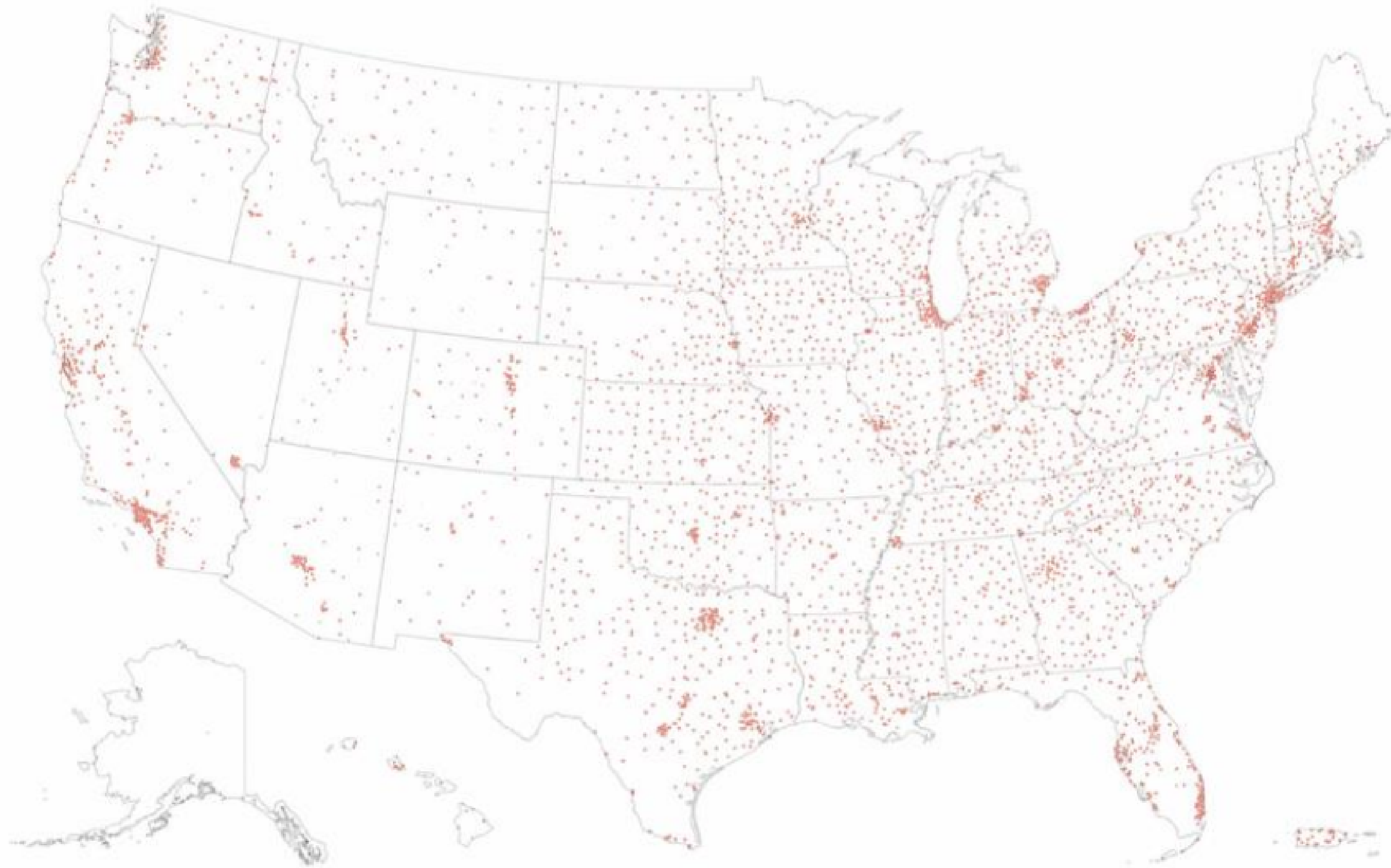# vital

Vital: UI + AI layer for all hospitals
Starting point: Own the emergency dept

apatzer@vitaler.com
justin@vitaler.com

Emergency is a massive source of new patients

- 40% are new to health system

- 70% of all hospital admits

- 70% of new diagnoses
  (...and subsequent treatment plans)

