



# Business Proposal

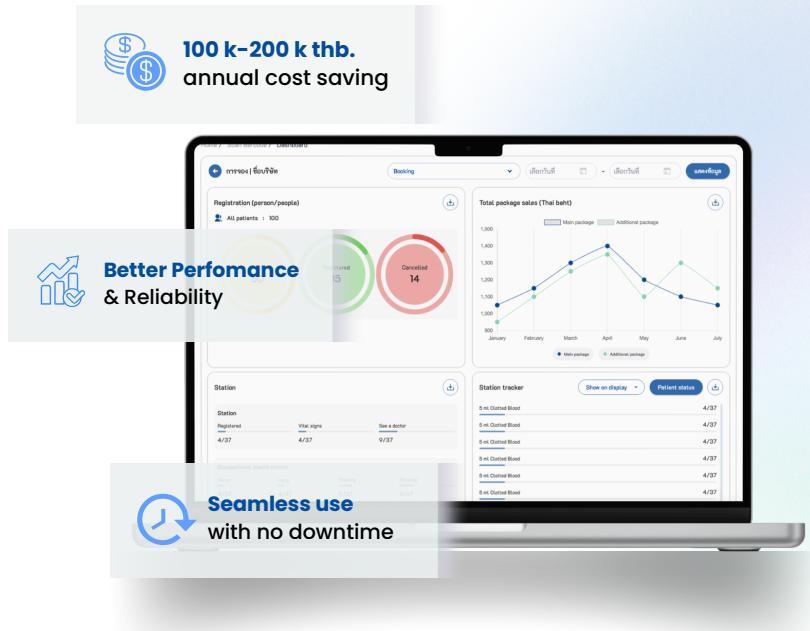
AI-powering Health Insights

# Joey Doctor

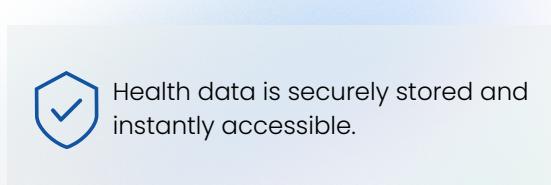
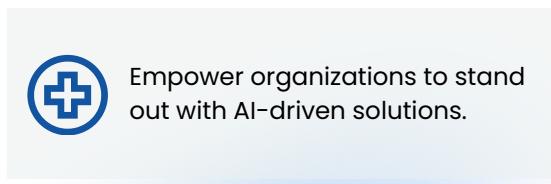
# AI-Powered

## Health Report Automation

- 1 Multi-step result interpretation.
- 2 Health data is fragmented.
- 3 High cost of health reports.
- 4 Delayed health reports.



**Joey Doctor** Solutions modernizes hospital health check-up workflows through **AI automation** and digital transformation, helping hospitals deliver faster, more accurate results while expanding corporate health and wellness services.



## 4 Powerful Benefits:

- **Multi-Source Integration**
  - Connects with lab systems, EMRs, Excel, scans, and HIS.
  - Supports multi-hospital networks.
- **AI-Powered Health Report Automation**
  - AI summarizes lab and checkup data, cutting manual interpretation.
  - Produces clear, easy-to-understand individual and organizational reports.
- **One-Click Report Generation**
  - Generates health reports instantly with one click.
  - Automatically syncs data from hospitals and clinics.
- **Workforce Health Dashboard**
  - Provides real-time health overview of employees.
  - Enables precise planning of corporate wellness programs.

