Medical **A**dministrative **I**ntelligence **A**ssistant

Automating administrative workflows in healthcare

Total Interviews this Week: 1
Total Interviews: 37

Increasing administrative tasks are making it harder and more expensive to privately practice medicine

Rising healthcare administrative costs force **private practices** to spend **more time and money on administrative tasks-** reducing provider-patient time and resources

Cumulative Change in Healthcare Spending Distribution Since 1990

Legend: Total Non-Provider Spending, Administrative Costs, Total Nursing Compensation, Physician Compensation
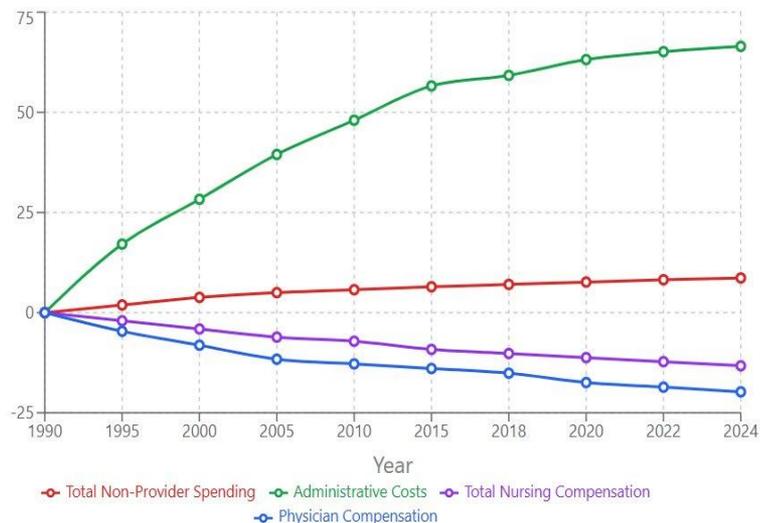
Sources:
– CMS National Health Expenditure Data
– Health Affairs Studies
– JAMA Healthcare Cost Analysis

MAIA: AI automation system that integrates with electronic health records (EHRs) to restore provider time with patients and reduce administrative costs in private medical practices

Medical Coding

MAIA accurately reviews clinician notes, generates medical codes, and submits for payment

Prior Authorizations

MAIA drafts prior authorizations based on context from the EHR

Clinical Note Drafting

MAIA automatically drafts and submits clinician notes upon approval

Fax Automation and Organization

MAIA interacts directly with the EHR to manage fax intake organization for accurate record keeping

Intelligent Patient Communication

MAIA interacts with patients to keep them more involved with updates in their care plans

Private Medical Practices

Internal Medicine & Family Medicine
- Prior authorizations require 20 hours/week outside of clinic hours[1]
- 51.4% of physicians experience burnout from "too many bureaucratic tasks"[2]
- Physician burnout costs $4.6 billion/year[7]
- 40% of physician work time spent on administrative tasks[3]

Oncology
- Up to 97% of services require prior authorization[4]
- Annual cost of prior authorizations at one academic medical center was $491,989[5]
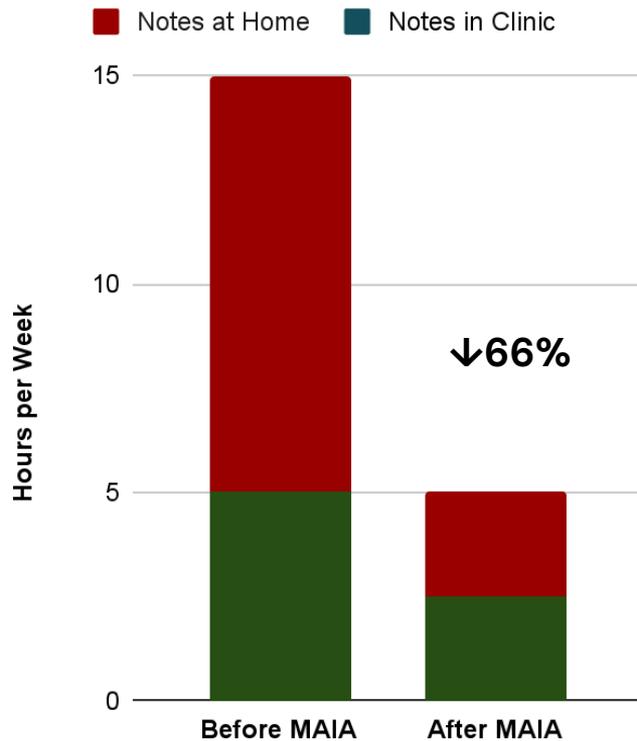- High rate of delayed patient care from PAs

