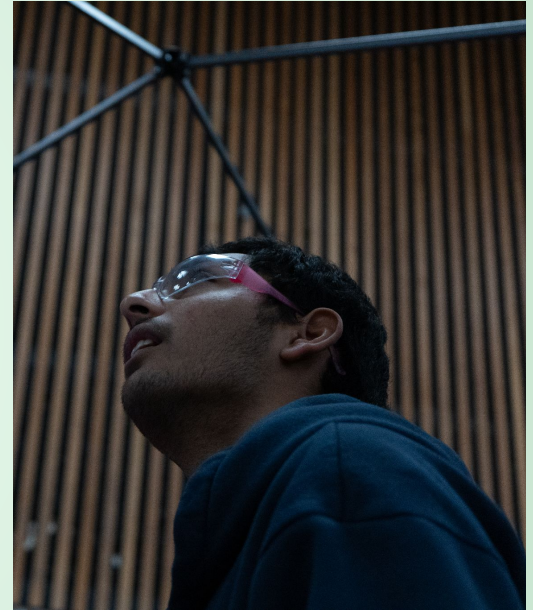
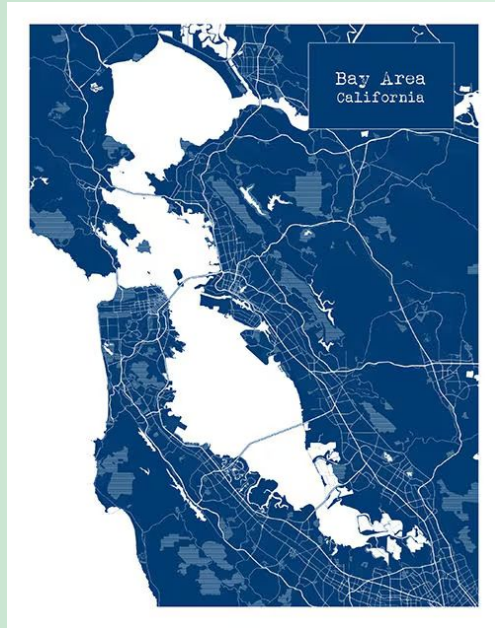




iDENTify:

**A Post-Op Solution  
for Dentists**

# My Story



# Dental Office Flowchart



Dental Software

Appointment Reminder:  
[redacted] is scheduled for 1:30 PM on  
Monday, April 18, 2022 at Smile  
Zone Family Dental.  
[redacted] is scheduled for 1:30 PM  
on Monday, April 18, 2022 at  
Smile Zone Family Dental.  
  
If you have questions  
call [\(510\)505-0123](tel:5105050123)

Patient Messages

Hey [redacted] just a reminder you  
have an appointment schedule for  
Monday, July 16, 2024 at Smile  
Zone Family Dental.  
Please respond with "Y" to  
confirm and "N" to reschedule.  
Thank you!

Patient Confirmation

Hi [redacted] this is regarding my  
mom [redacted]. She has a  
treatment plan to get extraction  
done. I wanted to schedule an  
appointment with the test for  
this month and also talk to you  
before the appointment but  
looks claire isn't aware of whom  
to book appointment with and  
[redacted] is out of office for next  
two weeks. Appreciate if you can  
help and also please let me know  
when would be a good time to  
speak to you

How are you doing [redacted]

Good morning. My swelling has  
gone done a bit. It's way better  
than yesterday. Thank you

