



Health Information Exchange

Medical appointment scheduling

RWD Marketplace



Project highlights

Target customers



Clinics and insurance companies
Pharma companies and AI developers

Core product / service



Health Information exchange and medical
appointment scheduling platform

Business model



CPA/Subscription for clinics and insurance
Data brokerage for pharma and AI developers

Key traction metrics

Sales 2025(+growth rates):

\$US 1.62M (+23% to year 2024)



Key Achievements 2025:

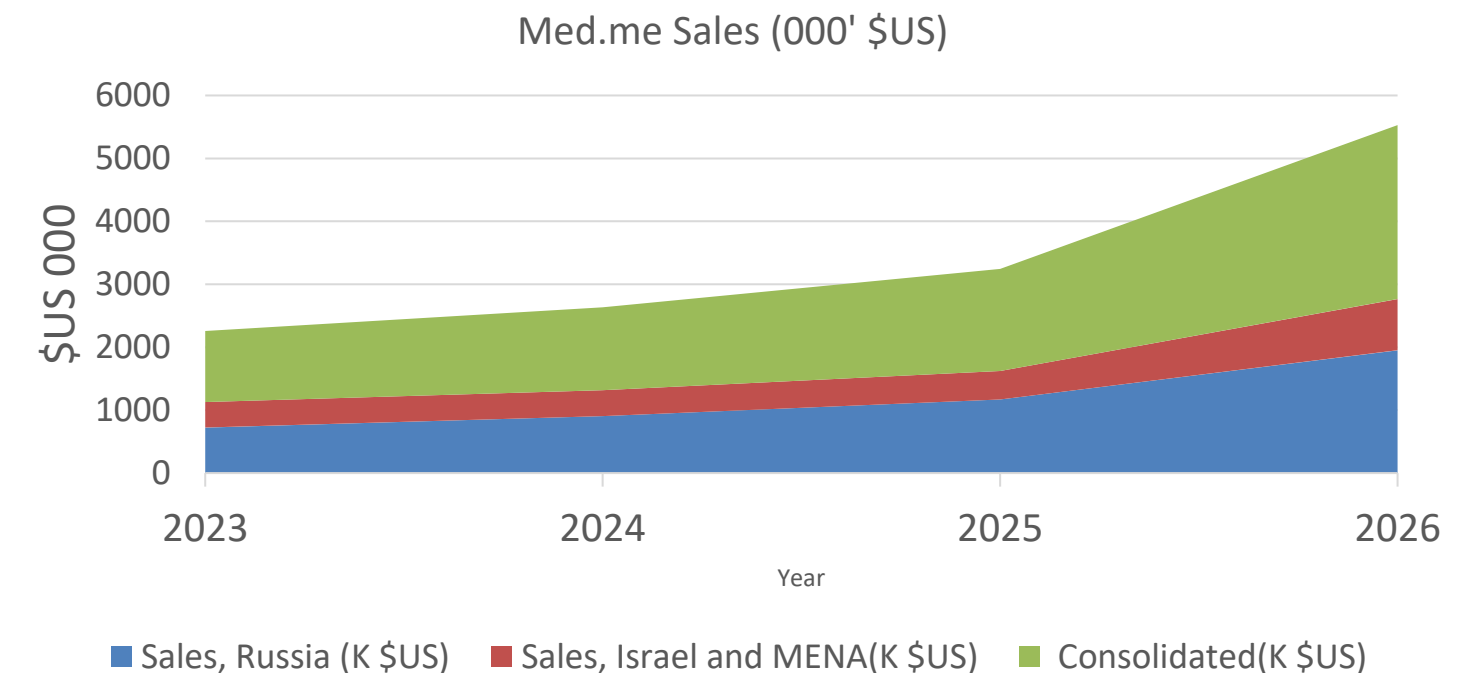
\$2.3M booked revenues in Israel and MoH partnership



\$1.5M round closed in Russia by Travelline in dec. 2025

\$0.3M grant for AI development (RWD Marketplace)

70% planned growth rate globally



Projects highlights – 2/2

✓ **Med.me: Driving Digital Health Interoperability**

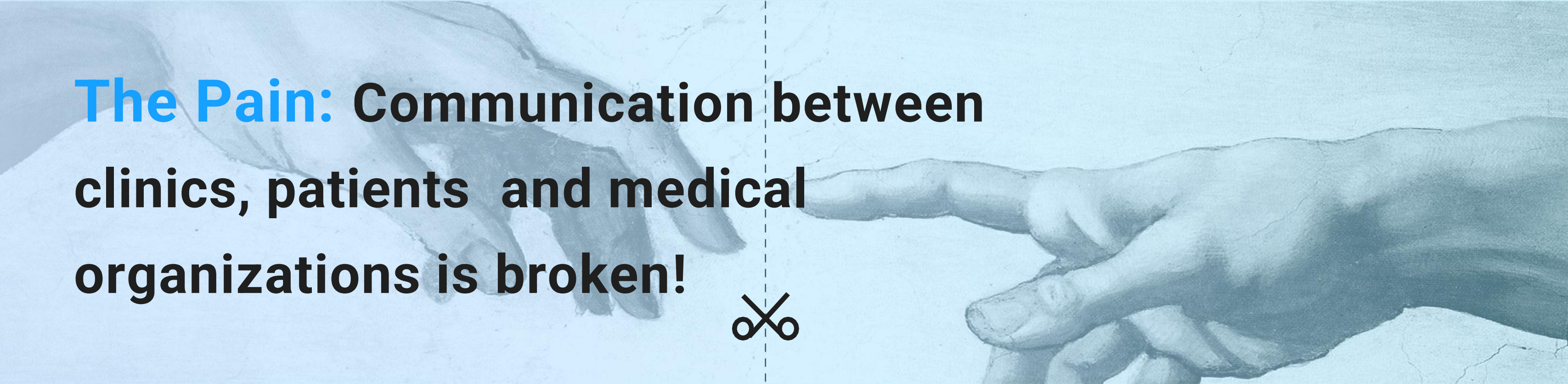
- Launched in Russia and Israel to solve medical data interoperability
- Provides Health Information Exchange (HIE), Resource Availability Exchange (RAE), and advanced digital health tools for clinics, insurers, pharma, and CROs

✓ **Key Milestones**

- 2021–2022: Participated in building HIE & RAE connecting 340 Russian Railroad Clinics across 75 regions, serving 12,000+ doctors for a one of top-3 US CRO
- 2023: Selected among Top-5 InterSystems startups; partnered with AstraZeneca & Dr. Reddy's
- Works closely with the Israeli MoH on FHIR-based HIE for private clinics under the Medical Information Mobilization Law (all major Arab-speaking hospitals are Med.me customers)

✓ **Growth 2025:**

- contracts booked: >\$2.35M USD
- Continued strong pipeline and regional expansion



The Pain: Communication between clinics, patients and medical organizations is broken!



Patients and Doctors

- Often don't have an instant access to the medical data
- Use phone calls, e-mails and faxes to communicate

Clinics

- The lack of online information about doctors' availability results in lost patients
- Can't ensure medical data immutability that leads to frauds

