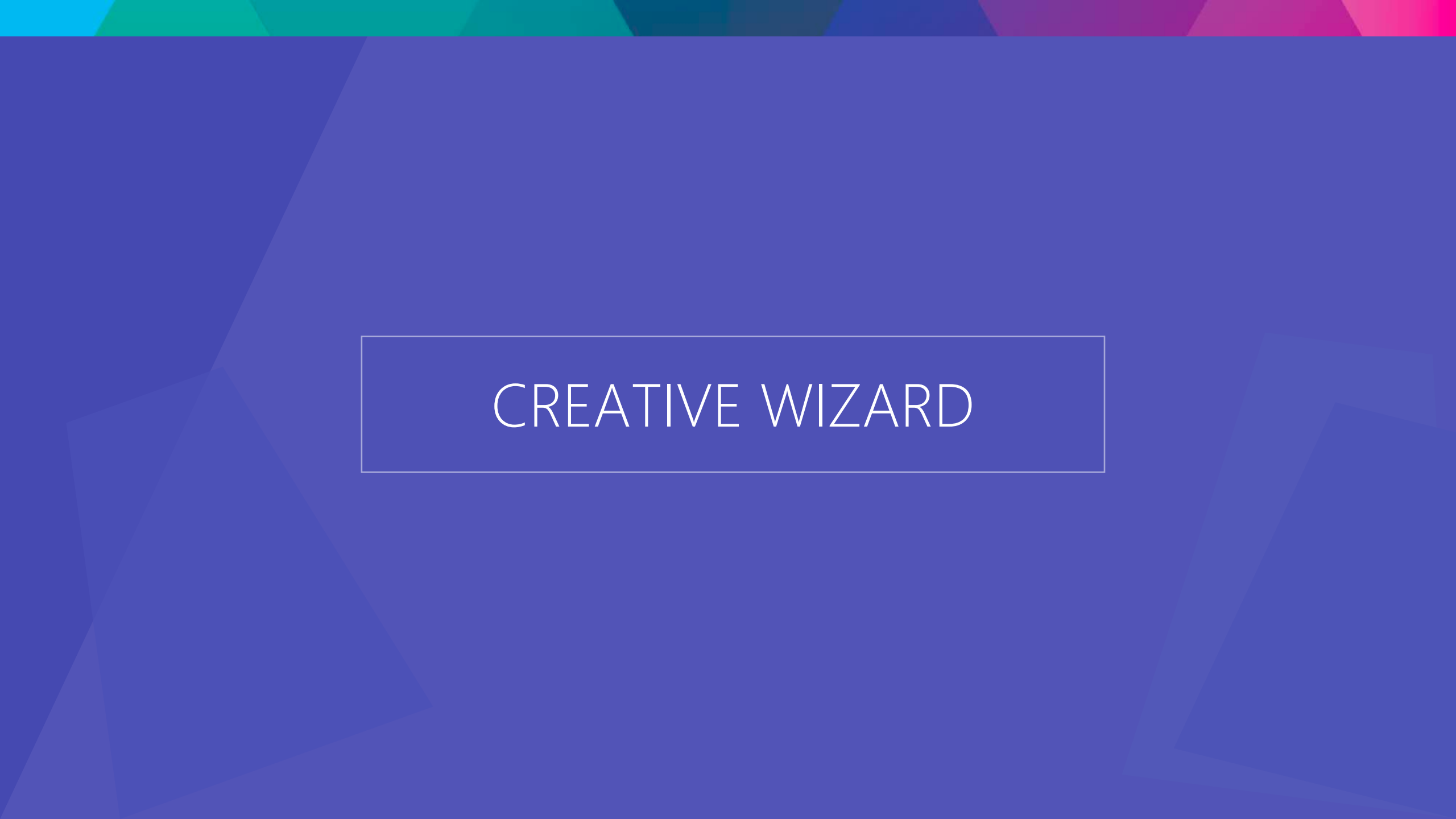




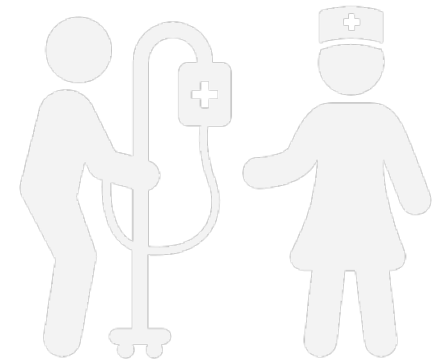
CREATIVE WIZARD

Problem Statement

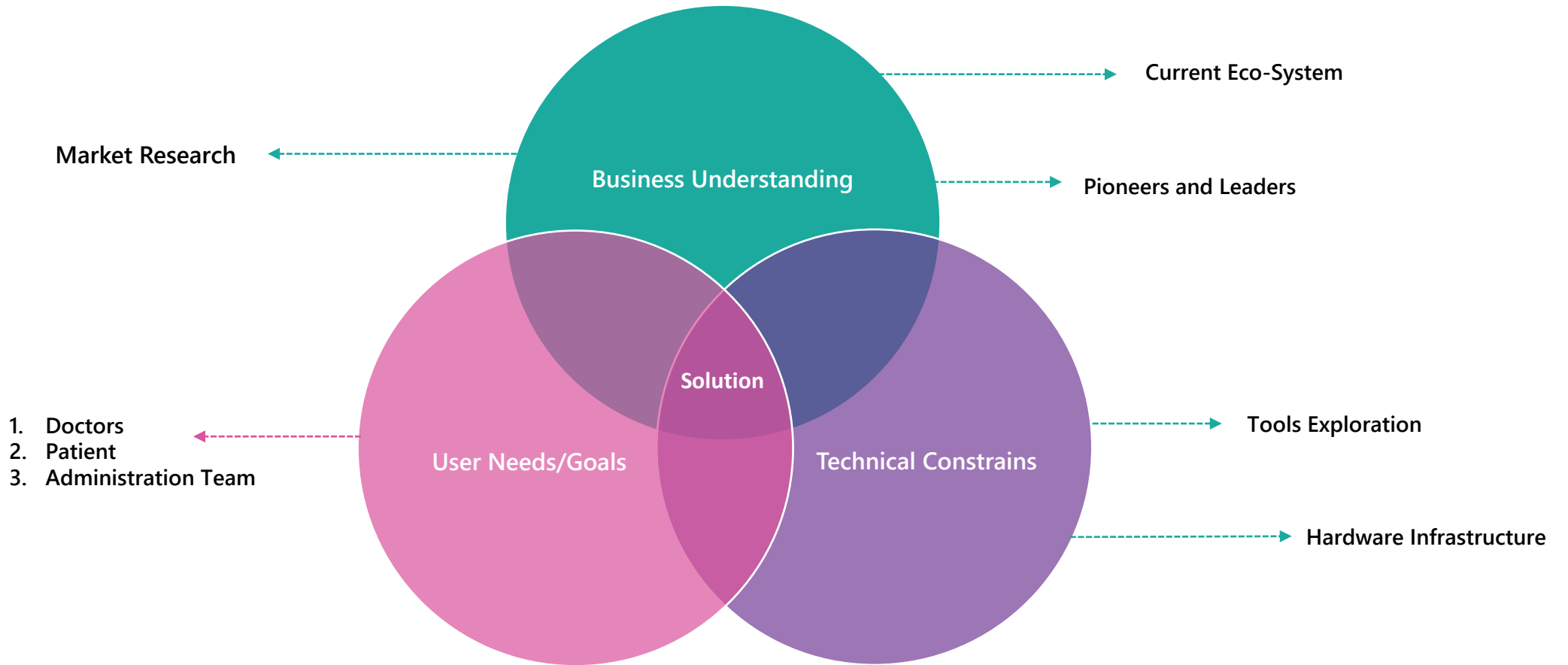
Hospital Management



To manage and perform tasks in order to get the patients satisfactory result while also keeping the medical team and management teams informed about the progress report of the patient's well being through using **Microsoft Teams**



