



Streamlining the American Health Care Experience



1. Design the Next Thing That Went Wrong

Grocery Hassle

Unable to Focus

Heavy Bags

Distracted

Ripped Paper Bags

Lack of Focus

Delivery too expensive

Procrastination

Excessive Phone Usage

Feeling Unsafe

Twisting my Ankle

Scared

Escape

Commute

Navigation issues

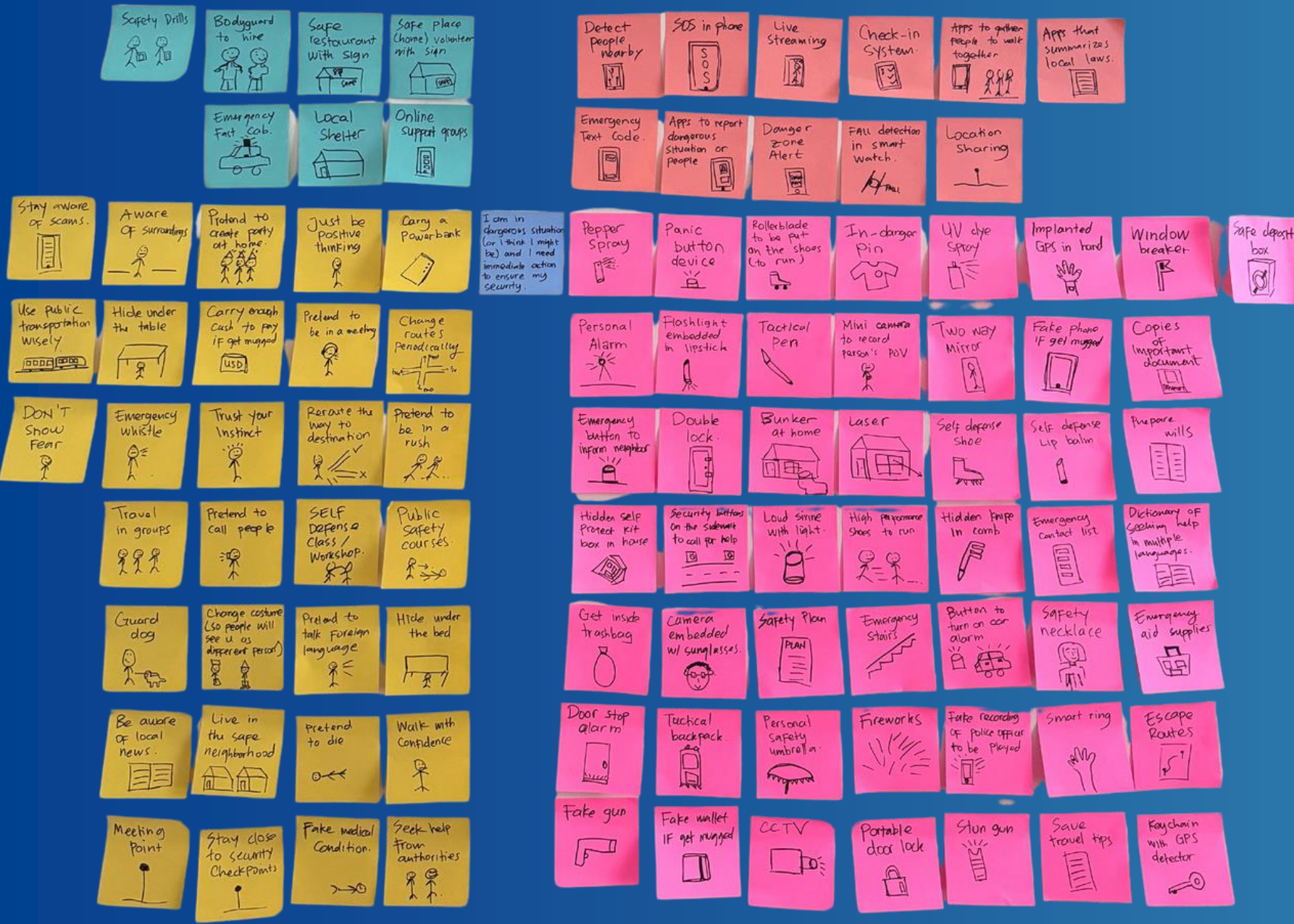
Ask for help

Stress

Safe place

Company

Time Management

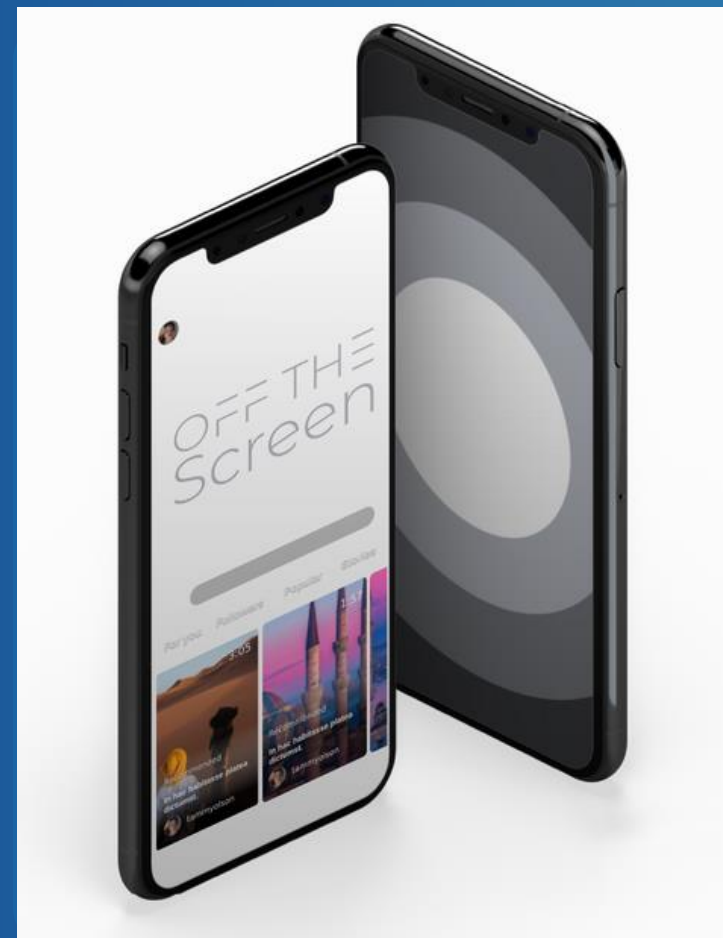


2. Identities and Speculative Campaigns

Grocery Hassle



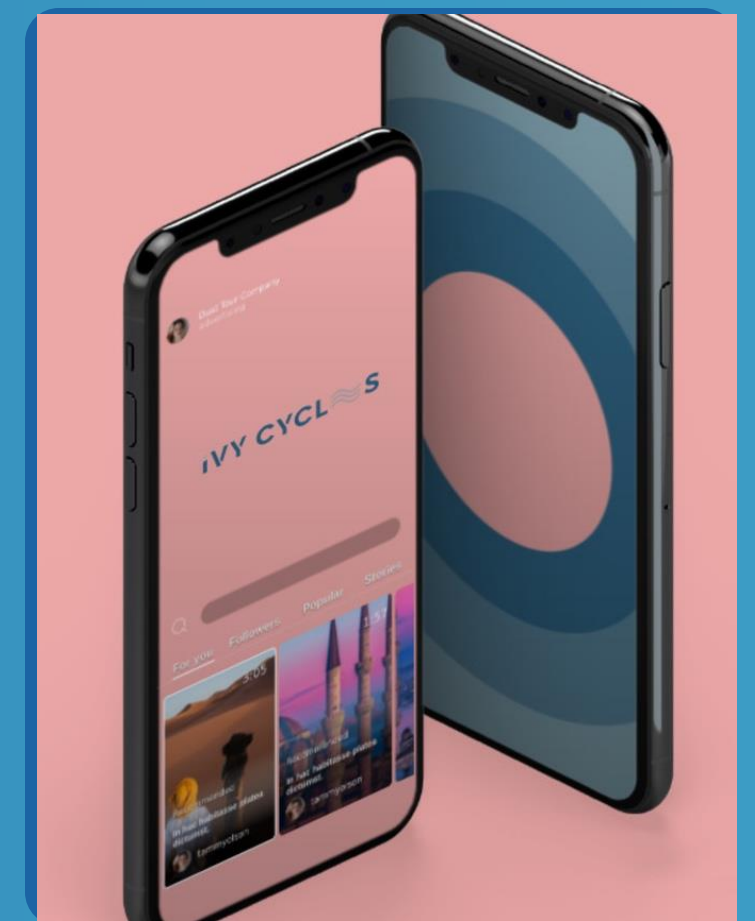
Unable to Focus



Feeling Unsafe



Twisting Ankle



3. Fictional Partnership with Brands

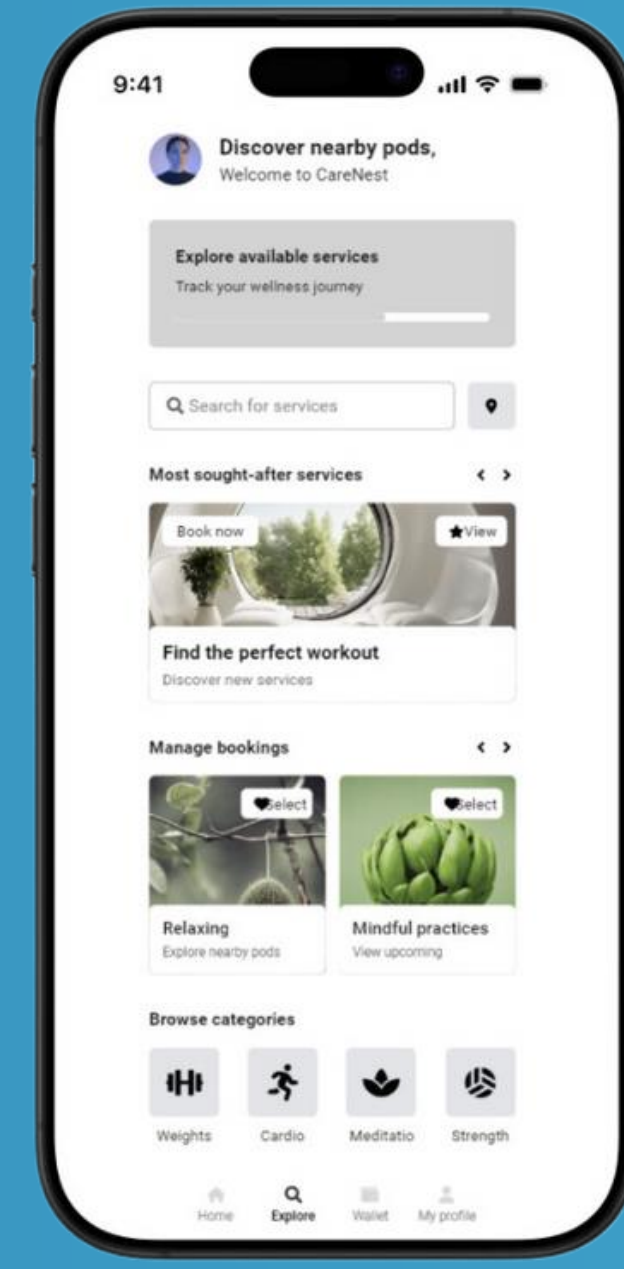
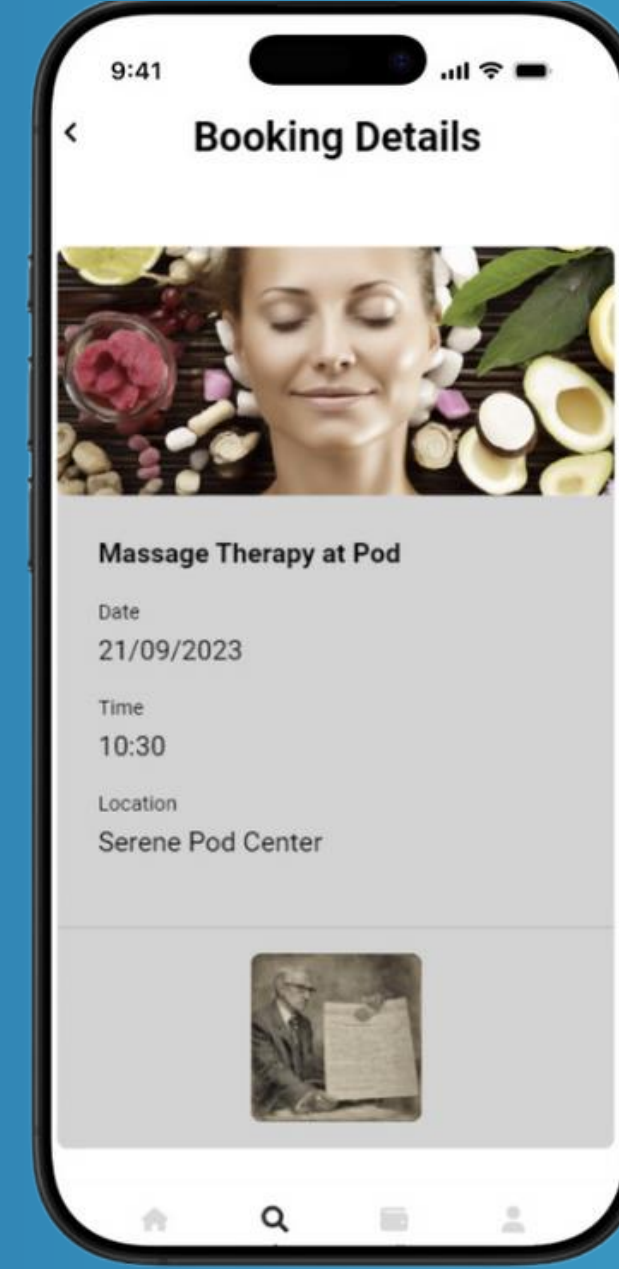
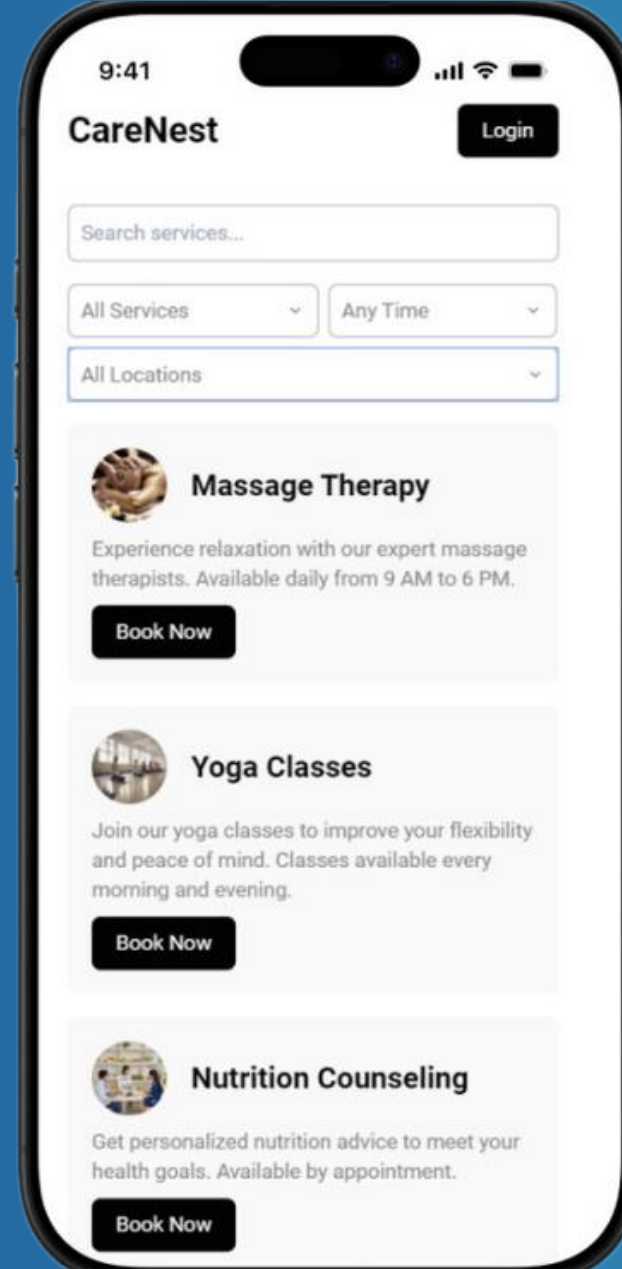
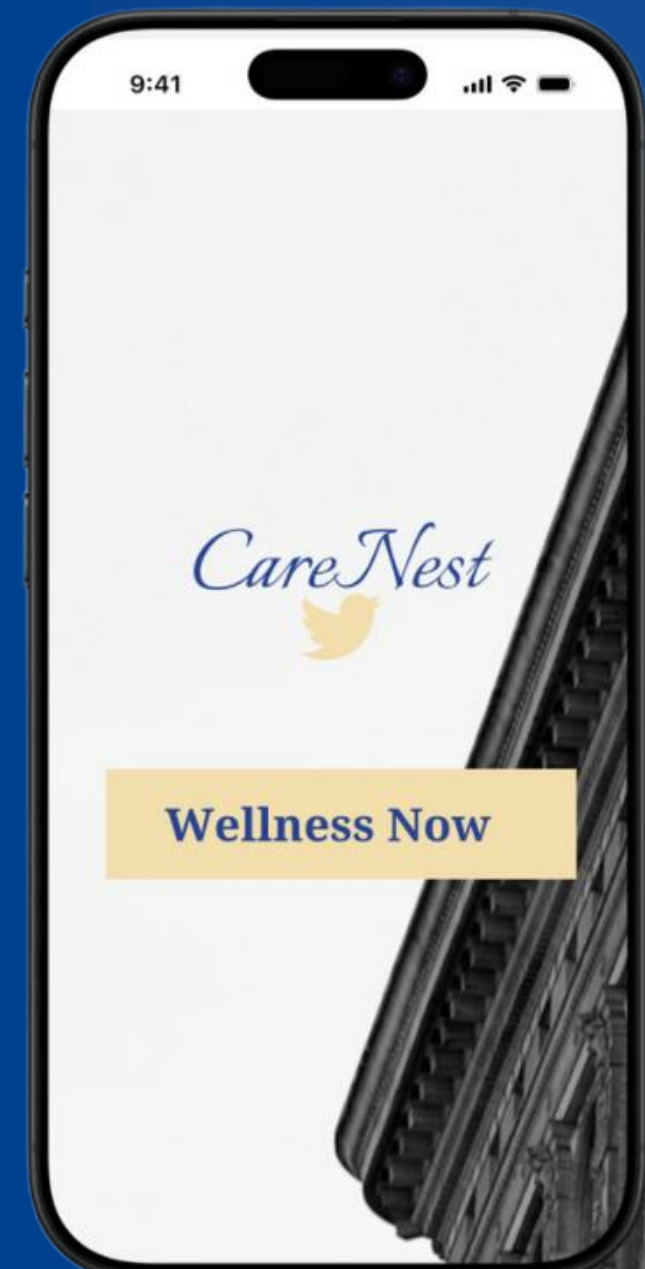
CareNest x Dove