- 5250 EDs

- 140M visits / yr in US & increasing

- ~$2000 avg visit => $300B
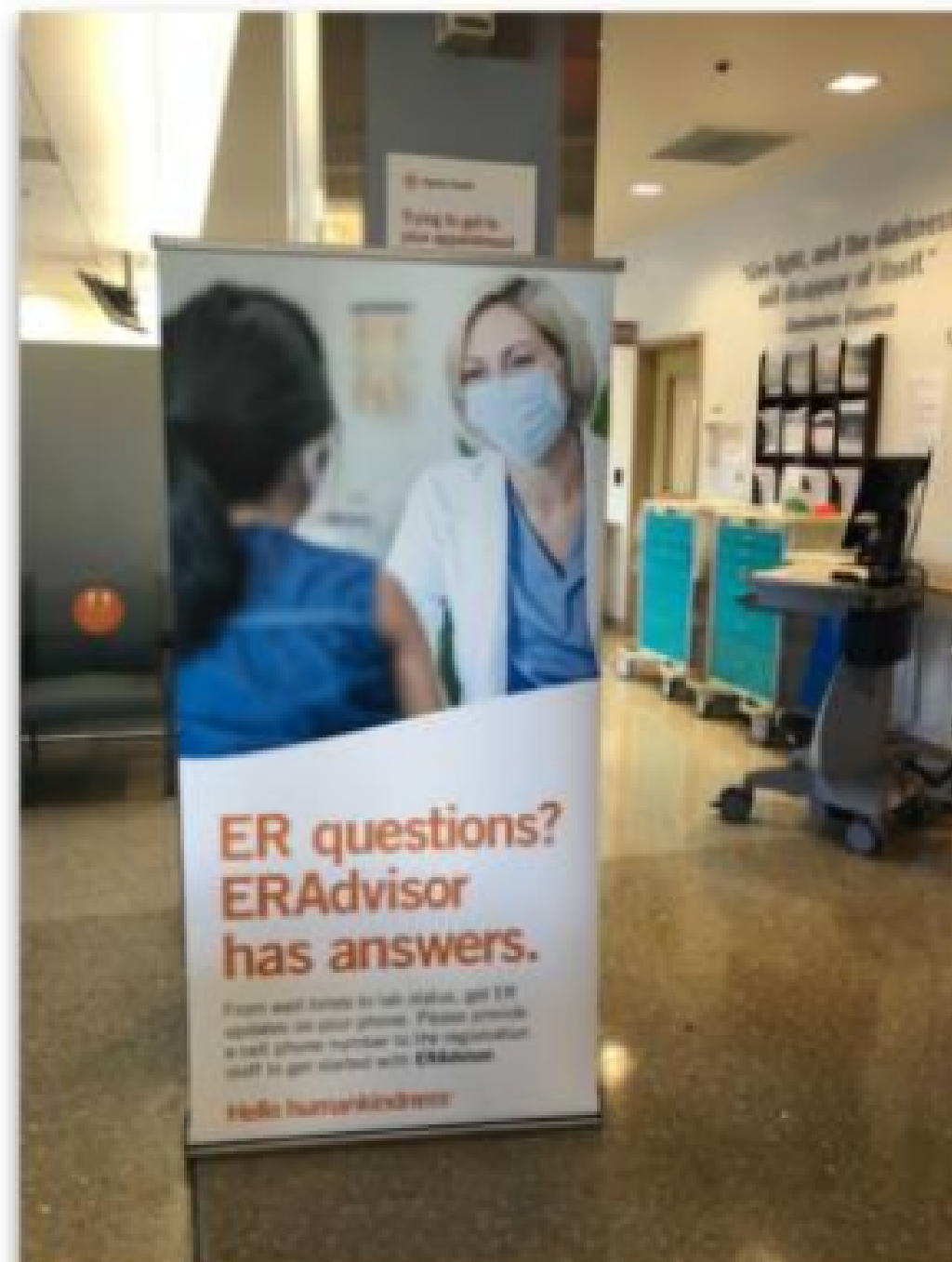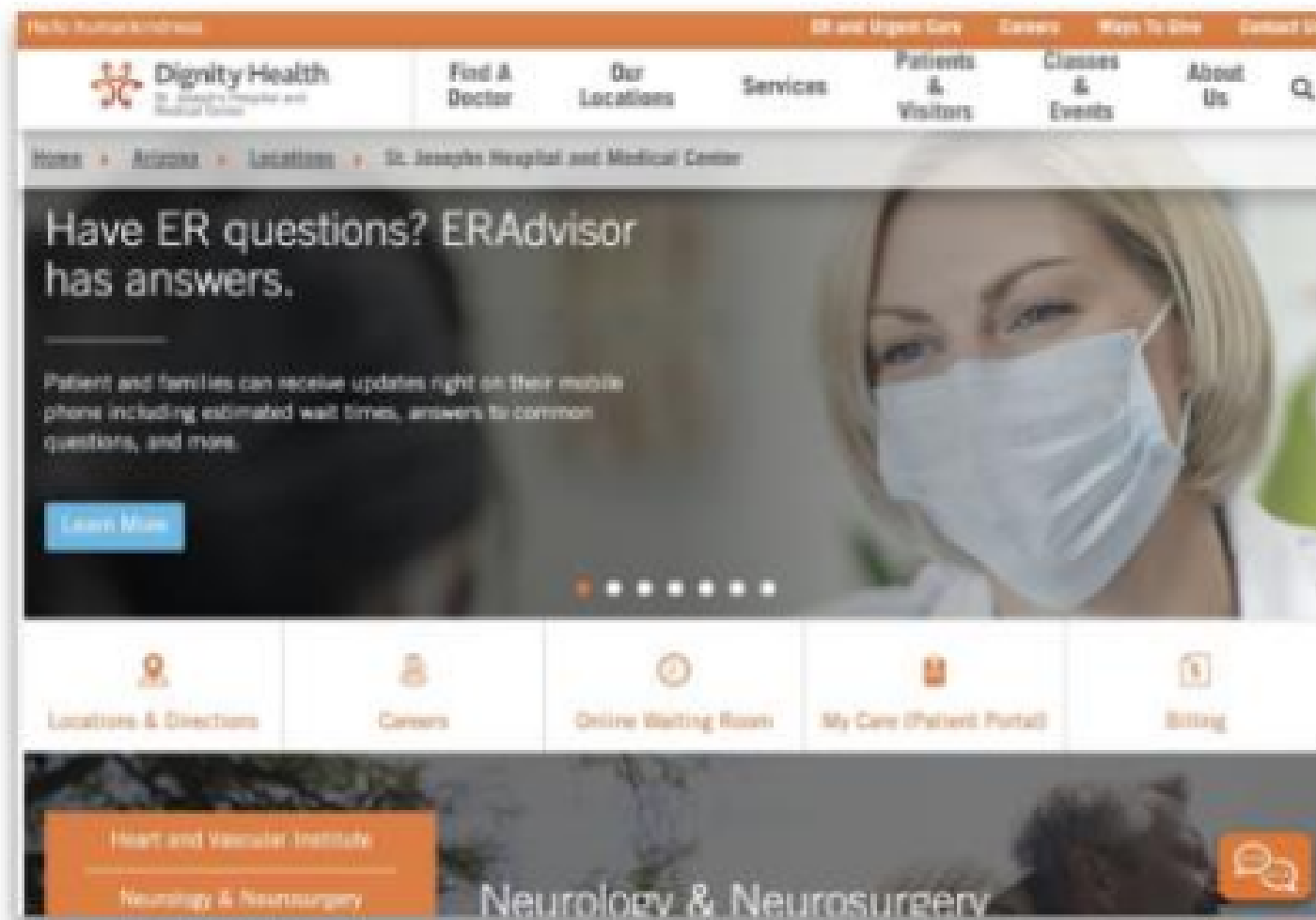 (25% of all hospital spend)

Yet utterly neglected

- 20% lower patient satisfaction

- 90% fail to get follow-up care

- No time to communicate with patients and families

ED is typically thought of as money "loser". With AI + retention, Vital turns it into a profit center.

Vital solves for patient experience, clinical operations & increased revenue


Vital @ Dignity Arizona branded as ERAdvisor

- **Hospitals need volumes**
  ⇒ *$7m+ in new revenue @ 4 Emory EDs*

- **Patients need communication**
  ⇒ *50-60% usage today*

- **Doctors & nurses need time and assistance**
  ⇒ *13.min visit length decrease*
  ⇒ *1500 fewer questions/mo*

Product Suite
& Demo

Vital: Patient (ER Advisor™)   (60+ hospitals)

