Portal

The digital office for modern mental healthcare.

Providers have struggled to replicate the face-to-face therapeutic environment in the digital age

"Ideally, technology becomes a facilitator rather than a barrier."

"We aren't trained to provide care in this environment – so we're learning as much as the patients are."

"We're supposed to set parameters for the patient environment, but that gets lost in all the distractions."

"Methods must be adapted, but there's no guide on effectively doing this. We're just trying our best."

"I hate that I can't confidently gauge non-verbal cues virtually. My patients feel disconnected, and so do I."

"We often run into technological issues with Doxy, Zoom, Meet, etc., and have to Facetime patients, which isn't HIPAA compliant – it's a constant challenge."

"I've had random people enter my patient wait room, which violates privacy."

"I accidentally loaded Zoom with my wife's account. My patient let me know, but it was embarrassing, and now the patient has my wife's personal details."

"I use 4 different products to facilitate my patient experience."

Problem

The COVID-19 pandemic forced an environmental adaptation of mental health appointments (**the portion of mental health appointments delivered digitally went from 7% to 87%**), but...

Providers are untrained to deliver care in this new environment and struggle to translate non-verbal cues

Patients are vulnerable to various conflicting distractions

Therapies, methods, and guidelines are undefined and ignorant of the digital age

User experiences in medicine suffer due to an imbalance of engineers and scientists vs. design-focused leaders

And...

No technological infrastructure exists to meet the rapid shifts in demands that forced inefficient hacked solutions and lackluster clinical outcomes

Poor Security

Platforms lack HIPAA compliance and are vulnerable to login overlapping, open participant entry, screen share privacy, and patient record privacy

Lacking Clinical Focus

Companies are not positioned to conduct medical research – most solutions are built for business – and therefore lack solutions for providers and guidelines for researched practices

Additionally, nearly all platforms today have no functionality beyond video call

Inconsiderate Design

Business-focused solutions are negligent to mental health nuances and are, therefore, in the most design-sensitive specialty in medicine, are ill-equipped to facilitate an inviting, safe space for care or the technological infrastructure to power therapies digitally

Fragmented Flow

The appointment patient flow for mental health is cumbersome and fragmented:

There are 6 steps, typically across 4 different products, which is inefficient and costly for providers and confusing for patients:

1. **Questionnaire**
2. **Patient verification**
3. **Patient consent**
4. **Wait room**
5. **Video call**
6. **Follow up**

Solution / Product

A turnkey digital appointment platform built around tools that facilitate research-backed therapeutic methods and designed with behavioral health in mind. Where psychological intervention happens.

Portal | Profile | Settings

Over the past few weeks, how often have you been bothered by the following:

Feeling nervous, anxious, or on the edge

Not at all	0
Several days	1
More than half the days	2
Nearly every day	3

Continue

Portal | Profile | Settings ⋮

Verification

Please verify your identity

Enter Patient Code

XXXXX-XXXXX-XXXX-XXXX

← Continue →

Portal | Profile | Settings

Consent

Please read and sign

Consent form

Click to Open

Signature

Sign here

Continue

Every Tuesday, 3:30 pm EST
Jane Appleseed, MD, ETC
🟡 Joining soon

Join Now →

Tuesday, October 23
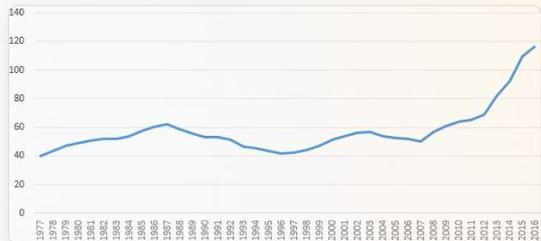# Welcome, Ryan!
Please wait for your provider to start the meeting

Your Progress
GAD-7
General Anxiety Disorder

Your Progress
CAGE
Alcohol Abuse Screening

Today's Quote
An ounce of patience is worth more than a tonne of preaching.
-Ghandi

Ryan (You)
Age **26**
Number of Appointments **42**
Care Time **2 years 1 month**
Number of Providers **3**

Current Targets
Social Anxiety
Relationship Issues

Previous Targets
Work Stress

Gratitude List
Type here...

Enter Guided Meditation →

Conversation

Here's a link to a good resource: google.com

Breathing Exercises
http://youtube.com/i/w43jkw56sl?s=332&?e=i
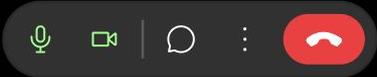
Thanks!

No Problem

Message...

Differentiators / Features

Our vision differs from others; we're building the best-in-class end-to-end patient experience by leaning into functions that enhance provider care... A space people look forward to entering:

One product for the entire patient flow	Transparent value-based care tools	Maximized provider and patient privacy
VR therapy	Brandable / customizable	Digital care guidelines and training
Digital care research hub	AI behavioral recognition, translator	Built-in digital therapeutics

Market Drivers (U.S.)

Providers (Customers):
Therapists: 200,000
Psychologists: 100,000
Psychiatrists: 60,000
50% operate independently

Betterhelp: 23,000
Headway: 22,000
Alma: 8,000
Talkspace: 2,000
Number of providers per potential partner

Patients
Adult patients: 50M
Pediatric Patients: 10M
Experts note that these figures are likely conservative

Who will pay for Portal?
(1)   Independent providers
(2)   Group practices
(3)   Marketplaces
(4)   Vertically-integrated companies
No geographical constraints

Notes:
1.   ***Supply utilization rates can only meet 35% of demand*** *– and the gap is increasing yearly; 80% of counties in the U.S. lack supply.*
2.   *Digital care increases utilization of patients;* ***attendance rates are 3x greater than face-to-face.***
3.   *Family doctors (100,000) and nurse practitioners (300,000) are an expansion step, as* ***over 50% of their appointments are for mental health.***

Market Size (U.S.)

TAM: $7B ---------------->

SAM: $5B ---------------->

SOM: $400MM ---------------->

Notes:
SOM = ~5% market share; Zoom owns 60% of U.S. video conferencing for reference.

Business Model

Customer-tiered monthly SaaS subscription.

Gross margin: 75%	Price: $225 / month
Contribution margin: 50%	**LTV / PAC: 9x**

Notes:
1. *Estimated PAC: $891; estimated 3-Year LTV: $8,100.*
2. *Growth is facilitated via a sales team rather than direct-to-consumer paid advertising channels.*

Go-To-Market

Develop **core product variant in MVP to gain first 400** ($1MM ARR) providers and leverage them for research and product development insights.

Freemium **"research-for-free"** concession to entice early users.

Kickstart **research** for guideline development, product, and reputational validation within the scientific community.

Brandable Portals: allowing providers to communicate a cohesive experience with their existing infrastructure

Partner with service platforms to capture an early but significant provider base (e.g., Headway, Healthy Gamer)

Competition

Portal

Tebra

Coviu

Teleo

Video Call Platform ——————————————— Kismet ———→

Upheal

Bridge

Doxy

ExamMed

eVisit

Zoom

wheel

Google

Clinical Functions