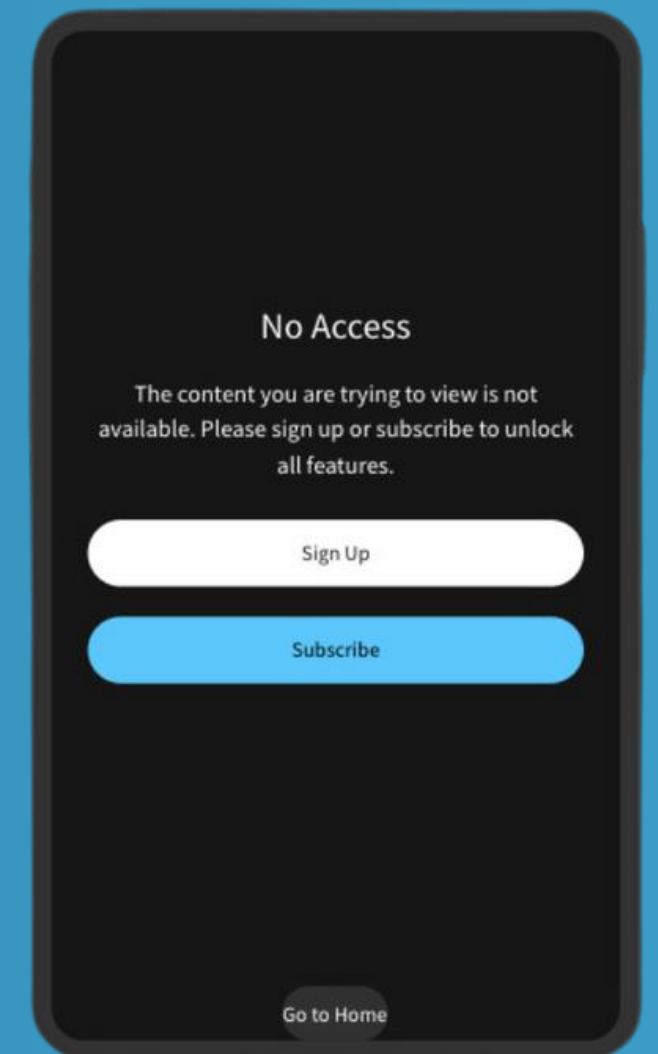
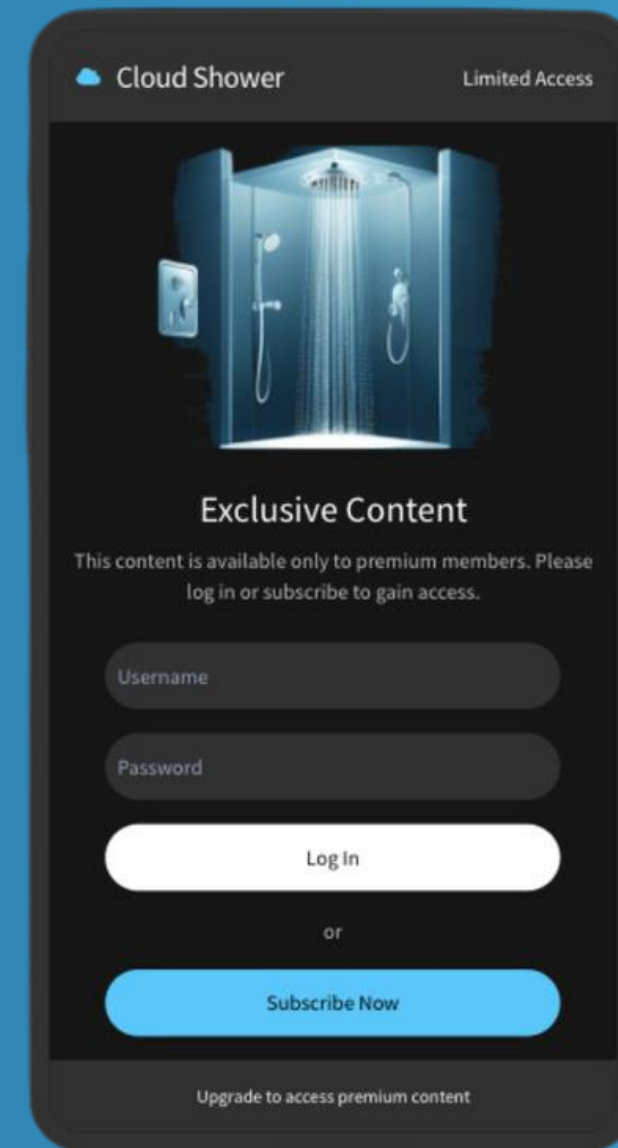
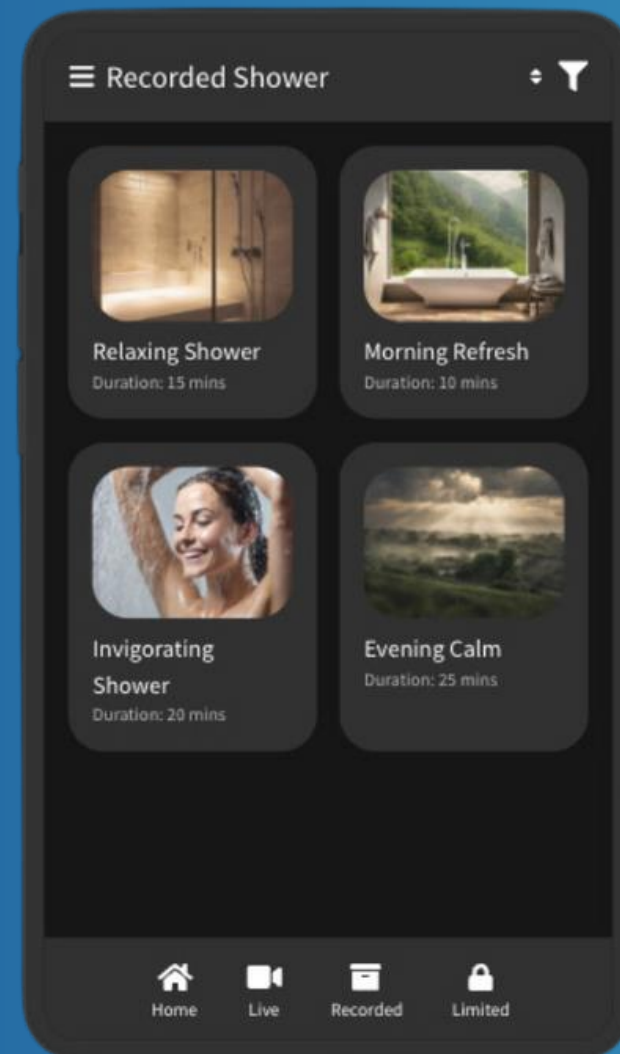
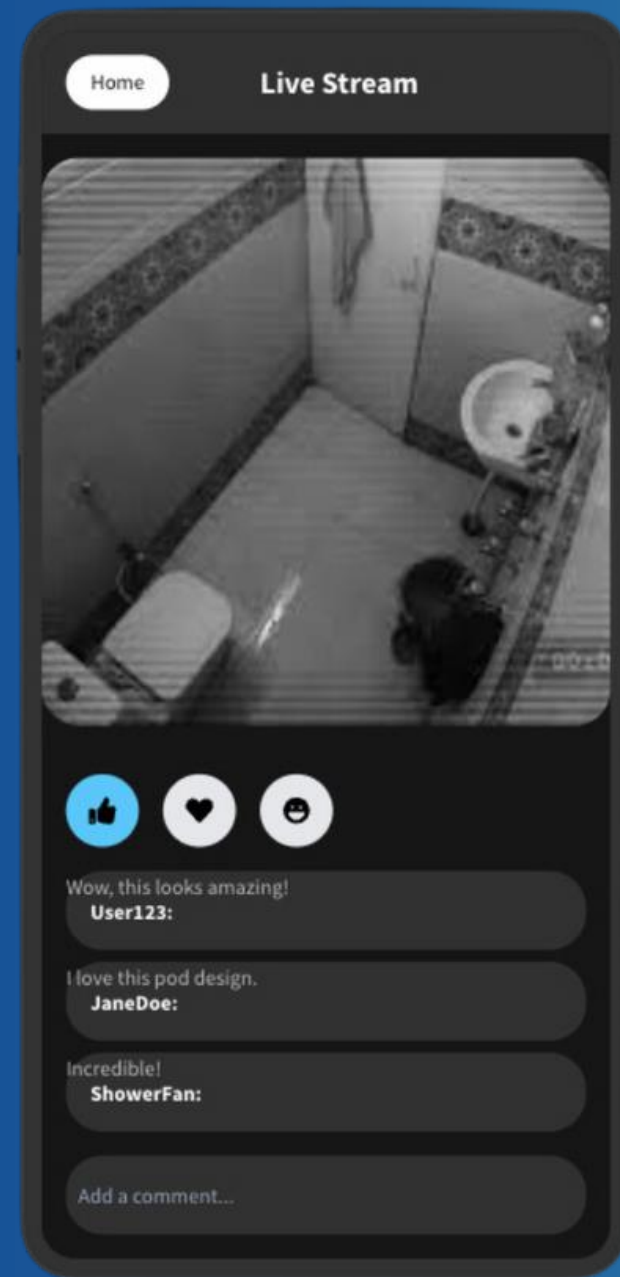
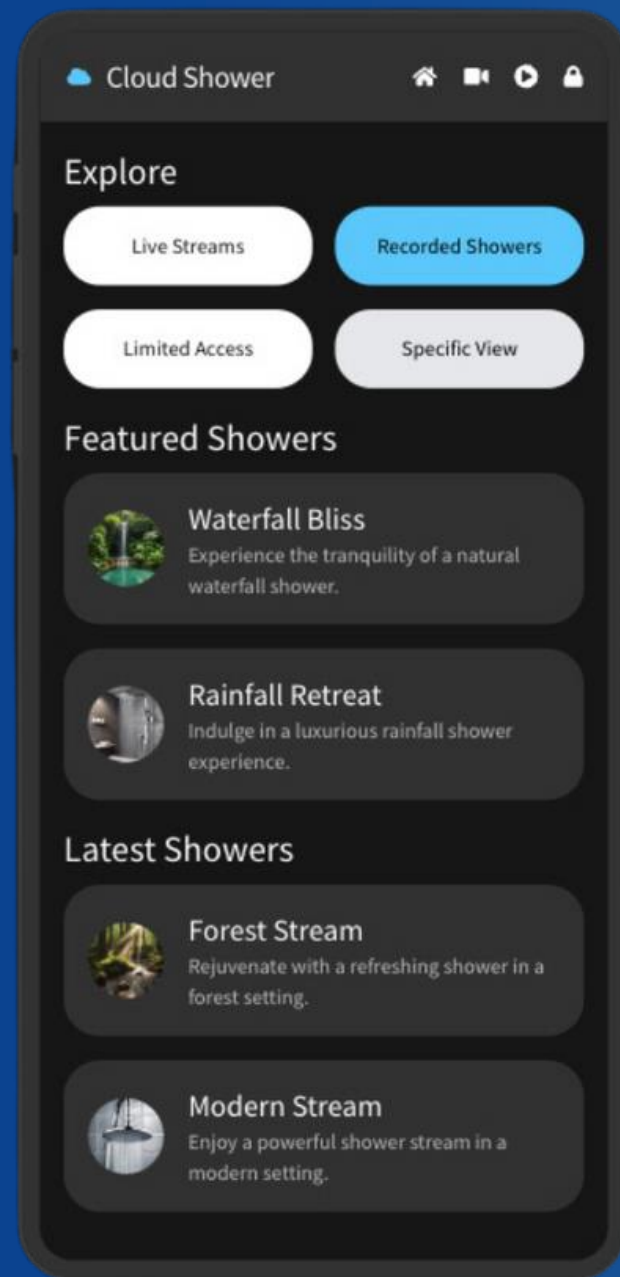
Off The Screen x Apple