- AI-powered wait times
- Multi-lingual (Spanish, Mandarin & more)
- Labs & imaging education
- Tips for a faster visit
- Facility maps, visitor policy & more
- Clear follow-up post-ED
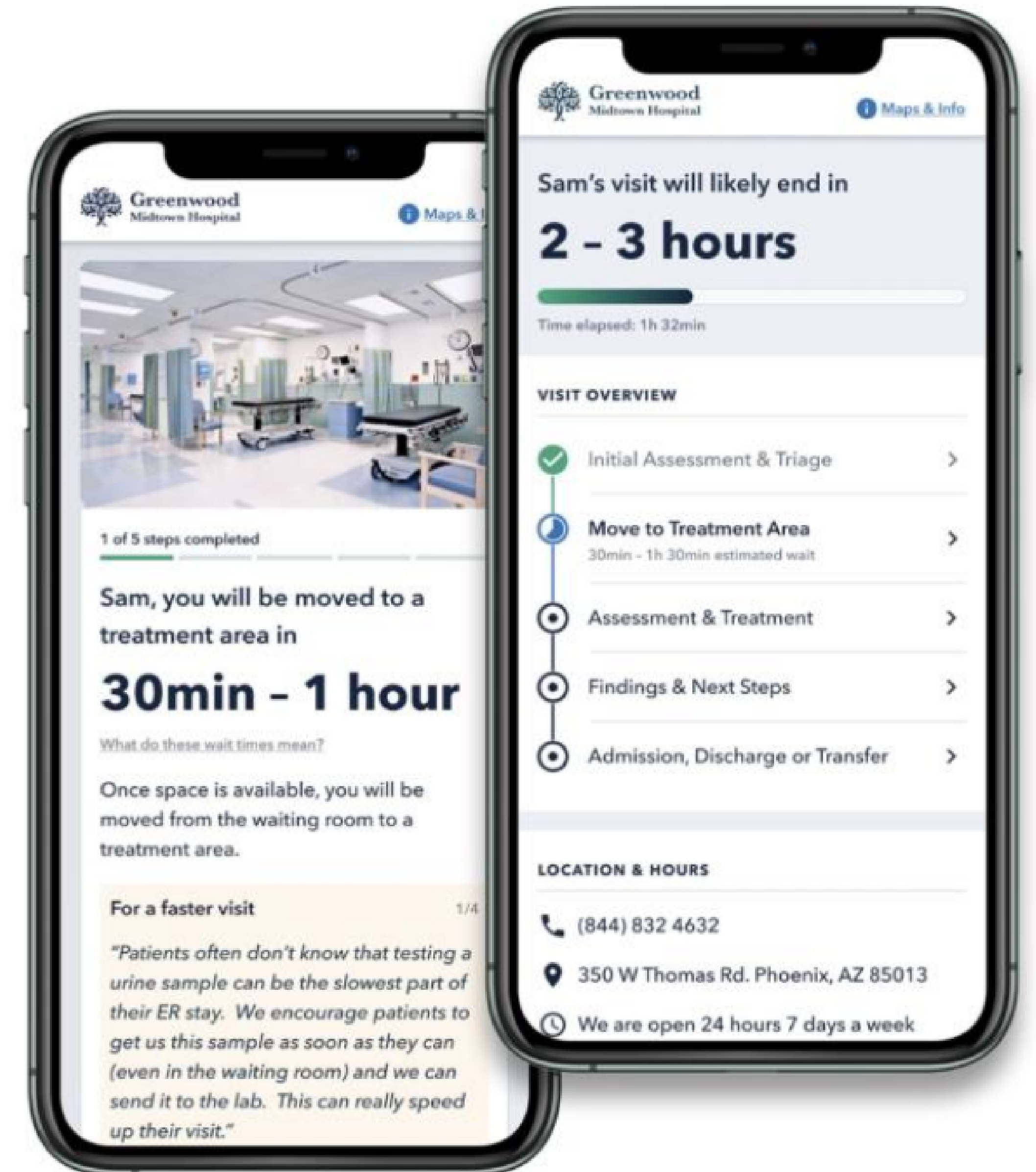
No download required.

Used by **50-60%** of patients with phones.

97% satisfaction rating!

No training. Powered by signals from your EHR.

Vital: Follow-Up AI (10 hospitals)

- Use AI to identify "high value" follow-ups
- High value: human call
- Medium: automated
- Low: SMS

Emory Results (4 EDs):

1000 new patients / month

$5m+ new, immediate revenue...more downstream

ADT Feed

Discharge

Insurance

Anthem PPO

Doctor's Disposition Note

Follow-up Surgical Oncology
1 - 2 days

Visit History

New to health system!
Usual: Westside Hospital

Geography

5 miles away

Patient Value Artificial Inteligence
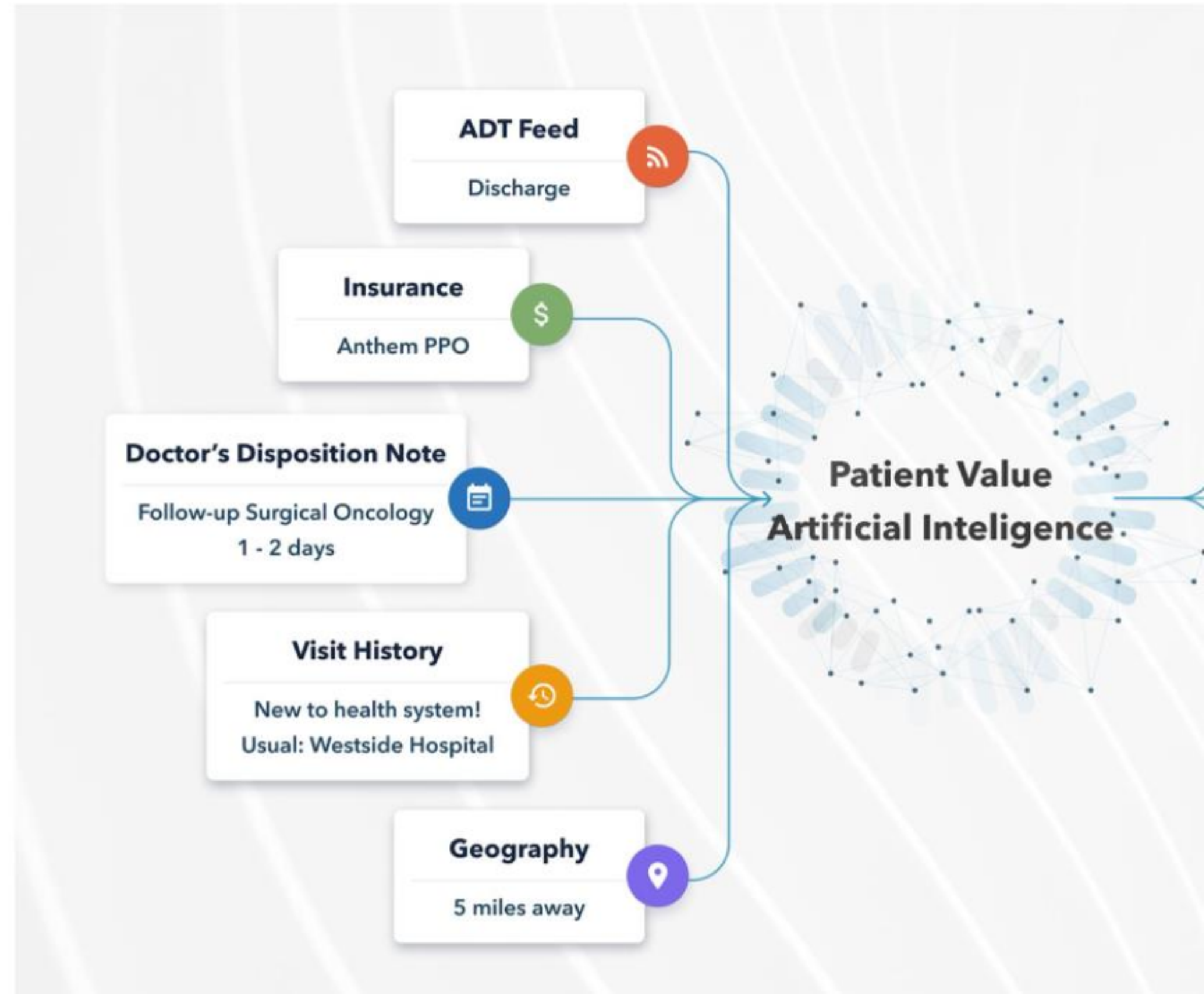
Vital: Clinical   (2 hospitals)

- Lite mobile EHR

- Manage patient service requests

- AI-powered alerts

  - Admission likely

  - Readmission risk

  - Missed billing

AI trial identified $3m/yr/ED in missed supply billing, $1m+/yr/ED in missed critical care billing.

