

easyHealthCare

Getting healthier is easy

Date: November 2019

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To the best of the knowledge of the directors of Easy Health Care, the information contained in this business plan is correct. The aims, strategies, targets, plans, intentions and projections referred to in this plan are based upon assumptions that the Directors consider reasonable, but any of the projections are subject to variation.

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Health inequality: The Moral Argument

The NHS

Only 70 years ago, healthcare was a luxury that not everyone could afford. The NHS is free at the point of delivery and financed from taxation, which means that people contribute according to their means.

The NHS was founded on the principle that...
the health service should be available to all.

And that deserves an award.

NHS: Best in Accidents and Emergencies

If you have an accident that requires an ambulance you will be taken to an NHS hospital. Private hospitals do not have casualty departments and cannot treat such crises. If you have private health insurance and find yourself being taken to an NHS hospital, you will not be treated as a 'private' patient, but as an NHS patient. The treatment you receive will be no different whether you are NHS or private.

However... the NHS gets criticised for its ability to deliver on ongoing care.

Private sector: Best in Ongoing health care

Arguably, the private sector is a popular choice to seek medical attention when the health matter is no longer urgent.

But this raises some questions. Is health care a social issue or a socioeconomic issue? Are these private services coming at a price tag that is out of reach for a huge part of the population? The patient often needs to go to different providers to get overall needs met. Is the lack of data centralisation causing inefficiencies or worse, health risks? Does Harley street capitalise on the fact that there is no real sustainably priced, effective, alternative to decent health care? Does that jar somewhat with the NHS's noble mission statement "the health service should be available to all"? How can we empower patients to be more effective at preventing disease by providing education, support, and continuity of care?

So that no one gets left out.

Health inequalities: The business case



Time vs Money

You have a **chronic medical condition** and it needs attention.

Do you wait six months for the NHS or pay the price and go private?

Dealing with such a dilemma when you are not well is tough.

Side note – **How cared for do you feel right now?**

If the service you are interested in is a one-off expense, perhaps you might go private. But if it is a recurring expense, you need a more sustainable solution.

And so does the NHS.

Here is what the NHS has to say:

"The top ten conditions that cost the most to address are: Heart disease, Dementia, Diabetes, HIV/AIDS, Arthritis, Chronic Respiratory diseases eg Asthma, Stroke, Cancer, Obesity, Depression. As increased financial pressures are placed on the NHS, finding ways to help support improved management and patient outcomes of chronic conditions is more important than ever. The NHS long-term plan has highlighted key areas to support improved delivery of care in chronic conditions."

NHS

"The management of these conditions accounts for approximately £7 out of every £10 spent on healthcare in England. The NHS spends approximately £6.1 billion on obesity, £7 billion on cardiovascular disease and £17.5 billion on Type 2 Diabetes."

Department of Health

“Health problems related to poor diet, drinking and smoking are costing the NHS in England more than £11bn each year, officials say. Unless they are tackled more effectively the NHS will become unaffordable.”

Public Health England (PHE)

(Harley St were not available for comment.)

The NHS concludes...

“Many of the top ten conditions have underlying **risk factors that are linked to behaviour and lifestyle**, such as smoking, drinking and nutrition.

The NHS is just one strand in this approach, as the means to change behaviour go beyond the healthcare system towards the education and support of individuals.

Given the increasing pressure on NHS resources and the fact that we are living longer, the need for an alternative, is more pressing than ever.”

Introducing...

easyHealthCare

24hr GP Clinic with on site Phlebotomist and self diagnosis touch screen.

Open every day of the year.

Convenient service, affordable prices, putting the care back in health care.

Swifter appointments are more efficient without compromising on safety, quality, reliability, documentation and communications.

Our values echo those of easyJet.

Safety: We never compromise on safety

Simplicity: We cut out the things that don't matter to keep us lean and make it easy

One team: Together we'll always find a way

Integrity: We stand by our word and do what we say

Passion: We have a passion for our patients, our people and the work we do

Pioneering: We challenge to find new ways to make health care easy and affordable

“Lifestyle diseases” need a lifestyle solution.

Too much: Smoking, Alcohol, Sugar, Drugs

Not enough: Education, Early diagnosis, Nutrition, Exercise

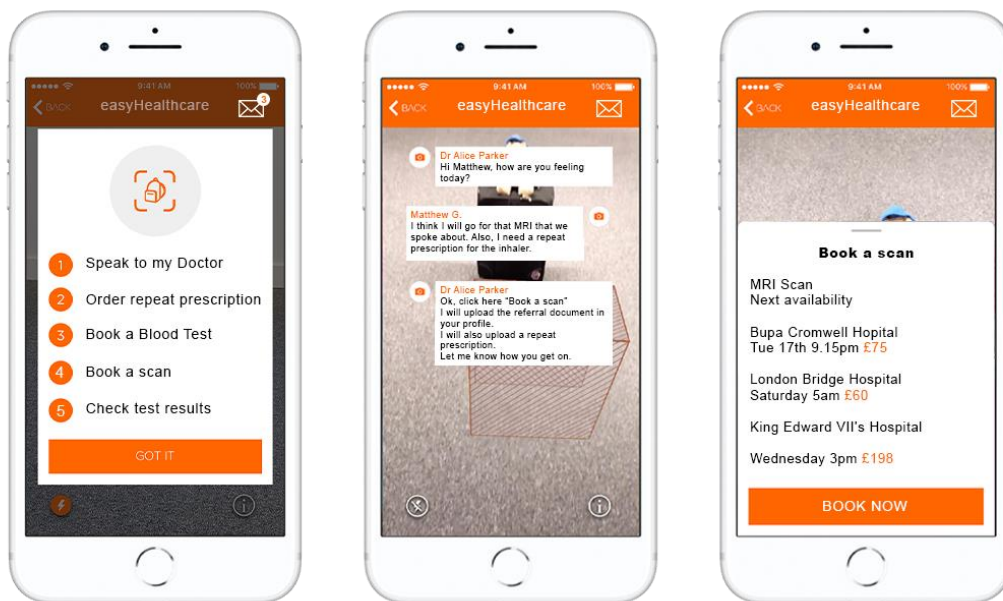
Not enough consistent client care.

When you join, you are allocated your GP. But any GP on the live chat feature can access your notes if your GP is not available. Your GP touches in with you regularly and gets to know you. Bringing back the care of a family doctor.

Joining from £24.99 per month – that’s the price of your easyGym membership.

That includes 6 GP appointments per year which can be done in person or online.