Check-Ups

# Flaws With the Status Quo

1

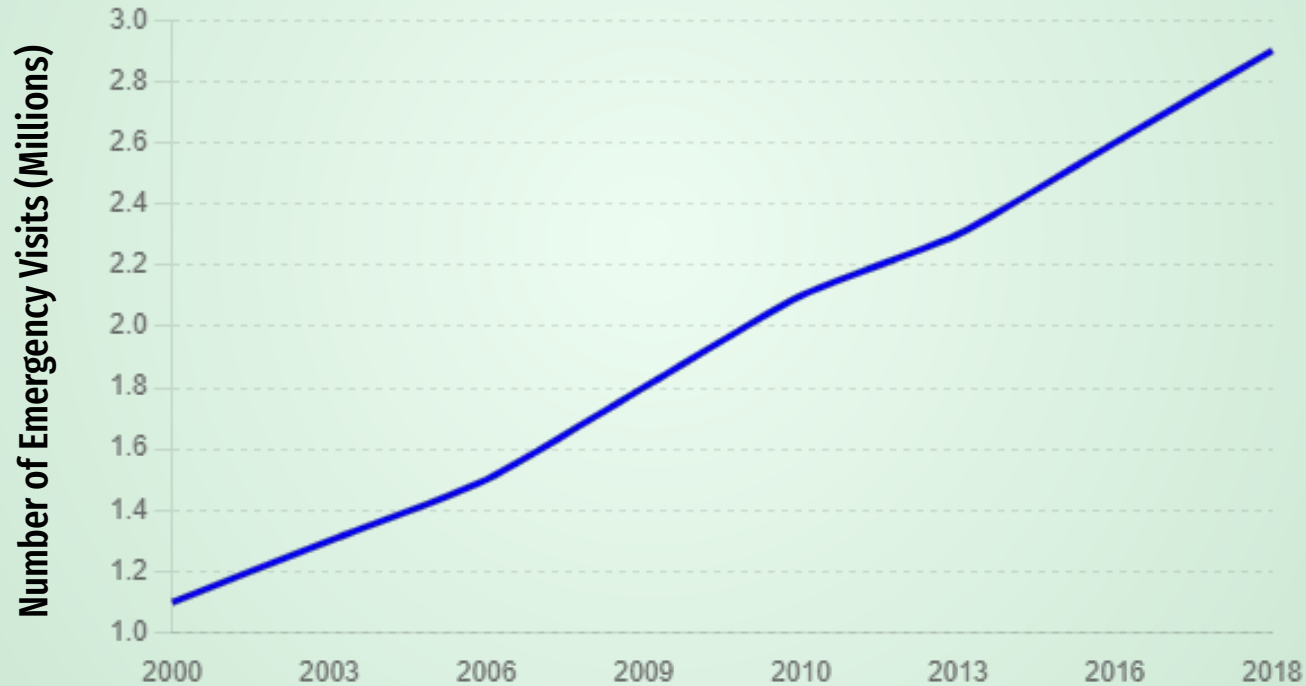
**Dentists are forced to respond to hundreds of emergency messages weekly**

**Patients solely message when their pain is at a worsened state**

2

# Increase in Emergency Department Visits Involving Dental Conditions

via HCUP (Healthcare Cost and Utilization Project)



# Causes

1



**Infrequent  
Messages**

2



**Non Personal  
Messages**

3



**Untimely  
Notifications**

# The Solution: iDENTify

Seamless  
Integration into  
Dental Practices

Automated  
Patient  
Follow-Ups  
With Patient  
Classification



ML Model Trained  
with Dental  
Practice Data

Smart Filtering  
for Emergency  
Cases



# Patient Point-Of-View

## Pre-Operation

Hey Nikhil, just a reminder you have an appointment schedule for Monday, July 16, 2024 at Smile Zone Family Dental. Please respond with "Y" to confirm and "N" to reschedule. Thank you!

Please remember to refrain from eating 12 hours prior to the operation. Thank you!

Y

OR

The majority of patients felt comfortable talking to our model!

Please call [\(510\)505-0123](tel:5105050123) to reschedule your appointment at the earliest convenience. Thank you!

N

## Post-Operation

Hey Nikhil, just checking in to see if everything is going well since your last visit. If you have any concerns, please let us know as soon as possible. Thank you!

Nothing serious just a slight pain in my molars.