Strategy & Key Insights

⚠️ Hospitals IT is a major bottleneck

⇒ ~60% of US market can use Vital "no-IT-required"
By piggybacking existing connectivity, we can deploy in a days.

⚠️ Hospital sales cycle is 12-18 months

⇒ We have reduced it to 2-4 months

3-6 months	3 months	6 months	1 month
Sell	**Contracting**	**I.T. & Implementation**	🚀

- InQuicker
- CMT

- InQuicker

+

- Redox
- CMT
- PatientPing
- Audacious Inq

1-5 months			1 month!
Sell			🔥 🚀 🔥
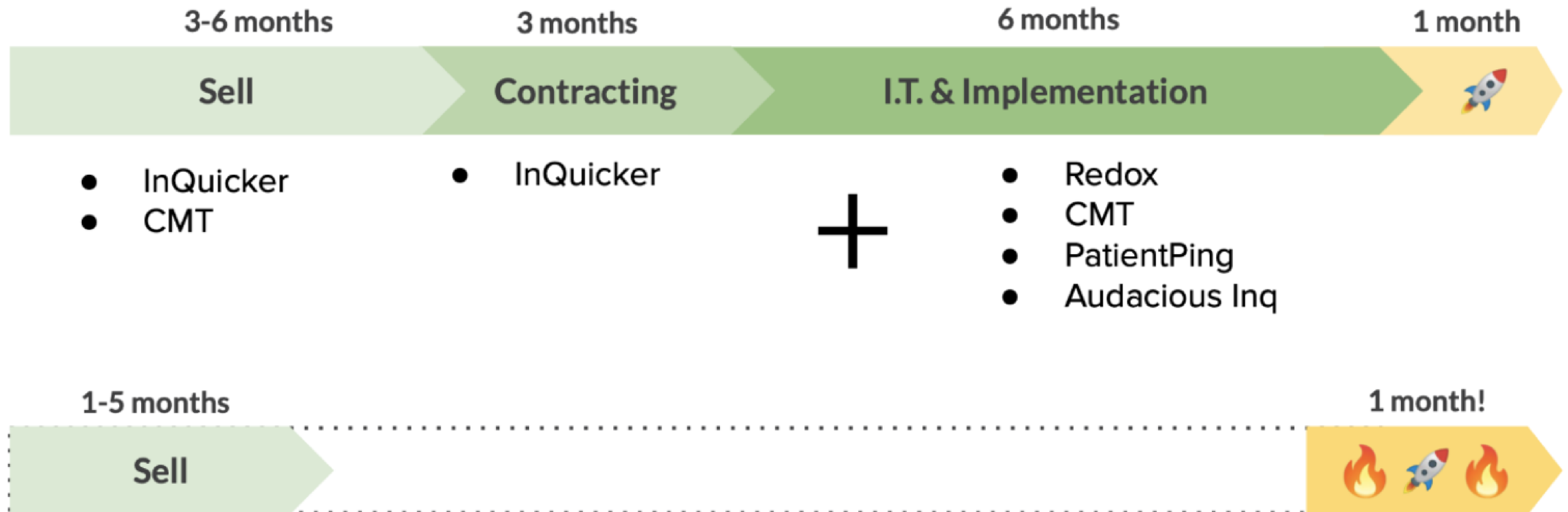
10 AI models developed
⇒ 5 published papers on AI/NLP in ED