And you only pay for the services you use.



1.0 Executive Summary

1.1 Executive Summary

One of the greatest opportunities of the 21st century is the potential to safely harness the power of the technology revolution. To meet the challenges of improving health and providing better, safer, sustainable care for all. (Source: UK National Information Board, November 2014)

The Business:

Easy Health Care will deliver an advanced, easy to use modern day GP consulting service giving anyone who wants it, access to a GP for consultation purposes, saving time, money and 'worry' for all

concerned. Not just in the digital sphere, Easy Health Care will provide patient users with access to specialist treatments, tests and procedures within a very short period of asking.

Easy Health Care aims to provide and set high standards of patient care through its smart and intelligent medical service solutions, using quality staff, customer care and biometric safe guards.

Opportunity and Strategy:

The existing market within the UK is supposed to lack almost 10,000 GPs in the next few years which means reduced care for patients seeking day to day appointments and clinical tests.

It is also the case that the NHS 111 service is failing to meet the pressures of 'simple triaging' as technicians are used rather than qualified, registered nurses meaning patients have to engage with technicians before they see a nurse before finally seeing a Doctor if needed.

These simple facts and concerns present an environment full of opportunities to make the most of customer care and technology while helping humanity with better and smarter health solutions.

Market Size. "Estimated at more than 5.4 million video consultations until 2020..... speciality consultations to reach 21.5 million" – Forbes

GP Shortage: "NHS patients face a long wait to see a doctor as GP shortage starts to bite – Delays of at least a week expected on 67m occasions this year as research shows large areas of England need 50% more GPs" – The Guardian 2017

20%-25% "...data indicates that on line access services can save primary care units from at least 20% of patients from going to the GP clinics, this saving t least one GP worth of FTE"

Britain pays dearly for the shortfall in doctors "the health secretary, indicated earlier this year that the UK needed more like 11,500 doctors by 2020 to meet the demands of a seven-days-a-week NHS" – Financial Times

Easy Health Care can be used as a stand alone service that lies between the free NHS and the costly full Private Health Care provider market. For a small price members of the public can pay to access the service and arrange what they need, be it an appointment, a test or a prescription, almost straight away.

This ability makes Easy Health Care an ideal alternative to present NHS and Private Health Care organisations. It has the potential to ease the stress on the NHS service and to work alongside insurance based health provision in other countries.

Our entry strategy is to show users how by using Easy Health Care users can gain more immediate access to GP medical consultancy and associated medical services. Showing an ability to successfully enter the market will enable Easy Health Care to be seen as a company that can deliver a system that works which will help encourage rapid market penetration to take place.

Target Market

Easy Health Care GPs adaptive service model makes it ideal for a number of very profitable markets.

The main ones being:

- 1- For the general public as an alternative to the NHS: Use of the service will enable the NHS to ease pressure on the in-house GP service and avoid the ever-increasing load on accident and emergency (A&E) service delivery. For a small price, minor and non-critical illness patients will be able to use the Easy Health Care self-triaging facility or book themselves onto a sexual health care or other clinical process service.
- 2- Private clinical practices and service providers: In future, Private organisations could use the Easy Health Care service to improve their delivery and introduce their services to a much wider audience. Private practices and companies can use Easy Health Care to increase geographical coverage, lower the number of GPs needed to deliver their own service within an expanded model and ensure their GP time and resource is well spent and optimised.

Due to a shortage of doctors, appointment times can take many days. Patients can use the Easy Health Care service to gain access to a GP almost instantly or alternatively use the virtual assistant for personal self-care advice.

Competitive Advantages

There are many stresses upon health care providers and GP services, and a number of companies seeking to provide solutions to these GP service stresses.

Easy Health Care is providing an alternative GP service and initial triaging diagnostic tool which no one, other than Babylon Health is providing, setting both aside from the rest of the competition. In addition, Easy Health Care has a number of distinct individual advantages.

- All data and it's origins are protected and consented for use.
- The Easy Health Care GP solution utilises a number of 'quick decision points' to reach to a most probable diagnosis.
- All of a users medical test and diagnosis details can be stored on the App for any medical practitioner to read, so speeding up the whole diagnosis and treatment procedure.
-

Practically, Easy Health Care provides an ideal solution to the NHS GP issues and enables users to:

- Organise and have high-quality video consultations with doctors for non-critical illnesses and concerns
- Arrange and have speciality appointments in a very short time frame.
- Review and order prescriptions without having to travel to a GP Surgery, pharmacy or medical centre.
- Book in for tests and minor treatments
- Physically have their test, consultancy or treatment in a non rushed, caring environment

The Team:

Easy Health Care founded by Stephanie Webster

The Easy Health Care team consists of :

Dr Niket Patel

Dr Sherif Wakil

Dr David Thomas

1.2 Business Aim:

The Aim is to be known as the number one company for the delivery of quality on and offline GP, clinical and specialist health services initially in the UK.

Investment Opportunity:

Easy Health Care is at the leading edge of GP service delivery technology.

We are offering a Tier 1 Investment opportunity into this growing and profitable marketplace

We seek Seed investment of £500K for Operational use and hard and software development and implementation.

2.1 The Industry



Easy Health Care is entering the specialist General Practitioner (GP) sector of the health service. People are finding it harder to get GP appointments, politicians are pressing for extended opening hours, and there is a very low GP morale, unmanageable workload and problems with recruitment.

GP workload has grown hugely, both in volume and complexity, but this has not been matched by a transfer in the proportion of funding or staff. Wider system factors (such as changes in community nursing and mental health services) have compounded the situation. Communication issues with secondary care colleagues have exacerbated GP workload.

The number of GPs has grown more quickly than the population but has not kept pace with the growth in the population groups most likely to use primary care (people concerned with weight, health clinic users, over 85s). GPs are increasingly undertaking fewer clinical sessions, opting for 'portfolio careers' or part-time work and only 11 percent of GP trainees intend to do full-time clinical work five years after qualification. (2017)



In March 2017 there were 33,423 full-time equivalent GPs (excluding locums), which is a reduction of 890 (2.59 percent) on March 2016.

The NHS net deficit for the 2015/16 financial year was £1.851 billion (£599m underspend by commissioners and a £2.45bn deficit for trusts and foundation trusts). The provider deficit for the 2016/17 financial year has been confirmed at £791m.

The British Medical Association (BMA) reviewed the GP market in 2017 and found that with the core recurrent funding commitments set out by the Government GPFV (General Practice Forward View), general practice investment will not reach the BMA's target of 11% of the NHS budget by 2020/21.

