

MediFirst Systems, Inc. (USA) MediFirst Systems Pte. Ltd. (Singapore)

Corporate Summary

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MediFirst
S Y S T E M S

www.emedihub.com

The screenshot displays the eMediHub website interface. At the top, there is a navigation menu with links: HOME, ADVANCED SEARCH, ABOUT US, USEFUL INFO, FAQ, SPECIALIST SIGN UP, and CONTACT US. Below the menu is a search section titled "Find Your Specialist Here" with the eMediHub logo. It includes a search bar with the prompt "Just enter your keywords below:", a "Search" button, and an "Advanced Search" link. There is also a checkbox for "I accept the terms & conditions". Below the search bar are filters for "Qualification", "Specialty", and "Medical Organization", each with a dropdown menu set to "All".

To the right of the search section is a featured specialist profile for **DR. Alex K. H. Ooi**, featuring a portrait of the doctor and a globe graphic. Below this is a "SINGAPORE MEDICAL SPECIALIST DIRECTORY" section with a "Comprehensive listing" paragraph and "Easy-to-use" and "Defined search tools" sub-sections.

On the right side of the directory is a "Medical Specialty Directory" with a list of specialties and their counts: Anaesthesiology (1), Assisted Reproduction (1), Cardiology (3), Cardiothoracic Surgery (1), Colorectal Surgery (2), Dental Implants (3), Dentistry (Orthodontics) (3), Dentistry (Periodontology) (1), Dentistry / Dental Care (8), Dermatology (2), Diagnostic Radiology (4), Endocrinology (3), Gastroenterology (3), General Surgery (3), Genatnc Medicine (2), Gynaecology (9), Haematology (0), Hand Surgery (3), Healthscreening (0), Infectious Diseases (0), Internal Medicine (3), Medical Oncology (0), Neurology (1), Neurosurgery (3), Obstetrics (9), Ophthalmology (1), Oral Surgery (3), Orthopaedic Surgery (8), and Others (7).

Below the directory is a "FEATURED MEDICAL SPECIALISTS" section with a grid of six specialist profiles, each including a photo, name, specialty, qualifications, and years of practice.

| Specialist | Specialty | Qualifications | Years of Practice |
|----------------------------|----------------------|--|-------------------|
| Dr. Ken Ung | Psychiatry | F.A.M.S., M.B.B.S., M.R.C.P. ... | 19 |
| Dr. Francis Ngui | Psychiatry | F.A.M.S., M.B.B.S., M.MED., FMGEMS(USA) | 21 |
| Dr. June Chong | Diagnostic Radiology | A.B.R., CAQ | 11 |
| Dr. Ng Hweena | Diagnostic Radiology | F.R.C.R., M.B.B.S. | 22 |
| Dr. Yegappan Muthukaruppan | Orthopaedic Surgery | F.A.M.S., F.R.C.S., M.B.B.S., Fellowship in Orthopaedics Sports Medicine | 15 |
| Dr. Tony Stanley | Diagnostic Radiology | F.R.C.R., MBChB | 16 |

eMediHub - An online and independent listing of medical specialists in Singapore to help local and international patients find the most suitable specialists for their medical needs

Differentiations

➤ For patients

- Specialist profile with comprehensive information
- Search tool to find the most suitable specialist
- Email Specialist to conveniently send in inquiries or make appointments
- Useful information

➤ For specialists

- Quick and simple online sign-up

➤ Trustworthy site

- Verify specialists' qualifications

About MediFirst/EmediHub

◆ Market Focus

- MediFirst focuses on Medical Tourism Program for international patients seeking specialist services in Singapore
- “Asian Medical Tourism Analysis (2008-2012)” has estimated that the medical tourism market size in Asia is est. at **US\$3.4B** in 2007, worldwide market size at **US\$26.8B**
http://www.researchandmarkets.com/reportinfo.asp?report_id=607318

◆ The Problem

- Many countries do not have an effective healthcare program at a reasonable cost. This may be due to high insurance premiums, healthcare costs, or lack of a sound healthcare infrastructure. Those who can afford are then forced to seek medical services from countries with developed healthcare services such as Singapore and Thailand

◆ Key Target Markets

.International patients from Indonesia, US, China, Middle East, Singapore, Malaysia, Vietnam

◆ Corporate Structure

- MediFirst Systems, Inc. is a San Francisco-based healthcare information technology firm founded in 2003 with a main operating office in Singapore for Pacific Asia businesses
- MediFirst Systems Pte Ltd is a Singapore-based company and is solely owned by MediFirst Systems, Inc.
- **eMediHub.com is the top ranked medical port in Google. We had 500 referrals in 2007 and project to have 600+ patients July 2008 -June, 2009**
- We have completed development and implementation of EHR in 2006