Wait time prediction
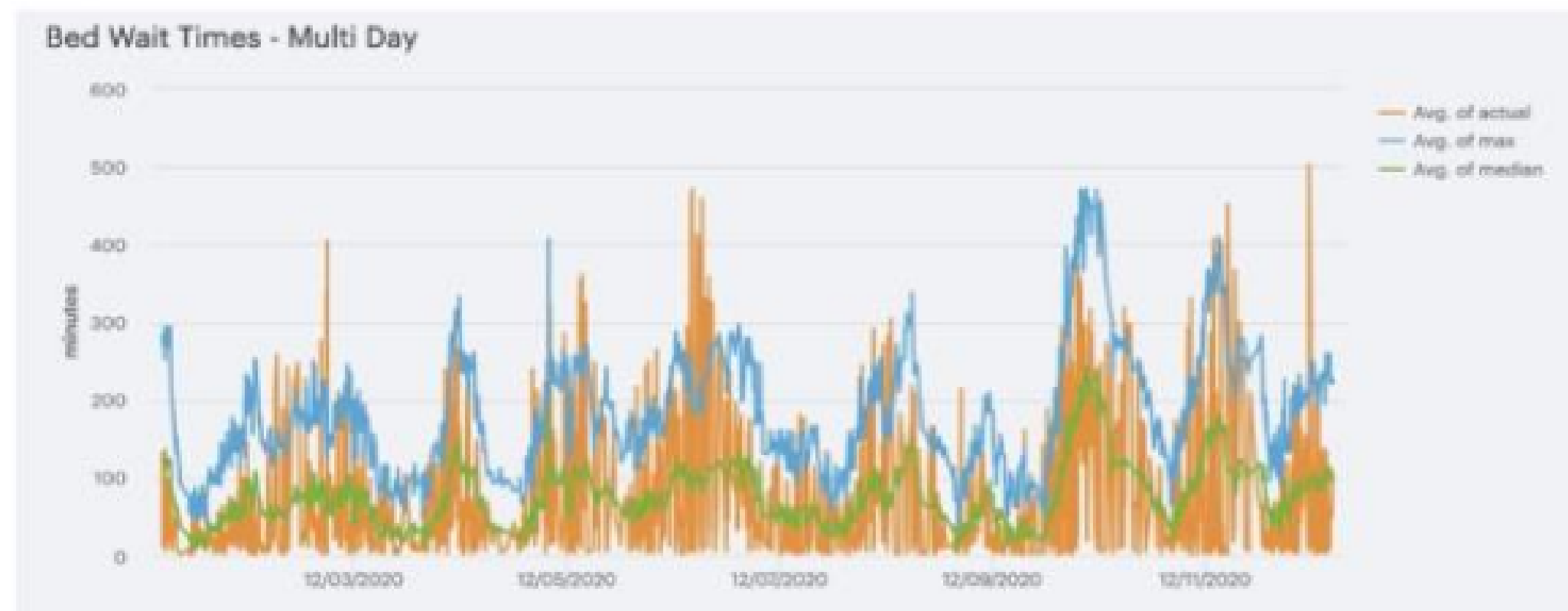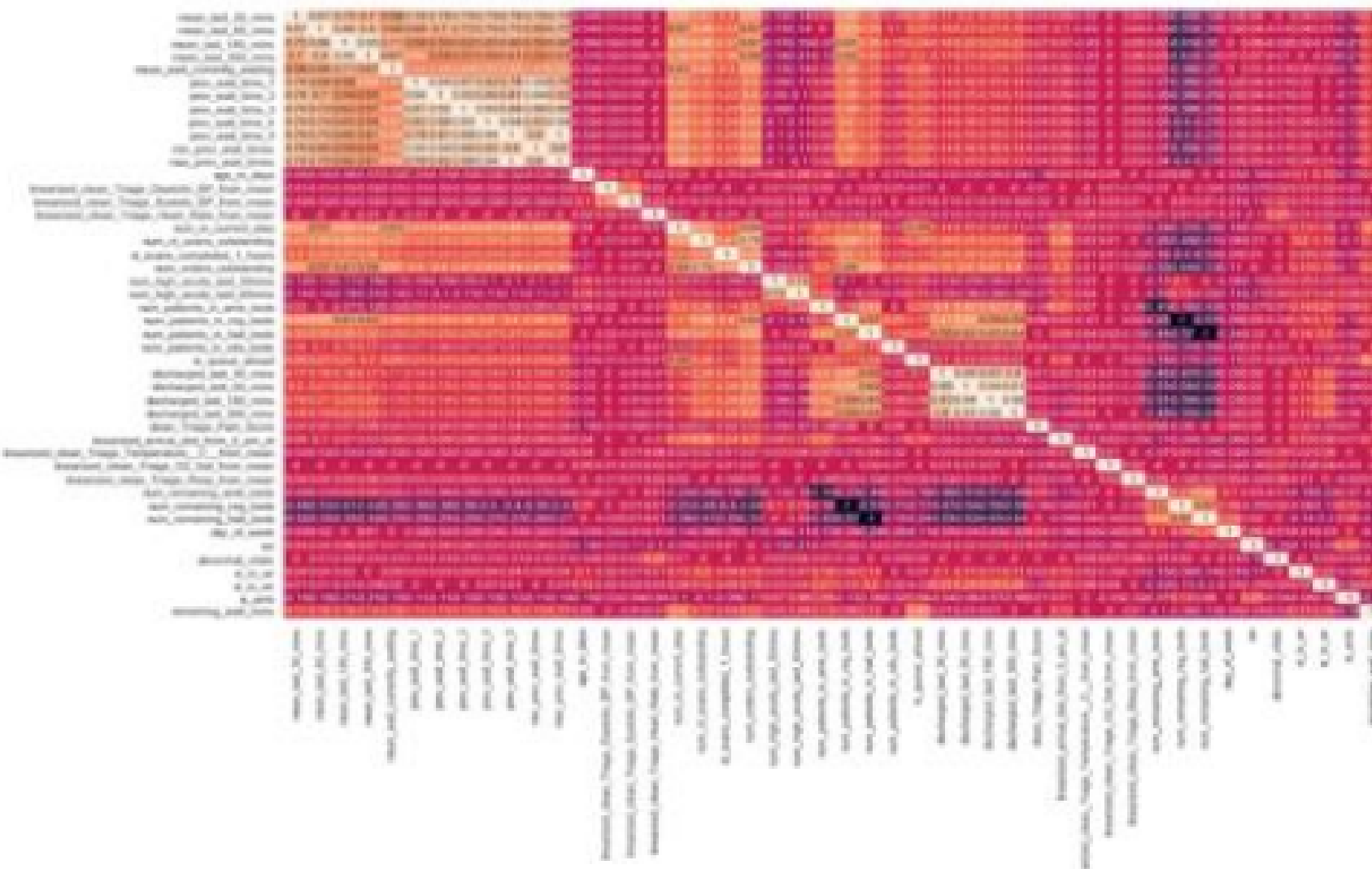
Follow up visit modeling
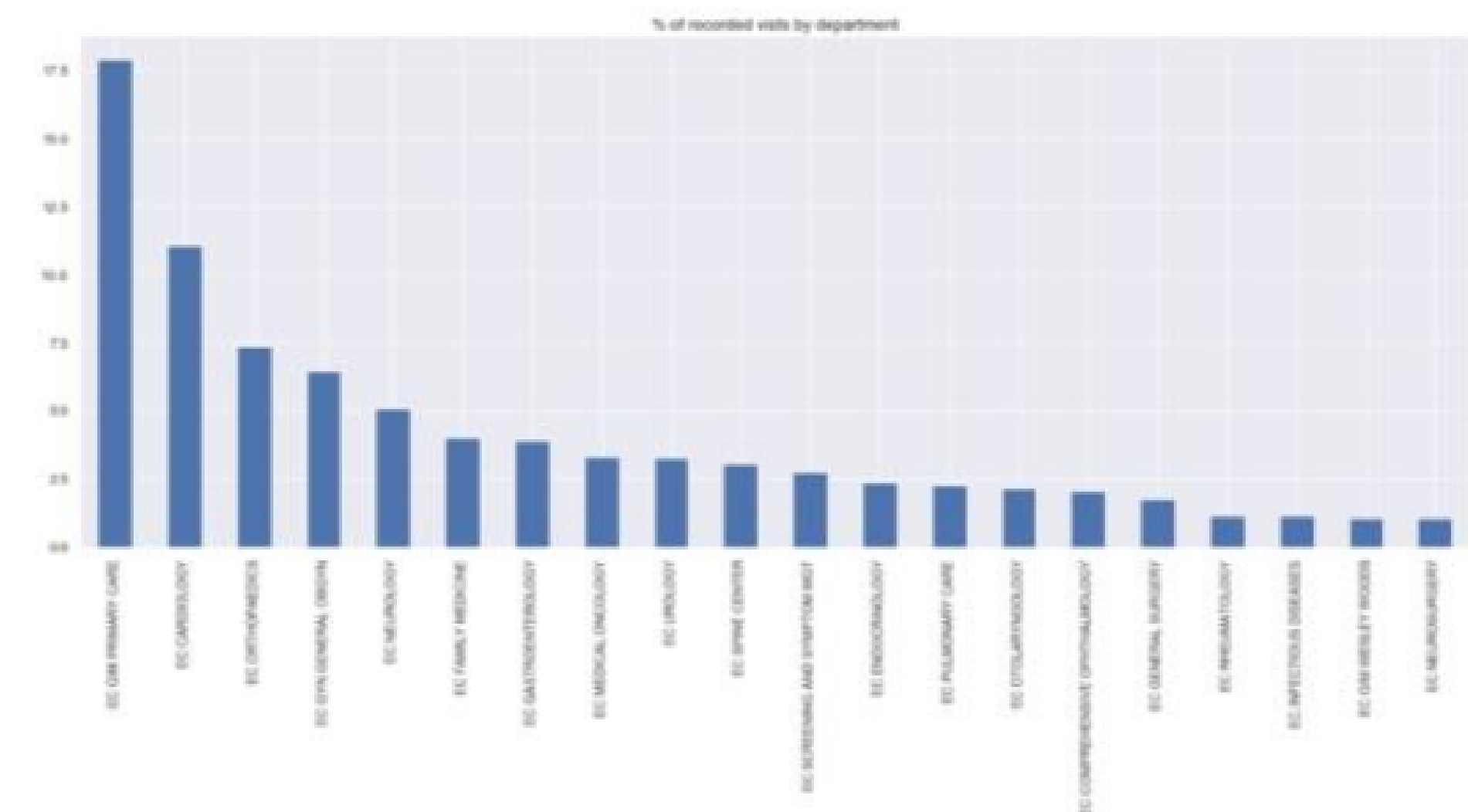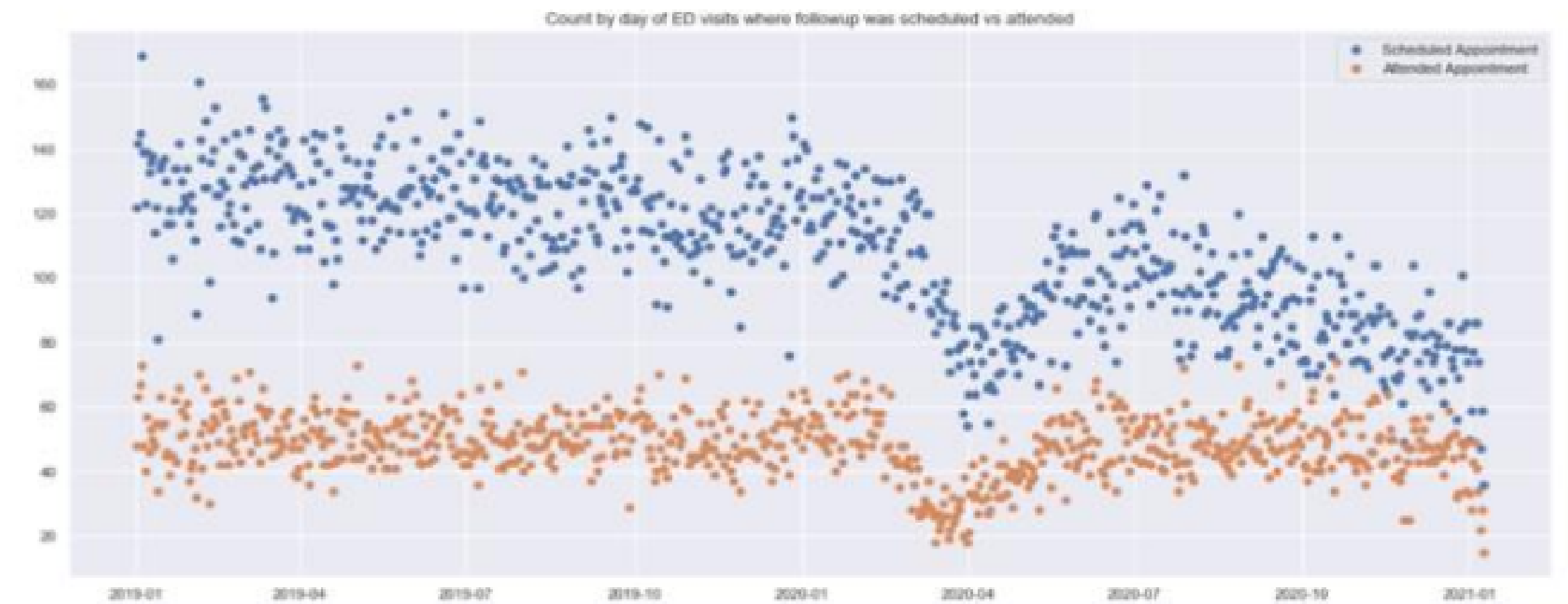
Results