Insurers and HMOs

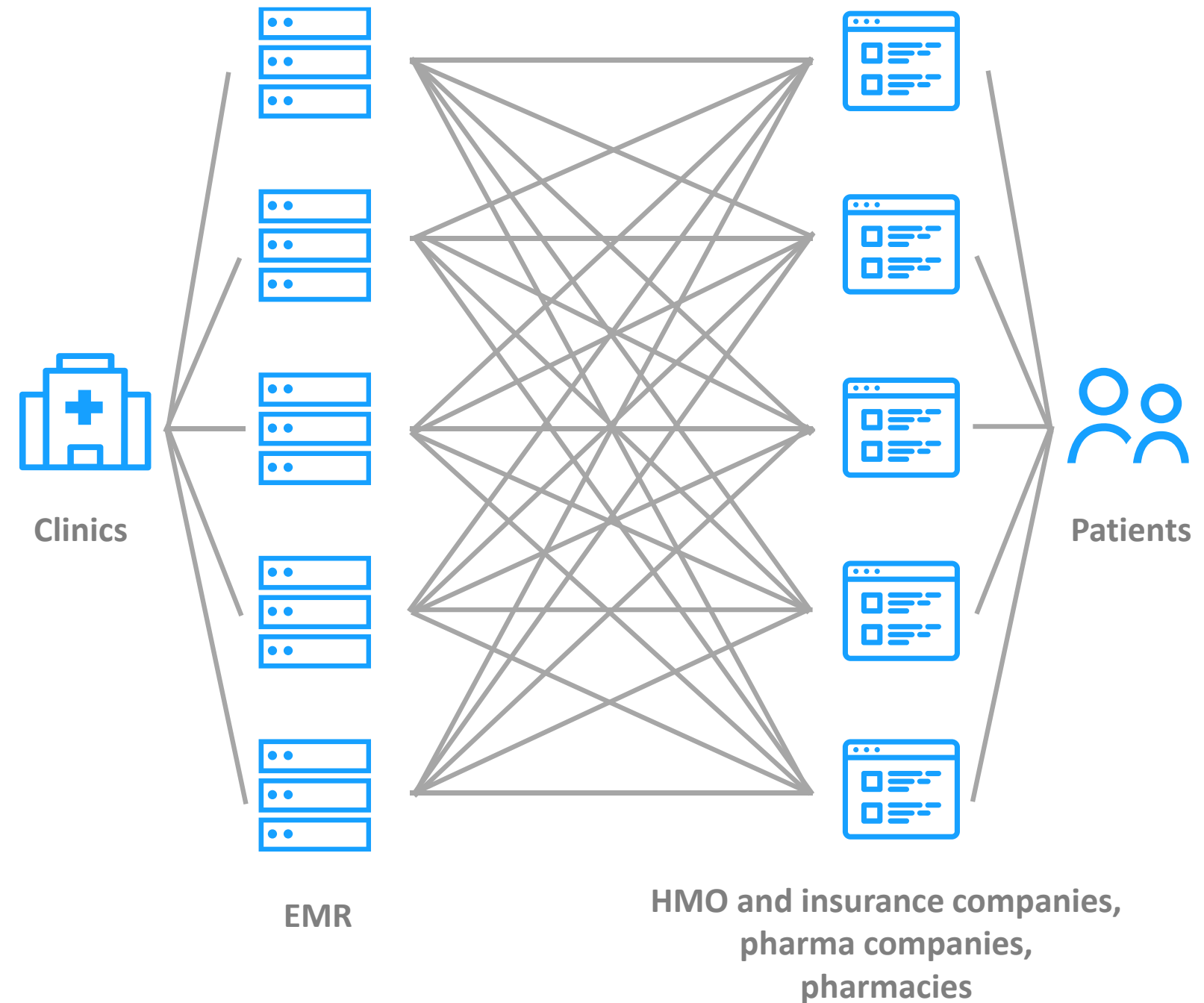
- Can't share medical information instantly between different clinics
- Communication with clinics and patients is mainly by phone
- Financial transactions are operated manually, which leads to frauds

Pharma companies

- Pay extra money for the outdated and not-verified medical information
- Starve for the robust analytics on the correlation between medical examinations, drug prescriptions and drug usage

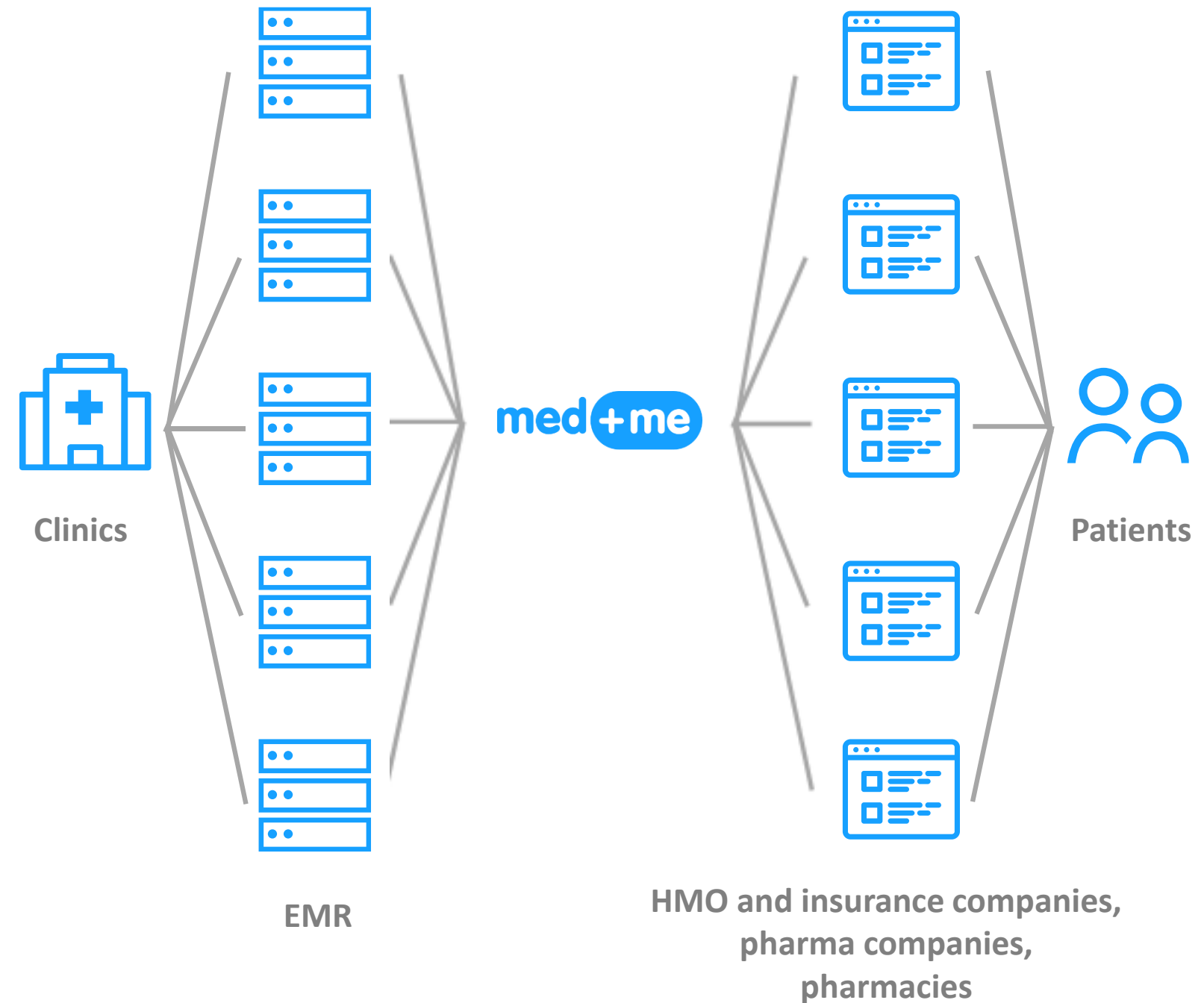
The world before Med.me

- 10,000 integrations are required to integrate just 100 clinics with only 100 external partners
- That's why medical organizations have been using phones, e-mails, faxes and scans to communicate with each other
- The number of wasted leads is high, the processing costs are high either. No way to share EHR easily between different medical organizations



Med.me's approach

- **Your Centralized Communication Hub Across the Healthcare Spectrum**
- **With active EMR integrations, we facilitate smooth and effortless data exchange for clinics.**
- **Operating Modes:**
 - **Choose from a robust FHIR-based database to store your EMR, or**
 - **Opt for secure, hashed and indexed EHR management, without EMR copying**
- **Our platform's versatility in compliance — be it HIPAA, GDPR, or any local regulation — allows for seamless scalability across any region.**



