



MedSocket Search Elevator Pitch

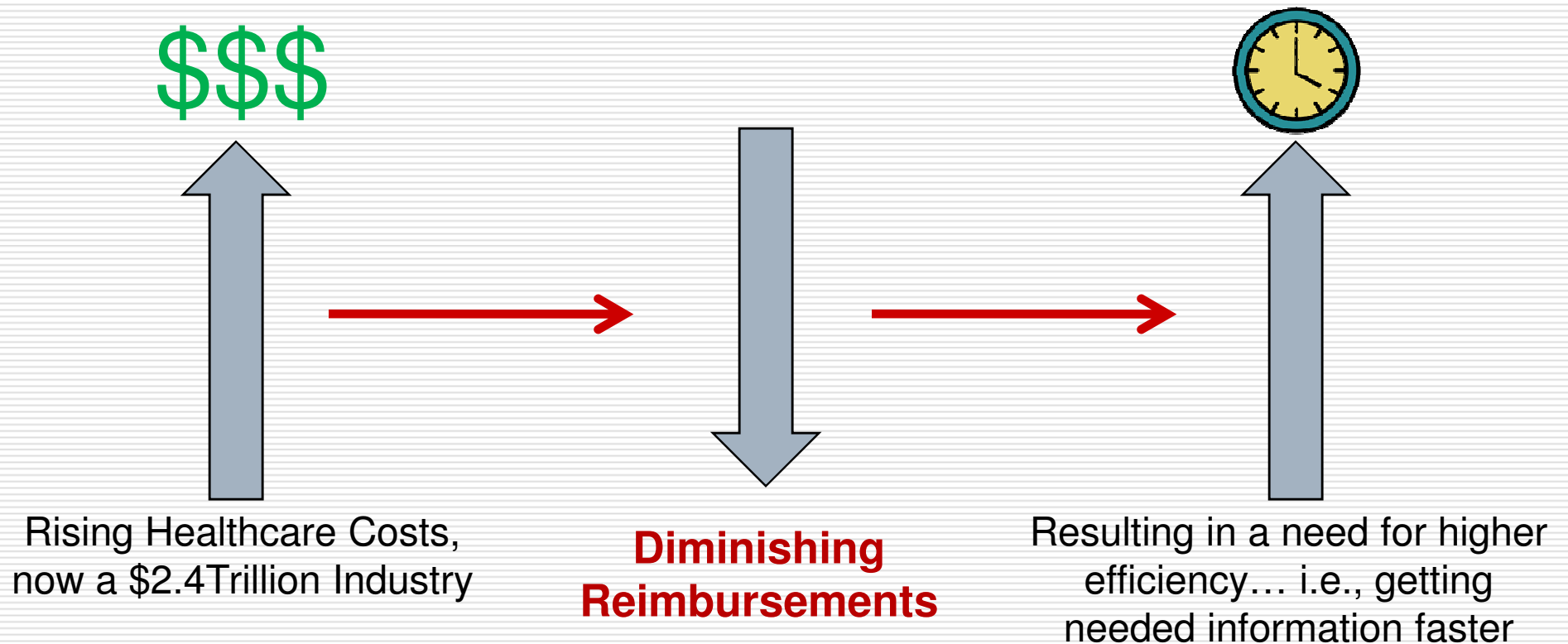
Karl Kochendorfer, MD, FAAFP
Thursday, October 7th, 2010