We're sorry to hear that you're experiencing discomfort. This might be normal post-procedure sensitivity, which subsided within a few days. If you would like you may use a cold compress to reduce swelling and take over-the-counter pain medication as needed. If the discomfort persists or worsens, please let us know immediately.

My mouth has started to swell and I'm in a lot more pain.

Delivered

Hey Nikhil we will connect you with Dr. Patel shortly, in the meanwhile utilize ice to reduce swelling.



# Dentist Point of View

Shami Rajesh is having discomfort in his left molar following his extraction. Contact: [\(510\)778-6036](tel:(510)778-6036)

Aiden Kong is experiencing swelling in his lower lip following cavity removal. Contact: [\(408\)683-0397](tel:(408)683-0397)

Marshall Smalls is feeling nauseous and vomiting after surgery, perhaps from nitrous. Contact: [\(510\)498-3429](tel:(510)498-3429)

# Changes

1



**Constant Messaging  
Between Appointments**

2



**Adaptive Messages  
Tailored to Needs**

3



**Immediate Alerts  
for Dentists**

In just a single week of marketing,  
**iDENTify** has been implemented in **one dental clinic** in  
the Bay Area,  
impacting **over 250 patients** in the process.

# Business Model

01

Installment



**\$240.00**

02

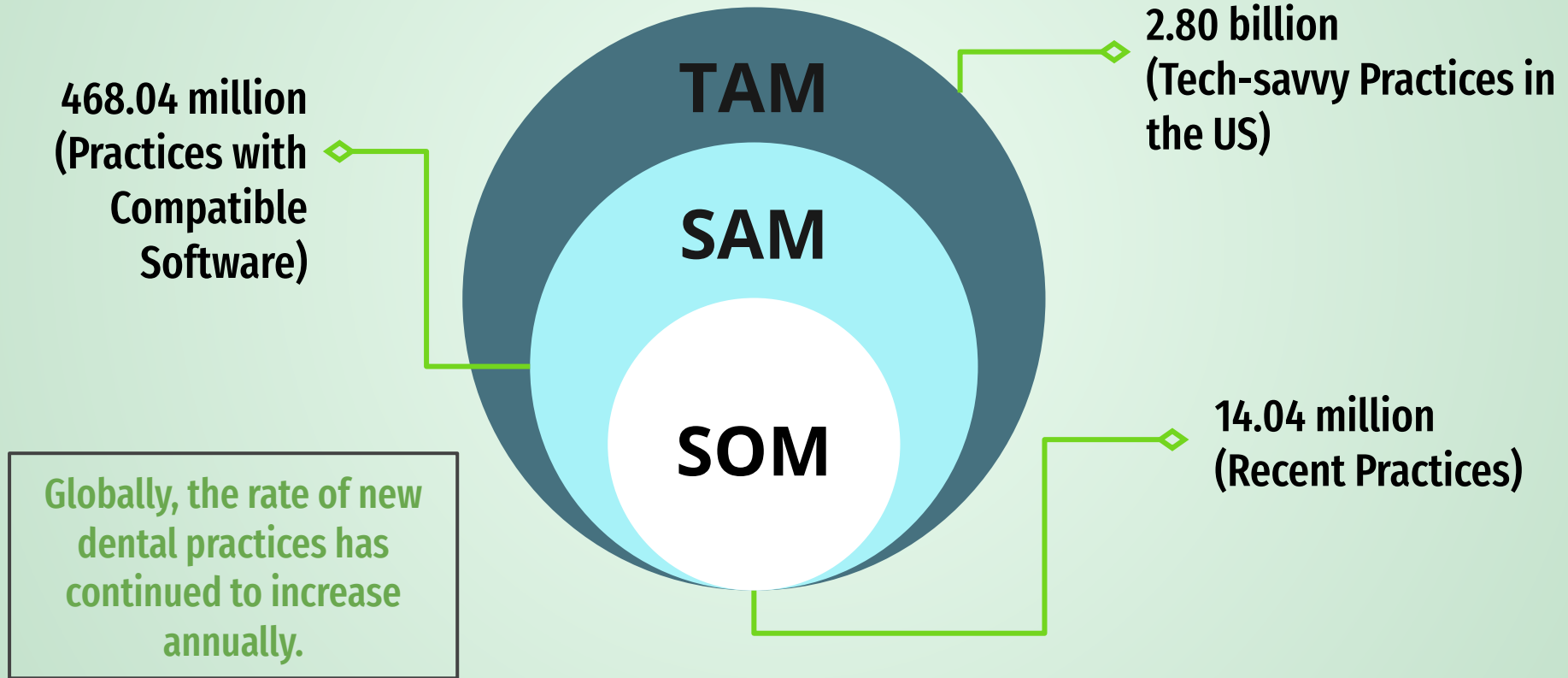
Usage-Based



**\$0.07 per  
message**

**Total Revenue To Date: \$710.04**

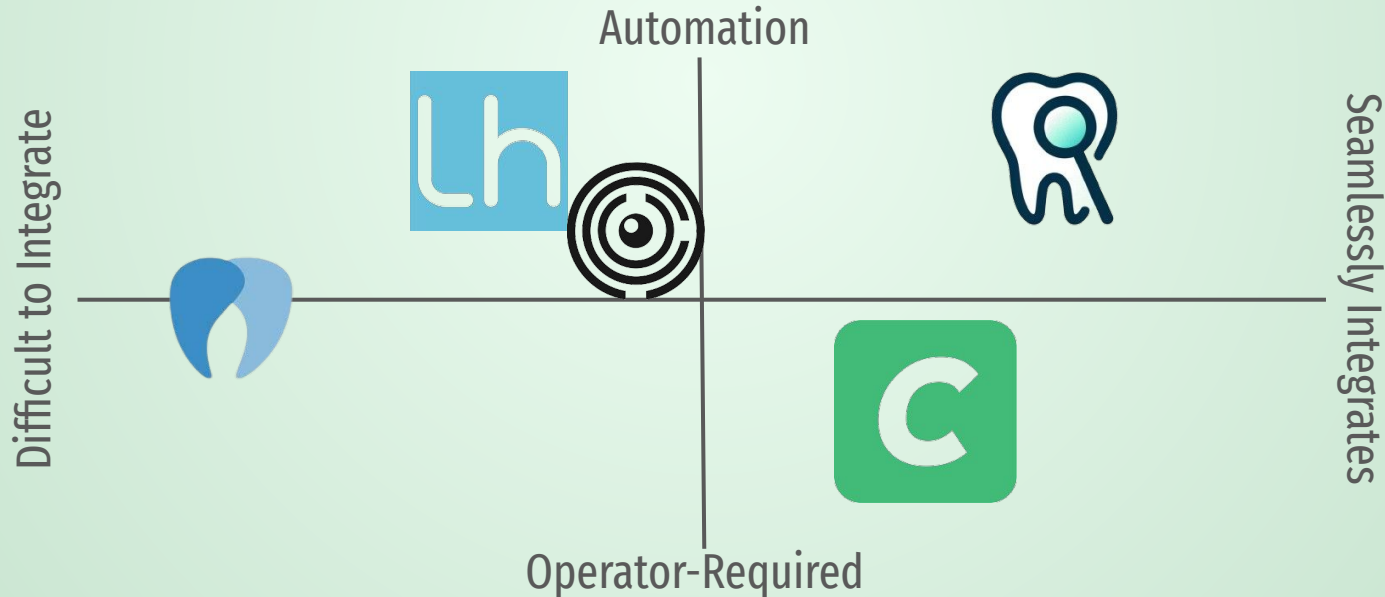
# Market Size



# Indirect Competitors

iDENTify is one of a kind in its problem niche of post-operation automation

**YET** other automated messaging systems could potentially **stunt** our success.







# Financial Projections

**71.3%**

Net Profit Margin

**\$26,700**

CLV over 9 months