Hematology & Nephrology
- 7.5 hours of EHR work per 8 hours of scheduled patients[6]
- High patient complexity means extensive documentation
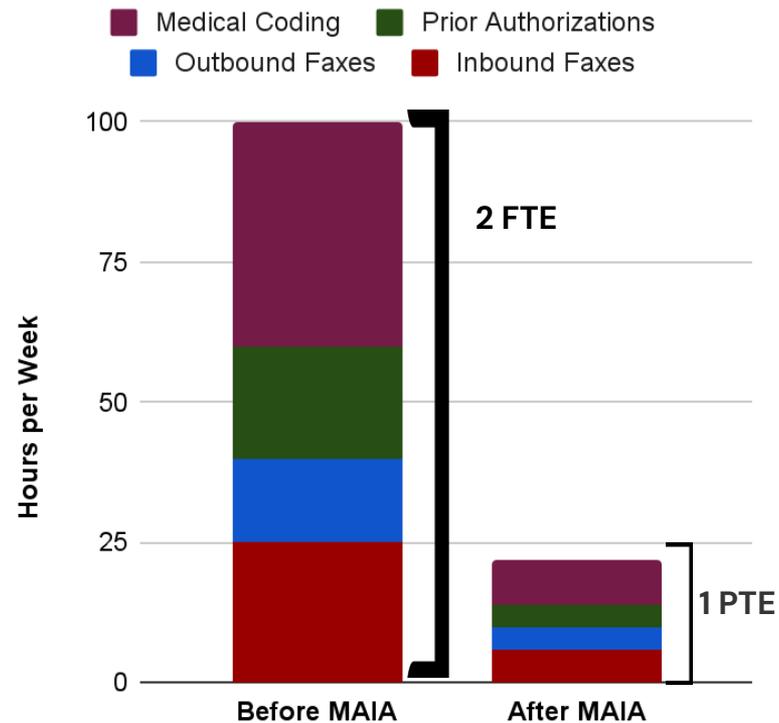- Complex medication management = more prior authorizations

A MAIA-centric service for private medical practices to reduce administrative time and cost by automating high volume workflows

