



MedBlox

Come *AaaS\** you are  
-- Make you, your login --

*\*Authenticity-as-a-Service*

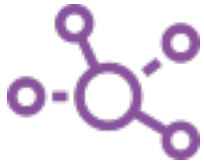


What's is like?

It's like Okta without the hardware...  
or the passwords

# Problem

Unifying patient identities across organizations can be complex



More sites = More complexity



IDs are not universal



Data can't be easily gathered, shared, or monetized

# Solution

An exchange combining patient data & identity via behavioral ids



Patient lead data  
gathering/mapping



Single source of truth for  
authentication



Unified access control  
(index, secure, monetize)



# Market Validation

**\$13 Billion**

Spent annually on records &  
exchanges

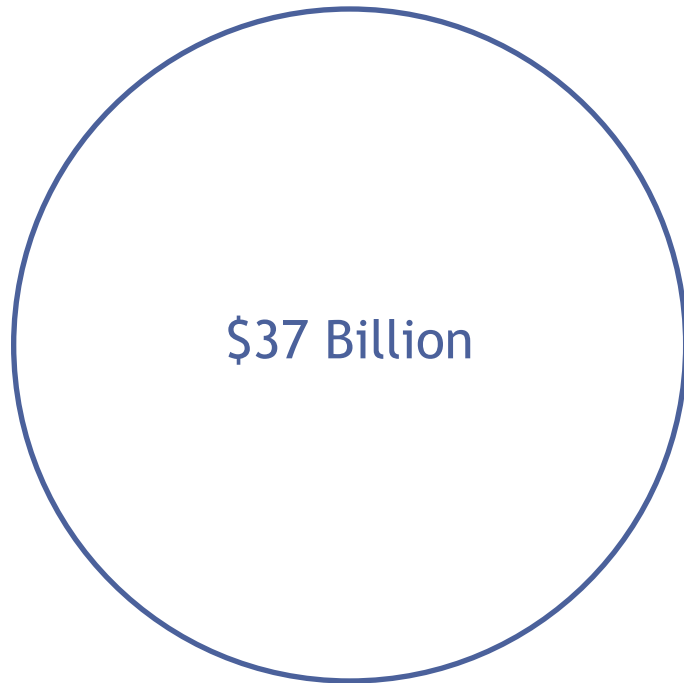
**233 Million Patients**

Want to share health  
information

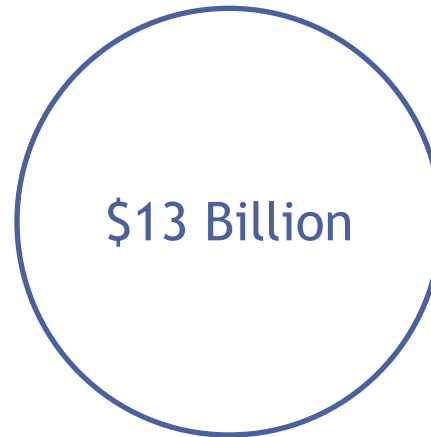
**40% of Patients**

Shop visit-by-visit  
(no brand loyalty)

# Market Size (Healthcare)



Total Available Market (US only)  
(efficiency gain + support fees + info exchange fees)



Health Identity Market  
(efficiency gain + info exchange fees)



MedBlox Market  
("Rational" Historic Market Share 5%)

# Product



App/Web



Ledger-based id  
validation exchange  
(API)<sup>1</sup>



Behavioral-based  
ids<sup>2</sup>

- 1) Blockchain-based identity protocol similar to WebAuthn. MedBlox's Be Auth protocol.
- 2) AI-driven behavioral models built on distinct proprietary feature sets.

# Business Model

We take \$.76 per id validation request and \$1.00 per brokerage event  
Our cost per query \$.13





# Business Model (adjacent verticals)

We take \$1.50 fee per id validation or charge a licensing fee based on volume.  
Our cost per query \$.18

**\$1-8B**

Billion Dollars  
(8 vertical scoped)

Additional adjacent verticals  
present similar opportunities

**\$1.50**

Per Validation

\$1.50/validation  
or  
30-50% Total Fees

**\$300M**

Million Dollars

Revenue  
2020-2022

# Market Adoption

## Consumers



- Patients demand identity/data portability
- Willing to spend \$ for access
- Can share data most businesses can't

## Partners



- Data is a revenue stream
- Drives down EMR costs
- Potential for “winning” new patients
- Providing care is their focus

