



DoctorsConnect medical support software

Document version

Document versions 0.4 onwards include thorough financial estimates. Document version 0.4x have minor enhancements compared to version 0.4.

Document version 0.5, January 25, 2016, has some minor updates related to the functionality of the software. Also the dates in the financial overview were updated to the current status.

Idea

Original idea: limit the waiting time for patients of Philippine doctors.

Secondary idea

Extend the solution with patient data and medical records so they are available for all doctors a patient needs.

Vision

Provide the world with a 'medical Facebook site' where Facebook should be read as 'main provider of online medical data'.

Mission statement

Provide the best possible medical solution for handling doctor's appointments and medical data for patients and doctors all over the world, starting in The Philippines.

Market research

Most people we talked to like the idea. Making the appointment scheduling system work requires a culture change for doctors as well as patients.

Initial research shows that doctors are interested in a better solution for patient records as most doctors still store this on paper. Main issue is finding patient records quickly; secondary issue is storing data in a reliable and secure way.



Current status

A working version of the system is available on <http://doctorsconnect.ph/>. Two doctors have been using the appointment system, but did not continue using it. We have been talking to quite a number of doctors. Many like the idea, but are not ready to use the system yet, with reasons like 'no time' or it takes more time to enter the data in a medical record system than to write it down. Some doctors indicated they need more functionality, like making drawings of their findings.

An initial version of the system including medical records is already available. It has the main functionality, but needs fine tuning through daily use by doctors and secretaries. Most needed extensions can be built within one month's time.

Initial team consists of programmer/entrepreneur, marketing and sales, lawyer/businessman, and technical infrastructure expert.

Road map

The current road map is:

- Enroll 10 doctors and their secretaries (in Cagayan de Oro City) to discuss functionality and user friendliness (1-2 months).
- Enroll 90% of the doctors in Cagayan de Oro City (3-6 months) and build the related organization in Cagayan de Oro City.
- Enroll additional doctors around Cagayan de Oro City (up to Illigan, Butuan, Malaybalay) to learn how to expand the organization to other cities/areas (6-12 months).
- Prepare expansion all over The Philippines.
- Expand quickly all over the Philippines.

Somewhere during the first two years we will make more detailed plans for international expansion. Next target is Vietnam. Possible third target is Canada.

Investment

Maximum total capital need is around PHP 1,500,000.00 in September 2016 (see attachment 3). Main cash inflow is needed in the first three months, February, March and April 2016 and is between PHP 250,000.00 and PHP 300,000.00 per month. Then from May 2016 to November 2016 a smaller cash inflow is needed. This can also be seen in attachment 3. Then at the end of of 2016 the invested capital can be returned as profit soars with the estimated growth in number of paying doctors using the system, meaning the payback time of the invested capital is within the year. This can also be seen in Attachment 3.



Company targets are a net profit margin after tax of 15% and 15% return on investments, no more, no less, as we believe these are reasonable returns for investors and shareholders.

ROI

Expected profit in January 2017 is more than PHP 1,500,000.00. Based on a presumed investment of PHP 1,500,000.00 in early 2016 and a target ROI of 15% the return should be PHP 225,000.00 and can be easily paid to the investor in October 2016.



Attachment 1: revenue

Initial revenue estimate first year:

Expected revenue	Number of paying doctors	Per month
February 2016	0	0.00
March 2016	0	0.00
April 2016	10	15,000.00
May 2016	20	30,000.00
June 2016	30	45,000.00
July 2016	50	75,000.00
August 2016	100	150,000.00
September 2016	200	300,000.00
October 2016	325	487,500.00
November 2016	750	1,125,000.00
December 2016	1,000	1,500,000.00
January 2017	1,500	2,250,000.00
Total		5,977,500.00



Attachment 2: expenses

Initial expenses estimate first year DoctorsConnect:

	<i>Marketing and sales</i>	<i>Programming and hosting</i>	<i>Service and support</i>	<i>Office and overhead</i>	<i>Subtotal</i>	<i>Unforeseen (10%)</i>	<i>Total expenses</i>
February 2016	90,000.00	37,000.00	0.00	115,000.00	242,000.00	24200	266,200.00
March 2016	115,000.00	22,000.00	0.00	90,000.00	227,000.00	22700	249,700.00
April 2016	65,000.00	79,500.00	0.00	137,500.00	282,000.00	28200	310,200.00
May 2016	65,000.00	42,000.00	0.00	90,000.00	197,000.00	19700	216,700.00
June 2016	50,000.00	60,000.00	0.00	90,000.00	200,000.00	20000	220,000.00
July 2016	50,000.00	60,000.00	0.00	119,000.00	229,000.00	22900	251,900.00
August 2016	50,000.00	60,000.00	0.00	104,000.00	214,000.00	21400	235,400.00
September 2016	90,000.00	95,000.00	30,000.00	107,000.00	322,000.00	32200	354,200.00
October 2016	75,000.00	80,000.00	15,000.00	107,000.00	277,000.00	27700	304,700.00
November 2016	80,000.00	80,000.00	45,000.00	132,000.00	337,000.00	33700	370,700.00
December 2016	120,000.00	80,000.00	30,000.00	152,000.00	382,000.00	38200	420,200.00
January 2017	160,000.00	80,000.00	30,000.00	172,000.00	442,000.00	44200	486,200.00
Total	1,010,000.00	775,500.00	150,000.00	1,415,500.00	3,351,000.00	335100	3,686,100.00

Attachment 3: profit and loss

Estimate profit and loss first year DoctorsConnect, includes capital need:

	YTD revenue	YTD expenses	YTD revenue- expenses (=total capital need if negative)	Capital need (cash in, if negative, profit if positive)
February 2016	0.00	266,200.00	-266,200.00	-266,200.00
March 2016	0.00	515,900.00	-515,900.00	-249,700.00
April 2016	15,000.00	826,100.00	-811,100.00	-295,200.00
May 2016	45,000.00	1,042,800.00	-997,800.00	-186,700.00
June 2016	90,000.00	1,262,800.00	-1,172,800.00	-175,000.00
July 2016	165,000.00	1,514,700.00	-1,349,700.00	-176,900.00
August 2016	315,000.00	1,750,100.00	-1,435,100.00	-85,400.00
September 2016	615,000.00	2,104,300.00	-1,489,300.00	-54,200.00
October 2016	1,102,500.00	2,409,000.00	-1,306,500.00	182,800.00
November 2016	2,227,500.00	2,779,700.00	-552,200.00	754,300.00
December 2016	3,727,500.00	3,199,900.00	527,600.00	1,079,800.00
January 2017	5,977,500.00	3,686,100.00	2,291,400.00	1,763,800.00