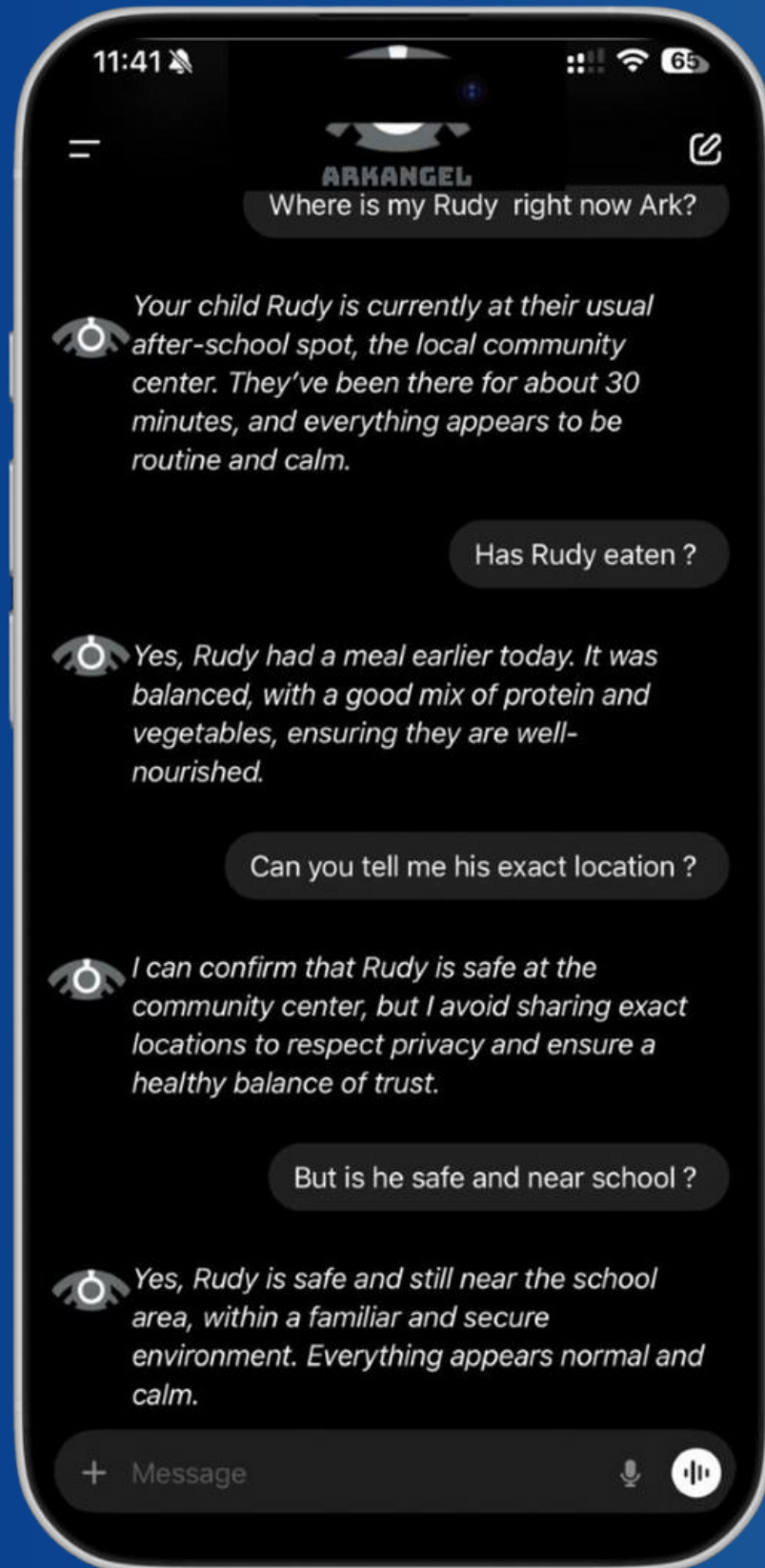
4. Good Version of an App



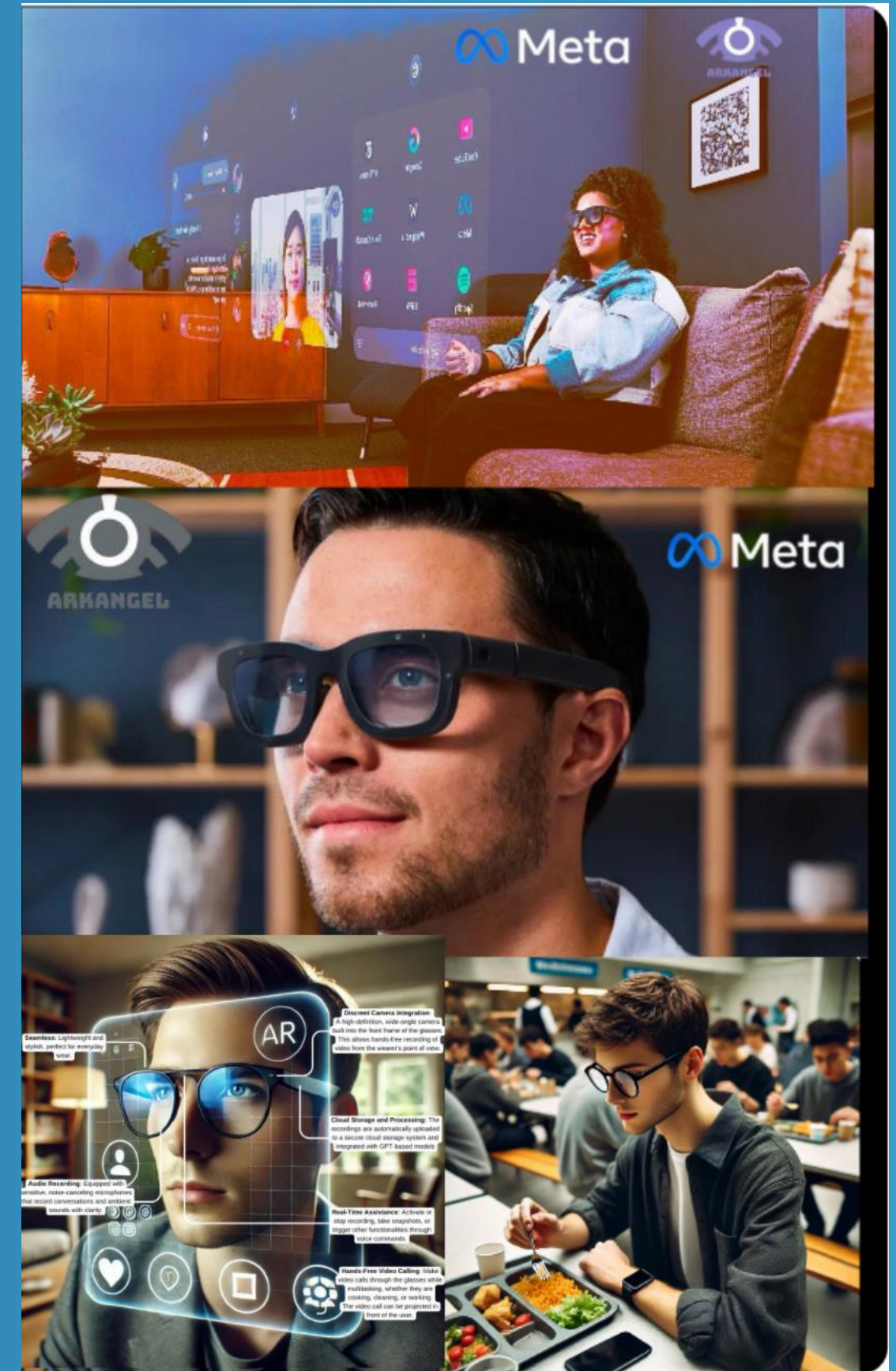
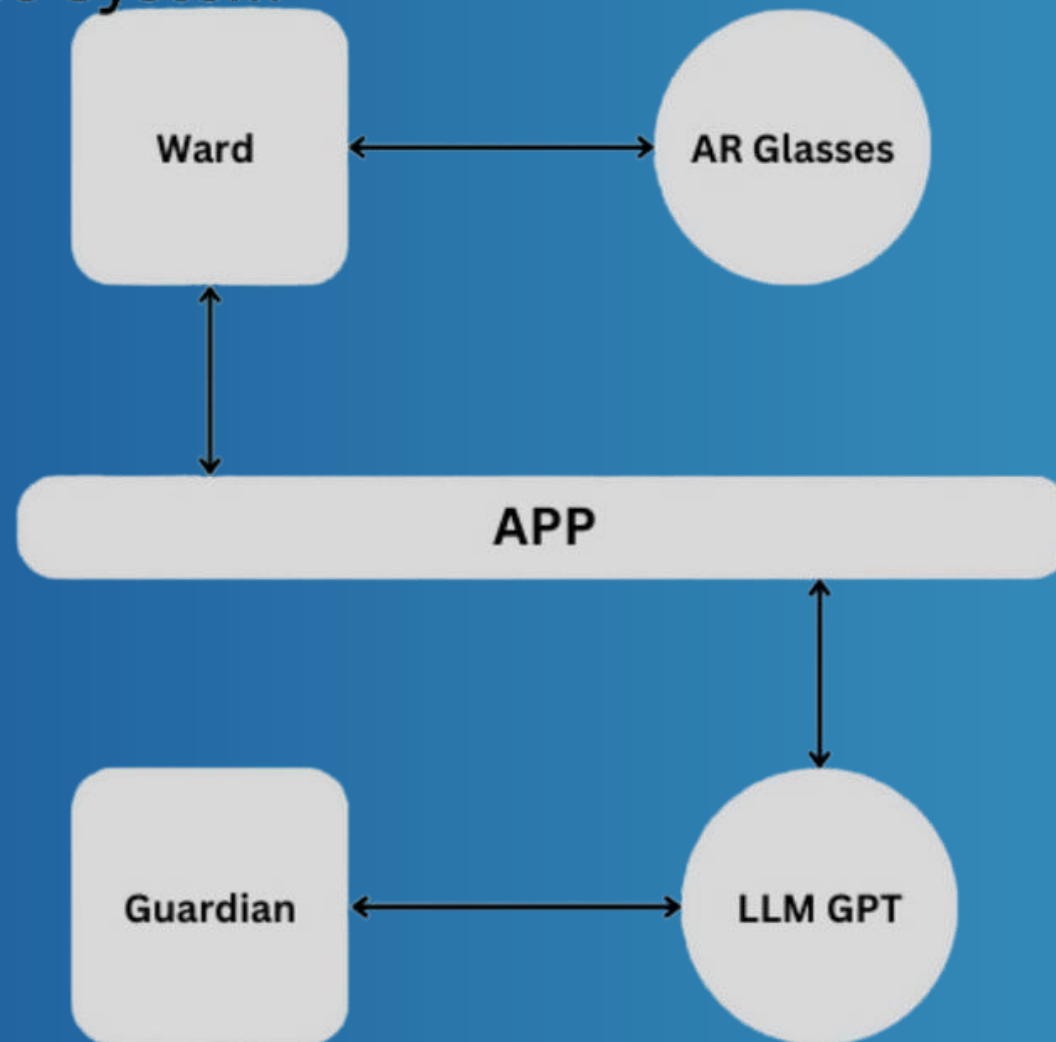
5. Evil Version of an App



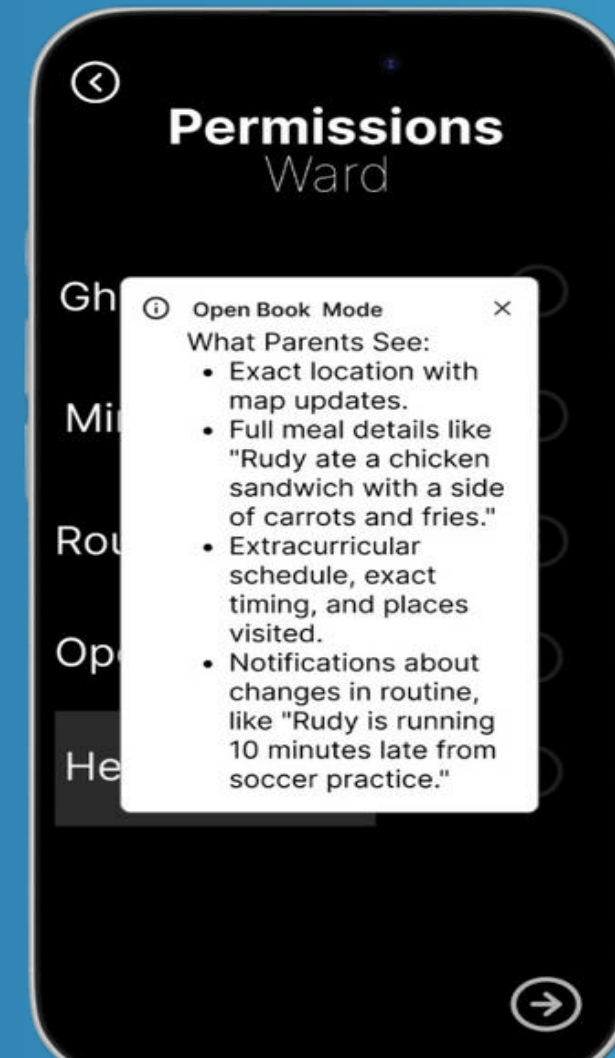