Med.me ecosystem

CCD[®], C-CDA[®], DICOM,
HL7[®] V2/3, FHIR,
SMART on FHIR

Customers and partners

Tools and apps

Medical organizations and
doctors

Patients

HMO and Insurance
companies

Pharma and AI developers

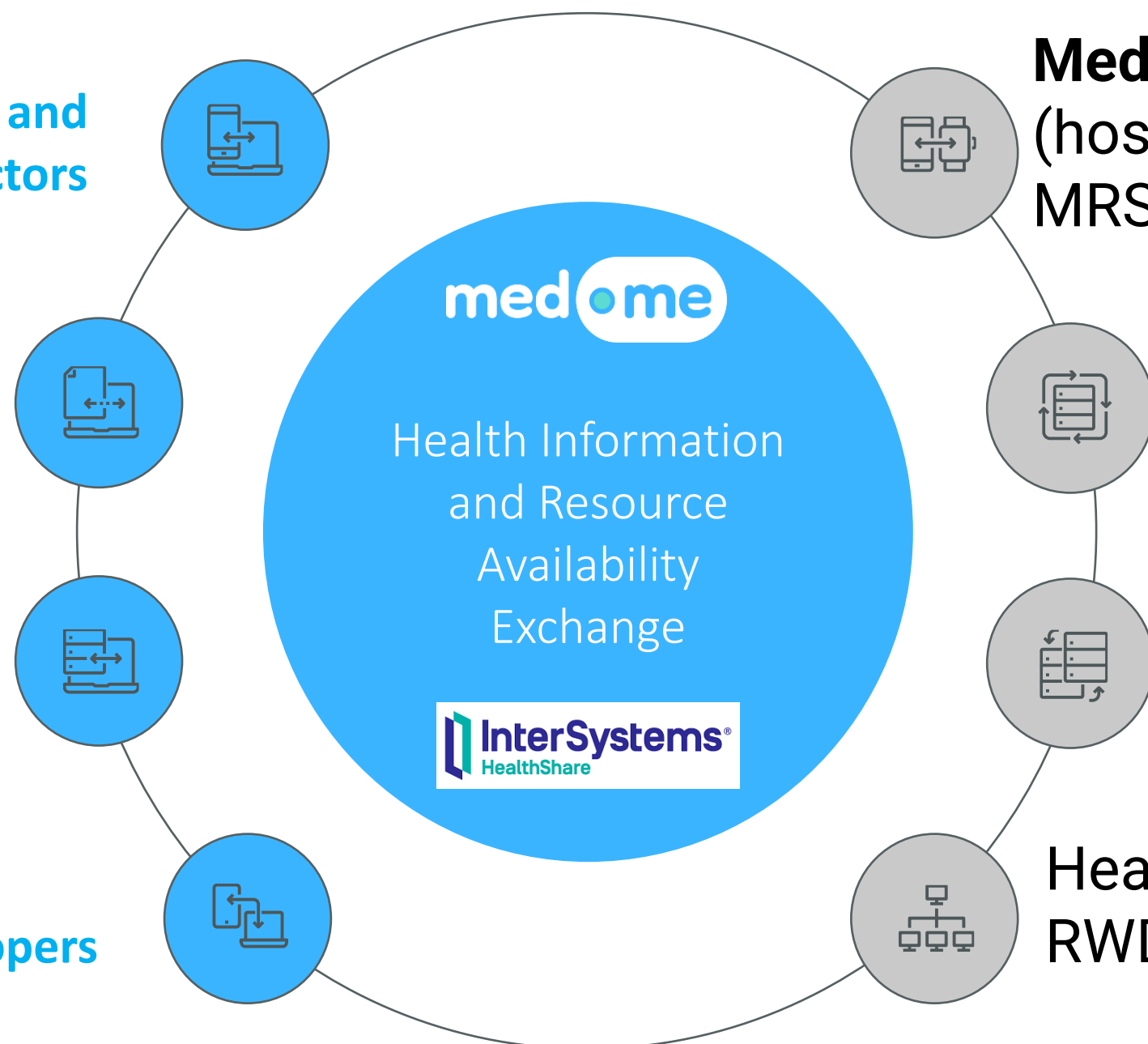
Med.me HIS

(hospital information system) :
MRS, PRM, ADT, Hospital mgmt.

Online appointment
scheduling, telemedicine,
personal cabinet

Booking showcase,
guarantee letters and
reconciliation acts exchange

HealthParse AI
RWD Marketplace



Market potential

- *The global Health Information Exchange (HIE) market size is projected to reach **USD 22.5B** by **2027**, from **USD 1.1B in 2020**, at a **CAGR of 10.9%** during 2021-2027.*
- *Intersystem could achieve a **sustainable competitive advantage** by resolving the problem of **cross-organizational booking and resource availability***

Cross-organizational booking impact:

- ✓ Allows to target large medical organizations, HMOs, marketplaces (like ZocDoc) and insurance companies
- ✓ **Creates competitive edge** being the most comprehensive solution (HIE + Resource Availability Exchange & Booking)
- ✓ Allows new products launch: PRM, telemedicine and others
- ✓ Increases market potential by **hundreds of percent** due to new geographic and customer segments

Customer examples

Regional public health and HMOs

- Need to organize nation-wide/region-wide doctors booking
- Need to work under complex rules of booking restrictions and availability

Large medical organizations and chains

- Use various EMRs and need to allow cross-organizational-booking

Marketplaces

- Need simple PRM for small medical offices and integration with EMR with larger organizations

Insurance companies

- Need to find “best available” service or doctor by availability, price and geographic location within partner clinic chains

Additional opportunity in UAE and MENA

✓ The problem:

- manual collection of RWD leads to costly and ineffective process
- Outdated EMRs & lack of interoperability leads to failed patient recruitment and fragile trial data

✓ The opportunity:

- Pharma giants expanding into low-digitalization markets (CIS / MENA / ASEAN)
- A freemium EMR model can lock in clinics early, building the foundation for RWD and trial readiness
- SRTIP + Med.me = leverage trusted brand + local interoperability tech

✓ The topics to discuss

- SRTIP free EMR (Med.me HIS) → fast adoption in developing markets
- Med.me HIE/RAE → connect leading clinic networks, ensure high-quality FHIR-based RWD
- Joint digital trial modules → e-consent, remote monitoring, patient-reported outcomes
- Shared RWD marketplace → anonymized, standardized datasets packaged for pharma and AI-developers

Business and scaling model

Current model:

- ✓ Med.me customers are clinics who pay \$10–\$25 per doctor per monthly usage in average (appointments, telemedicine, HIE)
- ✓ Med.me partners are pharma and insurance companies who needs to connect with thousands of clinics thus helping Med.me to scale

Data-driven model

- ✓ Med.me consolidates the access to Real-World Data (RWD) from thousands of clinics
- ✓ Paying customers are pharmaceutical companies and researches who pay \$0.1 per depersonalized EHR
- ✓ Doctors would like to get instant access to full PHR
- ✓ Patients would like to get most qualified service while controlling the access to their PHR
- ✓ Pharma benefits from RWD marketplace accessible online



The Holy Family Hospital
مستشفى العائلة المقدسة
בית חולים המשפחה הקדושה



And 700+ clinics already trust Med.me

Customer Testimonials



*Saknin-Ichilov Medical center recently opened its doors to improve healthcare delivery in **upper Galilee area***

Med.me allowed us to upgrade our healthcare information system which covers all major medical and administrative blocks: **PRM and ADT for administration and OpenMRS for clinical part.**

We've admitted customer-oriented and professional approach



Mones Abed,
CFO

Scoth Hospital, aka EMMS is the one of the oldest at Middle East

We've started with appointment scheduling in 2020 and later extended our partnership to a wide scope of essential tools: patients' surveys, **integration with Israeli Ministry of Health,** notifications, reminders and continue to digitalize our hospital



Taiseer Bisharat,
COO



The leading Israeli home lab operator available in all major cities of Israel

Med.me helps us to **optimizes work schedule** of our medical staff, helps patient with **online appointment scheduling** and streamlines **health information exchange** with HMO in Israel



Itamar Bitton
Director for
Business Development

The team – key players



**Alexander Naslednikov,
founder & CEO**

B.A. in Mathematics and
Computer Science, MBA
(Technion-IIT)

Co-founder and VP BizDev
@ Fornova

17 years of experience in
managing, software design
and development (Israel
Navy corps, Mellanox,
Mobilian)



**Fadi Karkabi,
founder & CTO**

B.Sc in Mathematics
and Computer Science,
(Technion-IIT)

B.A. in Economics (Hebrew
University of Jerusalem)

Senior Application Developer
and over 17 years of
experience in a wide variety
of WEB technologies,
software department
manager (BMBY, ReutOne)



**Itzhak (Zizko)
Weiner, CPO**

Zizko designed
medical information
systems for dozens
of Israeli and
European hospitals,
including Shiba,
Assouta, Ichilov and
others



**Krish Datta,
Executive Board Member**

Ex. President of SAP
Southeastern Asia

Ex. CEO, Asia Pacific-Japan,
Middle East of BackOffice
Associates

Seasoned entrepreneur and
investor, founder of
BookMeds



Contact us!