In general, the GP market is underfunded with GPs being asked to do more tasks and service an ever-growing need from an ageing population. Governments can affect this by introducing more money into the NHS GP service but the increasing need is not being matched by increasing resources.

There are also several identified main problems with the NHS GP service, some of which are:

- Unavailability of GP (doctors) for patients
- Patients wanting to get hold of doctors on a more immediate basis
- Lack of speciality appointments or very long waiting times

With the problems being faced by the GP service as described, there are opportunities available for companies who look to alleviate the pressures on the GP services.

Over the last 2 years, there has been a growth in the use of 'GP Apps' and 'speciality private clinics' they are increasingly being used for.

- Quick video consultation with doctors for non-critical illnesses and concerns
- Speciality appointments
- Prescriptions, new and repeat.

2.2 The Company.

Easy health care is a low cost Health Care solution for those who do not want to wait for NHS appointments and who are happy to invest £20-£50 on health care services.

The founder has identified a need in the marketplace and has developed a personal solution that delivers specialist medical services tailored to help relieve the pressure on the NHS GP service

Company Status

The company will be registered at Companies House and it will operate as a UK private limited company called Easy Health Care. The company looks to launch in 2020.

The company has developed its operational activities and looks to raise between £200,000 and £500,000 in initial fundraising activity.

Company Vision:

Easy Health Care Health believes in transforming lives by combining individual patient care, clinical excellence and personal service to achieve not only better health care but also relieve the pressure on NHS resources

Company Aims:

- To provide better Health Care advice to everyone without having to wait or to go through NHS queuing systems for symptoms' evaluation in the first 12 months of operation.
- To reach out to 10000 people to use our personal service in the first 12 months.
- To expand our service by the number of services offered and geographically by the end of year 2.
- To attain global reach in the next 3 years (expansion to Canada, USA, EU and Saudi Arabia).



Idea Realisation and Development:

The initial idea and concept came from the founder being upset that the NHS is so strained and seeing that it should be for those who truly can not afford any other medical service. Most people can afford to spend a little bit, good health care is not just for Harley street it should be for everyone.

Study of a medical service innovator 'Babylon Health' showed that this was a huge market with a huge potential to step into. However, with the founder's experience in clinical and medical treatment practice, the vision was broadened into the potential provision of a full layer of medical services for wider benefit, i.e. Innovative health care sciences.

At present, the company is launching from the UK but its business model is ideal for expansion to the Middle East and North America to support their health needs as a low cost paid for medical service.

2.3 Products and Services.

Service Description.

Easy Health Care will deliver an advanced, easy to use modern day consulting service giving anyone who wants it, access to a qualified medical practitioner to cater to their need at the time of occurrence.

Our GP consultancy solution, supported by the very latest Artificial Intelligence and Machine Learning technology will be welcomed as a leading solution to the various complex challenges experienced in GP Health Care delivery. This is especially so for the very diverse and ageing population. We deliver full virtual consultation services, the remote video consultations that take place between a patient and their allocated clinician. This kind of consultation is increasingly being introduced in many NHS and private clinical settings alongside telephone consultations and face-to-face consultations. Our consultation services can be used to help with diagnosis, order and review repeat prescriptions and to access specialist medical care.

Easy Health Care GP Services Include:

- Provision of Easy Health Care GP services to our users
 - Audio and video consultation for non-critical and speciality appointments
 - Self-triaging chatbot
 - Appointment booking service
 - Clinical testing
 - Pharmacy prescription and finder
 - Health application
 - Health tips and blog
- Specialist clinics
 - Sexual Health Screening
 - Pain Clinics
 - Emergency Medications for travellers



Typical users include:

Patients who have specific medical concerns in areas such as sexual health, pain relief and clinical testing.

Unlike many competitors in the marketplace. Easy Health Care GP uses it's unique software and learning capabilities to enable'

- Multiple symptoms could be entered and diagnosed along with probability and self-care advice.
- Direct connection to the patients registered clinician

- NLP (natural language processing) tools are already built into the application which makes it easier for the user to not worry about spellings and common terminologies (for example diarrhea versus diarrhoea are both accepted as a symptom or sniffles or sneezing are accepted as sneezing).
- Aggregated patient data is tested and analysed to confirm symptoms and help provide a diagnosis with a high confidence rate.

Using Easy Health Care will enhance patient access and improve user experience, making it more convenient for people to use its services by offering them a range of mechanisms and channels for interaction at times and in a manner that suits them rather than requiring the conventional face-to-face encounter in a specific location, with a health professional during office hours. Once contact has been made an early face to face appointment can be made if required.

Easy Health Care will support independence providing users with information and tools that enable them to look after themselves and manage their own health. By empowering people, building their capacity and increasing their autonomy we are reducing their reliance on NHS services that are already over-stretched or on high cost private medical services.

Easy Health Care will also Improve professionals' effectiveness: reducing clinical and administrative burden and optimising the gathering and sharing of information so that it can be used more effectively in organisations and systems.

Current Situation:

The MVP (most viable product) is under development.

Sexual health screening is being considered first.

Lilie Sexual Health Management Touch Screen (price to be determined)

<https://health.idoxgroup.com/solutions/lilie-sexual-health-management/>



Easy Health Care

1 Patient registers with Face ID and is allocated their GP then person goes online / on app and books a time slot for sexual health check then arrives at premises and answers questions on touch screen computer.

2 The answers tell the phlebotomist which tests are needed, blood, swabs, urine. Samples will be taken and patient leaves. Results will be shown in 24 hours.

3 If prescription needed it's automatically issued inside the app/sent to you via email.

4 If potentially infected partners need to be notified discreetly, you can select the contacts from your phone and a generic text is sent out on your behalf without revealing your identity.

5 Prescription collected from Zafash 24hr or other pharmacy. If needed, follow up appointment prompt appears. GP asks you how you are.

Proprietary Position:

The company is developing the core app which, in future, will have IP (intellectual property) as well as Patents (as well as Trade secrets). At this stage, the company will move into the space of early private clinical testing deployment along with a host of a product portfolio towards the advancement of direct personal Health Care using current technology.

From the point of GP advice, consultation and clinical testing provision, the company aim to deliver a quality comparative level of service to Private Health Care competitors but at a much reduced price to patients. This is the initial focus upto obtaining initial investments to secure the operational expenses (OPEX). This is a major revenue stream and will be a huge revenue market for the company.

Potential:

With it's potential learning capabilities, ease of access and user friendly portal access for users, Easy Health Care has the capability to be constantly updated and given access to new (anonymized and blinded, aggregated) data.