## 3<sup>rd</sup> Parties



- On-ramp into healthcare
- Allows rapid innovation/collaboration
- Pure usage-based pricing
- Innovative regulatory & compliance methods

# Competition

## EMR Vendors



- Many players, market is well spread out (EPIC, Cerner, Athena, Allscripts, eClinicalWorks)
- Data/identity well siloed
- Interoperability is a business model threat
- Data/identity brokering isn't their core competency

## Other Blockchain-Tech



- Security is not the top priority
- Lack experience dealing w/ healthcare regulation/compliance
- Discount identity's value
- Don't speak the "lingo"

## CMS/Gov



- Interest in data/identity brokering is geared toward cost efficiency
- Data/identity centrally managed
- Data/identity usage boundary not defined

# SWOT

## Strengths

- Patent Pending Behavioral models as login.
- First mover behavioral-based authentication exchange
- Tenured Team w/ a history of project delivery.
- A Team who's ability is a known-quantity.
- Large healthcare professional network.
- Intimate industry expertise point-of-care through payment.
- Positioned to selling services industry-wide even to competition.
- Only company capable of creating universal patient identities UPI that comply w/ US Gov. requirements
- In current talks with the VA & CMS.
- Existing partnership w/ credit card payment vendor in healthcare.
- Pure usage business model (0 days in a/r)
- Sales is driven by both patients or providers and viral in nature.

## Weaknesses

- Limited cash flow could prolong future development/implementation progress.
- Sales process can require some client education.
- Relatively long sales cycle (18mo).
- Often requires both CFO & CISO representation for purchase.
- Previous healthcare blockchain hype can overshadow the practical application
- Section 510 of the Labor-HHS Appropriations bill could postpone Gov. adoption.
- A change in political power could delay Gov. adoption.

## Opportunities

- Exploring potential opportunity to allow health systems to consolidate patient balances industry-wide without business or legal agreements.
- Authentication exchange model can be applied to all market vertical.
- Exploring potential licensing deal in finance fraud detection.
- Exploring potential licensing deal for commodities exchange.
- Potential to broker innovation (startups & providers)
- Potential to broker information sharing between clinical research & patients directly.
- CMS will ultimately "choose" the winner.
- Currently In talks with CMS/VA through Mitre

## Threats

- CMS could chose to change requirements for business associates agreements to include our niche.
- Current EMR vendors could attempt to enter our space.
- Other identity management companies could chose to offer similar behavioral exchange services.
- Adoption could out pace capacity.
- A legal dispute over compliance classification could tie-up both cash flow and scare off potential customers.



# Traction

- MedBlox is an Iowa health tech startup focused on cross-organization behavior-based identities
- The company has developed proprietary algorithms & models enabling fleeting logins via our **+OPEx\*** exchange
- MedBlox's team has a history of delivering results in healthcare's complex market place
  - 130+ historic health system technical implementations
  - 2,500+ data-flows processed daily
  - Extensive healthcare regulatory, technical contract review, and M&A expertise
  - Experience working with stakeholders with varying degrees of project endorsement
- The company has commitments from two provider organizations for a closed beta demonstrating behavior-as-login (175,000 Iowans)
- MedBlox presented to a MITER focus group September 30, a group including HHS, FDA, CMS, & the VA, on Behavioral-identities: identity cross-validation without security compromise
  - Still In active negotiations
  - Added an additional opportunity to provide a hardware-based blockchain solution rooted in our I.P. outside of the traditional Healthcare Space
- The company is in active negotiations to licensing our technology in the financial industry for entity validation during payment and commodities trade processing
- MedBlox's patient-engagement app is in active development

*\*Pronounced: Cross Op 'eks*

# Meet the Team



**Todd Chamberlain, CEO**  
*Former Head of Technology,  
Development, Infrastructure, &  
Compliance Official, MediRevv*



**Somchai Rice, Ph.D., CSO**  
*Former Research Scientist,  
Forensic Toxicologists, & Data  
Analyst, Iowa State University*



**Josh Maurer, Director Ops &  
Project Management**  
*Former Sr. Manager of  
Technical Services, Project  
Management, and Compliance  
Review, MediRevv*



**Matt Dunn, Full Stack  
Developer & Network Engineer**  
*Former Lead Engineer of  
Networking, DevOPs, Automation,  
& Technical ARB Chair, MediRevv*

