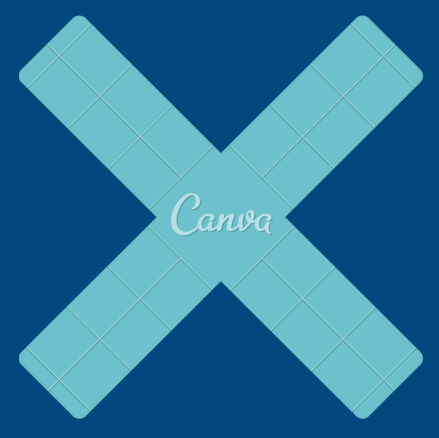


LIFELINE MEDICAL ID

GABRIEL ACKALL, ANDREW FLINT, GRACE GULCZINSKI, SOHAM GANGOPADHYAY, MARKO MILENKOVIC, CHLOE SPIKULA

How might we enable decentralized/offline communication of medical information to hospitals and first responders?



70%

of EHRs contain false information due to incorrectly entered data



8-12%

of EHR records are duplicates, often created due to inaccurate check-in



\$1000

is the average cost to resolve duplicate medical records

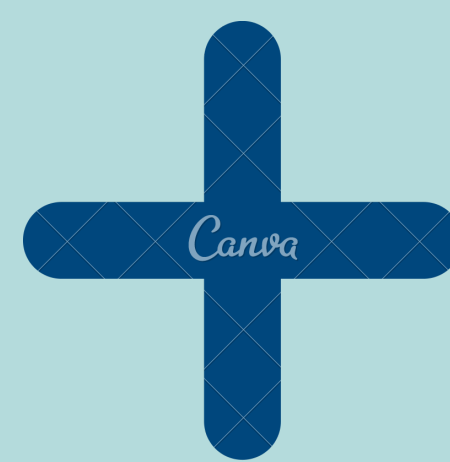
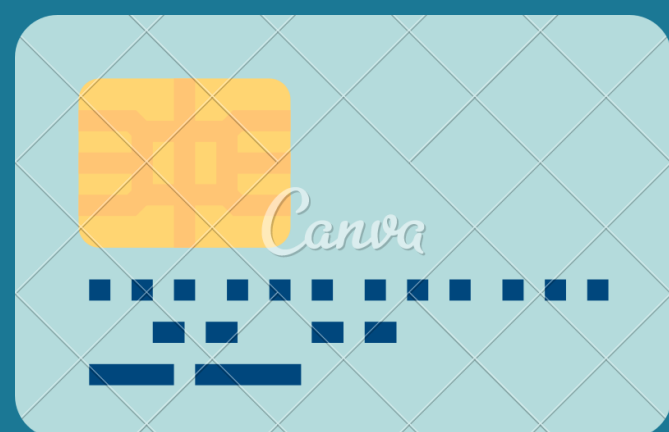


94.3%

of nurses said it was very important to their work to understand their patients

EMV TECHNOLOGY

The 64 kilobyte capacity of the EMV chip allows roughly 50 pages of medical history to be stored directly on the Lifeline ID.



NFC TECHNOLOGY

The accessibility of the NFC chip included on the Lifeline ID allows bystanders and first responders to quickly understand the most important facts about a patient in an emergency situation.



AVERAGE NFC SCAN TIME:

16.3 sec

Based on an experiment with 25 participants

CURRENT COMPETITORS:

- Clunky wristbands or keychains with limited information
- Hard to transmit electronic records

OUR UNIQUE VALUE

The Lifeline ID's unique combination of EMV and NFC technology, created as a result of key insights into each technology, allows it to harness the best of both to provide customers with a secure way to communicate their medical information to providers in both everyday and emergency situations.

MARKETING PLAN:

By using a top down approach through insurance companies, our solution will be seamlessly integrated into hospitals and easily acquired by users by adding LifeLine ID to insurance cards.

Lifeline ID SCAN IN EMERGENCY

Member Name

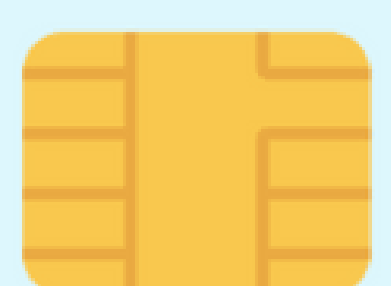
George P. Burdell

Group
34GH9

Member ID
ATW0018653

P\$30
S\$40
CC\$30
UC\$60
ER\$360
CD\$1500

Primary Provider
Smith, Jane
Explorations
Hospital
Atlanta, GA



Emergency Contact
JJ Burdell
(866) 867-5309

Pre-existing Condition
Type II Diabetes

COST OF PRODUCTION:

\$0.65