Easy Health Care can be used as a stand-alone service to give access to those members of the public who may normally struggle to arrange face to face appointments or who don't want to wait for their testing or medical procedure to take place.

This ability makes Easy Health Care ideal for areas where GP access is limited by a lack of resource. It has the potential to compliment NHS and private medical care services on a nationwide and worldwide basis.

Competitive advantage

We are providing a diagnostic tool which no one other than Babylon Health is providing. This sets both of us apart from the entire crowd. As to our difference with BH, it is described in the section, Proprietary Position.

Entry and Growth Strategy.

GP services are under pressure from many directions. The need is to help General Practice services and end users by supplying additional high-quality resources, or alternative access to medical treatments, as needed.

The required entry strategy is to show how by using Easy Health Care end users can gain more immediate access to GP medical consultancy, treatments and testing services. Showing users how the service can be used to 'speed up' the current medical process access route, will enable Easy Health Care to gain popularity and attention which will enable rapid market penetration to take place.

Once a foothold has been gained within the marketplace Easy Health Care can be developed to take a more comprehensive role in medical care delivery by becoming an essential and leading part of non NHS medical consultancy delivery services. Existing GP practices are under pressure to deliver more and more services and will struggle to cope with the future provision of growth needed.

Easy Health Care will lead the competition with superior products and delivering superior services, creating a great end user service and a great return on investment for investors. The exciting levels of predicted market growth, market potential and profit can already be seen by the growth of 'similar' companies within the same sector, such as Push Doctor, already, even though they offer a seemingly less comprehensive service.

Easy Health Care initial products and services will develop, and the company will deliver a number of leading services, tests and consultancy activities into the market on an ongoing basis.

The online and medical GP Application market is a fast growing sector. With our competitive advantages, our unique GP service and 'friendly' clinical testing access services, we expect Easy Health Care to be a great success almost instantly and to become the main alternative to direct NHS or private medical services in all areas of treatment and GP consultancy services that we operate in.



Business Goals

We have a number of initial main aims for the business, all of which will help us grow and become more profitable:

- Provide better Health Care advice to everyone without having to wait or to go through the NHS queuing system for symptom evaluation in the first 12 months of operation.
- Reach out to 200000 people to visit our site in the first 12 months of service

- The provision of a 'no wait' comprehensive clinical testing service for all users.
- To expand to Europe and North America by the end of year 3
- To have a global reach in the next 5 years (expansion to Canada, USA, EU, Asia and Saudi Arabia).

Critical Success Factors

Easy Health Care will:

- Provide a high quality of advisory service.
- Understand the key medical needs of clients and deliver services to meet these.
- Maintain continual learning and automation to continually improve its delivery.
- Maintain a strong online platform to deliver its core information service.
- Maintain data integrity and patient confidentiality
- Use an integrated marketing campaign to promote its service initially in London and then Nationwide.

Products and services Summary:

Easy Health Care GP Consultancy and clinical testing delivery:

With patients having to wait for long periods of time to see a medical specialist and GPs struggling to see the growing number of patients, it's easy to see why the Health Care service in the UK can prove problematic for patients and Health Care providers. This is especially true when it comes to appointments and the delivery of many 'simple' clinical tests. However, a number of the key issues can be solved by patients opting to use a non NHS medical service instead.

Our GP service works in a similar way to a standard GP service, except there's no need for a patient to initially attend a face to face appointment, there's no need to take time off work to see a doctor and there's no need to wait for weeks at a time to speak to someone for specialist advice. If a physical face to face consultancy is required or a clinical test needed, these can be quickly and conveniently arranged and booked with no long waiting times. Though they will still speak to an expert face to face initially, the common appointment struggles are avoided. Instead, they simply get in touch and have their initial consultation there and then.

easyHealthCare

The Benefits of Easy Health Care GP's Online GP Service:

- There's No Need to Venture to a Local GP Surgery for an initial consultation - Finding the time to visit the doctor can be difficult, especially when it so often involves booking time off work. However, this isn't the case with an online GP service. Instead of venturing to the local GP surgery, patients can get all of the help and advice they need from the comfort of their own home. Not only does this require less time, but it's also a lot more convenient.
- It Cuts Down on NHS Waiting Times - An online GP consultation can cut down on NHS waiting times in a considerable way, as there are fewer patients heading to the surgery itself. This gives patients a quicker and more enjoyable surgery experience, as well as reducing the workload for doctors and nurses.
- Appointments Can Be Better Used by Those Who Need Them - At the moment, there is a lack of appointments for patients to take advantage of. This often leads to those with serious illnesses having to wait a long time to see a specialist. However, with some patients using an online consultancy service, more appointments are freed up for those who need them.
- Patients Can Speak to an Expert almost Immediately - A lot of patients will find themselves having to wait days or even weeks to see a medical professional. In this time, their problem could worsen or change. When they use an online service, they can speak to a GP straight away.
- Patients don't want to do self tests and are sometimes embarrassed by clinical processes and testing and don't show up. Easy Health Care delivers a friendly service where trained clinicians will undertake all the requirements of clinical testing for the patients.

General Easy Health Care services will include

- Gp appointments
- Blood tests (Including sexual health)
- CT scans, MRI scans, x rays.
- Physiotherapy
- Cognitive behavioral therapists
- Psychiatrist services
- Specialist consultations (eg gastroenterologists, endocrinologists, plastic surgeons)

Importantly all of the results and reports for an individual patient will be stored in the app so being available from, one centralized place. The patient will then have the power to share that with anyone who he books through the app, and any other medical practitioner. The users assigned GP will have access to all data stored and will be able to use it when giving advice.

Biometrics will be used to identify patients for a fool proof way to get prescriptions

As well as benefiting patients by making the entire appointment, consultancy, clinic and testing process a lot easier, Easy Health Care also cuts down on many of the main troubles that GPs have. For example, with fewer appointments being taken up at the surgery, GPs can focus on those that need urgent care.

With so many benefits to patients, it's easy to see why Easy Health Care's GP and clinical services is a great investment opportunity.

3.0 Market Research and Analysis

Medical Service market Analysis

Apps and digital technology are increasingly accepted in all areas of the Health Care sector, Governments, insurers, employers and most importantly patients and their physicians recognise that digital technology and remote GP access are the keys to meeting the challenges of Health Care provision in the 21st Century.