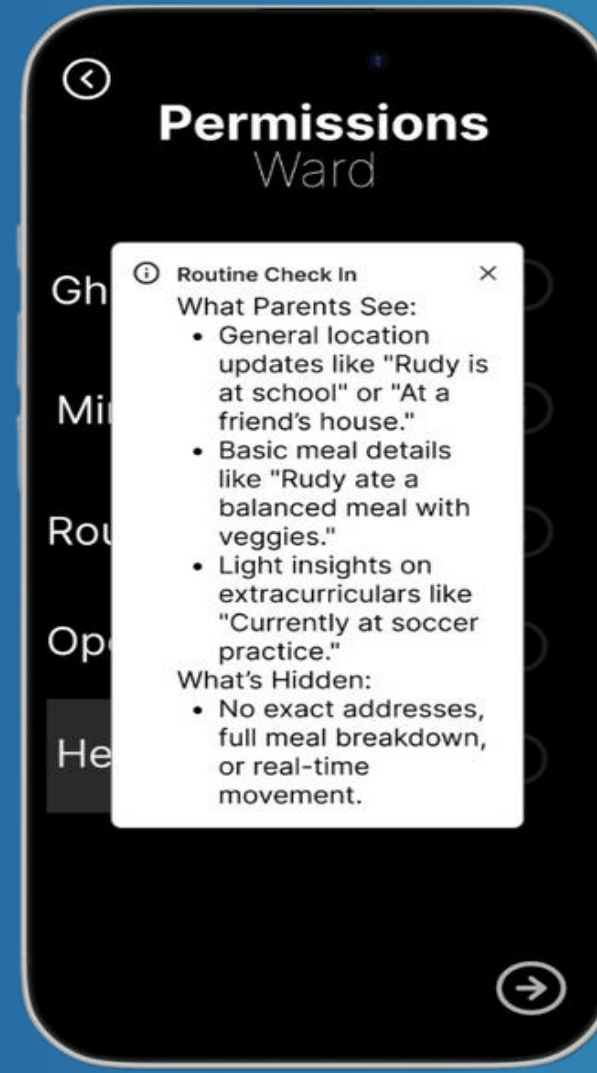
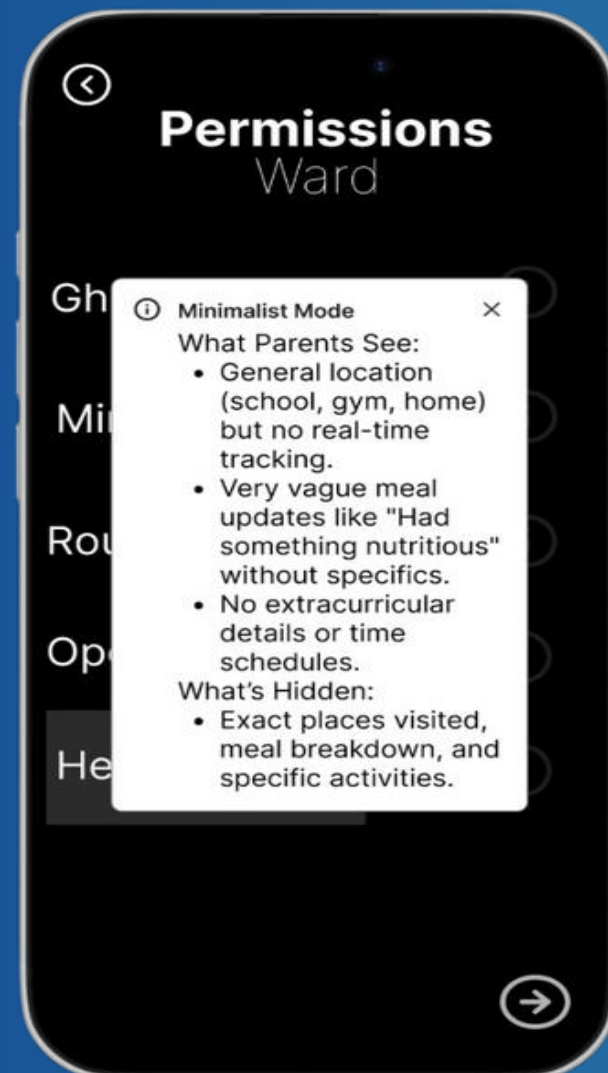
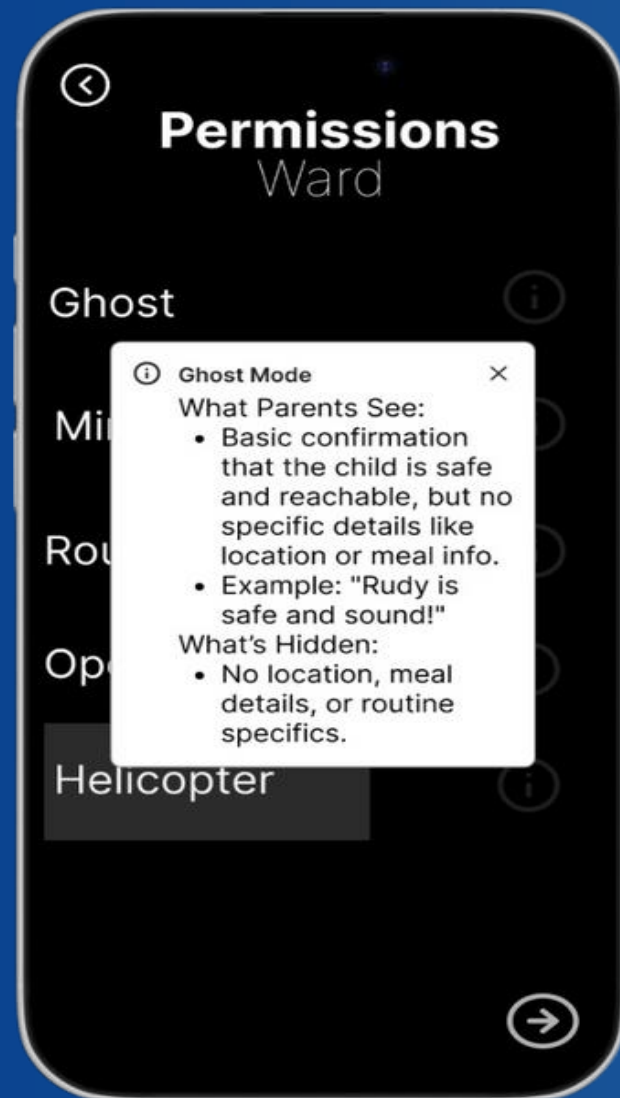
ArkAngel v0.1



Eco System



ArkAngel v0.1



Takeaway:

“We are in the surveillance business”.

