

# Financial Model

1. Insurers will pay for consumer subscription fee out of monthly premium
2. Consumers can purchase an “enhanced” mobile app that offers more advanced search capabilities

Revenue Line	Financial Model				
	Market Population	One Time Fee	Monthly Subscription Fee	Total Signup Potential	Annual Subscription Potential
Insurers Standard	500	\$50,000	\$0	\$25,000,000	\$0
Insurers Analytics	500	\$25,000	\$2,000	\$12,500,000	\$12,000,000
Physicians	140,000	\$0	\$10	\$0	\$16,800,000
Physician Analytics	140,000	\$0	\$2	\$0	\$3,360,000
Hospitals	5,815	\$0	\$30	\$0	\$2,093,400
Hospital Analytics	5,815	\$0	\$10	\$0	\$697,800
Pharmacies	56,000	\$0	\$15	\$0	\$10,080,000
Pharmacy Analytics	56,000	\$0	\$2	\$0	\$1,344,000
Consumers (28% Smart Phone Market)	71,008,000	\$3	\$0	\$212,313,920	\$0
Consumers (Covered by Insurer)	253,600,000	\$0	\$0.10	\$0	\$304,320,000
<b>TOTAL</b>				<b>\$249,813,920</b>	<b>\$350,695,200</b>