Overview

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

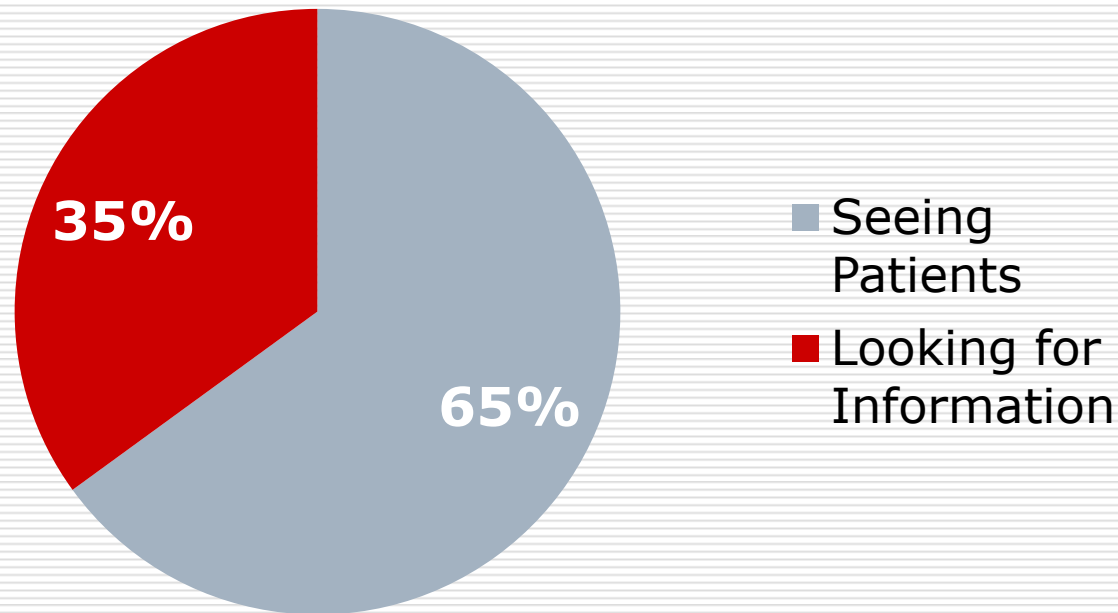
Why MedSocket?

3 conditions make MedSocket a desperately needed tool...



