



CORPORATE AND PRODUCT GUIDE



DOCTOR'S
DIARYTM

BRAINPAN INNOVATIONS

OVERVIEW

Brainpan Innovations Private Limited (Brainpan) is a disruptive and vibrant startup that is committed to addressing the core issues facing the healthcare industry in India today. Our focus is on bridging the gaps between Life Sciences, Computing and the Indian populous in order to build a sustainable, transparent and affordable healthcare service and ecosystem across the nation.

We are an interdisciplinary team made up of 21 highly-skilled, experienced individuals all working around the clock to achieve our goal. Our research team is diverse, consisting of high-achieving specialists, all of whom are at the top of their respective fields. We are a mix of computational and computer scientists, engineers, designers and medical professionals, and most importantly are supported by an adept operational workforce. Our combined expertise covers the areas of computer science, computational sciences, data sciences, engineering and user-experience design.

We are proud to say our associates have been employed by Fortune 500 firms, either based in India or abroad (Accenture, Blackberry, IBM, J.P. Morgan, NOKIA, Novartis, Morgan Stanley, PwC, Sandoz, TCS), with some completing placements in top research centers and universities around the world (Forschungszentrum Juelich, INSEAD, Max-Planck, NUS, RWTH Aachen and Technische Universität München).

Brainpan Innovations champions quality, and above all, believes in fostering trusting, long-term relationships with all its partners and clients. As an organization, we intend to be one of the most crucial components in our healthcare sector, with the sole ideology of spearheading the transformation, and transition of the healthcare system in India.

Currently we have offices in Lucknow (Uttar Pradesh), Gurgaon (Haryana), Rishikesh (Uttarakhand) and Calicut (Kerala). The first three of these locations are responsible for carrying out our projects at their final stages; the latter hosts our in-house technology team. We have also established presence in Germany, the U.S.A, and Switzerland, which continues to grow.



COMPANY STRUCTURE

Dr. Nilima Singh	Managing Director
Mr. Sachidananda Dobhal	Director Angel Investor
Mr. Saurabh Singh	CEO Director
Mr. Amrit Ravi	COO Director
Mr. Himanshu Dobhal	CTO Director
Mr. Ravendra Pal Singh	Director
Mr. Aditya Singh	Director



MOTIVATION

At Brainpan Innovations, we vigorously analyze any changes happening within the healthcare sectors of developing nations and in doing so, believe we have found the root of a continuing problem.

According to our survey in Tier II cities (Y Class in HRA Classification), the number of patients who visit private clinics vary between 10 – 25 per day and in hospitals, between 50 – 200 per day, generating thousands, on thousands of medical records and prescriptions annually. This data is, unfortunately not stored electronically (i.e. on an EHR system), but instead kept on paper.

Experts in both the academic and industrial sectors agree that the global community has already entered the 'Big Data Age', and is now transitioning into the 'Artificial Intelligence (AI) Age' - something that has the potential to transform all major industries and sectors. The 'Big Data Age' has already seen the rapid rise in influence that internet organizations have (e.g. search engines like Google, e-commerce sites Amazon and Flipkart and social networking sites such as Facebook and LinkedIn). But instead of following the global trend and embracing these new ages, the healthcare sector behaves like it is in an age of 'Little Data, Old Data, No Data'.

We have found that health care in developing nations, and especially India, is still stuck in the past, continuing to rely on a 5,000 year old technology (paper), instead of the modern technology that is available.

Our research has concluded that the value of electronic medical data is surprisingly underestimated and underutilized in our country, and with a majority of Indian doctors sitting, unknowingly, on top of what has been dubbed a 'New Gold' mine, we see much room for change and growth. Whether it's acting as catalysts in drug developmental projects to informing customized private care, the uses of electronic medical data are endless.