Health Care systems worldwide are facing unprecedented challenges

Global Health Care spends accounts for 10.6% of GDP. Spend is forecast to grow more than 5% annually to 2018 as the global proportion of those aged over 60 increases from 12% in 2013 to 21% in 2050.

The nature of the challenges faced varies across national markets, but the impetus for new models of Health Care is clear globally. Digital enables transformational models of admin, funding and care Cloud software, smartphone applications, online marketplaces and data analytics are established technologies that the Health Care sector is only now embracing. They are key to Health Care seeks to become more efficient and patient-centric, paying for outcomes delivered and with much care and treatment provided remotely.

Health Care affects everyone. While decisions made at every level of Health Care are characterised by a necessary level of risk aversion given the potential effect on an individual's life, there is a general acceptance amongst patients, physicians and administrators that digital Health Care technology is a key part of the solution to the very real demographic and economic challenges they face. It is an important and growing use of digital innovation.

Total Health Care spending worldwide was \$7.2 trillion in 2013, accounting for 10.6% of global GDP and forecast to grow at >5% annually to 2181. Increases in spending are being driven in large part by increases in life expectancy, leading to ageing populations – the UN forecasts that the global share of those aged over 60 will increase from 11.7% in 2013 to 21.1% in 2050 – and a related increase in chronic conditions (defined as long lasting conditions or those that develop with time).

Other factors that contribute to increasing Health Care spend are the development of emerging countries – a developed country typically spends c. 10% of GDP on Health Care vs. an emerging nation's c. 5% - and advances in treatment or technology that come with high costs.

Partially balancing this rising trend is a widespread effort by those who pay for Health Care – central or local governments, insurers, employers and individuals themselves depending on the system – to realise cost savings and efficiencies to meet the challenges posed by the ageing population.

The scale of this challenge varies between markets, with the need for improved efficiency most marked within Western Developed countries such as the UK, with the NHS close to a £1bn deficit in the first quarter of 2018

In the UK an estimated 90% plus of Health Care spending comes from the NHS, supervised by the Department of Health. Alongside the National system, there is a relatively small private sector dominated by a small number of companies which can be funded by director employer-funded insurance offered by financial institutions as well as privately backed companies.

90% of NHS commissioning is delegated to either Clinical Commissioning Groups (CCGs), who commission secondary (hospital) care and community services and account for 60% of total NHS spending, or GP consortia, independent surgeries or providers of specialist services provided outside the hospital, commissioning primary care and accounting for 30% of total NHS spending.

The current system is under much pressure and the current commissioning service is unable to cope. One result of which is that these Clinical Commissioning Groups are being decommissioned.

Digital Trends:

Digital Health Care is being enabled by a number of wider technology trends:

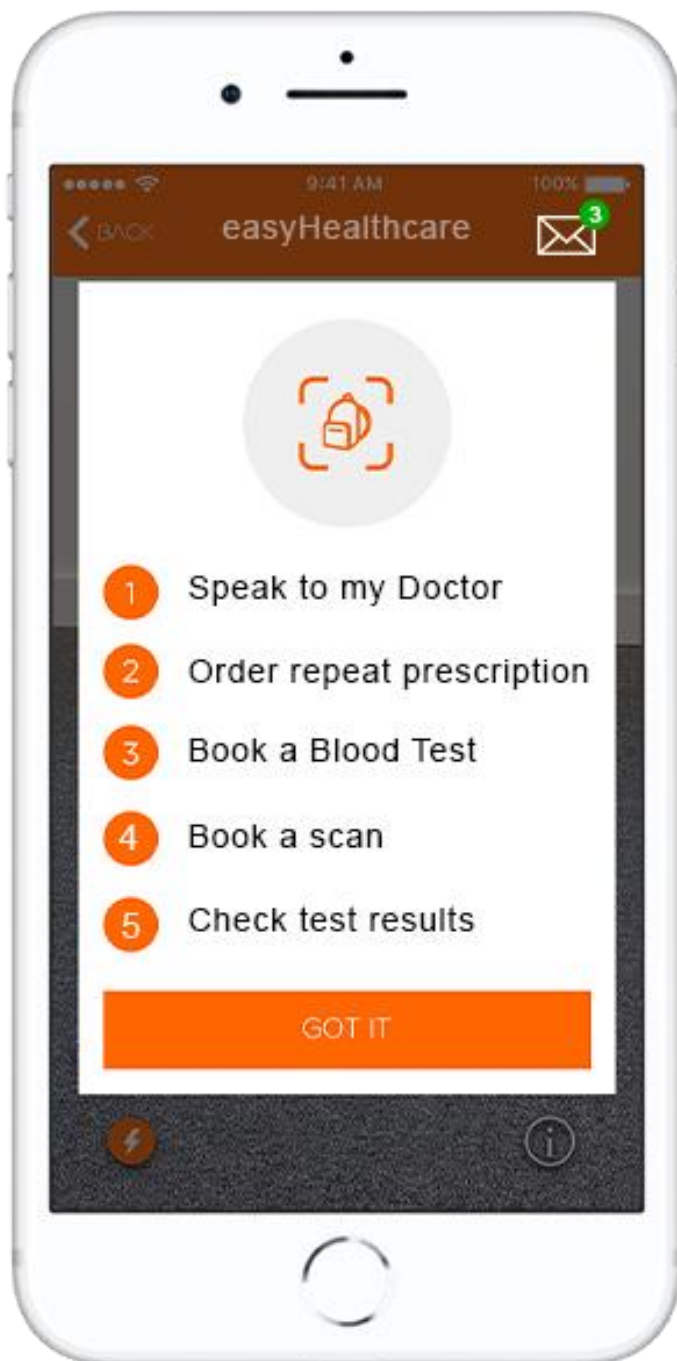
Smartphones

The rise of the smartphone: Perhaps the most significant technology trend in digital Health Care has been the rapid rise of the smartphone. One in four people worldwide now owns a smartphone. This widespread availability of personal computing power is perhaps the key to digital Health Care success.

Big data and artificial intelligence

IBM estimates that we are now creating 2.5 billion gigabytes of data every day, with >90% of the data which currently exists having been created in the last two years alone (2017)

Health Care data is also accumulating at an unprecedented rate, from sources including electronic health records, genetic and public health data, and research and behavioural information – digital Health Care data are forecast to reach 25,000 petabytes by 2028. Such volumes can only be managed by technology, with the ability to cross-reference individual with population-level data or to learn from everyday interactions between patients and physicians, key to some of the most innovative digital Health Care models.