Doctor's Time Saved on Notes

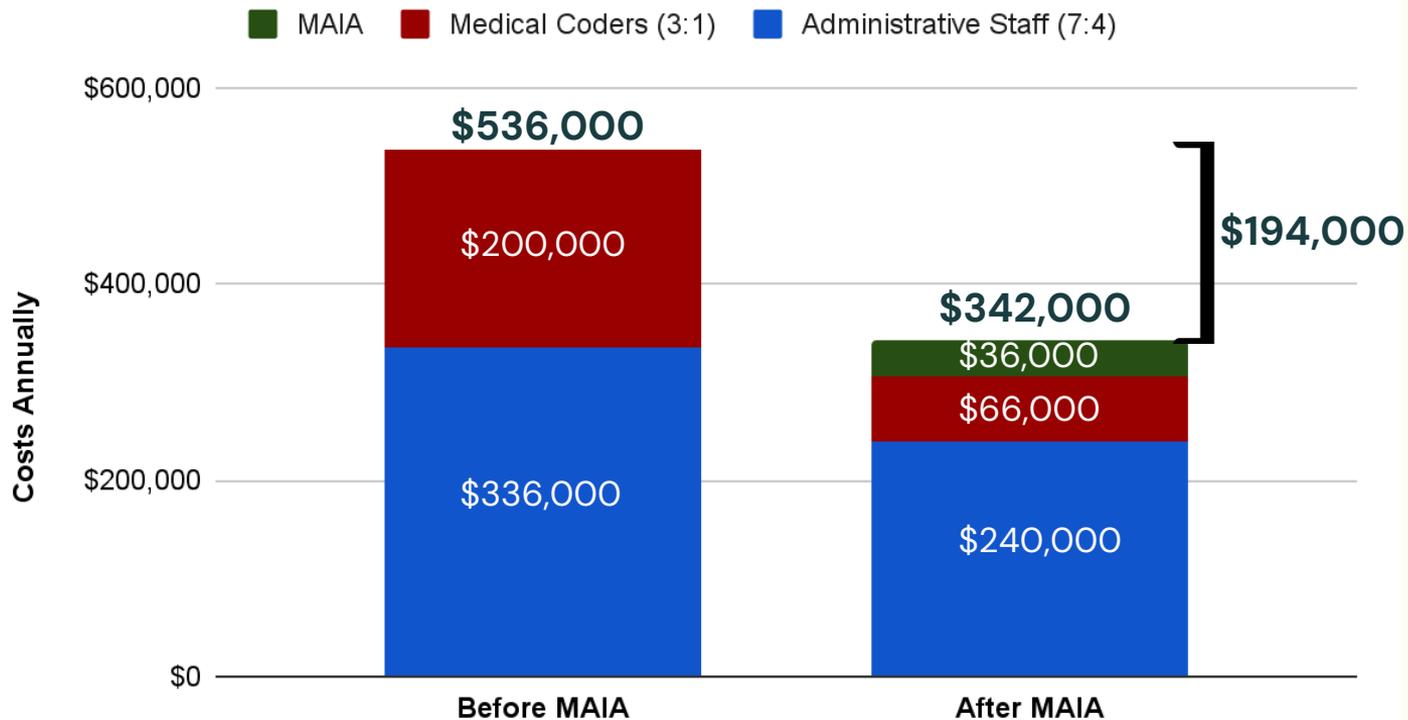■ Notes at Home   ■ Notes in Clinic

↓66%

Hours per Week

Before MAIA   After MAIA

Administrative Staff Workload

■ Medical Coding   ■ Prior Authorizations
■ Outbound Faxes   ■ Inbound Faxes

2 FTE

1 PTE

Hours per Week

Before MAIA   After MAIA

Annual Cost of Administrative Support for 15,000 Patients

Legend: ■ MAIA ■ Medical Coders (3:1) ■ Administrative Staff (7:4)

Y-axis (Costs Annually): $0, $200,000, $400,000, $600,000

Before MAIA: $536,000
- Medical Coders: $200,000
- Administrative Staff: $336,000

After MAIA: $342,000
- MAIA: $36,000
- Medical Coders: $66,000
- Administrative Staff: $240,000

Savings: **$194,000**

→ **Go to Market**

Phase 1
Identify Lighthouse Practices

Identify 5–10 struggling private practices-implement MAIA-revenue split from their savings

Phase 2
Clinical Champion Network

Recruit residents and physicians-use doctors to build trust and market how great MAIA is

Phase 3
EHR Wedge Layer

Partner with EHRs lacking AI functionality-expand into their customer base

Phase 4
Practice Broker Alliance

Partner with practice brokers-implement MAIA to increase the value of a practice before selling

- **Dependency on MAIA**
- **Proactive outreach– Health IT companies**
- **Custom LLM instruction walkthroughs**
- **Be responsive to issues**

$349.49 Billion[1]

$174 Billion

$73 Billion

The U.S. medical practice market–$349.49B

Private practices–42.2% ($174B)

Customer archetypes–42% ($73B)

~89,400 Private Practices[2]

Patient Volume
On average across all specialties, a physician sees 3.25 patients/hour[3]–6,240 patients/year

$40M ARR

Revenue
Assuming full use of agentic suite–MAIA costs $2.40/patient–at 3% market capture

Plans
Basic: $1,500 / mo- 1,000 credits
Growth: $3,000 / mo - 2,500 credits
Advanced: $6,000 mo - 6,000 credits
Enterprise: Custom pricing

Pricing
Inbound Fax - 0.2 credits/document
Outbound Fax - 0.15 credit/document
Outbound AI Call - 0.5 credit/call
Medical Coding - 0.75 credits/document
Prior Authorization - 1.25 credits/auth
Clinical Documentation - 0.075 credits/note

Reasoning
- Recurring revenue
- Low friction to using more tools
- Incentive to maximize usage
- No unused services
- Works with diverse workloads

H4D Project P&L

	Year 1	Year 2	Year 3
ASP (credits)	$ 1.23	$ 1.23	$ 1.23
Unit Cost (credits)	$ 0.32	$ 0.32	$ 0.32
Units Sold (credits)	1,061,525	2,123,050	4,246,100
Unit Growth Rate		100.00%	100.00%
Revenue	$1,305,676	$ 2,611,352	$ 5,222,703
Variable Cost	$ 339,688	$ 679,376	$ 1,358,752
Margin $	$ 965,988	$ 1,931,976	$ 3,863,951
Margin %	74.0%	74.0%	74.0%
Fixed Costs			
Sales	$ -	$ 300,000	$ 300,000
Marketing	$ -	$ 25,000	$ 25,000
Research & Development	$ 200,000	$ 250,000	$ 300,000
Administrative	$ 100,000	$ 25,000	$ 25,000
Total Fixed Costs	$ 300,000	$ 600,000	$ 650,000
Net Income	$ 665,988	$ 1,331,976	$ 3,213,951
Taxes	$ 139,857	$ 279,715	$ 674,930
After Tax Income	$ 526,130	$ 1,052,261	$ 2,539,021
Corp Tax Rate	21%	21%	21%

	Year 1 (n=25,000)	Year 2 (n=50,000)	Year 3 (n=100,000)
Revneue	$1,305,676	$ 2,611,352	$ 5,222,703
COGS	$ 339,688	$ 679,376	$ 1,358,752
FC	$ 300,000	$ 600,000	$ 650,000
Profit	$ 665,988	$ 1,331,976	$ 3,213,951

