<th>Provider</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>MDConsult</td>
<td>Normal</td>
</tr>
<tr>
<td>DynaMed</td>
<td>Higher</td>
</tr>
<tr>
<td><strong>AAFP</strong></td>
<td>Highest</td>
</tr>
<tr>
<td>PubMed</td>
<td>Normal</td>
</tr>
<tr>
<td>Google</td>
<td>Highest</td>
</tr>
<tr>
<td>Intranet</td>
<td>Normal</td>
</tr>
<tr>
<td>Personal Files</td>
<td>Normal</td>
</tr>
<tr>
<td>Harrisons Online</td>
<td>Higher</td>
</tr>
<tr>
<td>The Medical Letter</td>
<td>Higher</td>
</tr>
</tbody>
</table>

To change the profile your account uses for scoring search results, click here.
Value Proposition

• Save physician time
• More time means more revenue
• Increase physician satisfaction
• Improve patient care
• Compliance w/ meaningful use regs
• Intelligence on resources actually used
Who’s interested?

National Institutes of Health
Turning Discovery Into Health

University of Missouri Health System

TIGER Institute for Health Innovation
University of Missouri

Cerner All Together

University of Illinois

UW Medicine

EBSCO Publishing

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Management Team

**Karl Kochendorfer, MD, FAAFP – Founder/CEO**
CS degree from University of Illinois at Urbana-Champaign. Director of Clinical Informatics at MU. Over 20 yrs of combining a passion for healthcare and the computing fields.

**Jeremy Bikman – Chief of Sales/Marketing/Biz Dev**
Chairman of Katalus Advisors, recent Executive VP of KLAS, serial entrepreneur

**Kathleen Kochendorfer, MBA, MST, CPA – CFO**
Degrees from Northwestern’s Kellogg Grad School of Mgt and the University of Illinois. Over 10 years of accounting experience at Arthur Andersen and in private practice.

**Matthias Wiselka, MS – Lead Architect/CTO**
Computer Science degree from University of Stuttgart and minor in Business. Software Developer on numerous web-based projects for Mercedes-Benz and BMW in Germany.
Strategic Advisors

- **Kyle Allain**, MBA, MS, VP of Biz Development at API Health
- **Jeff Belden**, MD, Usability expert, TooManyClicks.com
- **Dan Hier**, MD, MBA, Physician Executive at Cerner Corp.
- **Chi-Ren Shyu**, PhD, MSEE, CS Professor at MU
- **Tao Yang**, PhD, Chief Scientist at Ask.com, CS Prof at UCSB
Revenue Growth

- $40M in 5 years w/ 200 subscribers
- With 3% of entire hospital market
- With 8% penetration of academic center

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Conclusion

• Thank you!

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