Alexander Naslednikov, CEO
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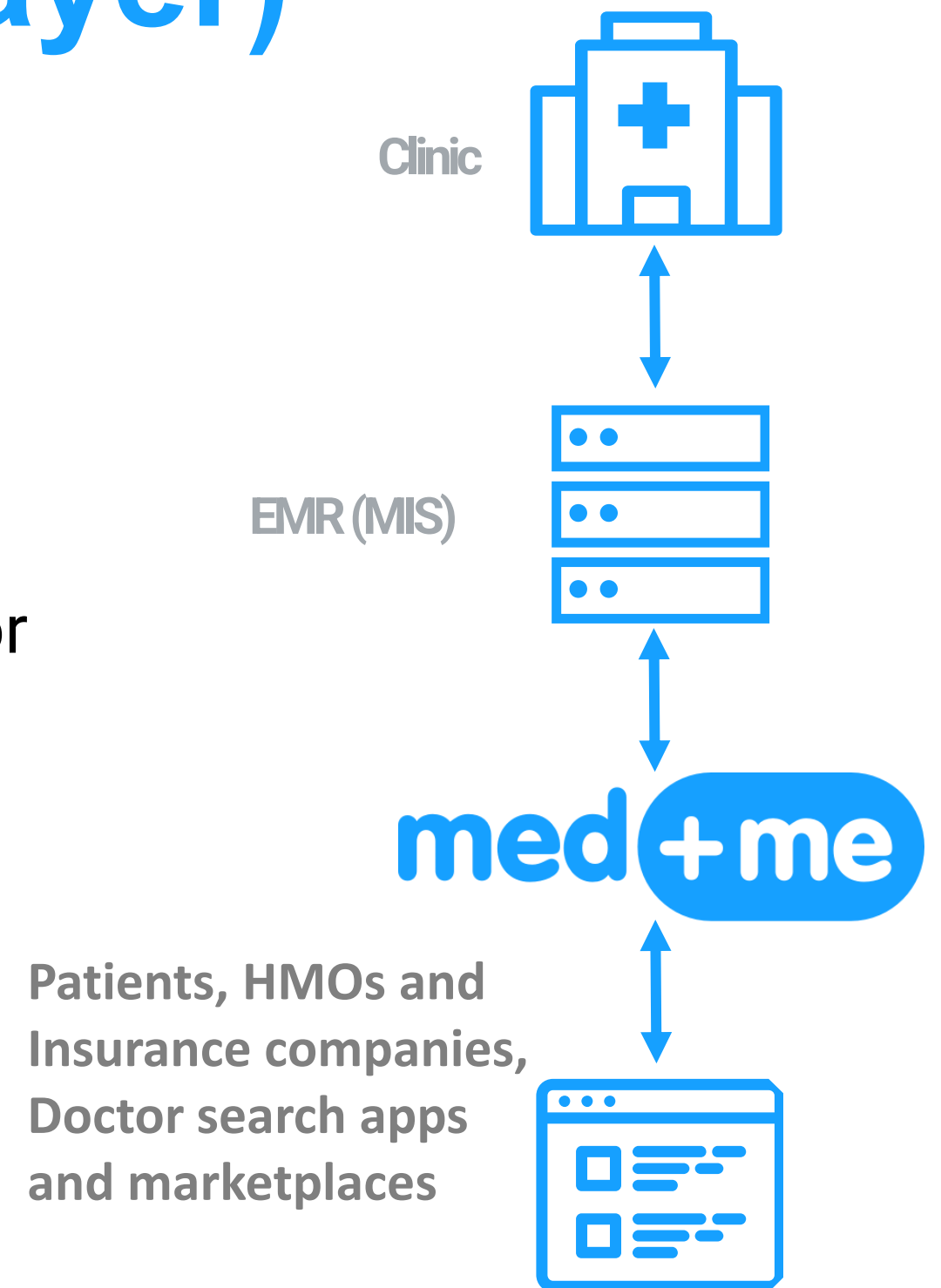




More on Med.me
products

Med.me RAE (integration layer)

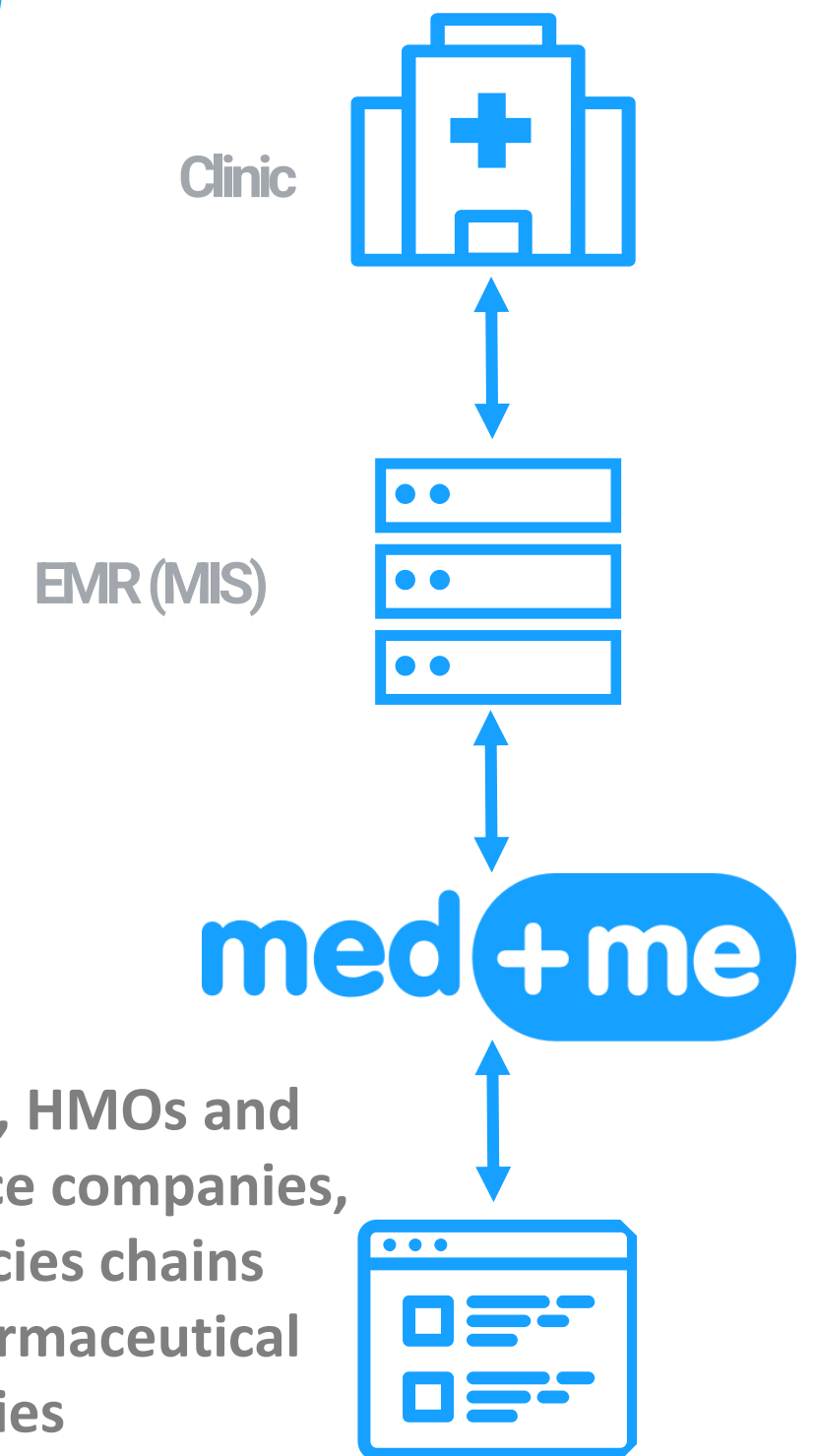
- ✓ RAE – Resource Availability Exchange
- ✓ Allows to create cross-organizational booking platform for medical organizations
- ✓ Real-time appointment scheduling according to insurance or payment type
- ✓ Search for the best availability across multiple source: free time, service location, doctors specialty and quality, insurance type
- ✓ Empowered by InterSystems HealthShare Health Connect™



Med.me HIE (integration layer)

- ✓ Instant EHR data exchange in a protected mode
- ✓ Seamless integration with EMR/MIS to enable all the advanced solutions for digital healthcare both by Med.me and 3rd parties
- ✓ FHIR-based EHR data sharing API
- ✓ The API for CDSS/AI-based systems (alpha)
- ✓ Smart on FHIR support (alpha)
- ✓ Empowered by InterSystems HealthShare Health Connect™

Patients, HMOs and Insurance companies, pharmacies chains and pharmaceutical companies