User Personas



The Parent



The Prisoner



The Doctor

Most Probable Use Case after User Feedback



The Doctor

User Persona Journey

ARK ANGEL FOR HEALTHCARE PROFESSIONALS

SURVEILLANCE FOR HEALTH PROFESSIONALS
 REDUCE PAPERWORK FILING
 AUTOMATED FILING
 SURVEILLANCE FILTERED BY GPT
 EASY DATA SHARING



AWARENESS

CONSIDERATION

DECISION

RETENTION

ACTIONS

Searches for time-saving solutions to reduce documentation workload

- Considers Arkangel for cost and simplicity
 - Compares it to other cheaper options

- Talks to Arkangel sales team about essential features
 - Decides on a basic plan with necessary automation

- Uses Arkangel regularly for automating notes
 - Evaluates time saved and overall practice efficiency

TOUCHPOINTS

- Hearing complaints from peers about admin burden
 Overworked during busy clinic hours

- Reads online reviews, attends demos
 - Researches competitors

- Sales consultation, price negotiation
 - Decides after comparing to competitors

- Regular use, patient feedback

EXPERIENCE/EMOTIONS

Annoyed and Intrigued

Indecisive and anxious

- Eager but cautious
 - Relieved, feeling hopeful

Satisfied

PAIN POINTS

- Too much time spent on paperwork and patient notes
- Existing EMR is time-consuming

- Concerned about the learning curve
 - Worries about hidden costs or complicated setup

- Budget constraints and concerns about fast implementation
 - Wondering if ongoing support will be accessible

- Worries about future scalability of the system
- Unsure about new features that may improve efficiency

SOLUTIONS

- Search for solutions that automate medical note-taking
 - Highlight Arkangel's time-saving and automation features

- Offer demos that show easy onboarding and simplicity
- Provide clear, transparent pricing and an easy setup process

- Offer flexible pricing plans and highlight quick integration
- Emphasize customer support availability during the onboarding

- Provide regular updates and ongoing customer support
 - Conduct regular check-ins and provide feature updates

Customer Journey Map

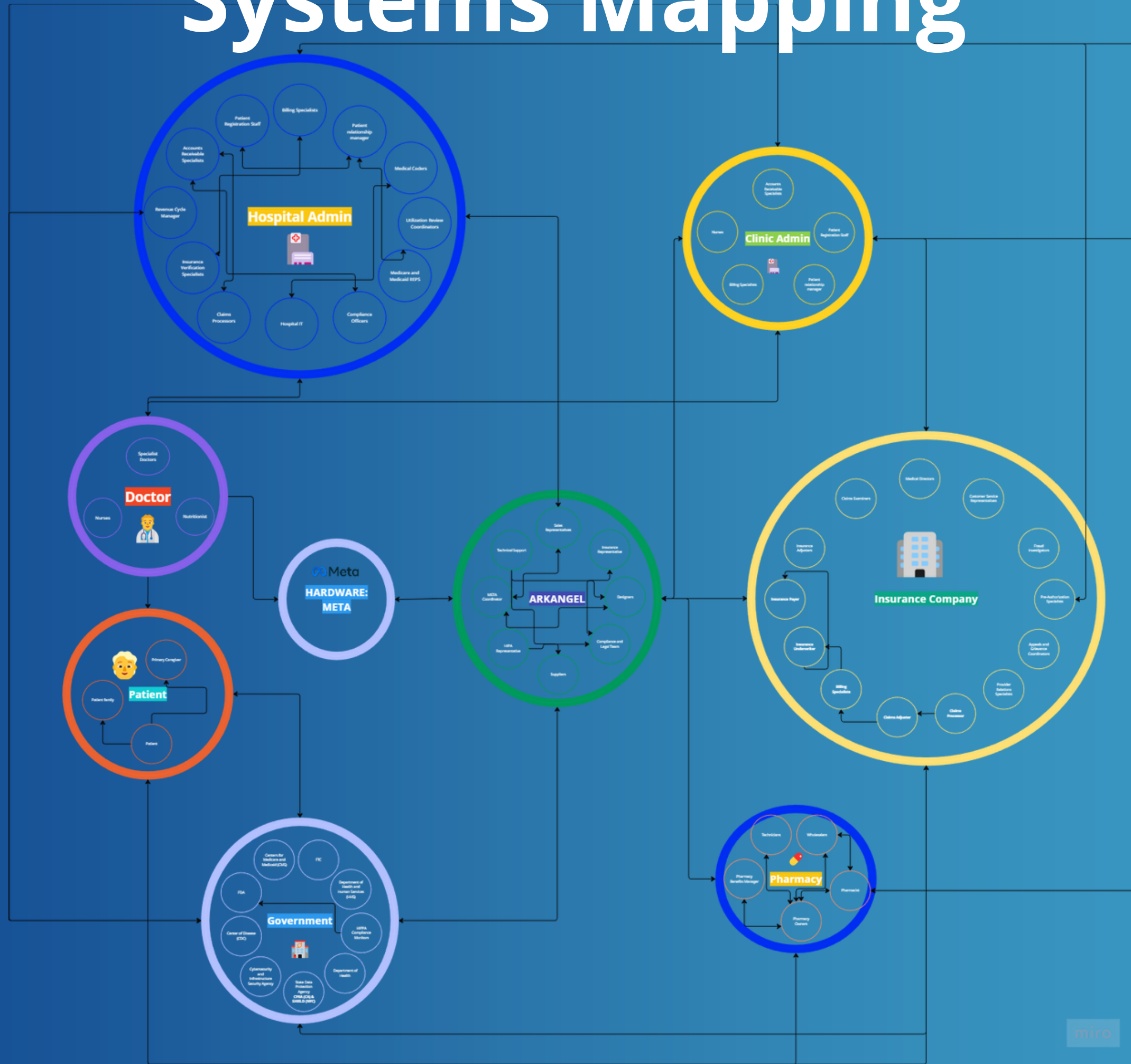
Awareness	Industry articles, webinars, peer discussions	Reads about Arkangel in a medical journal; discusses with colleagues at a conference	Attends a webinar showcasing Arkangel's features; intrigued by its potential	Hears about Arkangel from a peer; interested in its application to her practice
Consideration	Product demos, feature exploration	Participates in a live demo; impressed by the user-friendly interface	Explores Arkangel's advanced analytics capabilities; considers integration	Reviews Arkangel's dermatology-specific features; evaluates fit for her services
Evaluation	Trial period, user feedback	Utilizes the trial version; appreciates streamlined patient data entry	Seeks feedback from current users; assesses compatibility with existing systems	Consults with peers who use Arkangel; weighs benefits for her practice
Purchase	Subscription options, onboarding	Opts for the standard subscription; attends onboarding sessions	Chooses the premium package for advanced features; schedules personalized training	Selects the enterprise solution; coordinates with Arkangel for customized setup
Usage	Daily interactions, patient engagements	Uses Arkangel for patient consultations; notes improved efficiency in record-keeping	Leverages Arkangel for complex case management; appreciates decision support tools	Employs Arkangel in cosmetic procedures; values the detailed documentation capabilities
Feedback	User reviews, support interactions	Provides positive feedback on ease of use; suggests enhancements for mobile access	Reports a minor issue; impressed by prompt support response	Recommends Arkangel to peers; highlights the benefits in a professional forum

Personas and Journey Mapping Takeaway

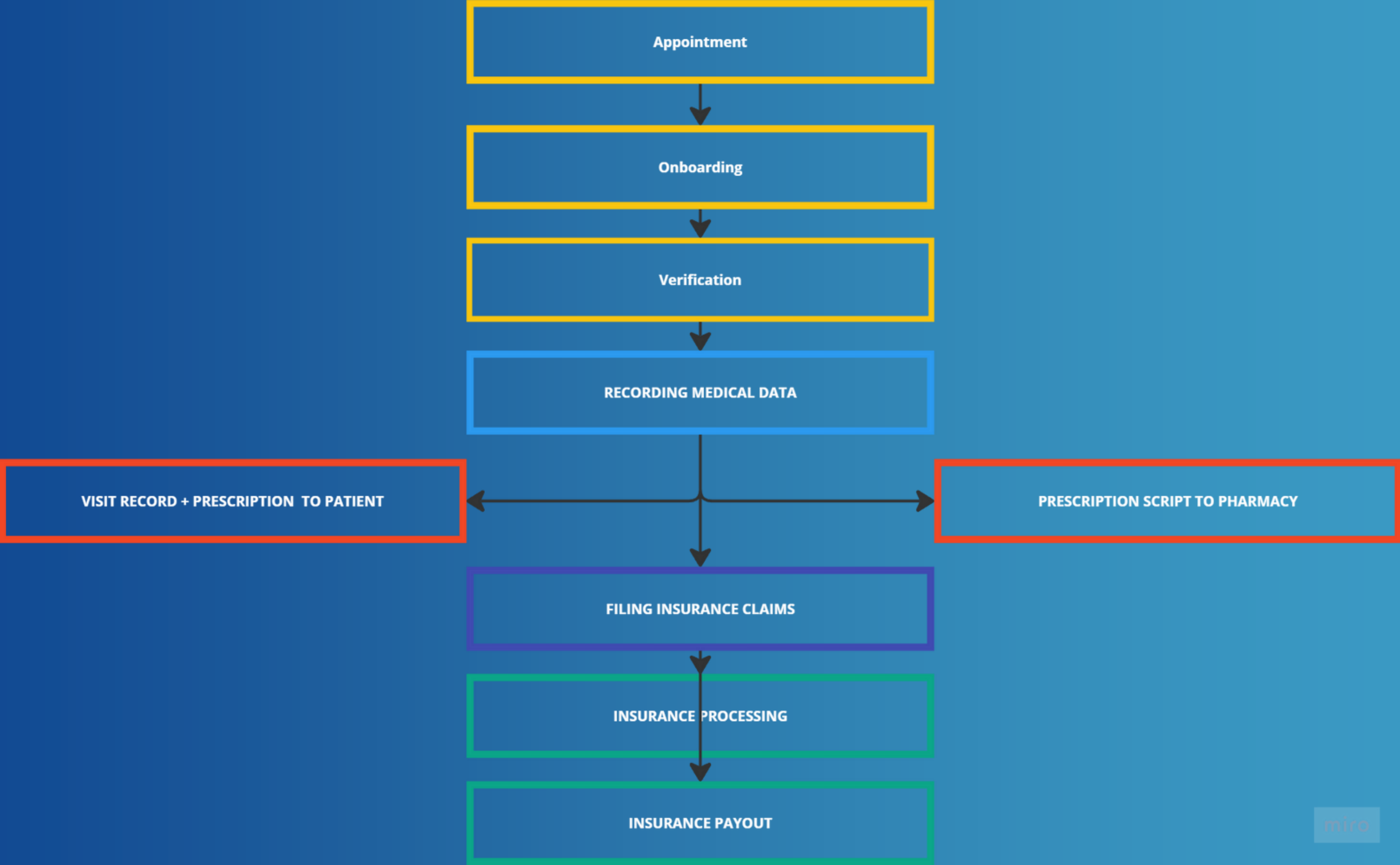
- New concept
- Reduce Charting for Doctors
 - Leverage wearables
 - GEN AI Models
 - Reduce time spent on patient charting
 - More efficient and enhanced healthcare experience