# Meet the Advisors



**Steve Davis**  
*Owner, President  
Bio::Neos, Inc. &  
MedBlox Strategic  
Data Advisor*



**Aaron Warner**  
*Founder, CEO  
ProCircular Inc. &  
MedBlox Strategic  
Security Advisor*



**Solomon Smith**  
*CISO, Aegon  
& MedBlox Strategic  
Security Advisor*



**Shadrack Roberts**  
*CISO, Global Risk  
Compliance, ASC/DOD &  
MedBlox Cryptography  
Advisor*



**John D. Johnson, Ph.D.**  
*Advisory Senior Manager  
of Cybersecurity,  
Deloitte  
& MedBlox Secure  
Architect Advisor*



**Michael J. Daugherty**  
*CEO LabMD & MedBlox  
Healthcare Specific  
Security and Compliance  
Advisor*

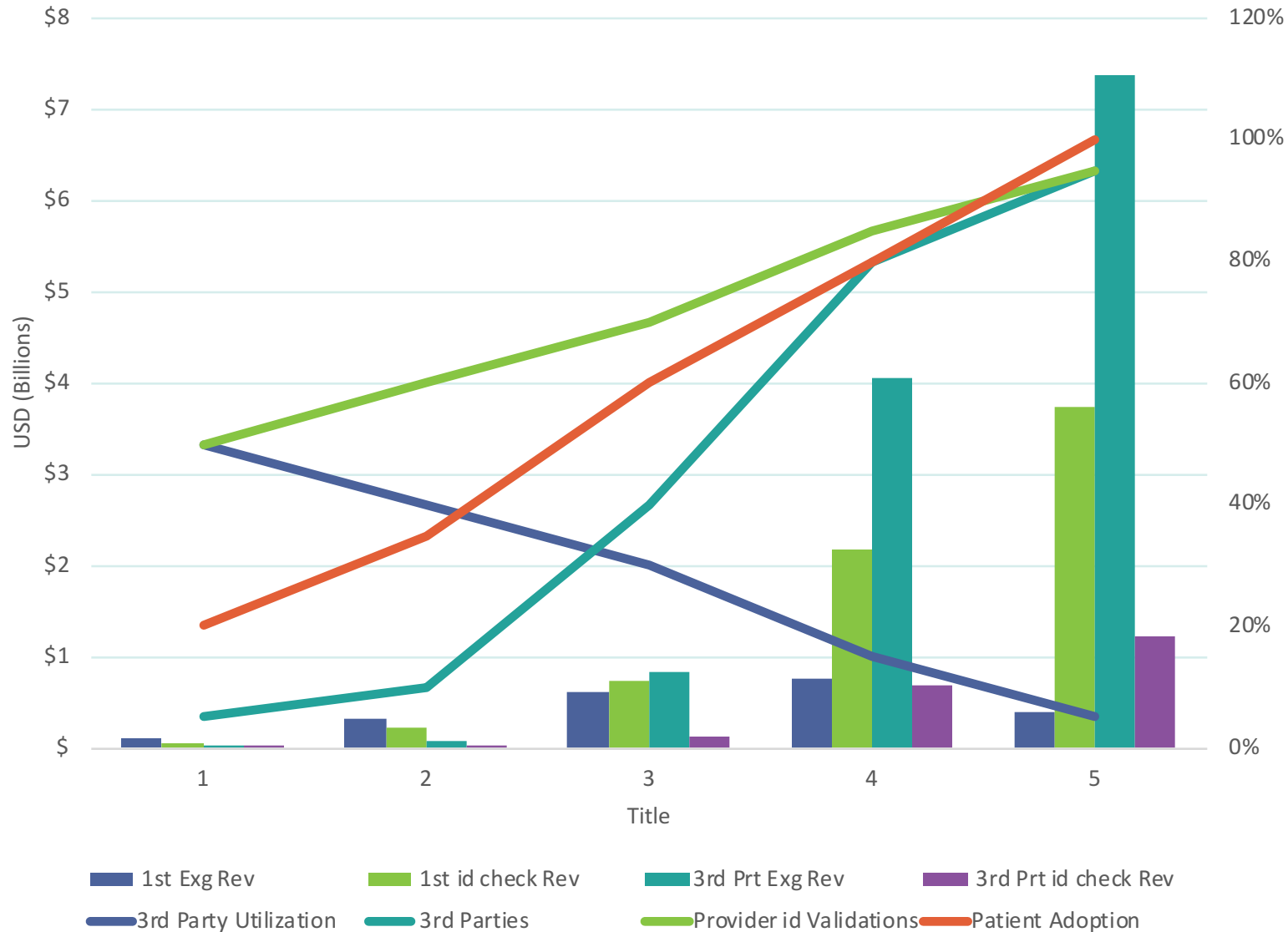


**Janis Mitchell**  
*Founder, CEO, Precise  
Resource, Inc & MedBlox  
Distributed Identity  