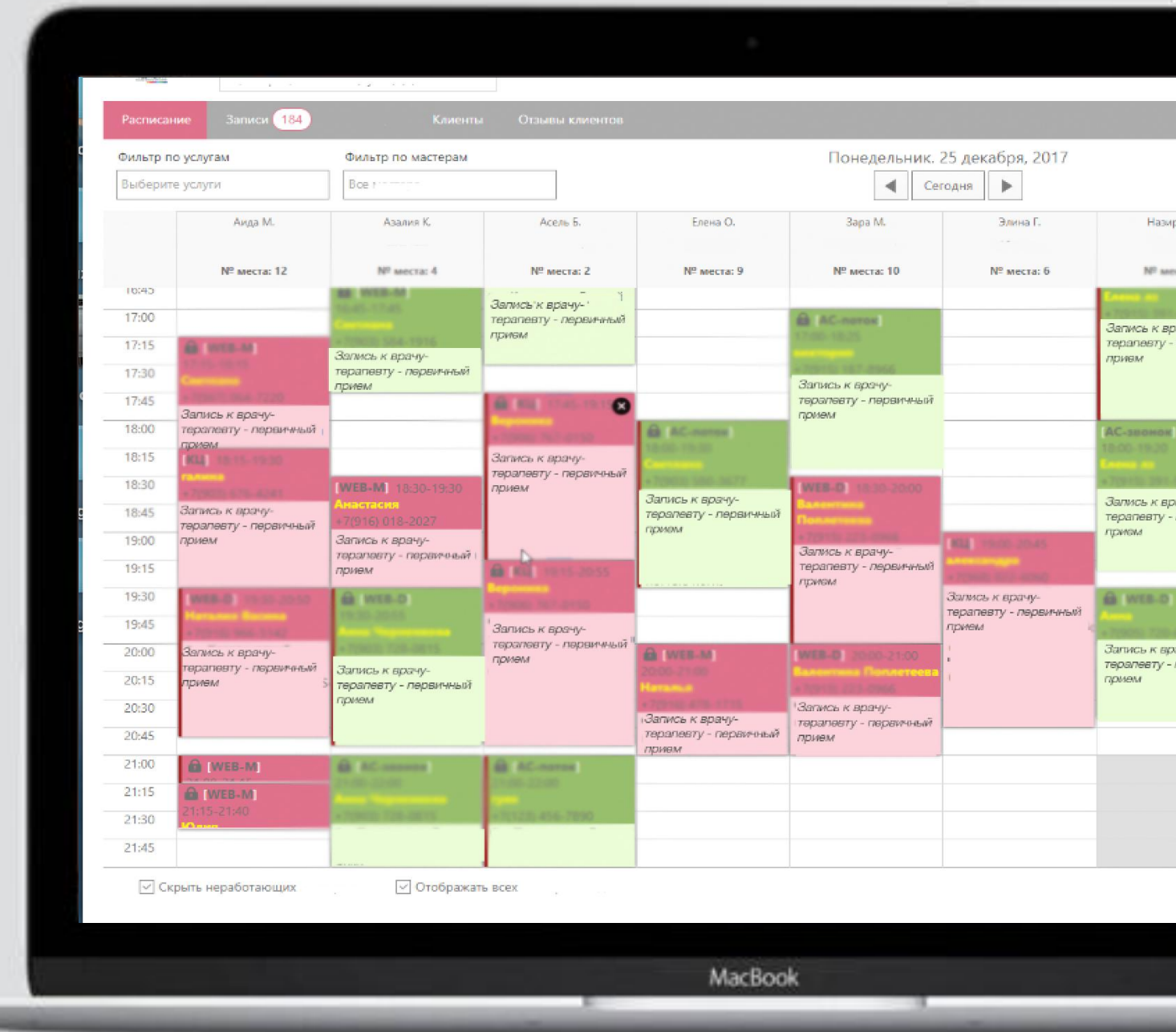




Part I
Med.me HIS

Med.me HIS: PRM

- ✓ Enterprise-grade appointment scheduling and management
- ✓ Staff and resources optimization
- ✓ Penetrated analytic and call tracking
- ✓ Patients feedbacks, reminders and marketing campaigns
- ✓ Patients admission and discharge
- ✓ And a long list of integrations, extensions and features



Med.me HIS: ADT

- ✓ Admission and discharge of patients with an ease
- ✓ Could work as a standalone module or a part of Med.me ecosystem
- ✓ Easy-to-learn
- ✓ Supports any language

Patient Admission - [Name Surname] - Visit ID 1441 - 02.09.2025 / 11:31



Patient Data



Admission Data



Documents



Payment

Patient: **Name Surname**

Visit ID: **1441** Total Amount: **0.00\$** Collected Amount: **0.00\$** Pending Amount: **0.00\$**

Payments

Receipts & Invoices

New Payment

Payment Type:

* Amount:

Click on the row to receive receipt*

Payment Date	Payment Type	Amount	Status	Receipt
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No Payments Received

medome Patient Relationship Management

Branch name

Search Patient (ID, Name)

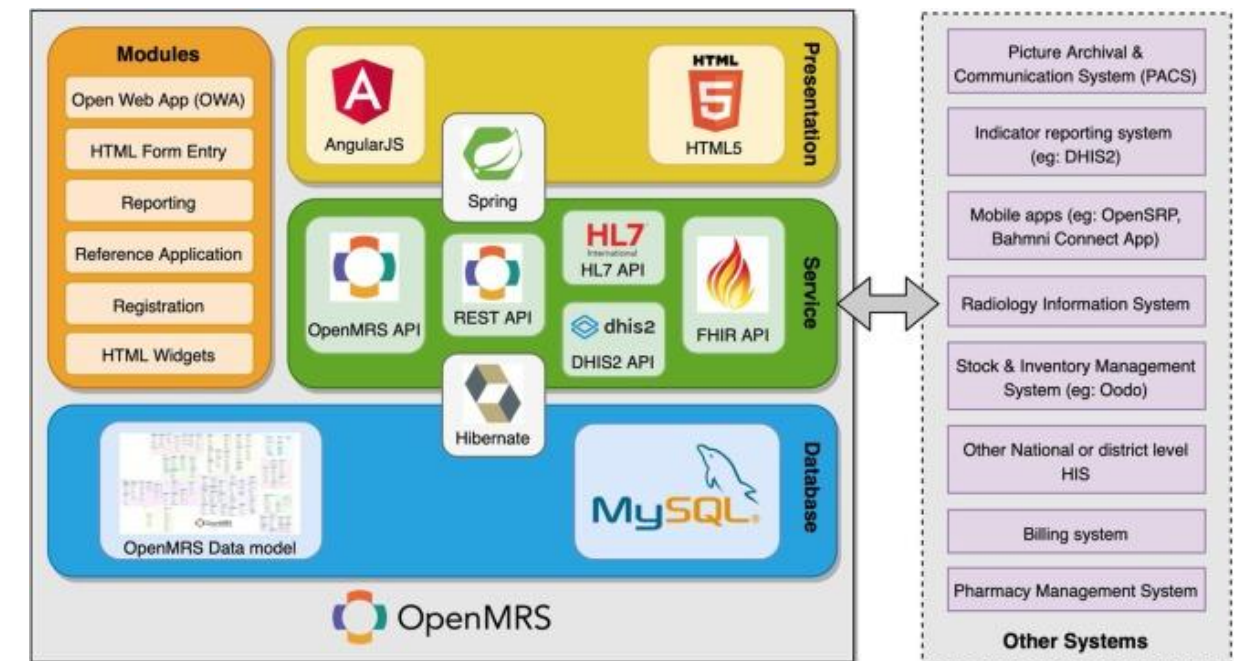
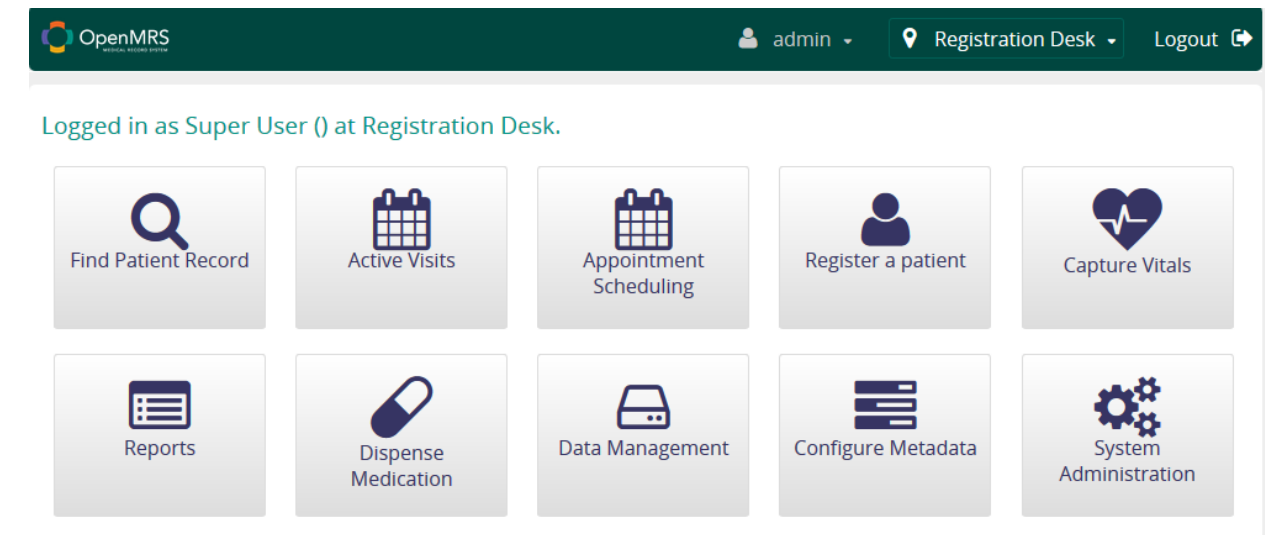
01.08.2025 → 30.09.2025