**45+**  
Hospitals

**500+**  
Corporates

**30 s.**  
AI Report Generate

**3 Million+**  
Health Transactions/yr.

# Product Suite & Pricing (2026 Edition)

Digitizing Health Check-up & Clinical Reporting for **Smart Hospitals**

## Health Report Automation

<ul style="list-style-type: none"> <li>Automated report generation &amp; LIS/HIS integration</li> <li>Health summary &amp; patient risk scoring</li> <li>Secure digital report sharing (via link or portal)</li> </ul>	<ul style="list-style-type: none"> <li>Dual-language health summaries (TH/EN)</li> <li>Corporate client (B2B) dashboard</li> <li>AI-driven risk algorithms (Roche Navify integration)</li> <li>Cloud-based, secure, and scalable infrastructure</li> </ul>
<b>Benefit</b>	
<ul style="list-style-type: none"> <li>Reduced from 3 days → 1 hour</li> <li>70% manual report workload</li> <li>Instant access to employee health summaries</li> <li>95% accuracy in report interpretation</li> </ul>	

## Health Check-up Platform

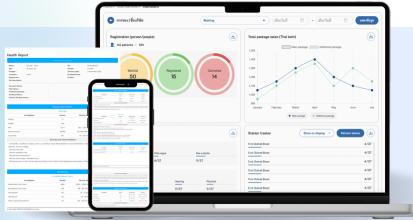
<ul style="list-style-type: none"> <li>Online booking &amp; scheduling system</li> <li>Prepare data &amp; pre-registration</li> <li>Register</li> <li>Onsite Sales</li> </ul>	<ul style="list-style-type: none"> <li>Health Station</li> <li>Specimen tracking</li> <li>QR-based patient registration</li> <li>Workflow management for nurses, labs, and doctors</li> <li>Health Check-up Dashboard</li> </ul>
<b>Benefit</b>	
<ul style="list-style-type: none"> <li>50% faster check-up processing time</li> <li>+30% increase in hospital check-up capacity</li> <li>Full digital traceability</li> </ul>	

## Package

Essentials	For small hospitals / clinics (<10,000 cases per year)	96,000 THB / year
Standard	With Corporate Portal (<20,000 cases per year)	240,000 THB / year
Professional	Unlimited cases + Corporate Portal + JoeyAI + Priority Support	360,000 THB / year
Enterprise	Full Suite (Unlimited + Check-up + Corporate Portal + JoeyAI + Priority Support)	600,000 THB / year

## Optional Add-on

API Connection to LIS / HIS	Real-time integration for Health Report Automation	30,000 THB. (Setup Fee) For Essentials, Standard, Professional Packages
Enterprise API Connection	Advanced Real-time integration for Health Checkup total solutions	50,000 THB. (Setup Fee) For Enterprise Packages
Infrastructure & Cloud Services	Secure cloud hosting, data backup, and private cloud deployment	Custom THB. (per year) Base on hospital size & data volume



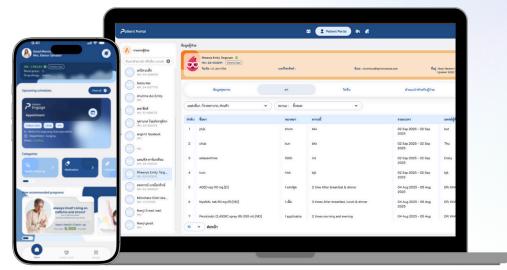
**Empowering hospitals with AI-driven**  
Health check-up and Data intelligence.

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# Patient Engagement Platform

## AI-powered remote monitoring

Supports remote monitoring, digital health records, reminders, and family care, enabling hospitals to deliver continuous, personalized care.



### Reduce follow-up time

-30% administrative workload

### Improve patient engagement

80% app adoption within 6 months

### AI-driven care

Personalized risk & behavior insights

### Digital reputation

Global-standard patient experience

## Core Features

Function Group	Description
Appointments & Virtual Card	View appointments, clinic schedules, and a digital hospital card.
Medication & Vaccine	Medication & vaccine list, alerts, and integrated with HIS data.
Family Health	View integrated with HIS data of all family members.
Health Tracker with GenAI	AI analyzes trends from vital sign and Blood sugar.
Personalized Instructions	Doctors can send individualized follow-up care plans or exercise tips.
Health Record Access	Secure access to lab results, medical summaries, and clinical reports.
Personalized Survey & Engagement Tools	Collect feedback and run health campaigns directly via app.
Device integration	Integrate to wearable devices, Accuchek.
Doctor Portal	Monitoring Patient health,
Multilingual Support	Supports 12 language