Process Followed



Medical Ecosystem

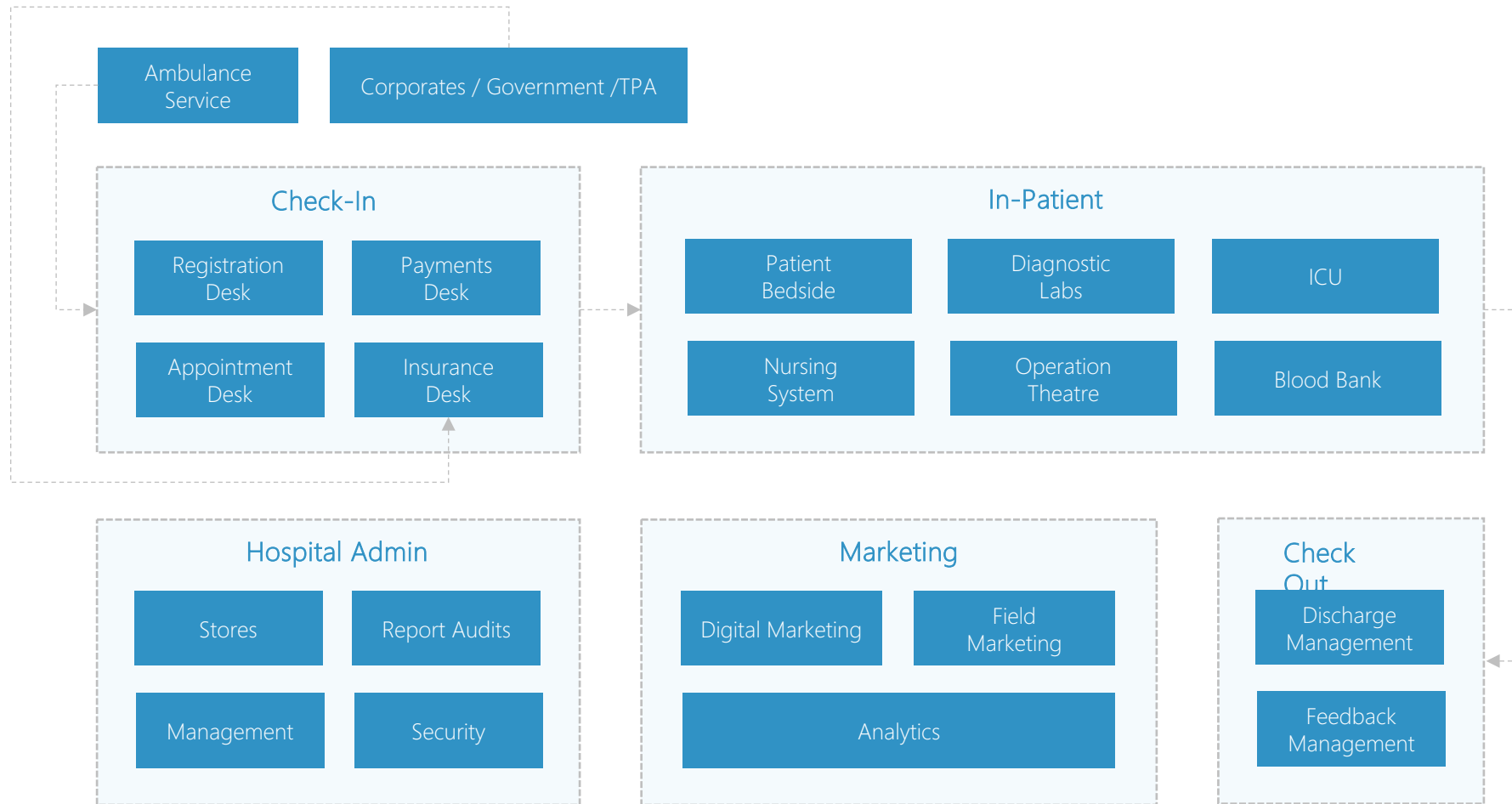


Market Research