The connected human

A trend which includes both electronic connectivity between people – Facebook has 1.3bn registered users or one in six people on the planet from a standing start in 2004 – and the recent explosion in connected devices – by the end of 2017 there will be a total of 25 billion connected devices worldwide or 3.5 for every human. This hyper-connectivity facilitates both information transfer between lay people and between patients and their physicians, a key enabler of digital Health Care

Digital engagement

Human beings are fascinated by digital technology. Driven by the power of the smartphone, the ubiquity of wireless and mobile broadband and the world-class design of many digital applications and services, consumer engagement with digital technology has huge potential within Health Care.

NHS Digital

The drive towards 'digital' delivery and service management can be seen within NHS Digital. NHS Digital is the Health and Social Care Information Centre, which is the national provider of information, data and IT systems for commissioners, analysts and clinicians in health and social care in England, particularly those involved with the NHS.

It provides digital services for the NHS and social care, including the management of large health informatics programmes. They deliver national systems through in-house teams, and by contracting private suppliers. These services include managing patient data including the Spine, which allows the secure sharing of information between different parts of the NHS, and forms the basis of the Electronic Prescription Service, Summary Care Record and Electronic Referral Service.

Competitive Trends:

Waiting times for GP appointments now approach 13 days. More than 1m people without serious injuries are heading to A&E because their local doctors are too busy. As NHS spending on GPs and walk-in clinics continues to fall, several start-ups in the online GP consultancy sector have emerged.

In 2016 a number of new consultancies entered the market. These included new companies such as PushDoctor, Babylon and Dr Now, which offer consultations with vetted GPs over a video link, to digital appointments engines DocTap and Doctify, which allow users to find and book private GPs.

Companies like PushDoctor are changing the way we consume Health Care services, such as GP appointments.

Healthcare is the latest industry to receive an "on-demand" makeover. The number of searches for "private GPs in London" is growing 20pc year-on-year (Source: Google. 2017) but industry data show that private bookings are only growing 4pc a year, suggesting that existing clinics aren't working for patients.

Companies like Uber and Airbnb have achieved multi-billion-dollar valuations and companies are looking to offer the same on-demand style service into the GP appointment sector.

At the beginning of 2016 PushDoctor, which was founded three years previously by Eren Ozagir, raised £8.2m from Oxford Capital, the Health Care and tech-focused fund, and Draper Esprit, formerly known as DFJ Esprit.

The market is being driven by consumers who want to get GP services through their mobile phone. (Source: Oxford Capital)

There were 34 million unmet requests to see a GP last year, according to the NHS, which has created a gap in the market for efficient booking engines offering private appointments at convenient times.

A 2015 YouGov poll found that one in four people would pay to see a GP. The average cost of a DocTap appointment is £29, compared with around £70 on average for a private appointment.

The start-up is going head to head with Doctify, another booking website and soon-to-be app, which allows users to find and book GPs. It has proved particularly popular in the evening and on weekends.

Not looking to 'replace' the NHS, many of these new companies want to work alongside free Health Care. PushDoctor is an NHS commissioned service and plans to broker deals eventually that will allow patients to access NHS services on the same video platform.

Every paid-for appointment on PushDoctor is one appointment that goes back into the NHS system for someone that can't afford to pay. The service does n't take GPs out of the NHS, it enables them to use their extra hours more effectively.

Competition

Babylon Health

Babylon is a subscription health service provider that enables users to have virtual consultations with doctors and Health Care professionals via text and video messaging through its mobile application. The service also allows users to receive drug prescriptions, referrals to health specialists, and book health exams with nearby facilities.

The English company was founded in 2013 by Ali Parsa and was the first service of its kind to be registered with the Care Quality Commission, the health care services regulator and inspector in England. As of January 2016, Babylon has raised \$25M in funding from its Series A round. Its investors include Hoxton Ventures, Kinnevik AB as well as the founders of Google DeepMind. In April 2017 it raised a further \$60 million to develop its artificial intelligence capabilities.

Users can choose to subscribe to a monthly fee and gain unlimited virtual access to general practitioners or opt for a pay-as-you-go model. The app enables users to confidentially send text messages, photos, and video inquiries to the company's team of Health Care professionals that include doctors, nurses, and therapists. The app is available for iOS and Android mobile devices.

Patients can check their symptoms for a diagnosis, chat with their GP face-to-face via a video link and order prescriptions. It started a 12-month trial with the staff of Yeovil District Hospital NHS Foundation Trust in December 2016. Its soon to be AI-powered, chatbot 'triage' service is being tested as an alternative to the NHS 111 telephone service.

Users are able to send questions and set up consultations with Babylon's GPs. The service is meant to answer questions for common medical topics such as fever, sore throat, allergies, skin irritations, and colds. The system can only pick up single symptom's which could be misleading and result in an incorrect presumptive diagnosis. If prescriptions are required, they are mailed to the user's address, or sent to a pharmacy for pickup. Users also have the option to consult with therapists to discuss topics such as depression and anxiety. At the end of the consultations, users are able to review their experience anonymously.

Doctaly

Doctaly is a service which allows patients to book and pay for a 15-minute appointment with a GP – who primarily works on the NHS – at a local practice for £40 online. Its creators argue services like Doctaly are needed because of the excessive waiting times a lot of patients have to endure to see their regular NHS GP. Doctaly's CEO, Ben Teichman came up with the idea after he urgently needed to see a doctor and found he was confronted with a two-week wait for his usual NHS GP or the option of private Health Care. The latter was out of the question because of the cost and lack of convenience over the location. Teichman thought there was no in-between option and that a “hybrid product” was needed and Doctaly was created.

Push Doctor

Push Doctor is an online doctor consultation service headquartered in Manchester, UK. The service currently has over 7,000 GMC registered UK General Practitioners (GPs) available and connects patients to these for secure online video consultations. The service is accessed via a computer or a number of mobile and tablet apps. As a result of a consultation, patients can then be referred, provided with a fit note or issued with a prescription for medication

The service was founded in July 2013 by Eren Ozagir and Matt Elcock. Ozagir came up with the idea after falling ill on a business trip to Baltimore.[3][4] Push Doctor initially received \$1.2 million in seed funding and in mid-2015 a nationwide TV campaign aired to promote the service to new users.

PushDoctor has developed secure video appointments and is building electronic signature technology that allows prescriptions to be sent by email. The app charges £20 for the service with £28 charged per prescription. It's a new way of accessing GP services any time of the day or night.

PushDoctor puts you in a secure video environment with a registered GP who can prescribe medicine, refer to a hospital, and give outfit notes for work.