Not Arrived **Accepted** Released

Visit ID	ID Type	ID Number	First Name	Surname	Start Date / Time	Main Procedure	Assigned resource	Payer	Payment Status	GL Number
1441	National ID	338047434	Name	Surname	02.09.2025 / 11:31	Activity20		Private payer	<input type="button" value="Unpaid"/>	

Med.me HIS: Medical Record System

- ✓ Fully customized for any Healthcare system
- ✓ Extending a leading open-source MRS: 12.5M patients, 5K clinics in 65 countries
- ✓ Modular Architecture and Scalability
- ✓ Easy adaptation for any type of hospital or clinic with no-code form-builder
- ✓ Compliance with Global Healthcare Standards (including HIMSS)
- ✓ Integration with other IT Systems
- ✓ Security and Confidentiality





Part II
Tools for patients

Online appointment scheduling

- ✓ Online appointment scheduling 24/7
- ✓ Increases conversion rates
- ✓ Available on web and mobile
- ✓ Can be integrated with any web-portal or organization where your patients could be visiting

The screenshot displays the Med.me mobile application interface. At the top, there is a navigation bar with a back arrow and the text "Select specialty". To the right is a search bar labeled "Search by specialty". Below this, a list of medical specialties is shown, each with an icon, the specialty name, and a price range:

- Cardiologist**: From 70 USD to 75 USD
- Endocrinologist**: From 70 USD to 75 USD
- Family Therapist**: From 70 USD to 75 USD
- Gastroenterologist**: From 78 USD to 82 USD

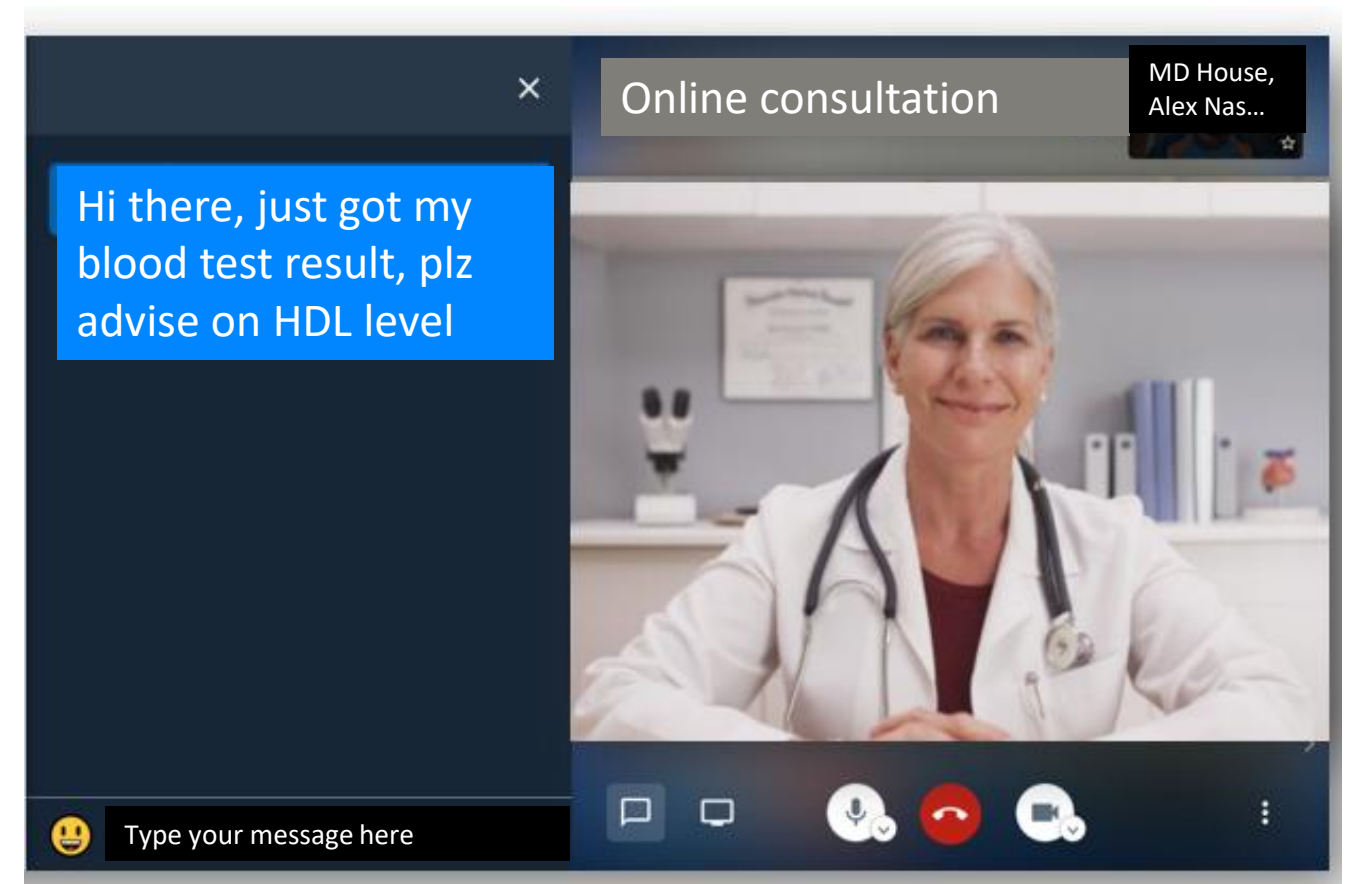
The bottom portion of the screenshot shows the "Select date and time" screen. It features the Med.me logo and address: "Med.me, 207 S Santa Anita St #335, San Gabriel, CA 91776". Below the address is a "Select date and time" header. The main content is a calendar for November 2019, with columns for days 20 Wed, 21 Thu, 22 Fri, 23 Sat, 24 Sun, 25 Mon, and 26 Tue. A "Show busy timeslots" toggle is turned on. The calendar grid shows available time slots with their respective discounts:

Day	11:30	12:00	12:30	13:00	13:30	14:00
20 Wed	Available	-30%	-30%	-30%	-20%	-20%
21 Thu	Unavailable	Unavailable	Unavailable	Unavailable	Unavailable	Unavailable
22 Fri	Available	-30%	-30%	-30%	-20%	-20%
23 Sat	Unavailable	Unavailable	Unavailable	Unavailable	Unavailable	Unavailable
24 Sun	Unavailable	Unavailable	Unavailable	Unavailable	Unavailable	Unavailable
25 Mon	Available	-30%	-30%	-30%	-20%	-20%
26 Tue	Unavailable	Unavailable	Unavailable	Unavailable	Unavailable	Unavailable

At the bottom of the screen, it says "Powered by Med.me" and provides a phone number: "+1(499) 625-2111".