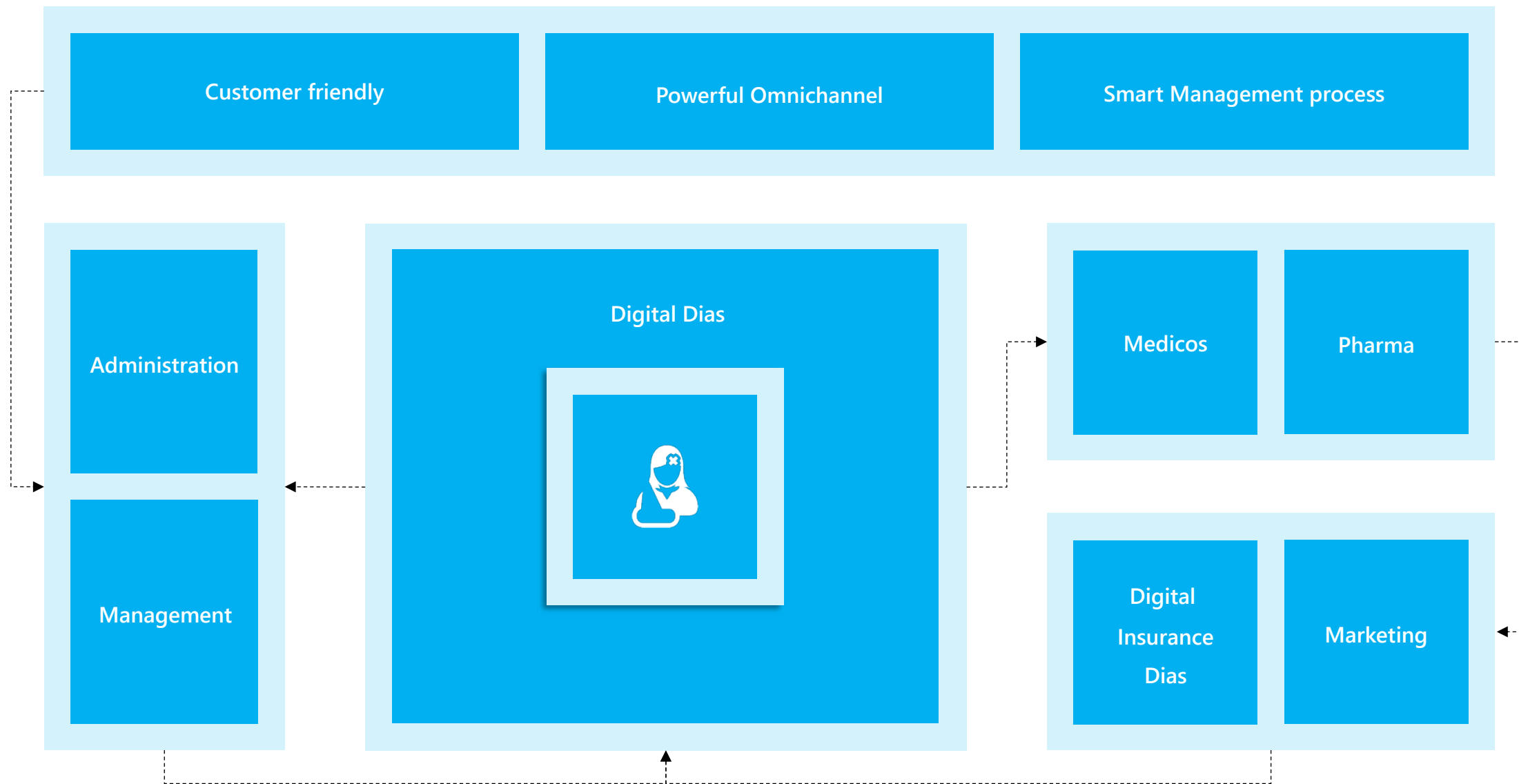


eClinicalWorks
"Improving Healthcare Together"