Vital used by 50-60% of all patients*

- Now: 250k patients + family / yr

- End Q2 '21: ~400k/yr

- End Q4 '21: ~1M+ / yr

High Level Adoption Funnel

Reachable	
Chandler Regional ER	4,050
Emory John's Creek Hospital	1,996
Emory St. Joseph's Hospital	2,548
Emory University Hospital ER	3,301
Emory University Hospital Midtown ER	4,046
Mercy Gilbert ER	2,534
St Joseph's ED - Litchfield Park	487
St. Joseph's ED - Glendale	502
St. Joseph's Hospital ER	4,016
St. Joseph's Westgate ER	1,434
Total	24,914

Any Use (app used or link clicked) vs. Reachable Mobile

Emory John's Creek Hospital: 64%
Emory St. Joseph's Hospital: 57%
Emory University Hospital ER: 58%
Emory University Hospital Midtown ER: 51%

* For patients with mobile number

67 Hospitals, 13 Health Systems

Expansion to 480+ hospitals (9% of US market)

Health System	Value	Total
(black bar)	8 / ~30	130
UPMC	3	40
EMORY HEALTHCARE	4	6
STURDY MEMORIAL HOSPITAL	1	1
Tenet Health	39	65
AdventHealth	3	50
Ascension	2	150
Adventist Health	1	24
BJC HealthCare	1	10
Methodist HEALTH SYSTEM	1	9
McLaren	2	5
INFIRMARY HEALTH	1	3
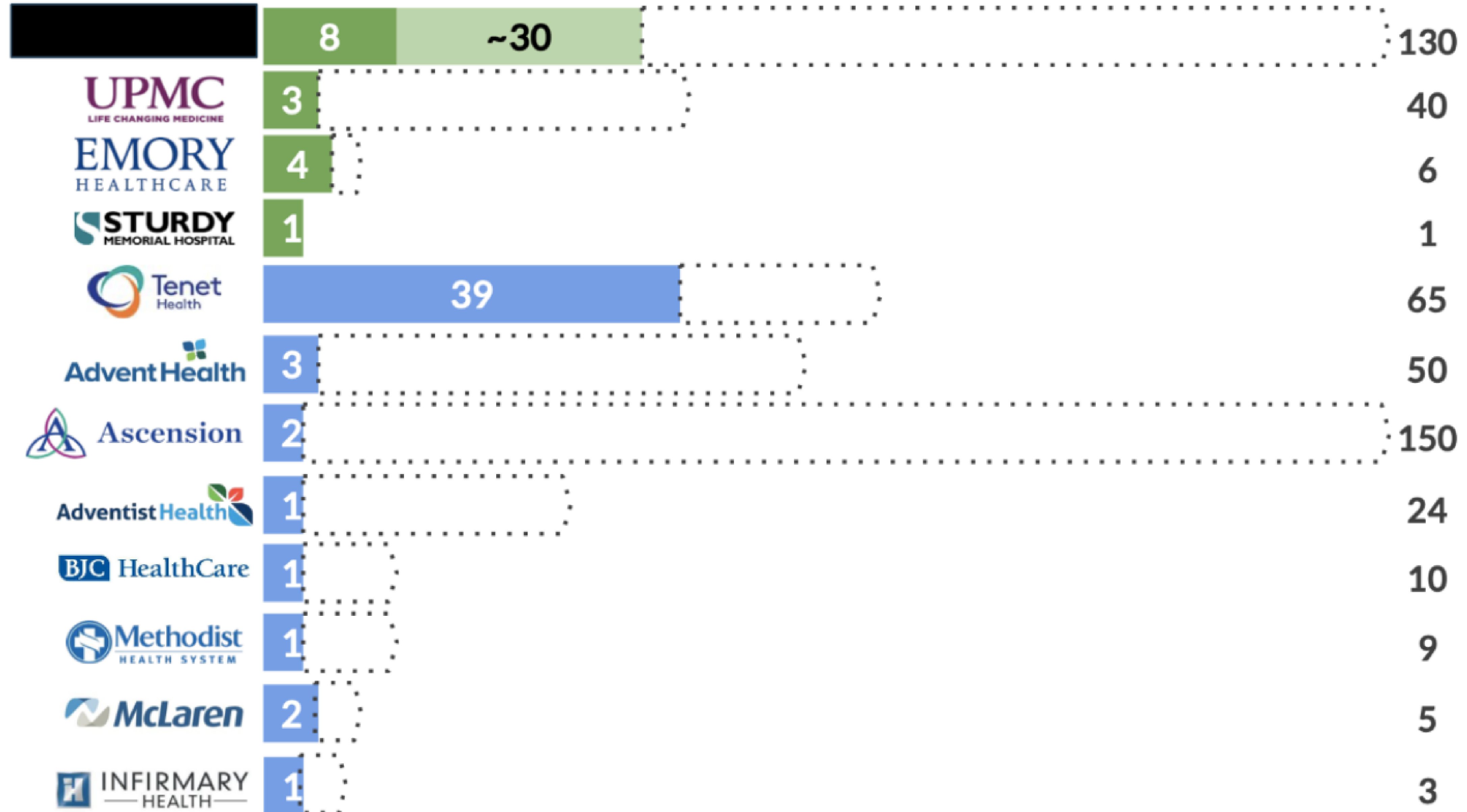
*Green: contracted; Light Green: in contracting; Blue: pilots started; Dotted: Expansion opportunity

