

B2B at-home lab testing SaaS platform designed for payers, providers & labs

Existing DTC at-home lab tests threaten physicians & payers



Opportunity: Current at-home tests do not work with existing providers and payers. Payers and providers are losing control of their patients and their data.

Market size: \$3+ billion

Type: LLC, 2017
Industry: Health Tech

Management:
Allison Martin, CEO & Founder
Nancy Rector, COO & Clinical
Anatoly Postilnik, CTO

Employees: 2
Consultants: 15
Current Valuation: \$6,7M

Sample of validated at-home tests:

- Total Cholesterol
- Lipids
- Diabetes
- Cholesterol
- Women's Health
- Liver disease
- Heart disease
- Kidney failure
- Cancers
- STDs
- Hormones and more coming

Current Clients:

TOP 2 NATIONAL HEALTH PLAN



Personalized and convenient testing

- 86% of consumers prefer at-home testing
- 30% of traditional lab orders do not get done.



User acquisition: We design and personalize a consumer at-home testing journey on behalf of payers, providers and laboratories that's in-network and uses existing approved specimen collection devices.

Revenue generation: 1) SaaS monthly subscription 2) Margin per at-home health box ordered 3) Unique software features

Differentiated and defensible: First SaaS B2B at-home testing platform. Integrated with US's largest lab & 4 others globally. In-network. Data and outcomes focused. Re-branded, personalized at-home solution for clients to offer their population.