Management Advisor*



**Shaun Martin**  
*DevOps Engineer,  
formerly with  
OpenClinica  
& MedBlox Health  
Information Exchange  
Advisor*

# 5-year projections



Proprietary/Confidential: Need-to-Know





# Financials

We are looking for 24 months financing to reach 60 million patients.

**\$1.5M**

Current round

Initial investment  
opportunity

**60M**

Million patients

Or 5 major installs

**\$181M**

Revenue

Over the next 24  
months



# Contact Us!



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on LinkedIn



@MedBlox



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MedBlox  
on Facebook

[Medblox.io](https://medblox.io)

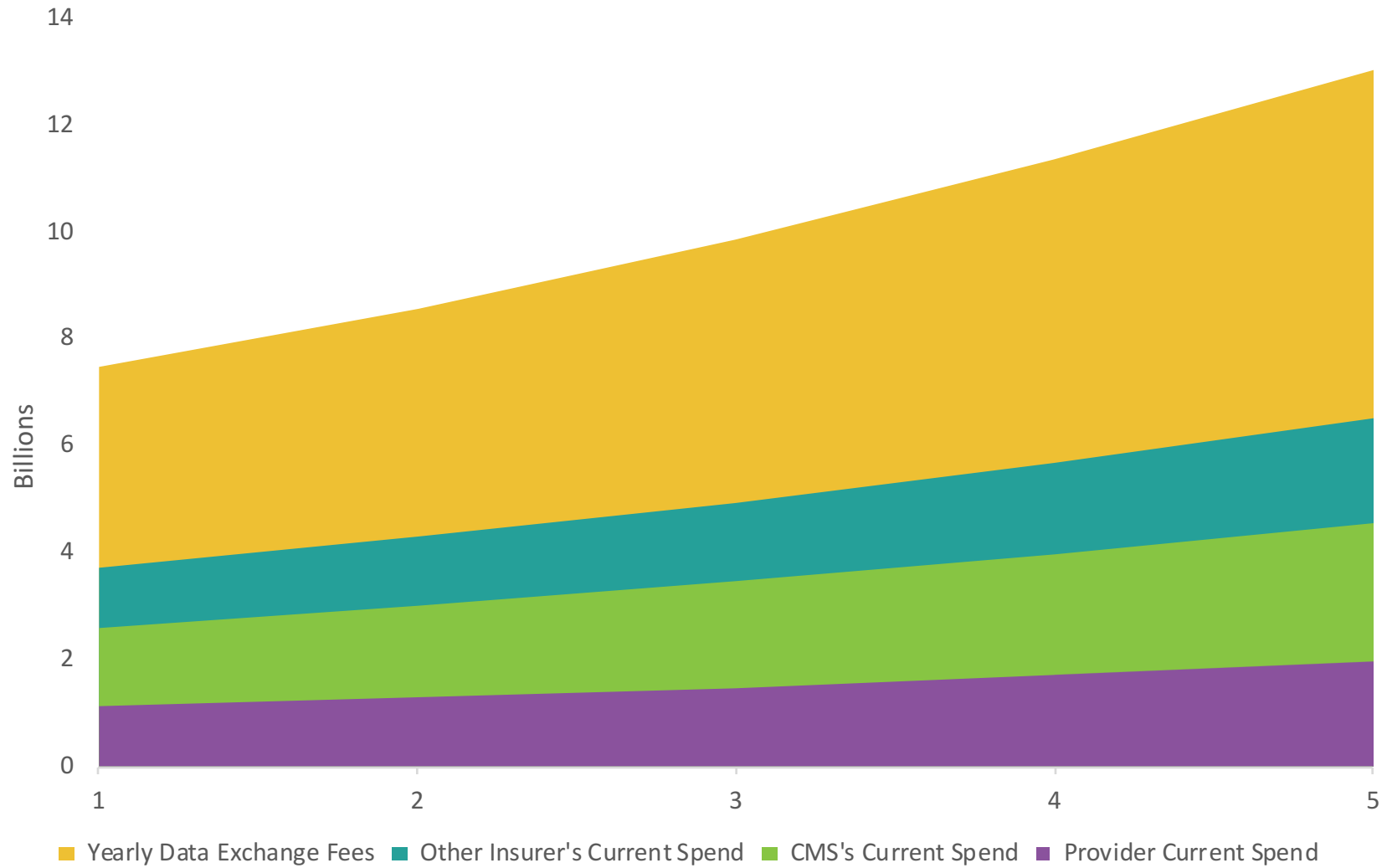
[Info@MedBlox.io](mailto:Info@MedBlox.io)