Growth is accelerating. So is revenue/hospital.

Pilot, then paid, then more products
Trial ⇒ $60k/yr ⇒ $120k/yr ⇒ $500k (eventual)

Total Hospitals Using Vital

Pricing Model. Average today is ~$100k/hospital

3 Months Free

$0 per facility
billed monthly

- ✓ Powered by EHR, automatically onboards patients
- ✓ 40 - 50% patient adoption
- ✓ Measurable HCAHPS improvement
- ✓ AI-powered wait times
- ✓ Share live status with family & friends
- ✓ 30 day window to continue

ERAdvisor

$5k per facility
billed monthly

- ✓ Powered by EHR, automatically onboards patients
- ✓ 40 - 50% patient adoption
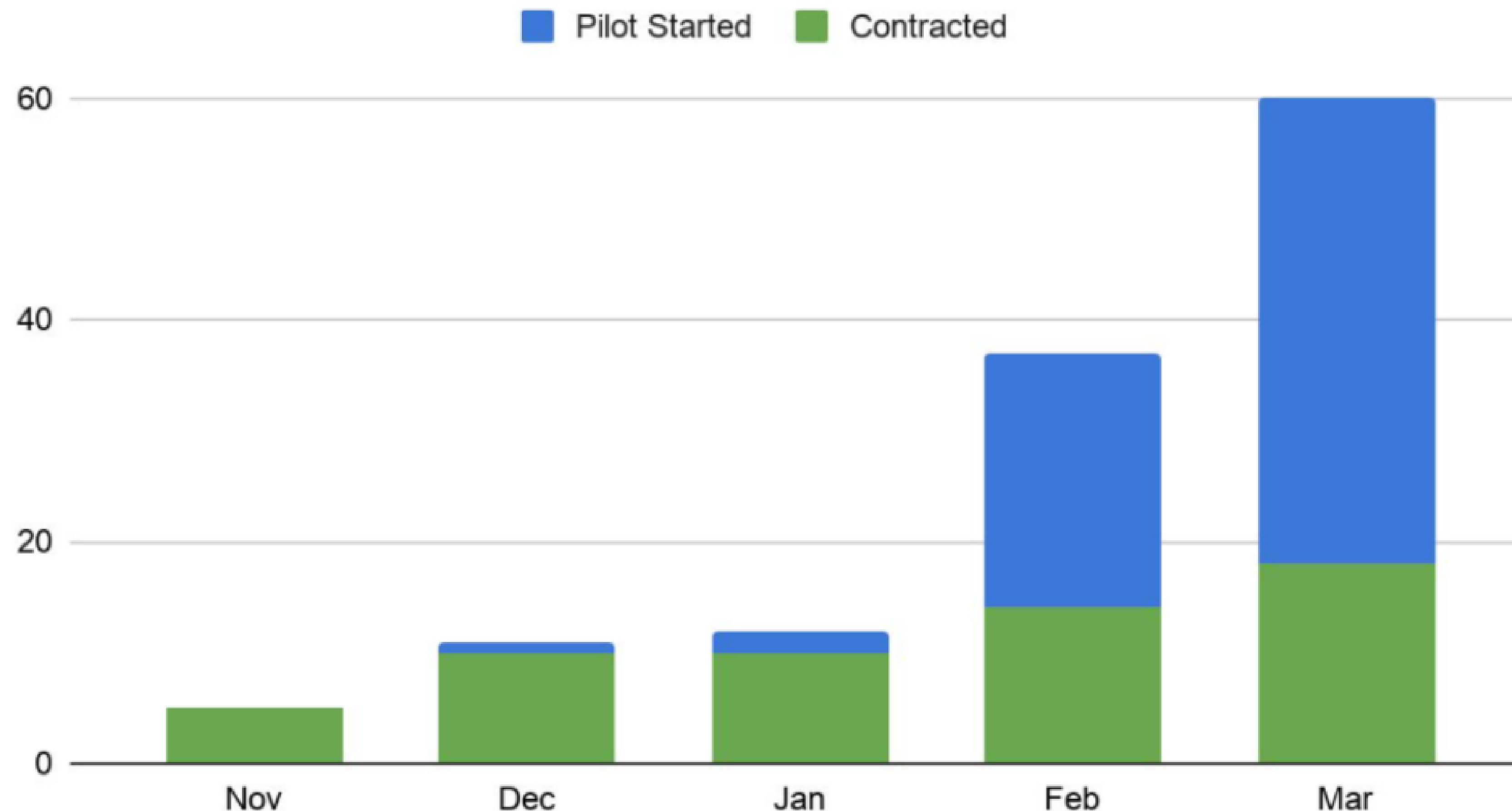- ✓ Measurable HCAHPS improvement
- ✓ AI-powered wait times
- ✓ Share live status with family & friends
- ✓ LOS improvements

ER Advisor + ED Follow Up AI

$10k per facility
monthly

← **Everything in ED Navigator**

- ✓ ED Follow Up AI
- ✓ Readmission risk, value stratification
- ✓ Prioritized outreach
- ✓ Customized per health system

Our Leadership Team

Justin Schrager, MD
Chief Medical Officer

Asst Professor of Emergency
Medicine,
Emory University School of
Medicine

Aaron Patzer
Chief Executive Officer

Founder & CEO of Mint.com
Fortune Top 40 Under 40
10 Patents

Kurt Essenmacher
VP of Sales, Biz Dev & Operations

Employee #3 at InQuicker
Worked with 400+ emergency
rooms.