Units sold calculated by patient volume*credit cost*ASP

MAIA P&L
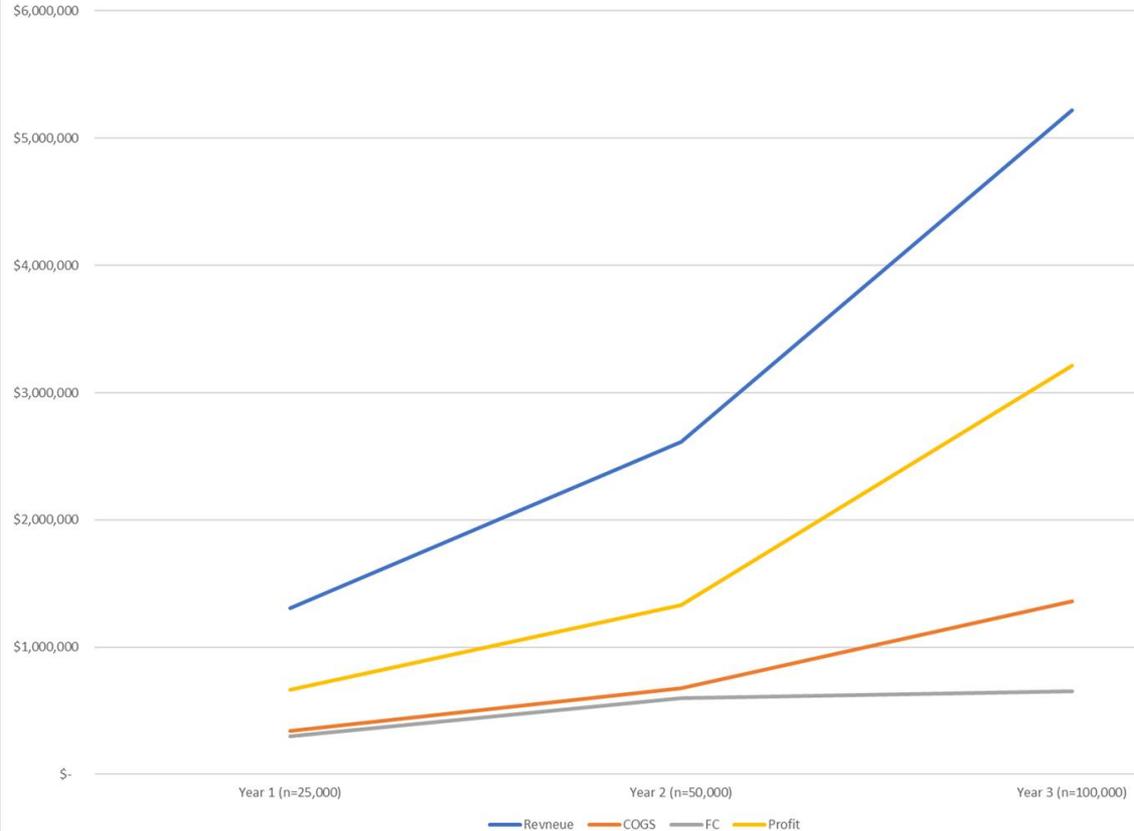
MAIA's agentic capabilities will reduce costs and time associated with administrative tasks for private medical practices

MAIA Expansion

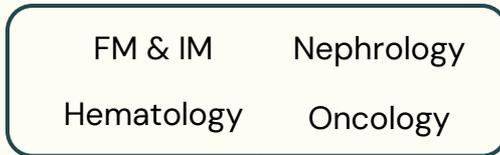**Users**

Integrate VLM for surgical specialties

More non-surgical specialties

FM & IM	Nephrology
Hematology	Oncology

Partners

Channels

Doctors

EHRs

Word of Mouth

Pharmaceutical
Companies

Insurance
Companies

Health-Centric
IT companies

Medical Practice
Brokers

Competition

Suki Sunoh.ai Microsoft Dragon Copilot

Note drafting- some with EHR integration-still too much clicking

abridge

EHR Integration

Comprehensive Suite

Olive

Availity authAI

Assured

SULLY AI

Covers clinical duties-low accuracy

Tools not used in daily administrative work

Comprehensive administrative automation-
addresses the full workflow that competitors fragment into separate tools

- Multi-agent orchestration:
  - Master coordinator-manages and routes tasks to subagents
  - Specialized subagents-domain experts for each administrative function
  - Quality & Compliance- validates outputs before submission
  - Knowledge Hub- deep EHR integration with adaptive learning-customization happens in days not months

MAIA is integrated, intelligent, and practice specific-
mirrors the support a corporation can afford but for

Workflow

Master Agent

| Note Drafting | Fax Automation | Medical Coding | Prior Authorizations | Patient Communication |

Quality & Audit Checker ↔ Knowledge Hub

EHR & Periphery systems integration