## Business Model & Pricing

(White label) Enterprise	SaaS Subscription	700,000 THB / year
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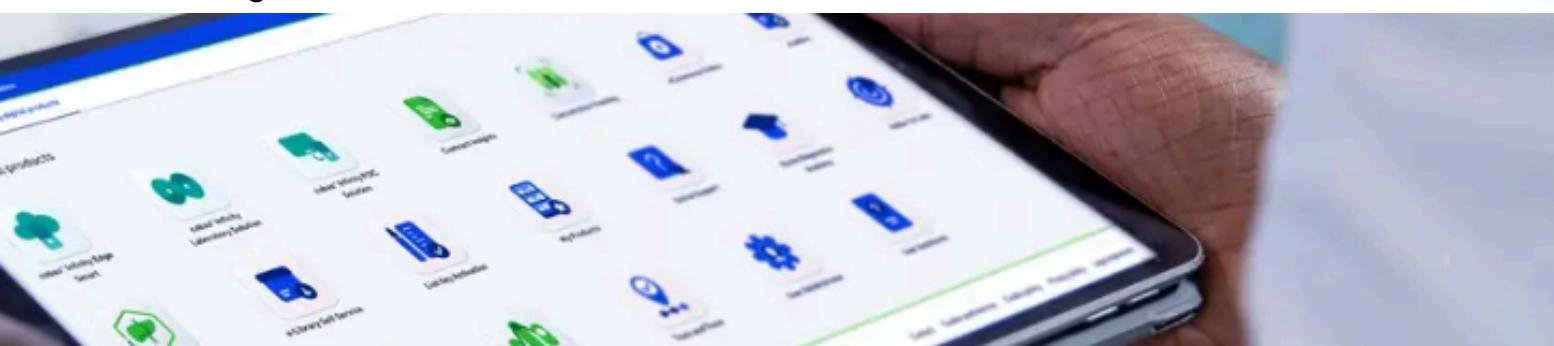
## Optional Add-on

API Integration with HIS / CRM	Connects to hospital or insurance systems	50000 THB / year
Corporate Branding Portal	Custom logo & UI for corporate clients	50000 THB / year

# DIGITAL LAB: ALGORITHM-AS-A-SERVICE (AaaS)

AI-based clinical algorithm platform powered by [Roche & Optimize Care](#)

Enhance diagnostic insights through **AI-powered algorithms** embedded in Joey Doctor Each algorithm provides predictive disease risk scoring for population screening.



## Available Algorithms powered by Roche

Algorithm	Purpose	Input Data	Output
LGI Flag : Colon Cancer	Early detection of colorectal cancer	Lab values (Hb, MCV, MCH, etc.)	Risk Score (Low / Moderate / High)
FIB-4 : Liver Fibrosis	Evaluate chronic liver disease & fibrosis risk	AST, ALT, Platelet, Age, Gender	Fibrosis stage prediction
ALBI Score	Identify metabolic & lifestyle risks	Lipid profile, glucose, BMI	Personalized health campaign tag
KlinRisk	Detect kidney function decline	Creatinine, eGFR	CKD risk level

## Business Model

Algorithm-as-a-Service (AaaS)  
Charged per test or per batch (depending on hospital volume).

Pricing Model	Volume Range	Unit Price (THB / case)	Example Calculation
Small Hospitals / Research Pilots	1 – 10,000 cases / year	100 THB / case	10,000 cases → 1,000,000 THB
Medium Hospitals / Regional Programs	10,001 – 50,000 cases / year	60 THB / case	50,000 cases → 3,000,000 THB
Large Networks / National Screening	> 50,000 cases / year	20–40 THB / case	100,000 cases → 2–4M THB

# OptiCore The AI-powered data engine

for healthcare intelligence.