Nate Fletcher
Director Sales & Operations

Employee #10 at
GetWellNetwork
Worked with 50+ health
systems.

Te Warren
VP Engineering

Lead Pixel Fusion
Founder Summer of Dev

Series A: $10-12M

- FTE 20 ⇒ 35

- Scale sales & implementation

- New products:
  - Inpatient
  - Clinical alerts

~3 years of runway

.	Goal	Num Patients	Clinical Value	Hospital ROI	Increased User Count	Unique	Build Cost	Operational Lift / Train
✅ Sharing	Contactless	💚 (~50%)	🧡	🧡	💚	💚	🧡	💚
Service Recovery	Pt. Sat	🧡 (~25%)	🧡	💚	🧡	🧡	❤️	❤️
Ride Home	LOS	🧡 (~15%)	🧡	💚	🧡	🧡	❤️	❤️
Confirm PCP	Revenue, Partners	🧡 (~25%)	💚	💚	🧡	💚	❤️	💚
Readmits	Health, Revenue	❤️ (~5%)	💚	💚💚	🧡	💚	🧡	💚

Patient Satisfaction

ERAdvisor Satisfaction Results

Dignity Health™
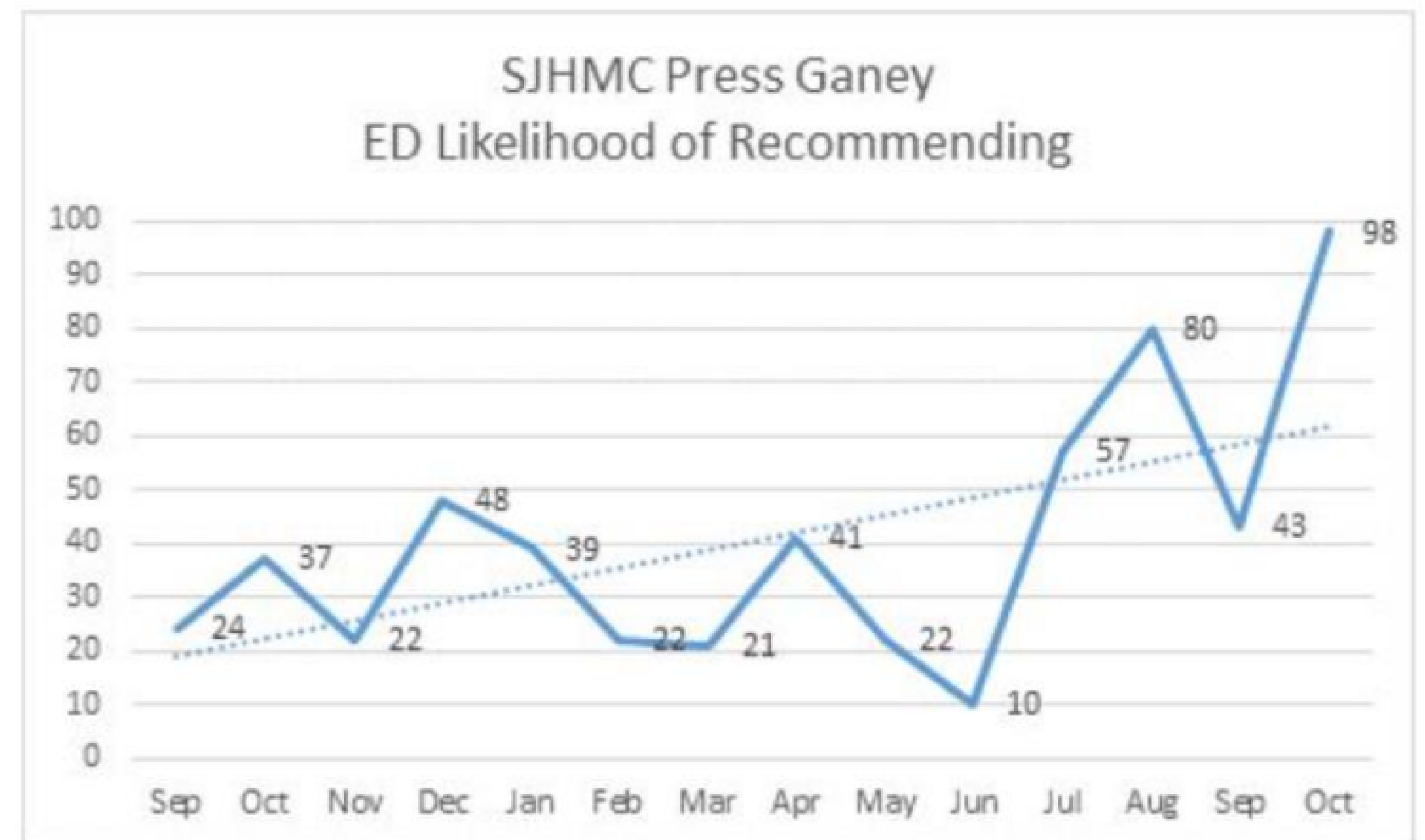St. Joseph's Hospital and
Medical Center

ED to Inpatient HCAHPS

+38%

Information about delays

+226%

Likelihood to recommend

25% of VBP Score based on "Person and Community Engagement" - HCAHPS Performance

SJHMC Press Ganey
ED Likelihood of Recommending

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Value	24	37	22	48	39	22	21	41	22	10	57	80	43	98

Vital Launch April 15th @ SJHMC

vital

Positive Patient Feedback

"No one has ever shared something like this with me. I'm really glad the hospital is changing how they communicate with patients"

"Thank you for sharing the waiting times with me. I wouldn't have known otherwise. This should be the standard."

"Hope. Having information gives me hope."

"Any news is good news. Information is golden when you have a family member in an emergency situation."

"I did not know what step was next or where in the line of patients I was situated. I feel informed more than anything."

Positive Staff Feedback

"I have received numerous compliments from ED patients regarding the increased level of communication provided by ERAdvisor, they find it very helpful."

- SJHWG ED Manager

"ERAdvisor was easily incorporated into our ED patient registration workflow and patients seem to navigate it easily on their own."

- SJHWG Patient Access Team Member

"ERAdvisor must be working well because patients don't need any help using it."

- FSED Patient Access Team Member

Want to learn more?

www.VitalER.c

Browse the best pitch deck examples.

Brought to you by bestpitchdeck.com — the world's largest library of pitch decks: hundreds of winning presentations from leading startups, updated every week.

Read more →