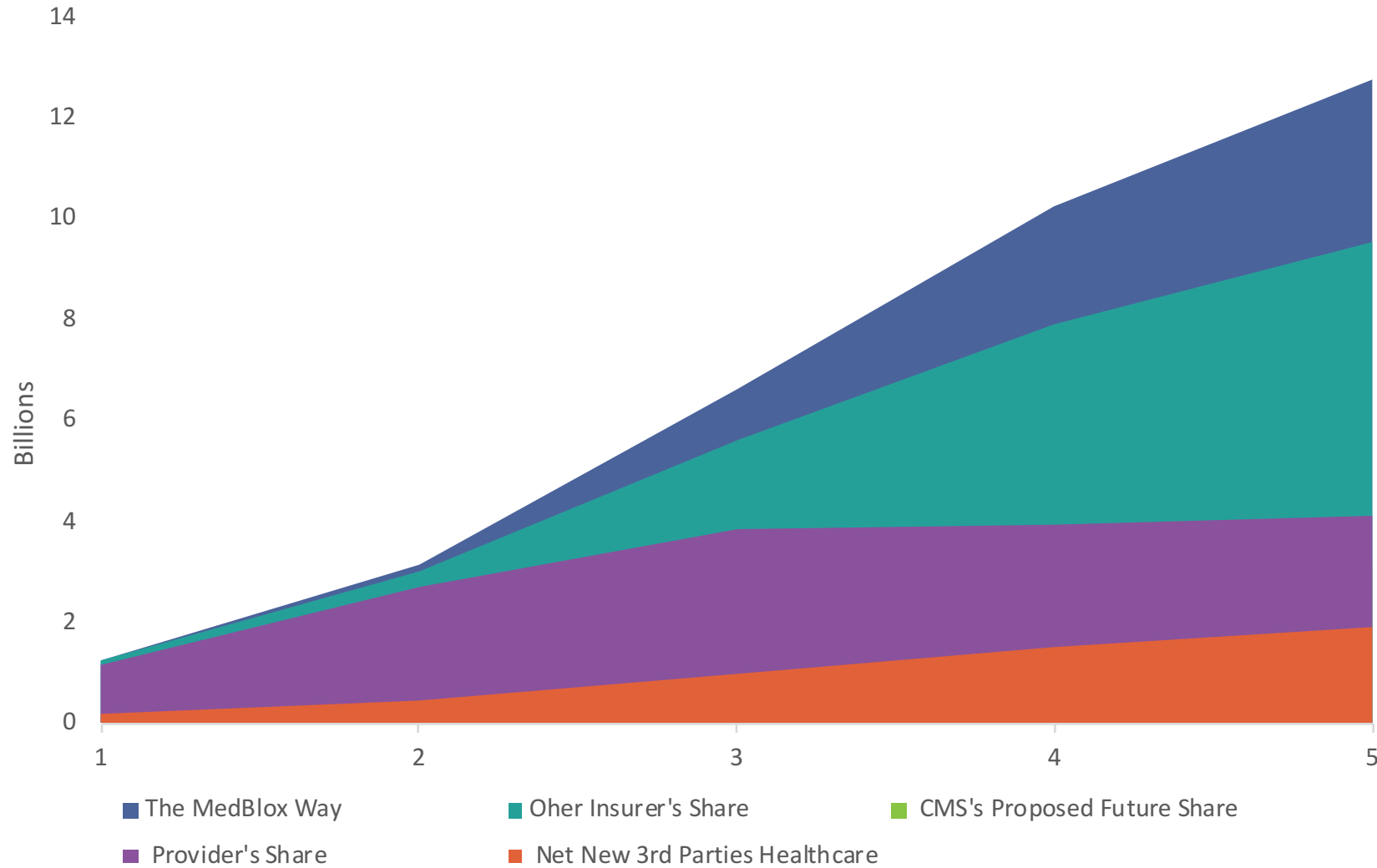
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# Current exchange cost