According to PushDoctor, 86pc of people who use the app get a resolution during the video call which on average lasts 6 minutes.

In January 2016, Push Doctor raised \$8.2 million Series A funding led by Oxford Capital, Draper Esprit and Partech Ventures. Reports suggest the investment would be used to strengthen the brand position, carry out further product innovations, expand the management structure, including making key marketing and product hires.

In September 2016, Push Doctor underwent a rebrand that included a new logo, a revamped website, an updated iOS app and a new Android app.

In July 2017, Push Doctor raised a further \$26.1 million in Series B funding, taking the company's total funding to \$37.5 million.

Competitor Summary

Babylon Health

- Jan 2016 to date raised £80mn investments

(£25mn from Google)

- Static triaging (AI in development)
- Online audio and video calling features
- Private appointments and consultation over video calls

Doctaly

- To date – raised £724,000 through Crowdsourcing
- No AI / no triaging
- Private appointments and consultation over video calls

Push Doctor

- To date raised £24mn
- £8.2mn from Oxford Capital
- No AI / no triaging
- Private appointments and consultation over video calls

Comparing the various cross section of competitors to each other shows Easy Health Care has a number of advantages and services which will be welcomed in the market.

4.0 Marketing Plan

Overall Marketing Strategy

The company is going to use a 'proactive' marketing strike plan. This includes attending GP led meetings and forums and presenting our data, as well as detailing the statistics that show why and how we are better.

SWOT Analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Experienced GPs to deliver the service.	<ul style="list-style-type: none">• New to the location.
<ul style="list-style-type: none">• Large audience to service.	<ul style="list-style-type: none">• The time needed to establish the brand.
<ul style="list-style-type: none">• Ideal UK Location.	<ul style="list-style-type: none">• Lack of marketing
<ul style="list-style-type: none">• Provision of in-demand services.	
<ul style="list-style-type: none">• Low-cost base once set up	
<ul style="list-style-type: none">• highly scale-able	
<ul style="list-style-type: none">• Lower cost than 'standard' private health care services.	
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Growing demand and need for access to GP's services.	<ul style="list-style-type: none">• The downturn in the economy.
<ul style="list-style-type: none">• Need to reduce pressure on the NHS A&E services	<ul style="list-style-type: none">• Lack of take up by the public
<ul style="list-style-type: none">• Little similar competition identified.	<ul style="list-style-type: none">• Increasing competitor activity.

<ul style="list-style-type: none"> • The large number of people to offer the service too. 	

PEST Analysis

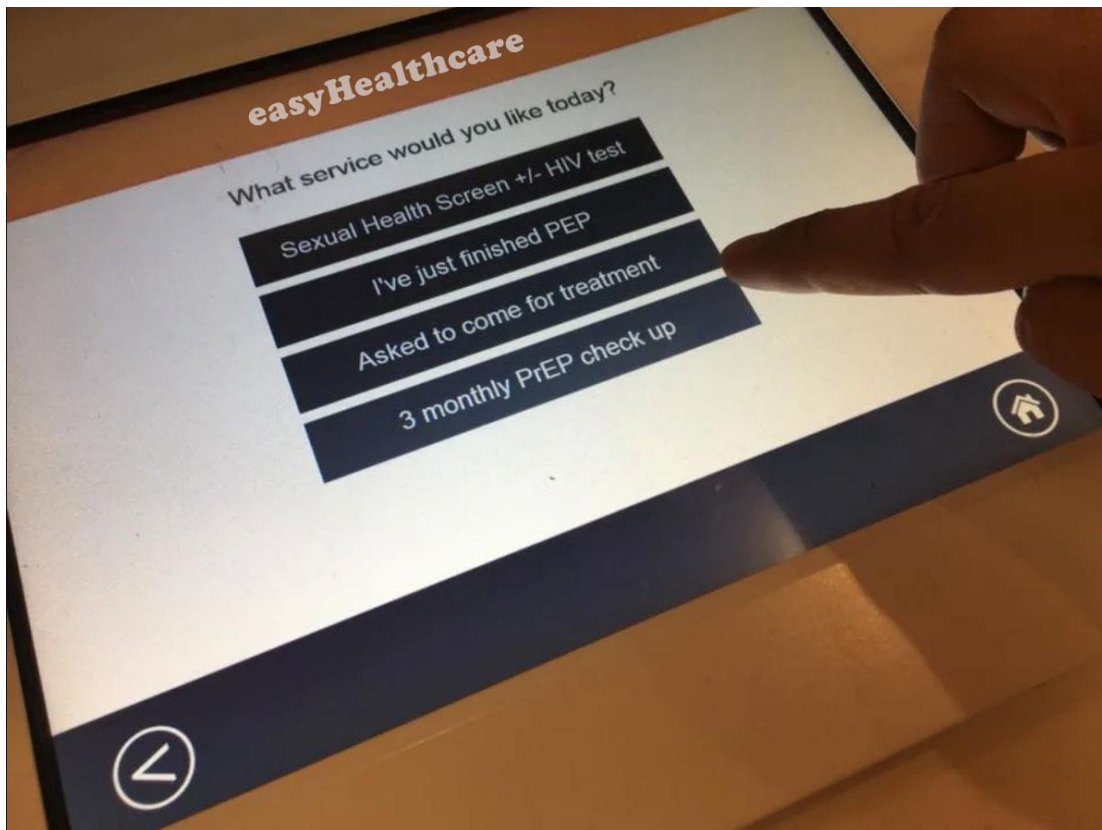
External forces acting on Easy Health Care will include:

Political:

- Brexit may increase opportunities to access ex GPs, users and specialists anywhere in the world.
- NHS Pressures will force people to look for solutions to the GP crisis creating opportunity for alternative suppliers.
- Changes in GP employment law may affect their availability and encourage 'new' GP services which will make the most of access and availability in a positive manner.
- App poered GP services can create savings to NHS budgets thus legislation may affect online GP services in a positive way by encouraging their use or integrating them into existing GP service provision.

Economic:

- Lack of GDP growth in the UK will make the Government look for savings. Online GP services can save the NHS money GP recruitment and on GP service delivery.
- A shortfall of GPs in the NHS and a lack of funding, will make them the UK Government look for better GP resource use and alternate GP delivery platforms and services.
- The lower cost services of Easy Health Care will be attractive to the middle market patients who don't have time to wait for GP appointments nor the money to pay for full cost private healthcare services everytime.
- Changes in interest rates within the UK may raise costs and the ability of the company to make a profit.



