

Patient Better LLC

Supplying people with the right health education to truly become proficient in care.

Executive Summary

Patient Better LLC is a single-member LLC, WOSB, taxed as an s-corp, solely funded by Jennifer Woodruff who owns 100% of the company.

Patient Better LLC owns Patient Better®, a brand that identifies itself as a health literacy program for people to learn how to become proficient in care. Today, Patient Better is market ready and able to scale accordingly. For now, Patient Better works best when the delivery of condition management education takes place and the consumer's need to navigate through the health system more efficiently and effectively becomes more relevant. Patient Better is a necessary life-skill needed by those diagnosed with common or complex conditions; however, the long-term goal is to expand into the preventative and maintenance wellness space within the next five years.

Market Need:

Research shows that 80 million Americans suffer from healthcare illiteracy. This silent epidemic not only directly impacts the individual, but also wreaks havoc on our already strained healthcare system. Its ripple effects prove to be even more burdensome to family-members, fellow patients, and essentially everyone else's ability to provide and receive care.

As of late, technology has infiltrated the medical practice, making clinical production more efficient; however, did little to improve people's ability understand healthcare. Evidence proves that if people (patients, family-members, and informal caregivers) were to learn how to become proficient in healthcare, the benefits would be astounding.

Core competencies of health literacy:

- **Enhance Participation in Treatment:** Have fewer complications, reduce emergency room visits, prepare for information-driven medical appointments, and reduce unforeseen costs.
- **Maximize Medical Utilization:** Prepare for medical appointments, reduce unnecessary phone calls and office visits, and effectively take advantage of offered services, treatments, and resources.
- **Improve Risk Management Skills:** Have a realistic calculation of services needed for proper treatment and recovery to make more informed healthcare decisions.
- **Effectively Manage Care Records:** Become an efficient liaison in the transfer of information from one doctor's office to the next.

Based on proven methods, Patient Better designed meaningful, insightful, and relevant education for self-management that will organically give people of all backgrounds the ability to adapt and apply information that will help them make more informed decisions about their health. Thus, paving a roadmap for health recipients to have better experiences and increases their chance of having successful outcomes

Product and Operations

Patient Better® consists of (Trademarked and/or copyrighted) online education (full classroom experience), books and instructional videos as well as continual learning through social media. Using GS1 barcodes, Zoho One business management, SAM/SBA/WOSB registered.

Revenue Streams

Through three primary revenue sources (1) Retail: Patient Better is sold directly to consumers. (2) By prescription. (3) Wholesale: in which healthcare providers may offer Patient Better alongside traditional clinical instructions.