Systems Mapping



PROCESSES

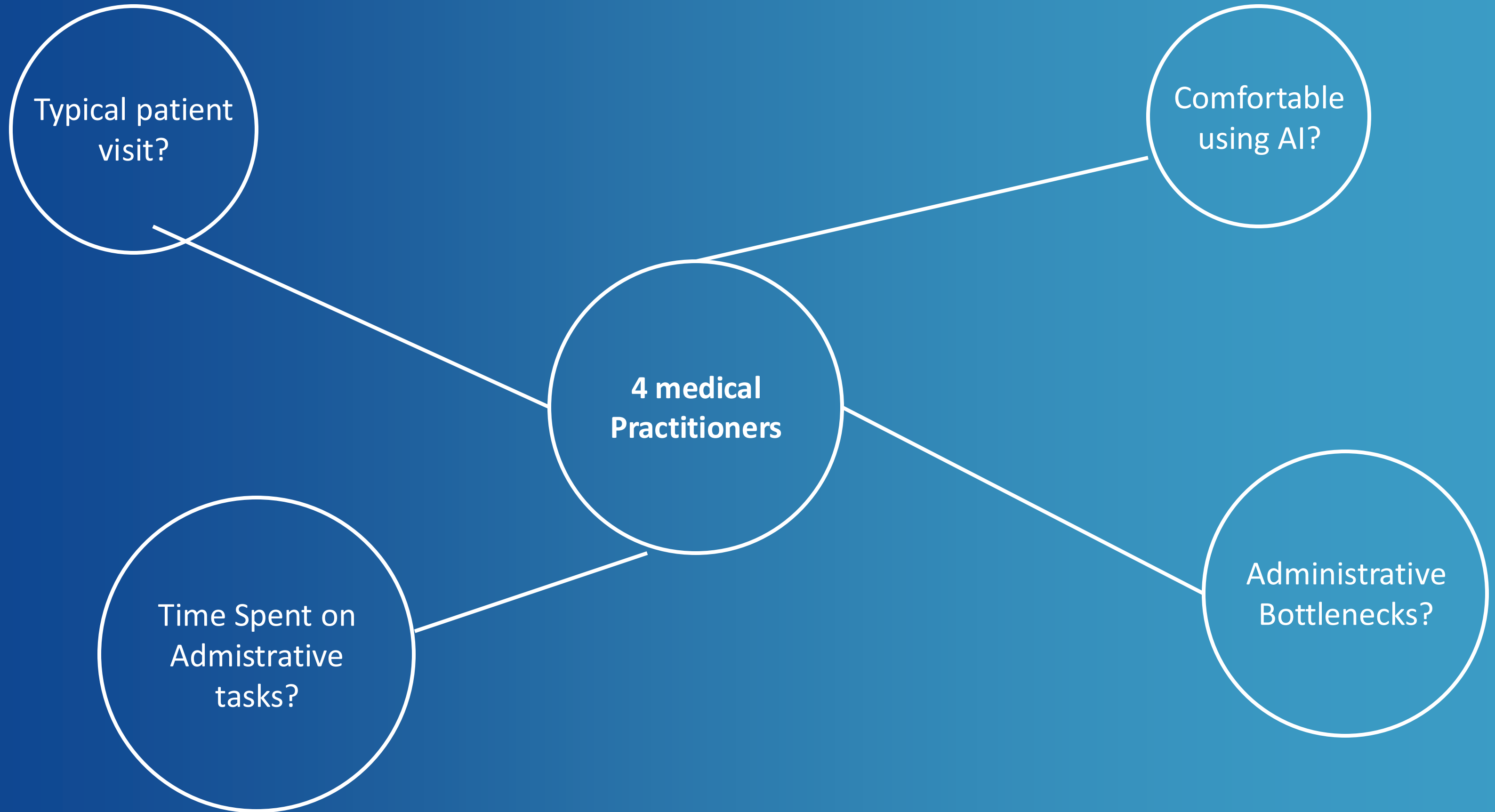


System Mapping Takeaway

- Its not a single transcribing problem
- The ecosystem is filled with inefficiencies and administrative problems
- We should be in the “cutting burden with surveillance” business



User Research & Feedback



User Research: Key Statements

"I would love to actually spend time to see my patients rather than doing documentation work, which is most of my job"

Dr. J Riegler

Cambridge Health Alliance
Massachusetts, USA

"I wish I could afford scribe, admin work staff are the real reason private practice doctors go bankrupt"

Dr. Farah Aisha

General Practitioner
Bali, Indonesia

"I spend 30 minutes just charting, if it is a new patient that documentation takes 1 hour"

Dr. M Kitchin

Montefiori
New York , USA

"About a quarter of my day is spent on documentation"

Dr.S Choudhary

Private Practice
New York, USA

Key Stressors



Pre- Authorization Delays:

Time-consuming
insurance approvals.



High Documentation Load:

Significant time spent
on manual notes.



Prescription Management:

Multiple steps for
pharmacy and lab
orders.



Privacy Compliance:

Ensuring data security
and HIPAA adherence.

User Research: Takeaway

Problem is Validated

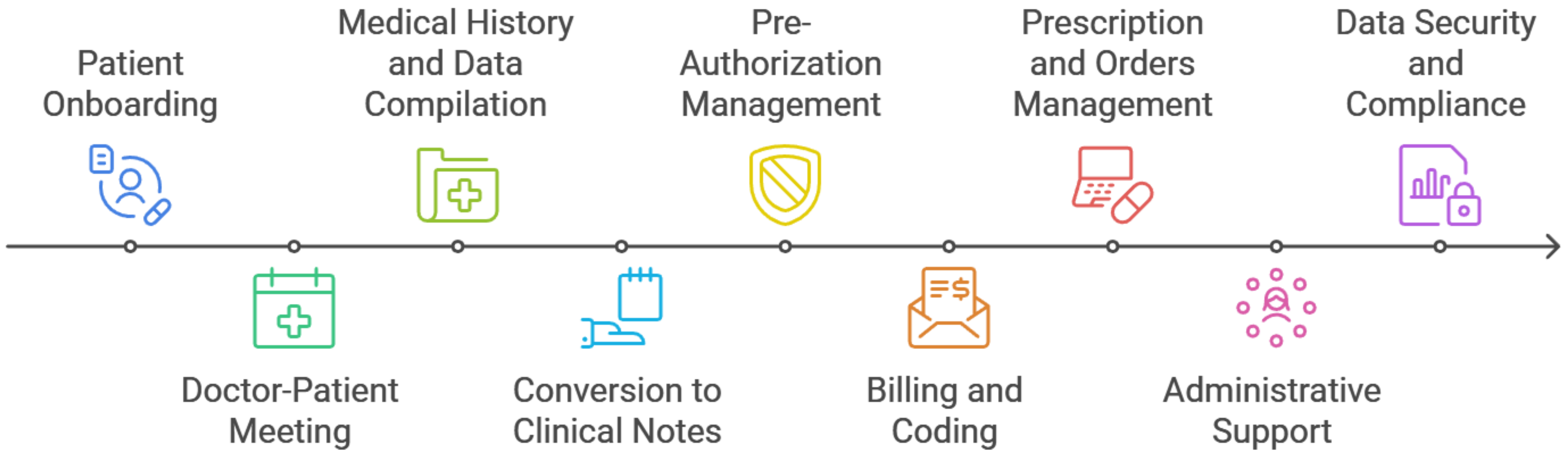


very real

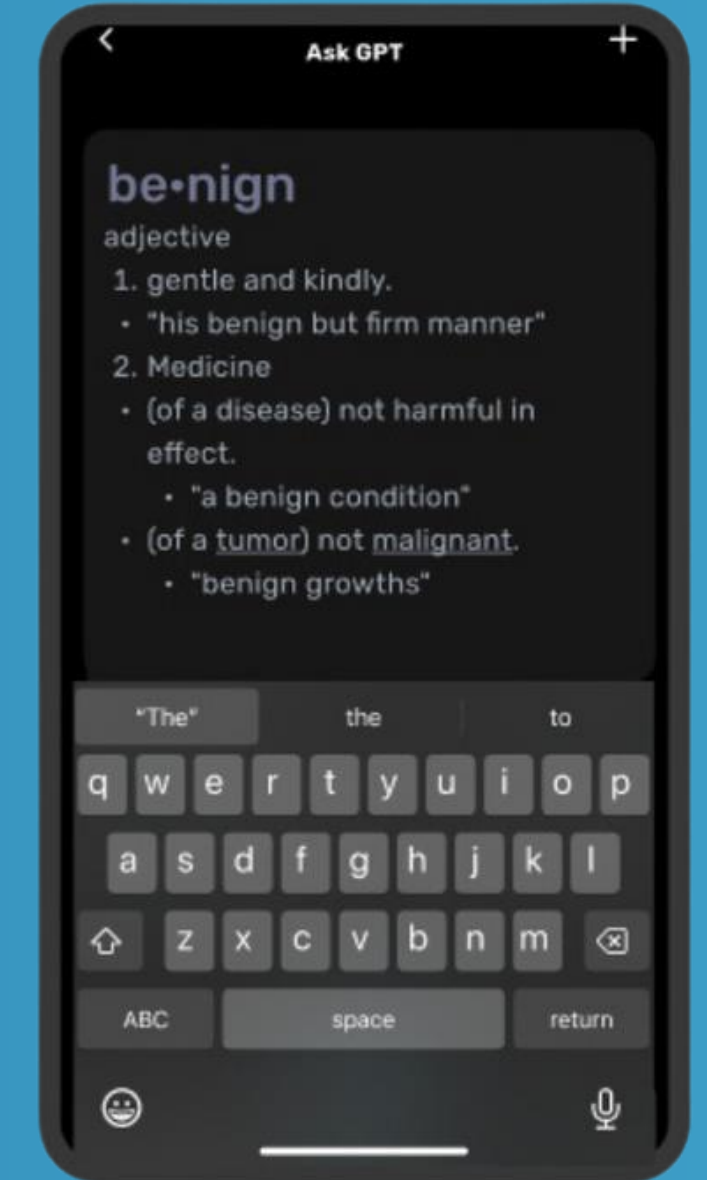
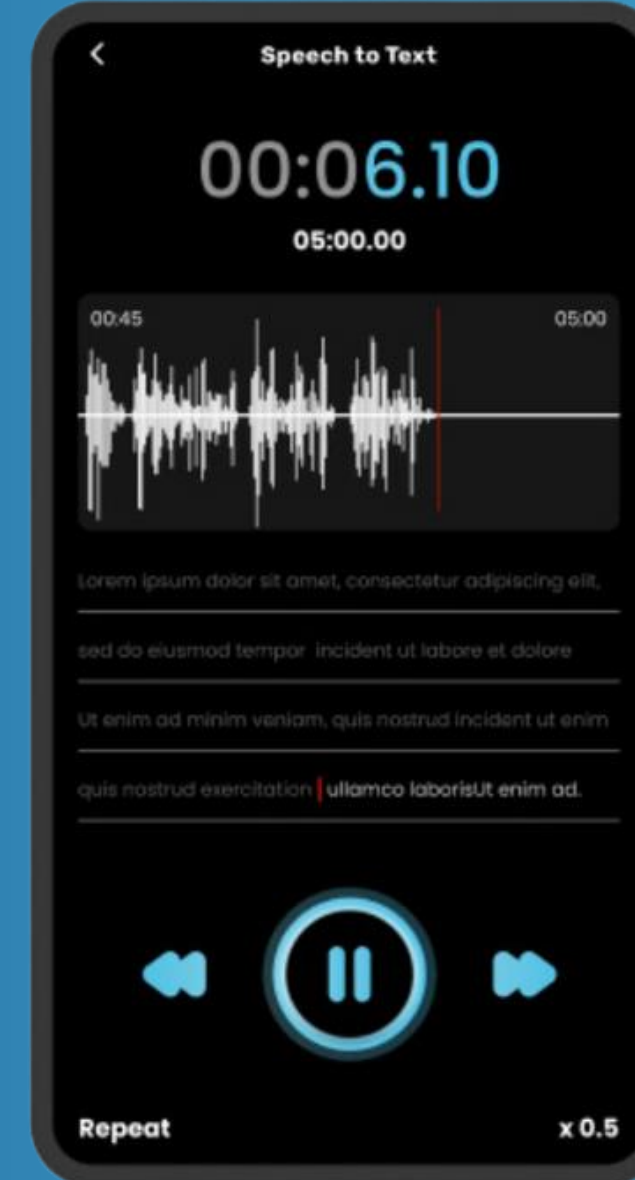
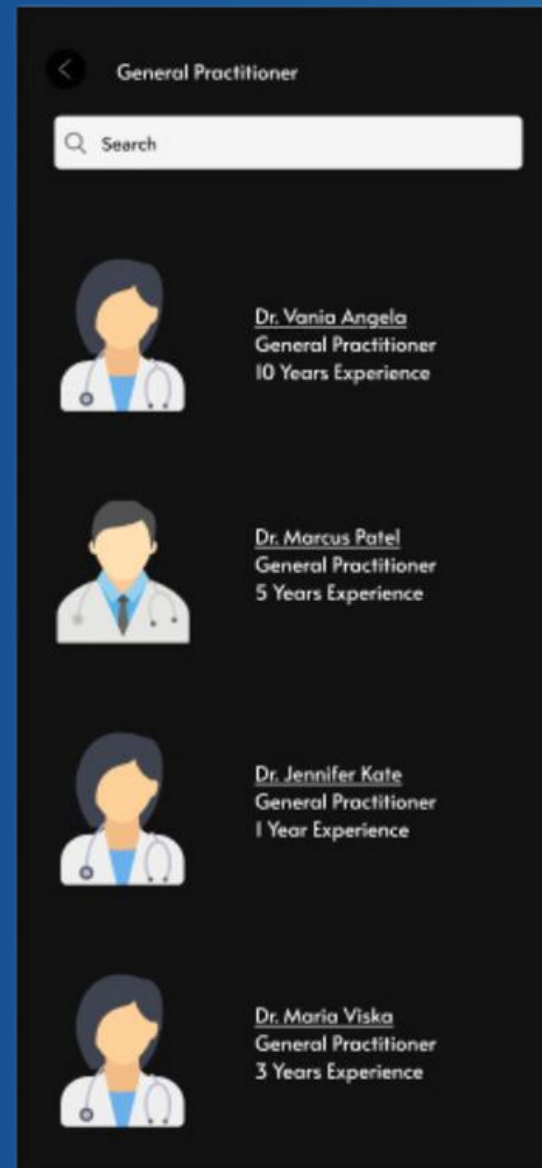
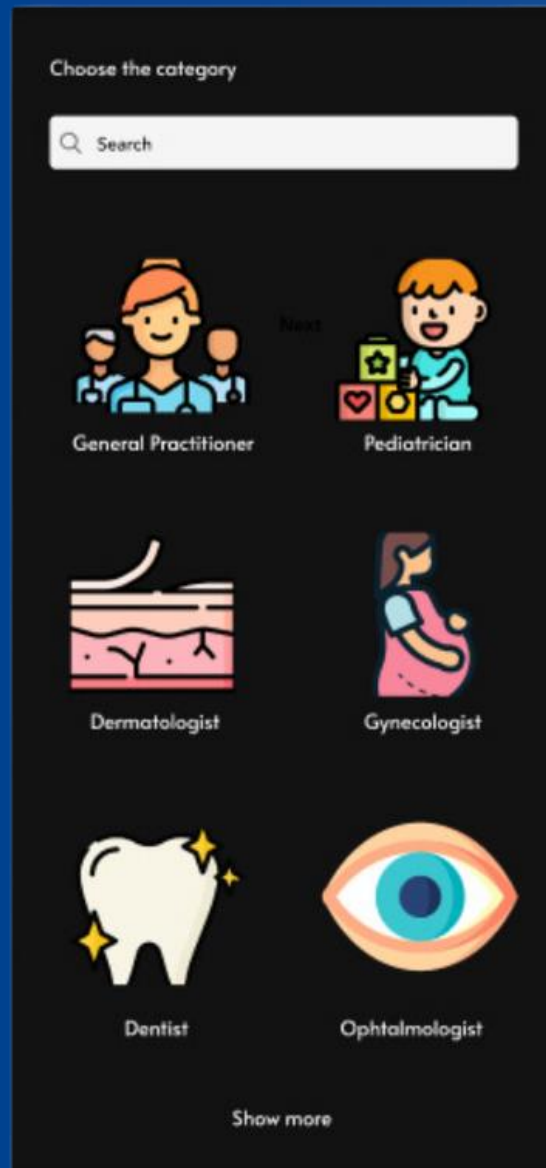
very large