Take for example, when it comes to comprehending medical data held in thousands of different points, the EHR systems can quickly find any relevant patterns – consequently helping healthcare practitioners find the best line of treatment, and simultaneously determining what drugs, tests, and other procedures can contribute to an optimal outcome. Here are a few supporting facts for this idea:

In 2011, **Sanofi Aventis** observed numerous improvements in patients with Type 2 diabetes and heart disease. This was a direct result of using EHR to conduct a 12-month project, aimed at tracking 119 patients over a six-month period at two pilot sites.

In 2016, **Pfizer** used anonymous EHR data in developing Xalkori as the first USFDA drug specifically designed for lung cancer patients with the ALK gene mutation.



In a recent assessment of the Indian economy, the Organization for Economic Cooperation and Development (OECD) identified poor health standards as one of the country's major challenges in developmental progress. Non-communicable diseases are the leading causes of mortality in the country - cardiovascular diseases (24%), chronic respiratory diseases (11%), cancer (6%) and diabetes (2%), and in 2012, India witnessed a new height in the number of deaths due to communicable diseases of 253 per 100,000 people - a number much higher than the global average of 178 deaths per 100,000.

MOTIVATION

All of these shortcomings are the result of an underperforming health system - one that Brainpan Innovations is determined to rectify. In order to kickstart the much-needed changes to our healthcare system, we see it crucial that healthcare companies have access to medical data, whenever they need and from wherever they need. So by implementing AI techniques like machine-learning algorithms, we will start to help healthcare professionals improve their medical diagnosis and address patients' needs much easier and much quicker.

"In the next 10 years, data science and software will do more for medicine than all of the biological sciences together."

Vinod Khosla,
Venture Capitalist

The big question that we keep returning to is why aren't doctors in India utilising this enormous data pool to accelerate AI, Machine Learning, or more precisely, Computer Aided Diagnosis (CAD)? Wouldn't it be better to have an algorithm which analyzes chest CT scans, detects emphysematous regions in the lungs, or sends alerts when there is an indication of pulmonary hypertension? They could also use that data in acute cases of heart ailments or strokes. Or quantifying high-risk pregnancies and fibroids from a gynecological viewpoint would be ground-breaking.

Brainpan Innovations is inspired by these possibilities and are continuously developing and improving the Data Driven Preventive EHR platform '**Doctor's Diary.**' We envision this platform to address any scientific challenges faced while trying to rectify the aforementioned shortcomings of the Indian healthcare system.



PORTFOLIO

We have four product verticals: Doctor's Diary, Doctor's Diary for Kids, Doctor's Diary for HES and Disease Atlas.

DOCTOR'S DIARY

The value of electronic medical data is surprisingly underestimated and underutilized in developing economies. From acting as catalysts in drug developmental projects to informing customized private care, it's applications are endless.

Doctor's Diary is a Data Driven Electronic Health Record (EHR) application for doctors, clinics and hospitals in order to document diseases, diagnosis and prescriptions. It is a cloud-based platform aimed at reforming the areas of prescriptive and preventive healthcare. It promises "One Patient One Record" to each individual. We know current EHR solutions are struggling with Interoperability, Multi-Specialty, Simple Clinical Workflow, Intuitive Interface, and Standardized Language, so have designed Doctor's Diary to act as a solution to those challenges.



DOCTOR'S DIARY FOR KIDS

India is a young country with children representing roughly 27% of the total population. In order to strengthen the foundation and the future of our nation, we aim to improve the health of our younger generation. Doctor's Diary for Kids is a pediatric healthcare service for schools and kindergartens that facilitates early diagnosis and quality treatment of any underlying disorder that may impact a child's ability to learn, grasp, and perform with utmost efficiency.



DOCTOR'S DIARY FOR HES

While building adequate infrastructure for the transformation of the healthcare sector is a priority for us at Brainpan, we also understand the importance of raising awareness of critical care within a population. Nearly 27% of deaths happen in India due to a lack of knowledge regarding primary care and first aid negligence. We believe that number can be dramatically reduced. Our DD-Health & Environment Safety initiative provides first-aid response training to organizations that deal with masses of people, in particular. We are currently working with Uber in India, where we train drivers to be able and confident while giving first aid and emergency treatment, if ever needed.