Accomplishments

- ◆ **8/2008:** Implemented a “human” support layer with processes screening patients and facilitating appointments booking. The number of actual patient appointments has increased to approx. 50 a month, a multiple folds increase over 2007
- ◆ **4/2008:** Completed agreements with the two largest private hospital groups in Singapore
- ◆ **4/2008:** Signed an agreement with an Indonesian bank which expects to send 50 customer-patients/month to Singapore
- ◆ **1/2008:** eMediHub has become the leading medical portal with the most number of specialists. Currently, it is a top ranked medical portal in Singapore under Google and have generated approx. 500 referrals in 2007
- ◆ **1/2007:** Launched eMediHub, a specialist doctor portal in Singapore

Accomplishments (Cont'd)

- ◆ **8/2006:** Completed the development of Patient First System, a web-based patient-centric enterprise level electronic health record system
- ◆ **2/2006:** Received seed funding from the Lippo Group, a conglomerate in retail, real-estate, and healthcare
- ◆ **3/2003-1/2004:** Conceptualized MediFirst concept, conducted market research, and incorporated the company

Management Team

■ **George C. Tan - CEO**

- George has over 20 years of operating experience in IT, holding various positions from engineering to line management at Fortune 500 and startup companies. George built the Interactive Finance Business Line at TIBCO during its IPO in 1999
- George has an MBA from MIT Sloan School and a BA in mathematics from UC Berkeley. George was the president of MIT Sloan Club of Northern California between 1995 and 2005 and enjoys marathon races

■ **Tony Seba – CMO**

- Software entrepreneur with 20 years experience. Mr. Seba is a Stanford MBA and teaches Strategic Marketing and Finance courses at Stanford and the author of Building A Winner. Mr. Seba is also an alumnus of MIT and on the boards of Stanford ACT

Advisory Board

■ Clinical Advisory Board

- **Lawrence M. Fagan, MD, PhD** received his BS degree from MIT, PhD from the Computer Science Department at Stanford University, and MD from University of Miami. Dr. Fagan is Associate Director, Biomedical Informatics Training Program at Stanford University. During the last 30 years, he has pioneered medical decision support techniques related to electronic health records, user-interface design for entering and retrieving health information, and semantic web methods for information retrieval. Dr. Fagan is a Fellow of the American College of Medical Informatics
- **David Shein, MD** is a Harvard-trained physician who practices internal medicine at MIT Medical Center. Dr. Shein serves as clinical coordinator for a successful, complex paperless electronic medical record project at MIT. Dr. Shein is also Clinical Associate – Medicine Service, Massachusetts General Hospital
- **Jean-Paul Deslypere, MD, PhD** received his medical degree PhD in Endocrinology and PhD in Metabolic Diseases from the University of Gent in Belgium. Dr. Deslypere joined SGS Life Sciences in February 2006 in which he heads up clinical trials businesses in Asia Pacific

■ Technology Advisory Board

- **Shomit Ghose** 24-year high-tech industry veteran and executive coach. Mr. Ghose was in the management teams of several successful IPOs, including those of Sun Microsystems, Broadvision, and Tumbleweed. Mr. Ghose is an alumnus of UC Berkeley
- **Tony Seba** Software entrepreneur with 20 years experience. Mr. Seba is a Stanford MBA and teaches Strategic Marketing and Finance courses at Stanford and the author of Building A Winner. Mr. Seba is also an alumnus of MIT and on the boards of Stanford ACT
- **Erika Williams** CEO of The Erika Williams Group. Ms. Williams served as CEO at several high-tech companies and is an alumna of MIT Sloan. Ms. Williams is currently a member of the Board of the Silicon Valley Community Foundation and Resiliense Corp, and coaches younger executives

