TELMED

One line pitch:
A telemedicine solution to allow health plans combat fraud in dental claims by requesting second opinions from expert dentists and giving pre-approvals

Market Analysis:
Healthcare fraud is a serious problem affecting every patient. Beyond the financial losses incurred, patients are harmed. International data suggest that losses to healthcare fraud and abuse may account for between 3% and 15.4% of claims paid - with an average of approximately 7%. “Contre-visite” or expert second opinion mandated by insurance companies and pre-approvals for complex or expensive procedures are the most effective ways to control the Fraud. Market size for private health insurance in Morocco – excluding work related injuries- is more than 322 million dollars, with 2.5 millions reimbursed claims in 2015. Roughly 30% of it is dental. Claims are submitted directly by patients.

Value proposition:
Automate and lower the cost of medical controls and pre-approvals for healthcare insurance industry to allow a more optimal risk control and combat waste and abuse; Improve the experience for patients by reducing wait time for pre-approvals and reducing the need to move physically to doctors office for second opinions The first mover in the market (namely us) will benefit from network effect advantage and make the market less attractive for incumbents.

Business Model:
Market place model: Fee on each transaction to be paid by the insurance company. (small insurance companies) Software model: license to use the platform (white label) (big insurance companies)

IP and Regulatory situation:
Patient information is a protected personal information, in Morocco that falls under the law 09-08 regulated by CNPD (national commission for protection of personal information). Licensing for expert dentists.