DISEASE ATLAS

Still today, infectious diseases are a threat to public health and economic stability of several nations. The conventional systems used by health organizations (e.g. CDC, WHO, PAHO) are not effective enough when it comes to real-time monitoring, due to a considerable delay in acknowledging and publishing any contagious outbreaks.

Disease Atlas is a cloud-based, autonomous, early warning system for epidemics and pandemics. It gathers information on infectious diseases from multiple formal and informal sources. It mines, monitors, and compiles mathematical models of various contagious outbreaks, acting as an invaluable resource for healthcare and government agencies, doctors and the general public. Disease Atlas offers real-time surveillance, outbreak monitoring and provides information relevant to individuals taking decisive action.



DOCTOR'S DIARY

Doctor's Diary is an Electronic Health Record platform. An Electronic Health Record, or EHR is a unified collection containing digital records of health information. They hold the same information you would find in a paper prescription plus some additional details . EHRs can include any past medical history, immunizations, allergies, vital signs, diagnoses, prescriptions, lab data and imaging reports. They can also contain other relevant medical information such as demographic data, and even data imported from wearable technologies like Fitbit or Jawbone.

RANGE OF OFFERED MODULES

Cardiologist
Dentist
Dermatologist
Endocrinologist
Epidemiologist
Gastroenterologist
Obs & Gynecologist
Nephrologist
Neurologist
Oncologist
Ophthalmologist
Orthopedician
ENT
Pathologist
Pediatrician
Psychiatrist
Pulmonologist
Radiologist
Rheumatologist
Surgeon
Urologist
Billing Application
Report/Scan Module
HIS & Analytics



FEATURES FOR DOCTORS, CLINICS, HOSPITALS



Platform



**Electronic Health
Records**



Health Card



Web Presence



**Appointment
System**



Cloud Storage



**Automated email
Followup**



ePrescription



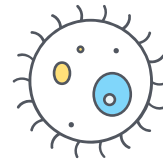
eMonitoring



**Integrated
Radiology**



**Integrated
Pharmacy**



**Integrated
Pathology**



Alerts



Analytics



Information Center

FEATURES FOR PATIENTS

Brainpan Innovations = Healthcare + Humanity
DEMOCRATIZING **HEALTHCARE** FOR INDIA