Social:

The growing waiting times for GP consultations will make the general public look for alternative GP access such as online GP services.

- Changing attitudes towards the positive benefits of online service platforms, in general, will increase the acceptance levels of online GP delivery services.
- The growing need for sexual health testing and the current long waiting lists and service provision in this sector will encourage patients to seek quicker, friendlier and more customer centric services.

Technical:

- Improvements in technology will enhance user experience
- Automated processes will enable better worldwide coverage
- The growing use of Artificial Intelligence making processes more tailored and responsive
- Biometric face and finger recognition will help ensure the security of the service.

Pricing Strategy

Our pricing strategy is market led cost plus.

Cost of subscription

£24.99 per month, £299.88 per annum per person

Marketing Communications

The target market for Easy Health Care GP is anyone with a need or desire to quickly access the services of a GP.

The business is aimed at:

- People: Anyone with an interest in consulting with a medical General Practitioner.
- Location: Anywhere in the world which has access to the Internet. The UK Initially.
- Gender. Male and Female
- Age: All ages from 16-65 (And beyond) [young and older children can consult but only with a legal guardian or parents].

General Strategy:

The overall marketing strategy will seek to communicate the idea that Easy Health Care provides a significantly better 'GP Consulting opportunity' than current market providers. This marketing 'message' will be directed at the market via the company's marketing communication activities.

The company will engage with a number of key marketing channels to deliver the marketing message. These activities are accounted for within the company's overall marketing.

Execution:

Plan Activity Execution.

- Digital Marketing and Advertising:

Easy Health Care has developed a comprehensive digital Marketing plan. Over the next 12 months, the plan is to develop the company's website, engage with SEO activity, place banner and online adverts in relevant locations and position the company as a leading platform provider.

- Social Media Marketing:

Social media will be used to build an Easy Health Care brand community delivering information, developing interest and creating sales opportunities. The aim is to build a loyal community of 'fans' who will continue to engage with the company and be continued repeat users of the GP online access service, fans who will introduce their friends, family and associates. Social Media will be used to enhance the company's customer service provision by being available to answer any question, inquiry or complaint quickly.

- Directory Listing:

There is a need to be listed in as many online and offline directories and lists associated with 'GP's, medical clinic testing, medical consultancies and GP Consulting. When people interested in accessing a GP are looking to find such a service, Easy Health Care needs to give them every opportunity to be found.

The key to the success of this strategy is a step-by-step methodical approach, where potential corporate and individual clients, are shown the high level of quality and value that exists within the Easy Health Care platform and App solution.

To achieve this aim, a suitable marketing plan has been developed.

The marketing plan below covers the main activities that will take place in year one. This plan will be expanded for years two and three once initial trading figures and patterns are understood and a realistic cash flow forecast is established.

Marketing Plan

Tactics		Measure
Brand		
Develop core identity, brand strategy, value propositions.	£30,000	Brand and message understood by customers.
Marketing and promotion of Brand Launch	£10,000	Enquiries to website and direct
Develop communications materials to carry the brand.	£35,000	Brand awareness in core target markets.
Online: Digital Marketing/ Digital advertising		
Banner Advertising.	£35,000	Increasing traffic and enquiries from the website.
Search Engine Optimisation campaign within Initially in Arab Countries and then beyond	£65,000	Uplift in web traffic from search.
Development of sales and marketing website with digital marketing and data contact capture	£65,000	
Advertising		
Geo-targeted Pay per click advertising campaign on Google.	£55,000	100 sales enquiries generated per week.
Facebook, LinkedIn, Snapchat, Instagram digital advertising.	£25,000	100 sales enquiries generated per week.
Public Relations		

Outreach to local and regional online bloggers and influencers in the UK initially	£25,000	Coverage achieved in medical and specialised blogs.
PR Engagement with media Contacts	£25,000	Coverage achieved is specialist medical media, journals and sites.
Social Media		
Social media profile setup on initialy UK, then Arab, Chinese and Asian platforms. Campaign development, scheduling, delivery and management of campaigns	£50,000	Growth in followers and engagement with GP users.
Total Marketing Cost	£420,000	

6.0 Management Team and Employees

Key Management Personnel

Stephanie Webster:

Founder of Urban Health Method. A nutritional therapist on Harley St London Specialising in gut health, fat loss, hormone optimisation therapy for executives and entrepreneurs over 40.

Dr Niket Patel

Dr Sherif Wakil

Dr David Thomas

Employees

The business will employ a number of contract personnel who will be taken on board as a permanent resource as needed after funding is secured:

Positions include:

- Clinicians
- GP's
- Junior Doctors
- Specialiss
- Nurses
- Sales Staff

The future budget includes hiring of extensive purpose filled roles. Easy Health Care will develop a detailed training programme and operations manual to ensure both staff and company comply and stay up to date with the very latest industry standards and legislation.

Advisory Board

Easy Health Care has assembled a team of UK advisors to support the development of the business. This includes the following:

Dr Niket Patel
Dr Sherif Wakil
Dr David Thomas

Accountants
Private chartered accountant.

Lawyers

7.0 Operational Plan

7.1 Location and Premises

The company will be registered in London (UK) and a suitable maid location will be sourced within the London area initially. Ideal areas being Piccadilly, Bank and, Kings Cross.

7.2 Accounting Period

The intention is to begin trading in 2020

7.3 Taxes

Allowances will be made for corporation tax at 20% to be paid nine months following the completion of the first year of trading. PAYE payment will be coordinated by the company's payroll bureau. The VAT will be paid quarterly.

7.4 Insurance

Insurance will be arranged and will include:

- Public liability
- Employers liability
- Professional indemnity (general as well as GPs)
- Business contents

7.5 Customer Journey

A typical customer journey would take the following course:

- 1) Customer Journey: Machine diagnostic referral to private hospital

Patient registers with Face ID and is allocated their GP

The patient has shoulder pain.

The patient goes online / on app

Books a time slot for an online consultation with their GP. Or selects a GP currently online that has access to the files.

GP recommends an XRay.

The patient is able to search for nearby private hospitals that have 'instant' availability.

The patient selects their choice

Patient Pays the service cost.

Arrives at the hospital and shows ID.

X-Ray Scan is done.

Results appear in the Easy Health Care app.

Any online GP can see this and interpret the results.

Any required referrals made to physiotherapist/ consultation with an orthopaedic surgeon.

The Patients Easy Health Care GP checks in by online chat to see how they are getting on.

8.0 Financials

8.1 Financial Summary:

Attached to the email as an excel spread sheet.

easyHealthCare