very nuanced

Arkangel Process Flow



ArkAngel Mobile App



Web Version For the Patient's History

The screenshot displays a web interface for a patient's medical history. At the top, there is a navigation bar with 'Home', 'Consultations', and 'Profiles' (the active page). A search icon, a notification bell, and a profile picture are also present. The main content area is titled 'Patient Profile' and includes a profile picture of Jane Doe, a 32-year-old patient from New York, USA. A sidebar on the left lists various sections: General Information, Medical History, Consultation Notes (highlighted in blue), Action Plans, Files, and Wearable Stats. The main content area shows three consultation notes, each with a date and a text entry. The notes are dated Sep 2, 2023, Aug 31, 2023, and Aug 30, 2023. Each note contains the same text: 'Patient stated: I have been experiencing pain in my wrists and ankles. I am currently taking 2.5 mg of prednisone daily, 10 mg of methotrexate weekly, and 1 mg of folic acid daily. I also take 10 mg of leflunomide daily and 200 mg of hydroxychloroquine twice daily.' At the bottom of the notes section, there is a text input field labeled 'Add a note...' with a 'Post' button. The footer of the page reads 'Powered by Arkangel'.

Home Consultations **Profiles**

Patient Profile

Jane Doe
32 years old | New York, USA

[Edit Information](#)

- General Information
- Medical History
- Consultation Notes**
- Action Plans
- Files
- Wearable Stats

Sep 2, 2023
Patient stated: I have been experiencing pain in my wrists and ankles. I am currently taking 2.5 mg of prednisone daily, 10 mg of methotrexate weekly, and 1 mg of folic acid daily. I also take 10 mg of leflunomide daily and 200 mg of hydroxychloroquine twice daily.

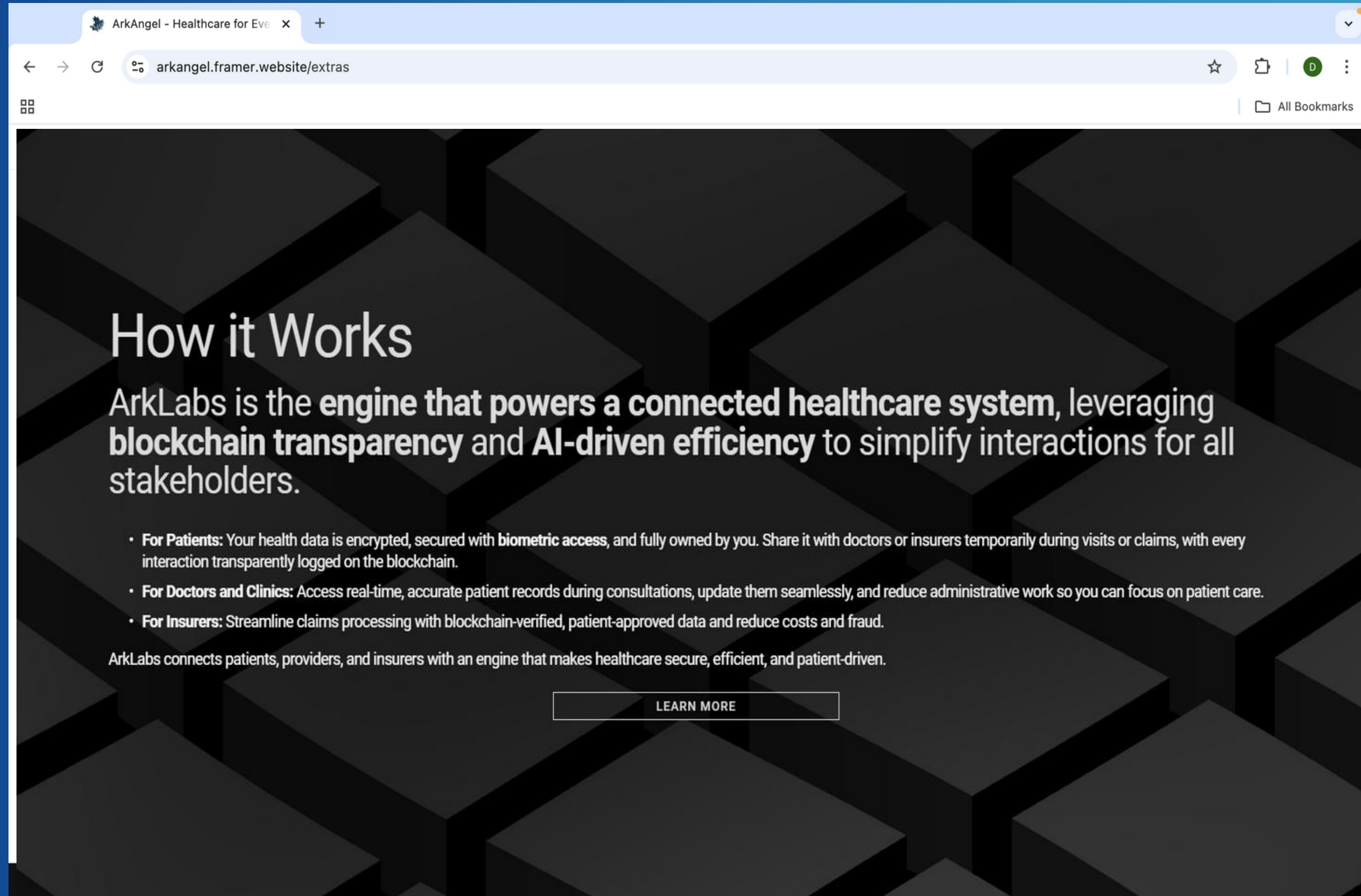
Aug 31, 2023
Patient stated: I have been experiencing pain in my wrists and ankles. I am currently taking 2.5 mg of prednisone daily, 10 mg of methotrexate weekly, and 1 mg of folic acid daily. I also take 10 mg of leflunomide daily and 200 mg of hydroxychloroquine twice daily.

Aug 30, 2023
Patient stated: I have been experiencing pain in my wrists and ankles. I am currently taking 2.5 mg of prednisone daily, 10 mg of methotrexate weekly, and 1 mg of folic acid daily. I also take 10 mg of leflunomide daily and 200 mg of hydroxychloroquine twice daily.

Add a note... [Post](#)

Powered by Arkangel

The Engine



ArkAngel - Healthcare for Eve x +

arkangel.framer.website/extras

How it Works

ArkLabs is the **engine that powers a connected healthcare system**, leveraging **blockchain transparency** and **AI-driven efficiency** to simplify interactions for all stakeholders.

- **For Patients:** Your health data is encrypted, secured with **biometric access**, and fully owned by you. Share it with doctors or insurers temporarily during visits or claims, with every interaction transparently logged on the blockchain.
- **For Doctors and Clinics:** Access real-time, accurate patient records during consultations, update them seamlessly, and reduce administrative work so you can focus on patient care.
- **For Insurers:** Streamline claims processing with blockchain-verified, patient-approved data and reduce costs and fraud.

ArkLabs connects patients, providers, and insurers with an engine that makes healthcare secure, efficient, and patient-driven.

[LEARN MORE](#)

The Products

Our Products



ArkAngel™

(Patient-Centric Data Engine)

Flagship product that powers ArkLabs. A **secure, blockchain-backed healthcare database** giving patients complete control over their health records.

Key Features

Patient data storage and sharing with **biometric security** and **time-limited access**.

Real-time interoperability with hospitals, insurers, and providers.

Blockchain-based transparency for every data interaction



ArkVoice™

(Medical Transcription Software)

An **AI-powered transcription tool** for doctors and healthcare providers that automatically converts patient consultations into structured electronic medical records (EMRs).

Key Features:

Voice-to-text transcription in real-time.

AI-generated summaries of patient interactions.

Integration with ArkAngel and existing EMR systems.



ArkClaim™

(Insurance Reimbursement Platform)

An **automated claims processing system** designed to streamline reimbursement workflows for insurers and providers.

Key Features:

AI verification of claims using blockchain-verified patient data.

