

Executive Summary

There is data to support both the use of medication management applications (apps) and medication therapy management (MTM) services. RxUnity will provide both in order to improve patient outcomes and decrease healthcare costs. Our app will be similar to other available products and will take approximate 12 months to develop. There are some unique functions to RxUnity and the combination of providing MTM services helps to set us apart.

RxUnity provides individuals with the tools to have complete control over their information and the flexibility to provide MTM services at the time and place most convenient to the patient. However, we will need to acquire full funding to being the development of the app, and individuals may need education in order to utilize all the functions. There may be opportunities for RxUnity to be used for community monitoring to track disease outbreaks, connect patients to needed healthcare resources, and for use in national research. While there is not a lack of medication management apps, there are only a few that have the quality behind them to pose as a risk of decreasing customer participation in our app.

The RxUnity app has a step-by-step process for the initial setup of a profile. Subscribed individuals will be able to have their medication list automatically updated after logging into one or more patient portals. Once a profile is set up, an MTM service can be schedule through the app. Pharmacist will set their own schedule and indicate have full control to determine if they will provide MTM services at patient's homes or virtually.

While MTM services do fall under the regulations of HIPAA, the RxUnity app does not. Even though it may not be regulated by law, we choose to pursue all avenues to secure information entered by the individual into the app. Information is only stored on the local device, and shared information will be encrypted and require the input of the individual's password.

Our promotional plan will be implemented 6 months prior to RxUnity release in app stores. This will include creation of social media accounts and promotional videos that will be advertised through Facebook and YouTube ads.

The startup costs for the development and promotion of RxUnity is \$162,700. If we are able to reach 1% of our target local population within the first year after releasing the app, we will be able to cover the startup costs and maintenance cost of the first two years. Both the app and MTM services are financially self-sustaining based on attaining 1% of our target population.

Within 3-6 months, our website will be functional. Followed by the app, in the next 6-12 months. Three months after the app is released, a survey will be sent out to determine the demand for MTM services and after three months the results will be analyzed. Our target population is roughly 1.4 million people in the St. Louis Metro East area, and our initial goal is to attain 1% of that population.

After RxUnity has been on the market for 5 years, we will assess its each section of the business for its financial self-sustainability. If the exit strategy is implemented, we will inform our consumers, let go all employees, liquidate all assets, and all remaining funds will go to our investors.