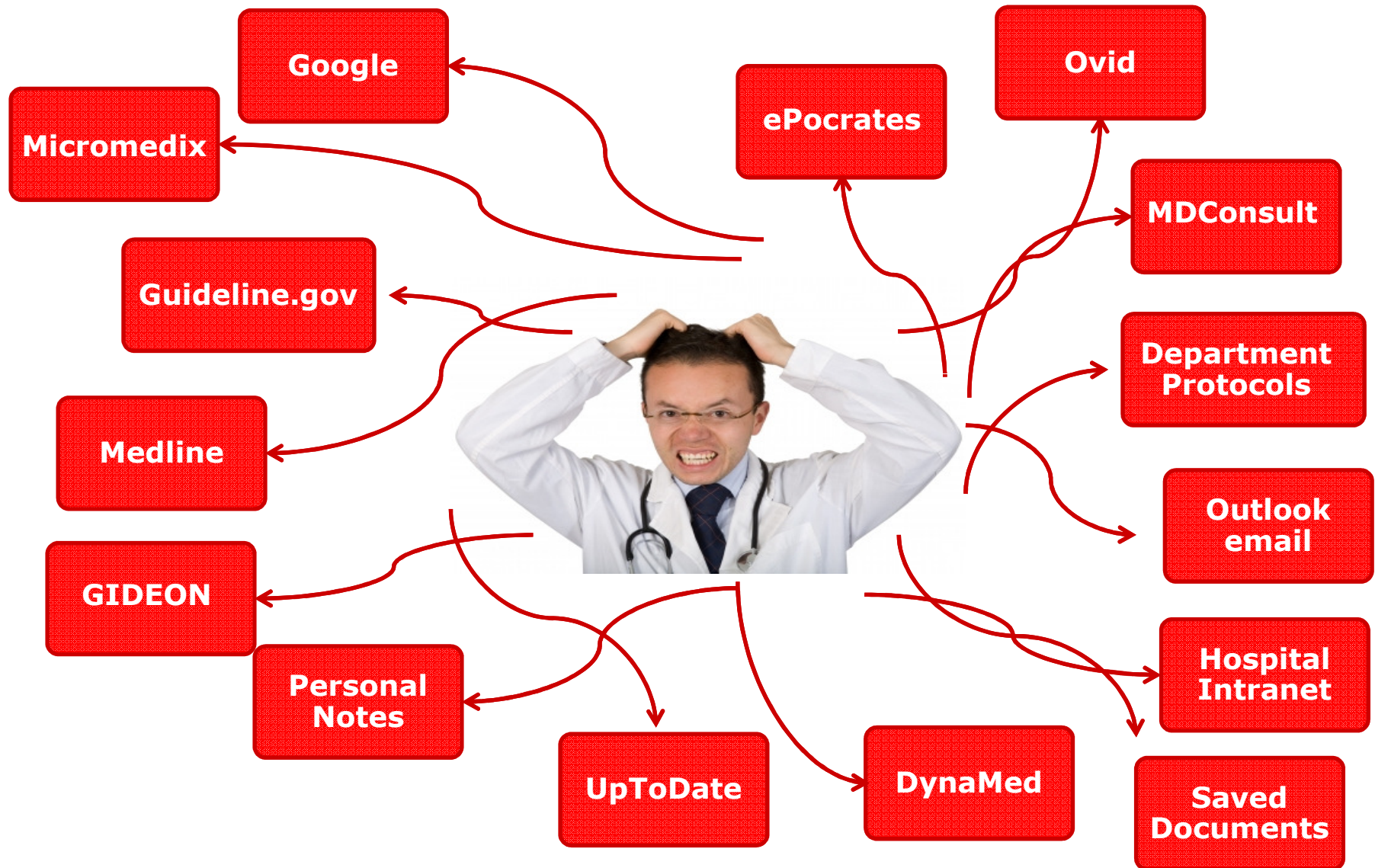
Information Overload

How is Physician Time Spent?



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

Where does a physician turn?



MedSocket Solution



Answer any Type of Question

Content Source	Patient-Specific Questions	Clinical Questions	Administrative Questions
MedSocket	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
FPIN	<input type="radio"/>	<input type="checkbox"/>	<input type="radio"/>
UpToDate	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
DynaMed	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
EHR system	<input checked="" type="radio"/>	<input type="checkbox"/>	<input type="radio"/>
Intranet	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colleagues	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>

Embedded in the Workflow

Integrated medical search engine within the EHR

ZTEST, ZEBRA Age: 38 years Sex: Female Location: DOB: 03/02/70 MRN: 99-99-99-98-2 Fin Number: 1701639

Menu Patient Summary

ZTEST, ZEBRA DOB: 03/02/1970 MRN: 0C-10-52-33-1 Home Ph: (573) 414-8888 PCP: Kochendorfer, Karl M IQHealth: Yes

PATIENT SUMMARY

Problem List		Clinical Events	
Acne (706.1)		T: 39 DegC (04/30/08)	38.6 DegC (04/30/08)
Diabetes mellitus (250.01)		BP: 110/60 mmHg (04/30/08)	112/60 mmHg (04/30/08)
Hypertension (401.1)		HR: 90 bpm (04/30/08)	88 bpm (04/30/08)
Migraine HAS (346.01)		RR: 24 breaths/min (04/30/08)	22 breaths/min (04/30/08)
Smoker (305.1)		Wt: 73.000 kg (161 lbs) (05/07/08)	80 kg (176 lbs) (04/30/08)
		BMI: 25 Est. BMI* (05/07/08)	28 Est. BMI* (04/30/08)
		Pain: 10 (04/29/08)	10 (04/29/08)
		Smoking Hx: Smoker (04/03/08)	Smoker (04/01/08)

Allergies		Labs & Diagnostics	
amoxicillin		HGB: 12.0 g/dL (01/08/08)	
sulfADIAZINE		Cr: not documented ()	
		Glu: not documented ()	
		Total Chol: H 201 mg/dL (02/13/07)	
		LDL: 106 mg/dL (02/13/07)	
		HDL: 65 mg/dL (02/13/07)	
		Trig: 150 mg/dL (02/13/07)	
		HbA1c: not documented ()	

Home Medications	
aspirin 81 mg oral enteric coated tablet Daily	
hydrochlorothiazide 25 mg Daily	
lisinopril 20 mg Daily	
metformin 500 mg tid	

medsocket
CONNECTING THE WORLD OF MEDICINE

Health Maintenance

Customized for the End-User

You are currently searching with the following profile.