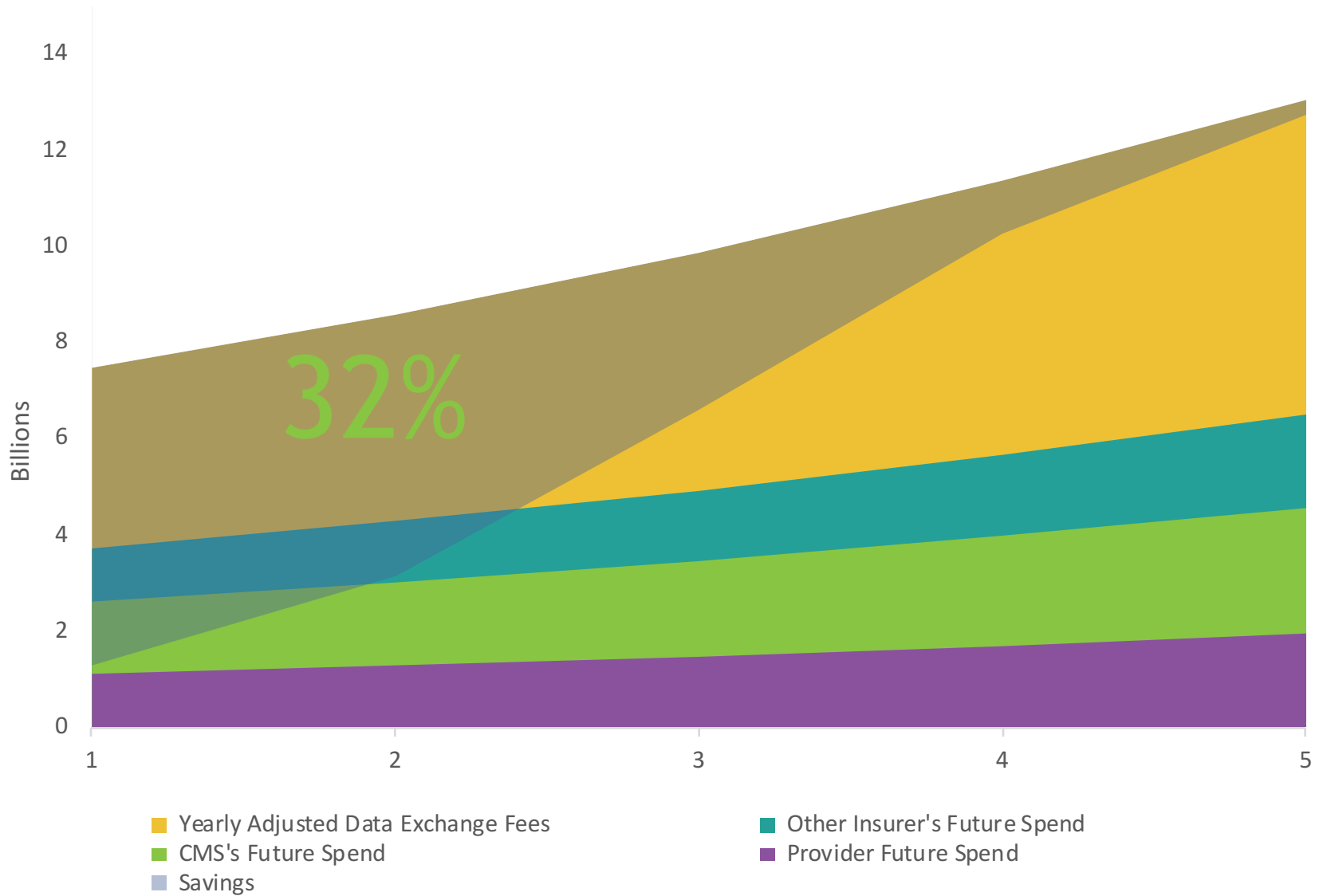


# MedBlox + OPEx



Proprietary/Confidential: Need-to-Know

# MedBlox Difference



Proprietary/Confidential: Need-to-Know