Hospital Ecosystem



Transparent Ecosystem



Participants in User Interview



Dr.Nilema.Nadendla
Apollo Hospital
Location : Vijayawada

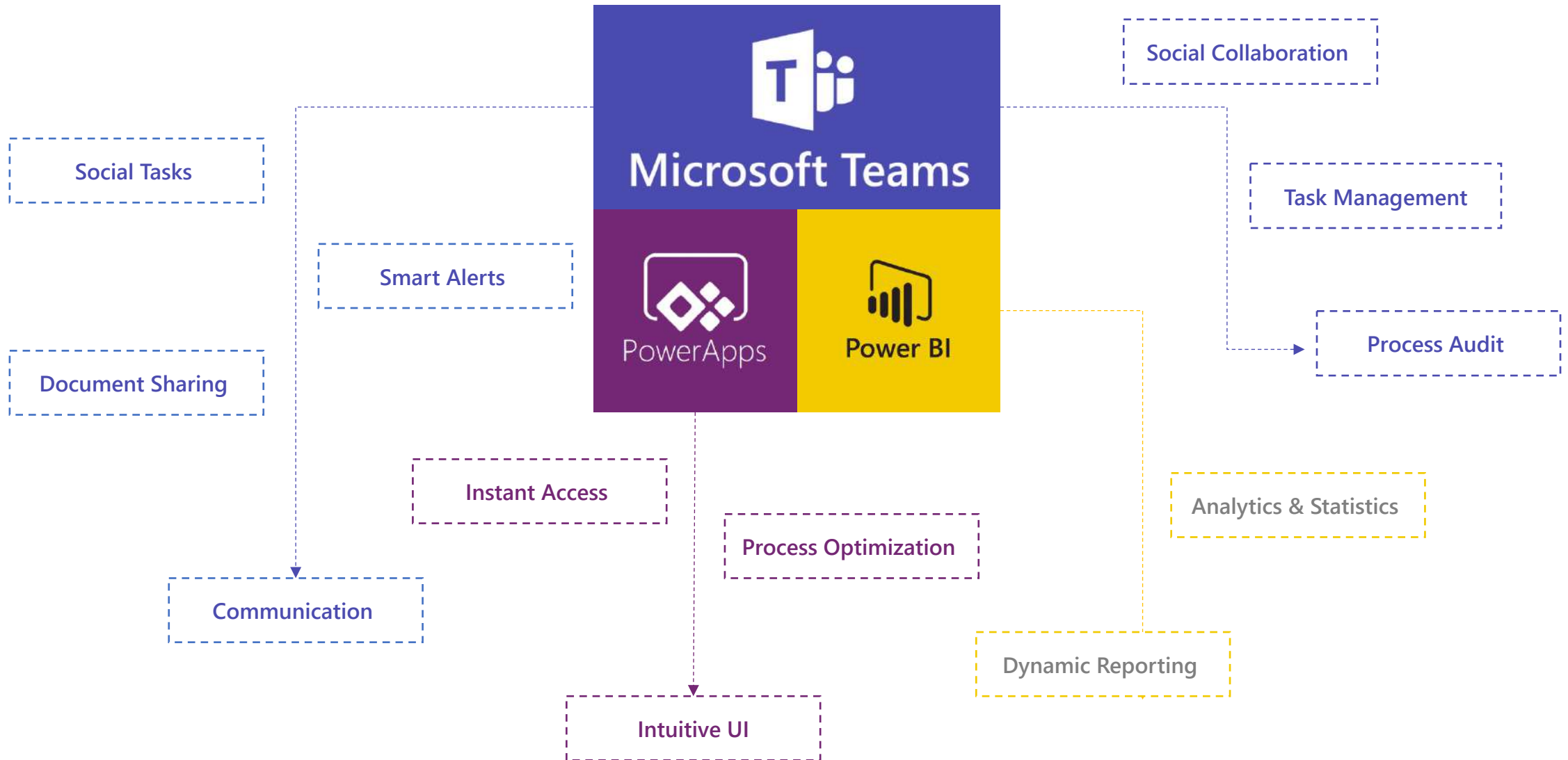


Mrudhula.
IT Employee
Location : Hyderabad



Satish
Kanekta Corp
USA

Powered Areas



Feasibility on licensing & User(Patient) subscription

Administrative Expenses

The following table summarizes our operating and administrative expenses for the periods presented
Year ended March 31, 2018.

(₹ in million)						
Particulars	31.03.2018	% of Revenue	31.03.2017	% of Revenue	Increase (Decrease)	% Increase (Decrease)
Repairs and maintenance	1,697	2.05	1,790	2.46	(93)	(5.2)
Rents and leases	3,190	3.85	3,142	4.32	48	1.5
Outsourcing expenses	2,310	2.79	1,966	2.70	344	17.6
Marketing and advertising	1,743	2.11	1,320	1.81	422	32.0
Legal and professional fees	937	1.13	938	1.29	1	0.1
Rates & taxes	186	0.23	164	0.22	23	13.9
Provision for doubtful debts & Bad debts written off	588	0.71	269	0.37	319	118.8
Other administrative expenses	9,479	11.45	7,730	10.62	1,749	22.6
Total	20,132	24.33	17,317	23.79	2,815	16.3

Depreciation and Amortization

Our depreciation and amortization expense increased to ₹3,590 million during 2018, as compared to ₹3,140 million during 2017. The increase is largely due to capital improvement projects completed during the year and normal replacement costs of facilities and equipment. On new facilities we were eligible for higher depreciation under section 35AD of the Income-tax act, 1961.

Financial Expenses

Our financial expenses increased to ₹2,951 million during 2018, compared to ₹2,573 million during 2017. The increase is largely due to interest on funds deployed in commissioning of new hospital projects as well as for construction in progress at other facilities.

Provision for Income Taxes

The provision for taxes during the year ended March 31, 2018 is ₹1,119 million compared to ₹910 million in the previous year ended March 31, 2017.

By giving Teams account to the patient what hospital will get and what are the benefits.