Fraud detection algorithms for reduced disputes.

Real-time collaboration between patients, insurers, and providers.



ArkInsight™

(Data analytics for research)

A **data analytics platform** providing anonymized insights for clinical researchers, public health agencies, and pharmaceutical companies.

Key Features:

Aggregated, anonymized data for research and development.

AI-powered analysis for population health trends.

Opt-in programs for patients to contribute their data securely.

The Services

Instant insights

Save time, reduce manual burden, & enhance patient care.

Leverage Data to Make Informed Decisions and Improve Outcomes

Data-driven insights that empower doctors to deliver proactive care and improve patient outcomes on an individual and population level.

Improve Doctor-Patient Interactions with Real-Time Feedback

Sensors or wearable devices (e.g., smart glasses) monitor patient behavior during consultations.

Real-time feedback alerts doctors to disengaged patients (e.g., lack of eye contact) or signals to adjust communication styles (e.g., speaking more clearly or sitting down for better connection).

Made in Framer

Chart Management

The system aggregates data from patient charts, appointments, and behavior analysis to generate actionable insights.

Doctors can view real-time trends, such as common symptoms or rising health concerns in a population.

Simplify Scheduling with Integrated Reminders

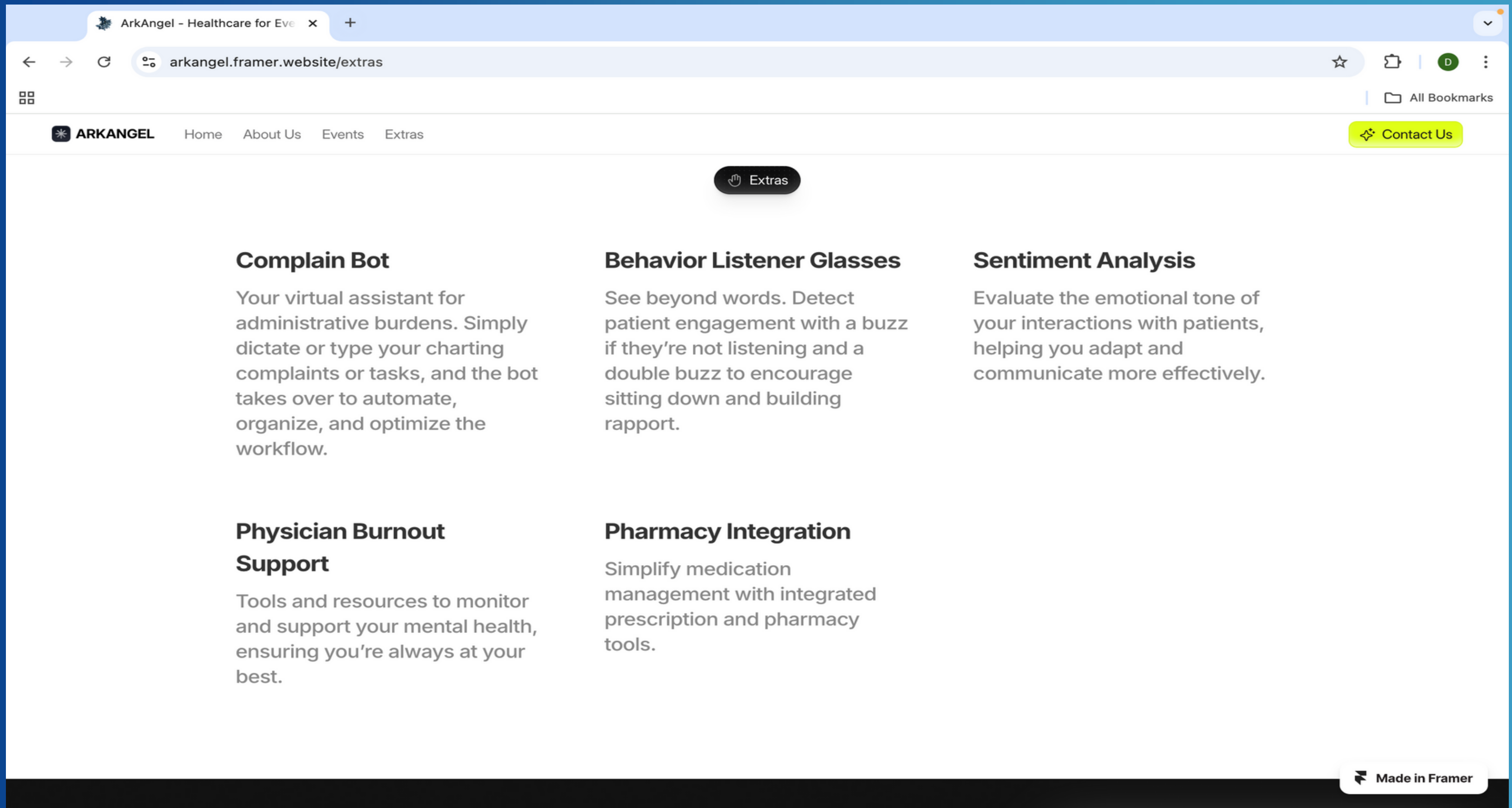
"This app has transformed our practice. It's user-friendly and has significantly improved our patient management!"

Collect and Manage Patient Information Effortlessly


A hassle-free onboarding process that reduces paperwork, minimizes errors, and ensures quick access to comprehensive patient profiles.

Made in Framer

The Labs



Events

 Events



Revolutionize Healthcare Conference

March 15-17, 2025 | Javis Center,
Manhattan, New York City



Enhancing Doctor-Patient Communication Workshop

April 10, 2024 | Columbia University
Medical Campus, New York City

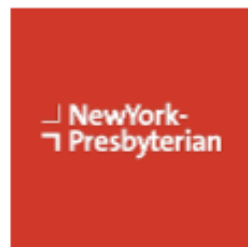


Healthcare Innovators Meetup

May 5, 2024 | The Glasshouse, Chelsea,
New York City

The Partners

Providers



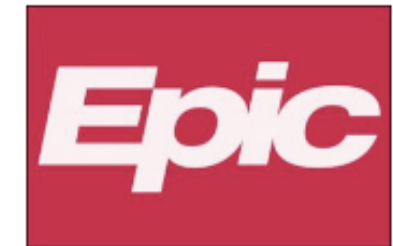
Insurance



Research

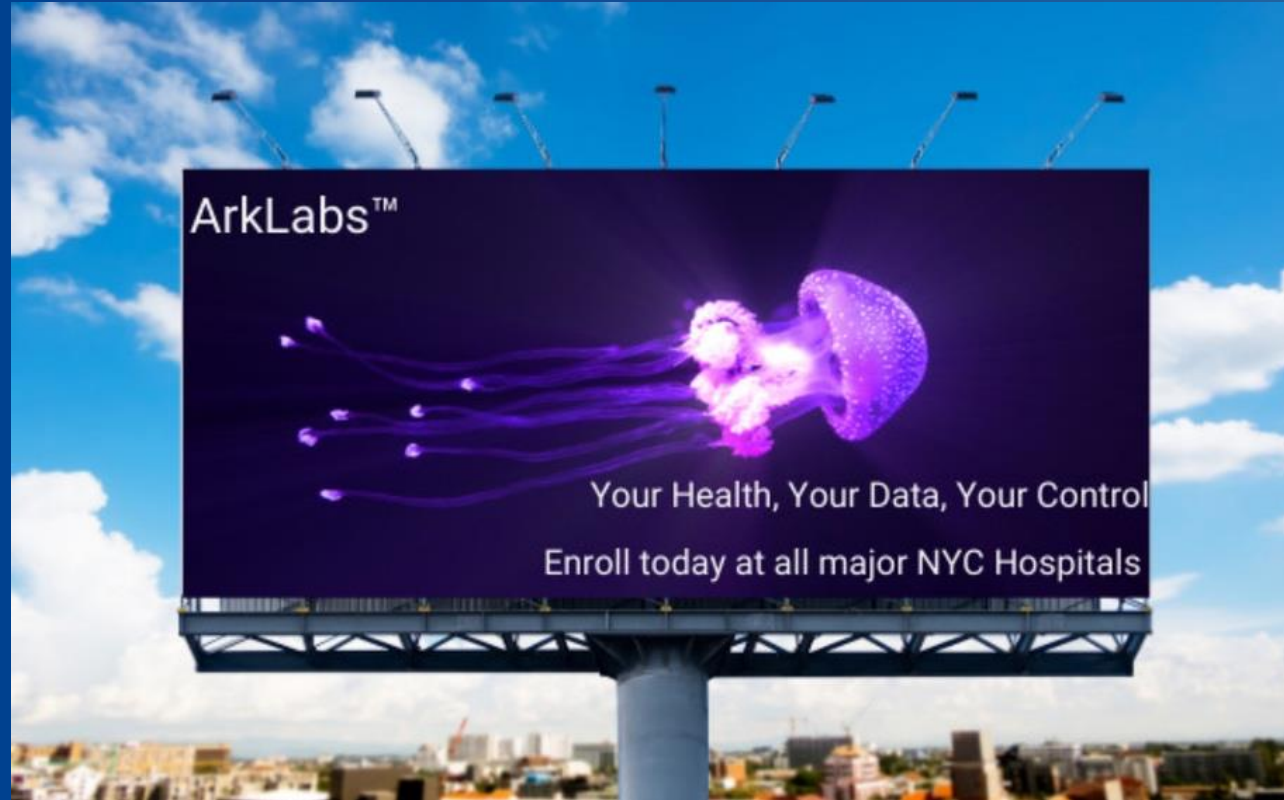


EMR



PARTNER WITH US

The Campaign



FOR IMMEDIATE RELEASE



Arkangel Declares War on Healthcare Hassles!

New York, NY – November 18, 2024 – Calling all doctors, patients, and everyone tired of healthcare drama: Arkangel is here to save the day with a mix of tech wizardry, quirky tools, and humor sharper than a scalpel. We're not just shaking up the healthcare world—we're giving it a disco ball and telling it to dance.

Arkangel's Motto: "Saving lives... and your sanity."

Imagine if your healthcare system finally got its act together. Arkangel is a revolutionary platform that turns chaotic charting, missed appointments, and awkward patient silences into smooth, stress-free brilliance. With cutting-edge technology, Arkangel turns healthcare into a system that actually works.

Arkangel's Greatest Superpowers:

- **Paperwork Begone!**
Remember when you spent more time staring at a screen than your patient's symptoms? Arkangel fixes that. Streamlined patient profiles mean doctors can actually doctor.
- **Reminders, But Make Them Sassy.**
Our integrated scheduling sends you reminders that feel less like a "robot overlord" and more "bestie who keeps you accountable."
- **Charts That Spill the Tea.**
Arkangel doesn't just store patient info—it dishes out actionable insights like a data-driven oracle. "The blood pressure says, 'prescribe a walk.' The charts agree."
- **Pro-Level Decision-Making**
Think of us as your healthcare Sherpa. Whether you're a doctor or a patient, Arkangel ensures you're always climbing toward better outcomes.
- **Complain Bot: Your Therapy for Tedious Tasks**
Sick of screaming into the void about your endless charting? Now you can scream at Complain Bot instead. Just type or dictate your frustrations, and this bot swoops in to automate, organize, and optimize your workflow. Think of it as your vent buddy... who actually gets stuff done.
- **Behavior Listener Glasses: Buzz Buzz, They're Not Listening**
Ever wonder if your patient is tuning you out? Slip on Arkangel's meta glasses and feel the buzz when engagement drops. A double buzz nudges you to sit down, smile, and win them back like the healthcare rockstar you are.
- **Sentiment Analysis: Because Feelings Matter**
Wish you knew if your "bad news" voice was a little *too* bad? Arkangel analyzes the emotional tone of your interactions, helping you adjust your approach and leave patients feeling more human than the hospital chart.
- **Physician Burnout Support: We Got You**
Burnout is real, but Arkangel's got your back. With tools to monitor and support mental health, you can stay sharp, sane, and ready to conquer the day—one prescription at a time.
- **Pharmacy Integration: Prescriptions Made Painless**
Imagine sending prescriptions to pharmacies without a glitch. Arkangel's seamless integration simplifies medication management so you can focus on care, not chaos.

Contact Us:

Check us out at <https://arkangel.framer.website/> or slide into our inbox at contact@arkangel.com.

Thank You

Enhancing Health Care Experience

[ARKANGEL.FRAMER.WEBSITE](https://www.arkangel.com)