zocdoc.com -Gets \$3M to Help You Find a Doctor

♦ <http://www.zocdoc.com/>

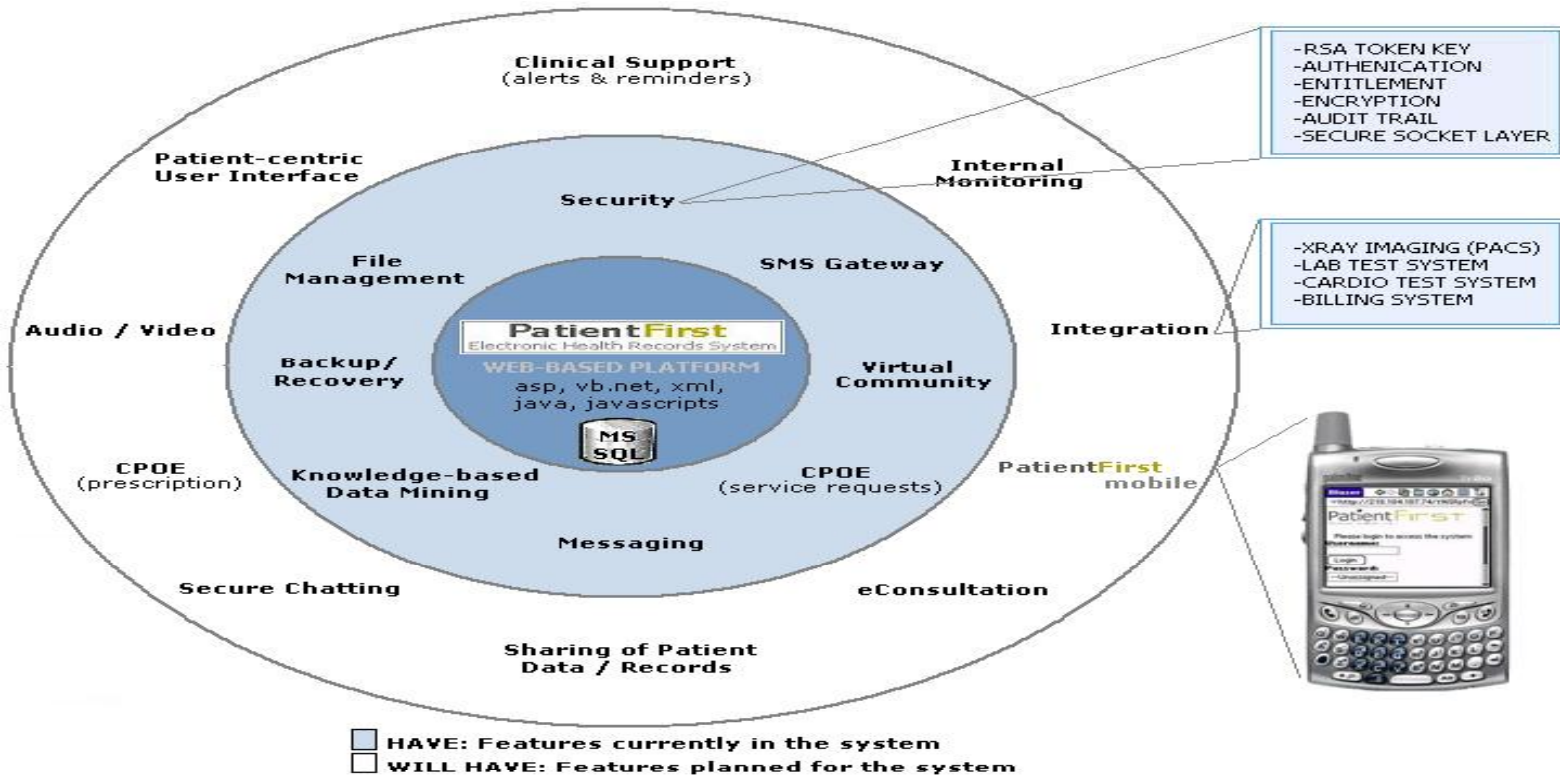
- ♦ This has also grown in conjunction with its practice-by-practice strategy of providing its service to dentists, dermatologists, ophthalmologists and primary care physicians, which has probably been its most successful implementation thus far. Tackling the health care industry on a practice-basis has allowed ZocDoc to adjust its strategy and technology offerings, enabling it to better achieve the growth its seen in the past year. According to ZocDoc, there are about 90,000 available appointments through its service at this time.
- ♦ With the recent round of funding, ZocDoc is looking to expand its service even further, to cities beyond NYC. That means that there's a heavy focus on the local market as well as the practice market, giving ZocDoc two levels at which to promote its service. That's double the work, so ZocDoc will have to double its staff—something the company has already done in the past 6 months, from five to ten full-time employees.
As we've also seen a growing trend in Web-based personal assistant service and other initiatives like Google Health which aim to provide more ways in which consumers can control their information as well as access necessary local resources, there's a great deal of opportunity for ZocDoc to continue its current expansion strategy and hopefully become more valuable in the integrated Web space. To that end, ZocDoc will be releasing a Facebook and an iPhone app for additional appointment-making capabilities, as a result of its recent API offering.

Related Articles at Mashable! - The Social Networking Blog



Appendices

Product Roadmap EHR



CPOE: A Fast-Selling Module Connecting Doctors & Laboratories Across Medical Groups