Centralized Health Data



Electronic Format



Health Card



Automated Mail Followup



ePrescription



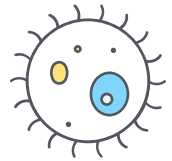
eMonitoring



Integrated Radiology



Integrated Pharmacy



Integrated Pathology



Alerts



Analytics



Information Center

BENEFITS: DOCTORS

Improve Care Coordination: Accurate and complete information about patients

Easy Access: Access to patients records, anytime and anywhere

Reduce Cost: Decrease time, energy and paperwork

Smart Financials: Track patients inflow and revenue in single click

Data Security: The patient and treatment data is secured, at it's best

Strong Protection: Safeguard against fraudulent Medico Legal cases

Live Monitoring: Be with your patients even when you are miles away



BENEFITS: PATIENTS

Improve Care Coordination: Enable doctors to improve your healthcare outcome

Reduce Paperwork: Carry your health related information in your wallet

Easy Access: Access to your health records, anytime and anywhere

Reduce Cost: Available discounts and reduces duplication of testing

Save Time: Book future appointments, no need to wait for hours in line

WRITE DIGITAL HISTORY

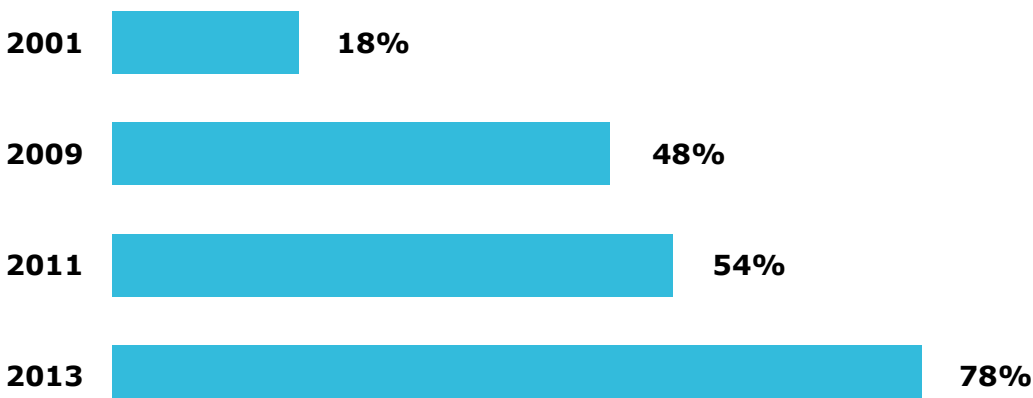
Do you find digital solutions others don't? People like you can make a difference. Join the digital revolution at Brainpan Innovations. Work on real challenges encompassing the Indian healthcare system, and share your vision with the patients and the world.

This is your chance to show your ingenuity, and shape the future.

JOIN US: www.brainpan.co



Office-based physician use of any type of EHR system ^[2].



[2] <https://datascience.berkeley.edu/electronic-health-records-healthcare-data/>

WHY ELECTRONIC HEALTH RECORDS (EHRs)?

EHRs can help your organization avoid medication errors and improve patient outcomes [1].

Patient Satisfaction Survey Results

Electronic prescribing makes obtaining my medications easier for me.

YES

76.1 %

Electronic prescribing results in fewer errors with my medications.

63.3%

All things considered, I am happy my doctor uses electronic prescribing.

91.4%

Doctor Satisfaction Survey Results

Electronic prescribing takes less time for me than handwriting prescriptions would.

YES

70.6%

Electronic prescribing leads to fewer prescription errors than handwritten ones.

75.0%

All things considered, I am happy we now use electronic prescribing.

93.4%

[1] R. Lamar Duffy et al, Effects of Electronic Prescribing on the Clinical Practice of a Family Medicine Residency, Fam Med 2010, 42(5):358-63.

PRICING

Our product pricing team has undertaken thorough market research including VOC feedback sessions and polling surveys to arrive at a price we consider to be fair and justified for the services DD offers. We see our pricing plan as more than reasonable and highly competitive, especially when compared to other alternatives available in the market.



DOCTOR'S DIARY

OTHER SOLUTIONS

	DOCTOR'S DIARY	OTHER SOLUTIONS
Max Retail Price	INR 25,000 / USER	PER PROJECT BASIS
Software Cost	FREE	PER PROJECT BASIS
Renewal Cost	REDUCED	AMC
Electronic Health Records	YES	YES
Pathology Data Access	YES	YES
Radiology Data Access	YES	NO
Disease Mapping	YES	NO
Peer-to-Peer Connectivity	YES	NO
Data Storage	UNLIMITED	UPTO 50 GB
Cloud Based	YES	YES
Multi-Platform Enabled	YES	YES
Data Safety Assurance	YES	YES
Free Tech Support	YES	YES

* Prices as on January 2019

Get Your Copy of Doctor's Diary Today

There are **two** ways to reserve your own license of Doctor's Diary:

1. Request a license online through our website www.brainpan.co
2. Call our customer care number **+91 896 0648 951** and get in touch with our business managers.

Additionally you can contact us at info@brainpan.co. Our team will then set up a demonstration session, explaining in more detail how Doctor's Diary will change your perception on progressive healthcare practices.



transforming healthcare



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