Telemedicine

- ✓ Available via hyperlink on any device. No need to install any additional software to use the product!
- ✓ Has audio, video, chat, automatic screen recording
- ✓ Protected and secure videoconferencing!
- ✓ For medical treatment: diagnostics, prescriptions, recommendations
- ✓ Save time and money: $\frac{2}{3}$ of primary healthcare visits could be done online



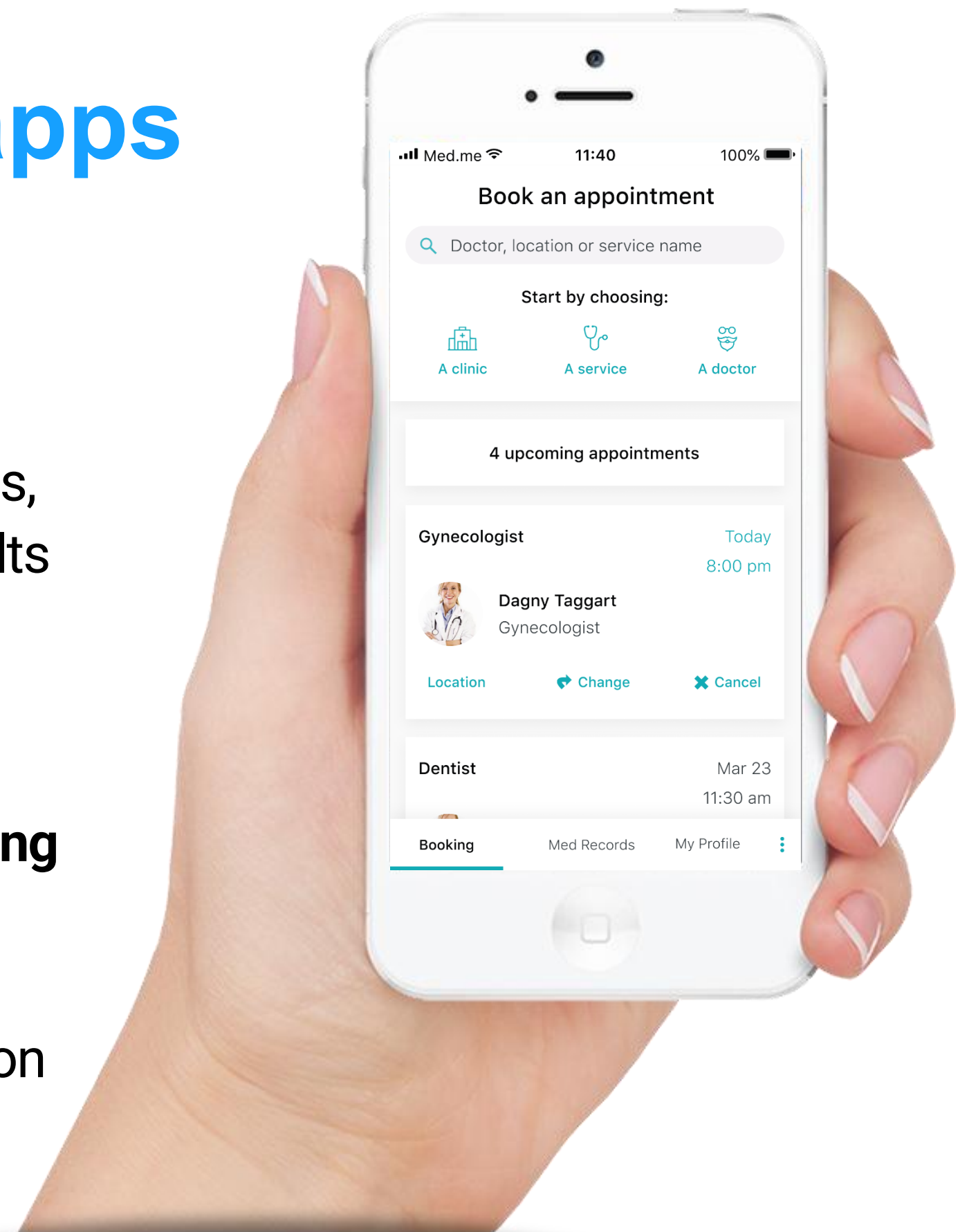
Patients and doctors' apps

For patients:

- ✓ Patient-centric app with permission-based EHR access sharing
- ✓ Integrated and structured EHR with history of visits, doctors' referrals, prescriptions, medical test results and others
- ✓ Online appointments scheduling
- ✓ Telemedicine
- ✓ **Alfa version: AI-based CDSS and Health monitoring**

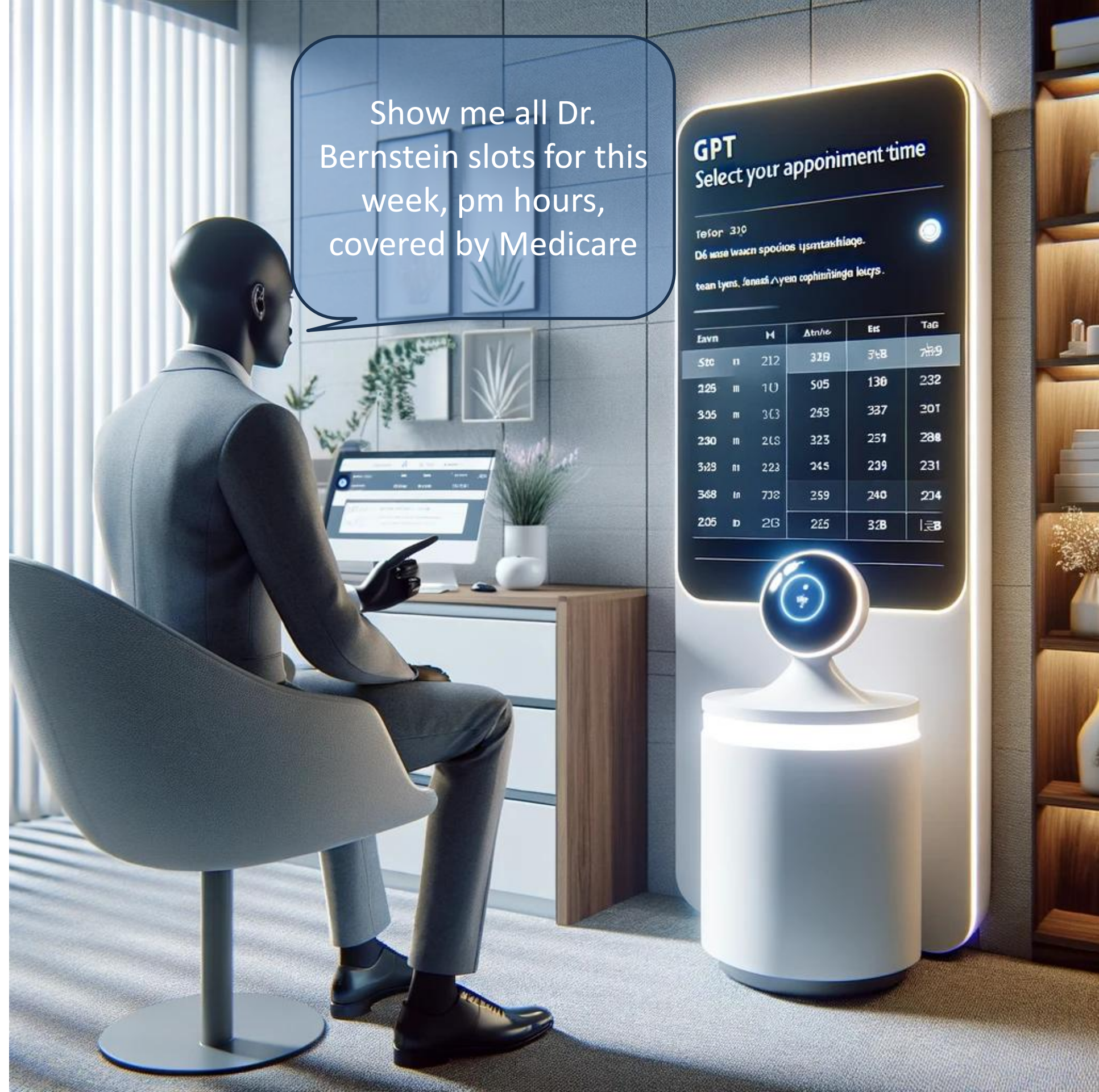
For doctors:

- ✓ An access for PHR from other medical organization
- ✓ Preserves therapeutic sequence
- ✓ Increases the quality of diagnostics



The future of medical appointment scheduling

- ✓ Machine Learning-enhanced voice recognition for precise interpretation of patient requests
- ✓ LLM enables thorough extraction of meaning from conversations
- ✓ Integration of Med.me RAE with LLM facilitates appointment scheduling in any language
- ✓ Let's shape the future of healthcare scheduling, together