Family Physician

The search results are being weighted accordingly.

Provider	Weight
MDConsult	Normal
DynaMed	Higher
AAFP	Highest
PubMed	Normal
Google	Highest
Intranet	Normal
Personal Files	Normal
Harrisons Online	Higher
The Medical Letter	Higher

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

[Change](#)

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



CERNER
All Together

TIGER
INSTITUTE
FOR HEALTH INNOVATION

University of Missouri



University of Illinois

UW Medicine

EBSCO
PUBLISHING

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.

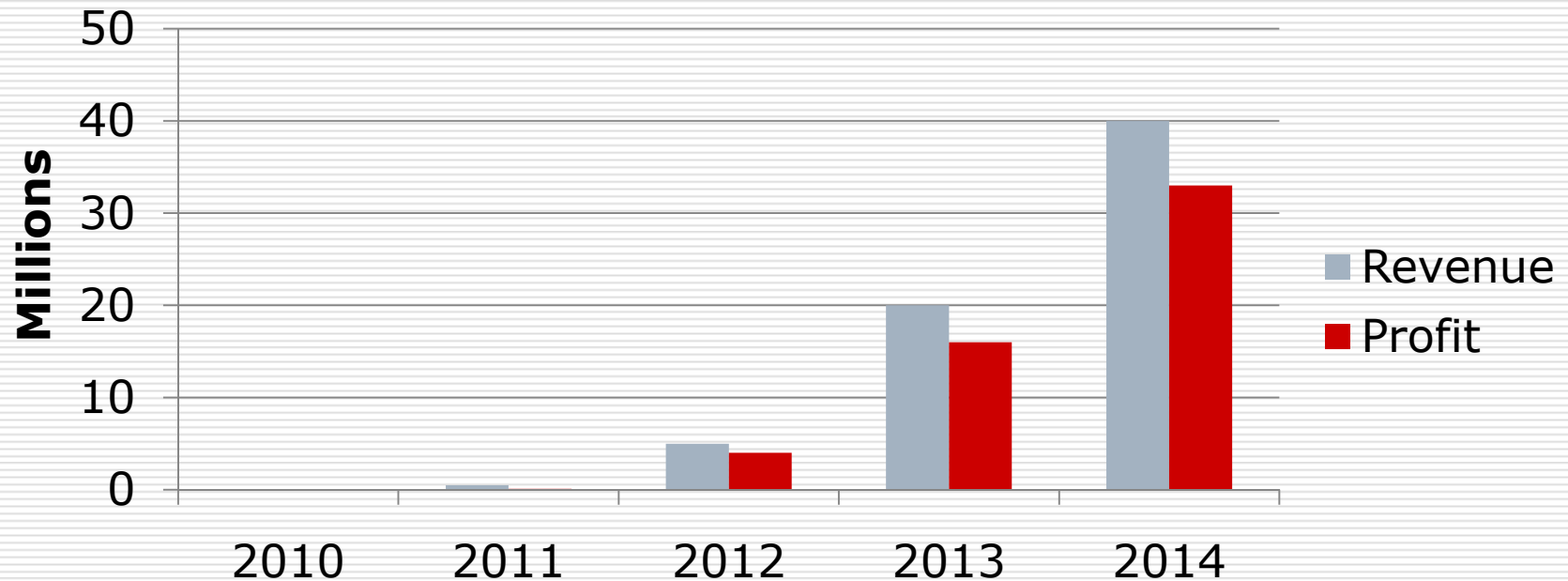
Matthias Wiselka, MS – Lead Architect/CTO

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
-

Conclusion

- Thank you!

- Contact Information:
 - MedSocket LLC
 - Karl Kochendorfer, MD
 - 4101 Fall Ridge Dr.
 - Columbia, MO 65203
 - 573-303-1558
 - Karl@MedSocket.com