DIGITAL LIVER PATHOLOGY AID (DLPA)
An advanced digital diagnostic tool for identifying Non Alcoholic Fatty Liver Disease (NAFLD).

Non-alcoholic fatty liver disease (NAFLD) describes a range of conditions caused by a build-up of fat within liver cells. NAFLD affects one out of three people in the US, with an increased risk in people who are overweight, and can cause serious, life-threatening complications. Diagnosing NAFLD requires a pathologist’s examination of a liver biopsy to identify damage to liver cells.

3+ out of 10 adults in the U.S. have NAFLD

NAFLD is capable of causing enlargement and damage to the liver, often leads to liver scarring and permanent damage or cirrhosis. In its most severe form, NAFLD will progress to liver failure.

Proper diagnosis can prevent serious health problems, including death, but pathologists often disagree when reading patient biopsies to confirm NAFLD. Pathologists lack a digital aid to assist with accurate diagnosis.

Our product, the DLPA, solves the problem of inaccurate and inconsistent diagnosis of NAFLD through digital analysis of patient biopsies.

MARKET STATISTICS
$300M is spent annually in the U.S. diagnosing NAFLD. Healthcare costs are 26% ($2,000) higher per year for patients with NAFLD

PRICE POINT
A compelling $10K per installation ≈ $35 per biopsy (current pathologist fee ± $500 per biopsy)
VALUE PROPOSITION
Better Patient Care + Increased Lab Efficiency and Margins + Reduced costs for the patient and insurer

DLPA uses advanced algorithms, machine learning and image processing techniques to aid pathologists in properly diagnosing and staging NAFLD. It can be made available via three distribution options; Software, Module, License.

Digital pathology represents the future of pathology and is a rapidly expanding market. The need for digital pathology extends far beyond liver biopsy and encompasses many other areas including cancers diagnosis; Organic Research Corp. will begin to fill this gap.

- $75K in non-dilutive financing raised*
- $250K needed to fund product development and regulatory expenses.
- Estimated revenue potential, 1-4M annually beginning 2017

*Produced under a grant from the UW-Extension Ideadvance Seed Fund through its partnership with the WI Economic Development Corporation and the University of Wisconsin System.