OptiCore is an AI-powered data warehouse that unifies, analyzes, and turns hospital data into actionable insights. Seamlessly connecting with HIS and ERP, it automates data standardization and enables easy reporting and visualization **fast, accurate, and AI-driven.**

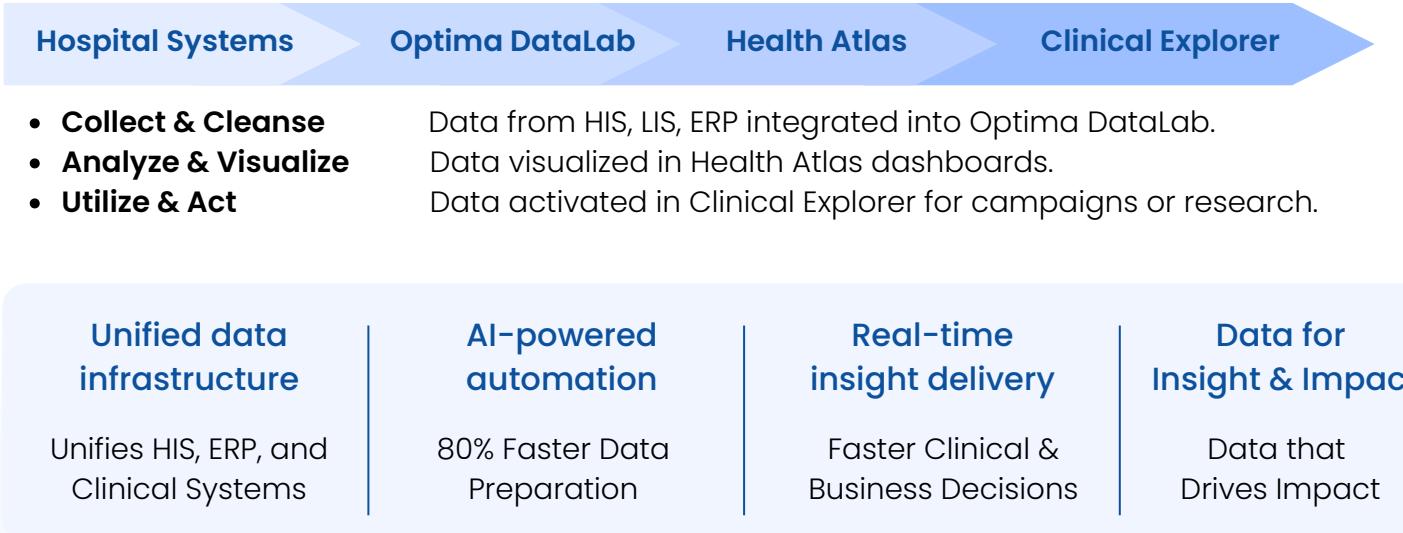
## Integrated Ecosystem

Integration	Purpose	Outcome
Health Atlas	Visualizes data from Optima DataLab into dynamic dashboards and heatmaps.	Enables executives and clinicians to track KPIs, clinical outcomes, and population health insights in real time.
Clinical Explorer	Utilizes processed data from Optima DataLab for health marketing, population health campaigns, and research collaboration.	Transforms raw hospital data into actionable strategies — such as targeted check-up campaigns or clinical studies.

### Key Capabilities

- Integration with HIS / ERP / LIS systems
- Automated data grouping and cleansing
- AI-assisted query and data pipeline builder
- Natural language query generation
- Real-time visualization via Health Atlas
- Campaign and research data activation
- Via Clinical Explorer

### End-to-End Data Flow



Optima DataLab transforms hospital data into actionable intelligence. By connecting with **Health Atlas** for visualization and **Clinical Explorer** for utilization, it empowers hospitals to move beyond reporting — into **Data-driven care, marketing, and research innovation.**



**AI-powering Health Insights**