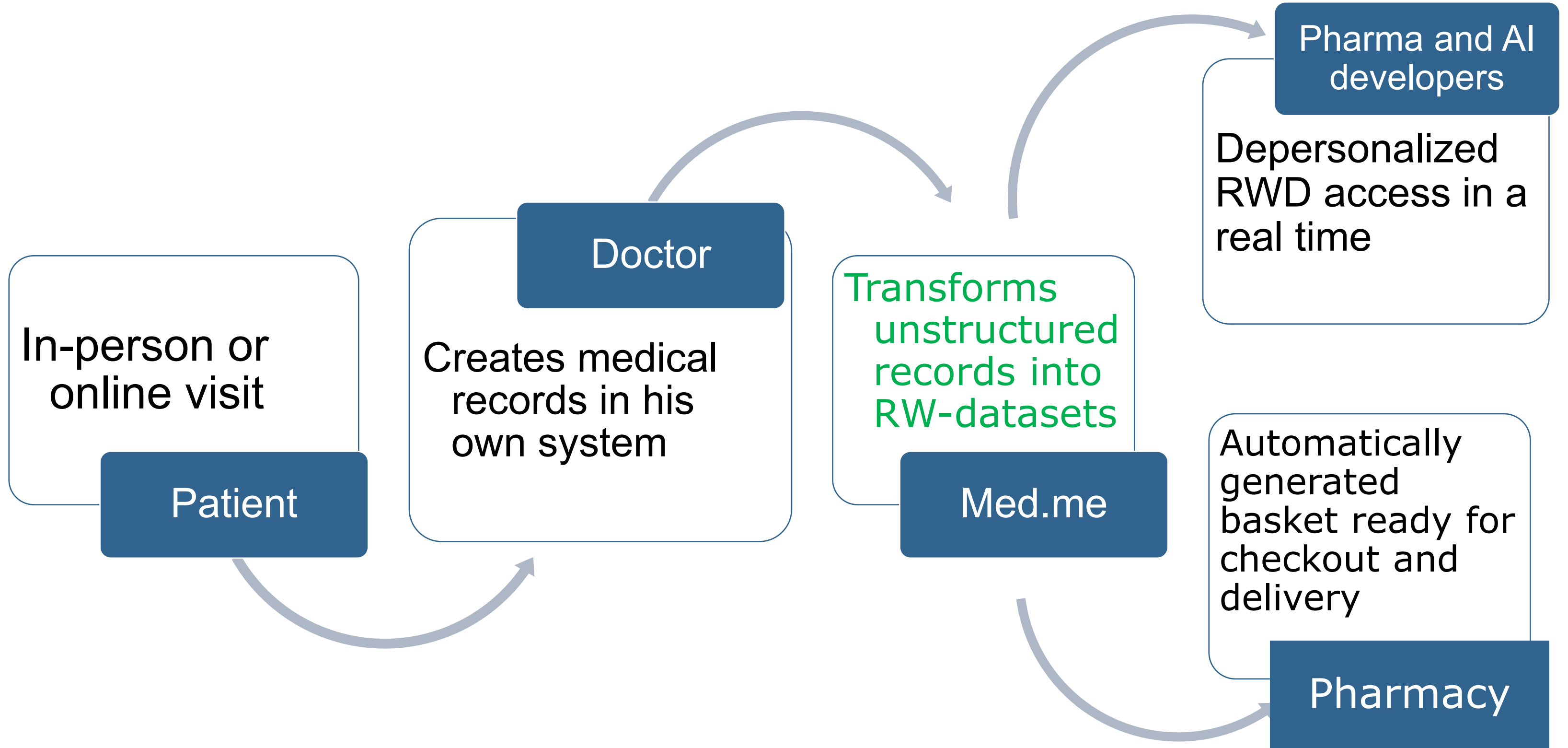
Part III
Tools for partners

Usecase: Cross-organizational booking showcase for insurers

- ✓ Search for the nearest available appointment across all clinics in the network
- ✓ Saves time for both doctors, call center operators and patients
- ✓ Appointment cost optimization
- ✓ Differentiation between insurance timeslots and timeslots for commercial appointments

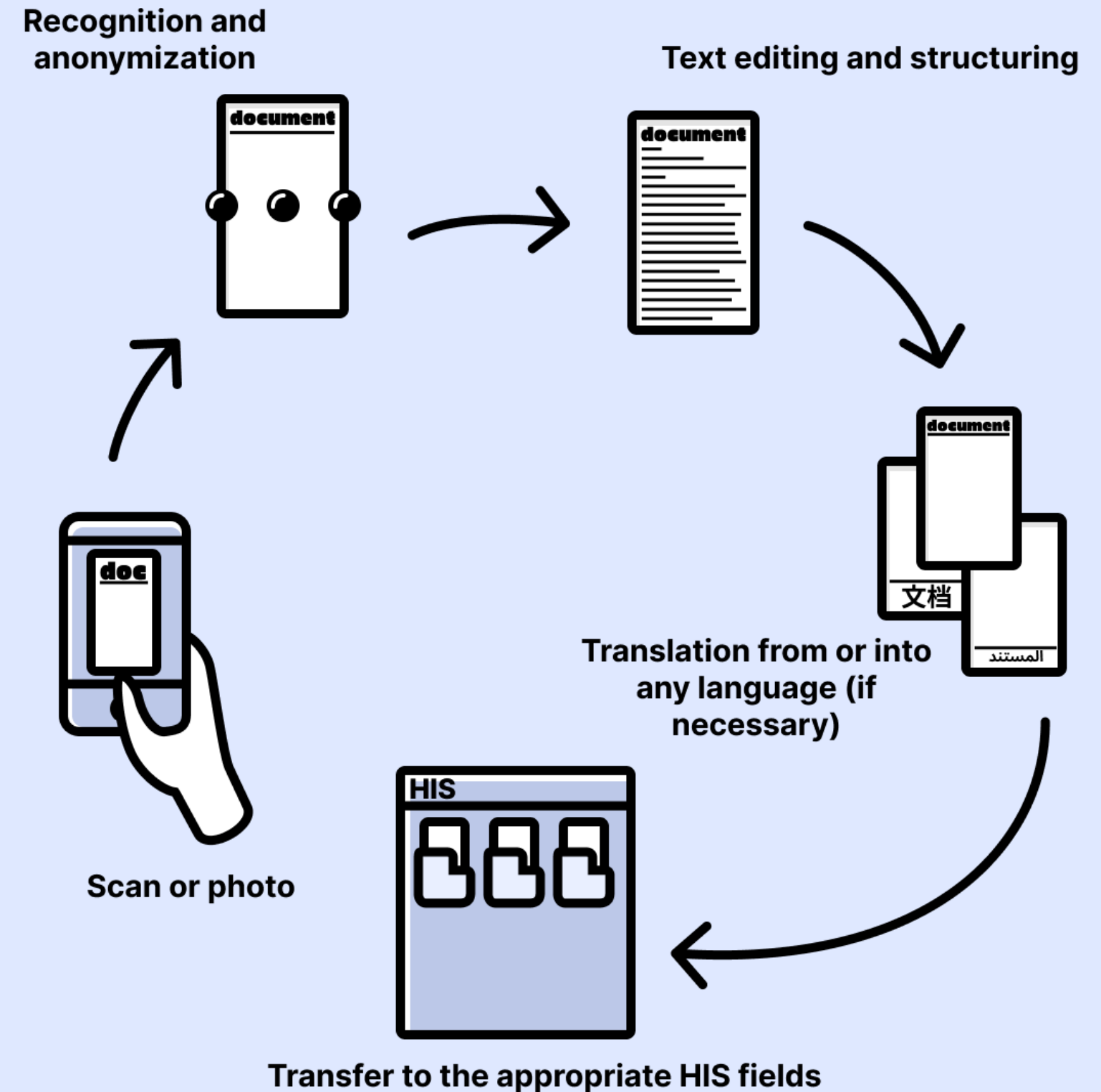
The screenshot displays the Med.me mobile application interface. At the top, the Med.me logo and name are visible. Below the logo, there is a navigation bar with a back arrow, the text "Select clinic", and two buttons: "List view" and "Map view". The main content area features a map of Los Angeles with several green location pins indicating clinic locations. The map includes labels for various cities and highways. Below the map, there is a section for a specific doctor, Chelsea Sanders, with her profile picture, name, and specialty (Children's dentistry). Below the doctor's information is a calendar for November 2020, showing appointment slots for Monday through Friday. The calendar grid shows timeslots from 9:00 AM to 10:30 AM. At the bottom of the screen, there is a footer with the text "Powered by Med.me" and a phone number "04996252111".

RWD Marketplace



HealthParse AI

- ✓ Processes any image file format (PDF, JPG, etc.).
- ✓ Recognizes text in all European languages, as well as Arabic.
- ✓ Local AI model identifies and anonymizes personal data.
- ✓ Translates information into the user-selected language.
- ✓ Compiles received data into a structured patient summary epicrisis.
- ✓ Provides an API for integration with client software.





Contact us!

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