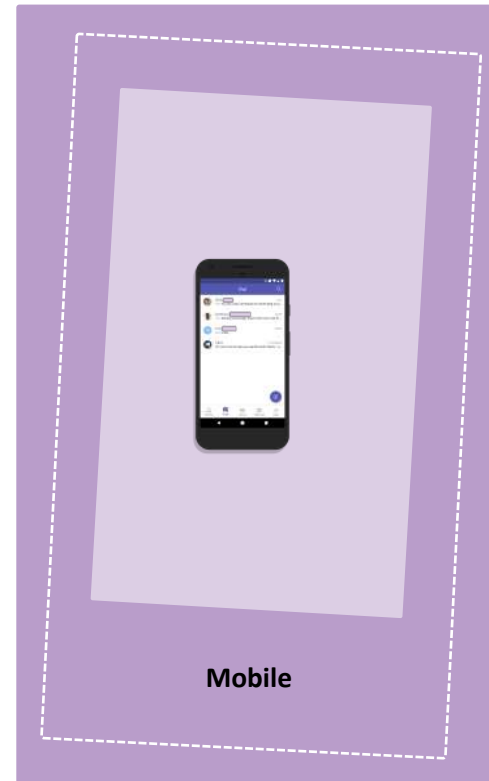
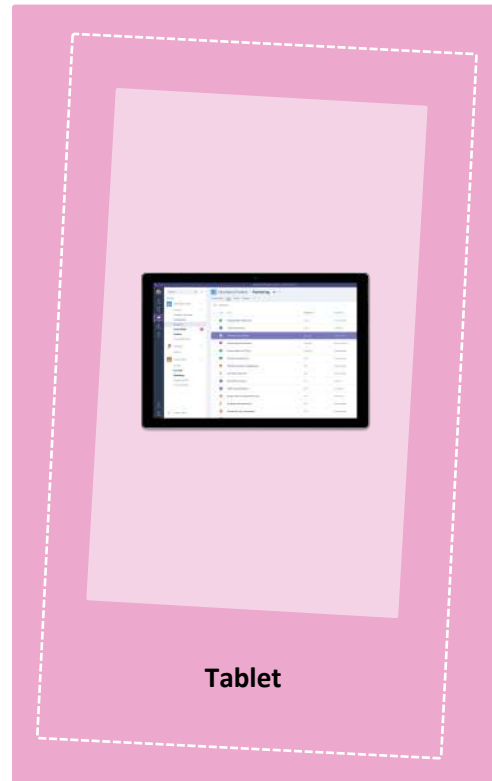
Hospital perspective

- Touchpoint for the hospital for all purposes
- Hospitals spent lot of money on marketing and advertisement for brand awareness. Every time they have to take out a budget for their new offering campaign.
- They can save lot of money by going digital, they can save money on paper and printout
- This can be an attempt for ecofriendly, taking a scanning or report hard copy of plastic
- Since the all the hospitals are connected, they can easily access their health profile
- Patient retention, since they have all document and health profile and the network hospital it will help to retain the patient and gain the trust on brand

Patient perspective

- No need to carry a single reports of previous checkups
- Evetime no need to explain about their previous problems
- Since they have network of hospitals. The whole data in on cloud and patient go to any of their nearest hospitals based on their convenience.

Hardware Infra Structure



HOW BIG IS HOSPITAL?



71

HOSPITALS



110

MOBILE-MEDICINE
CENTERS



3,400

PHARMACIES



12000

PRIMARY CARE
CENTERS



12000

BEDS



150

LAB & DIAGNOSTIC
CENTERS



Mrs. Glory

Market Researcher

DEMOGRAPHICS

Age: 45, married with 2 children

Gender: Female

Education: MBA from Columbia University

Location: Urban Location

BIO

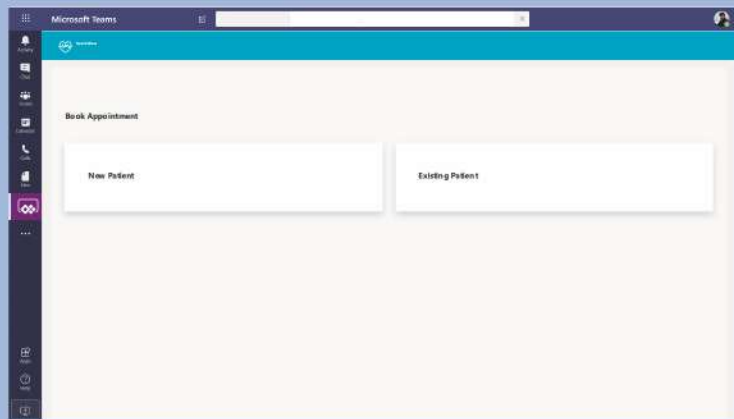
Glory is a market researcher. Her role demands travelling. Its very difficult for her to keep track of personal things

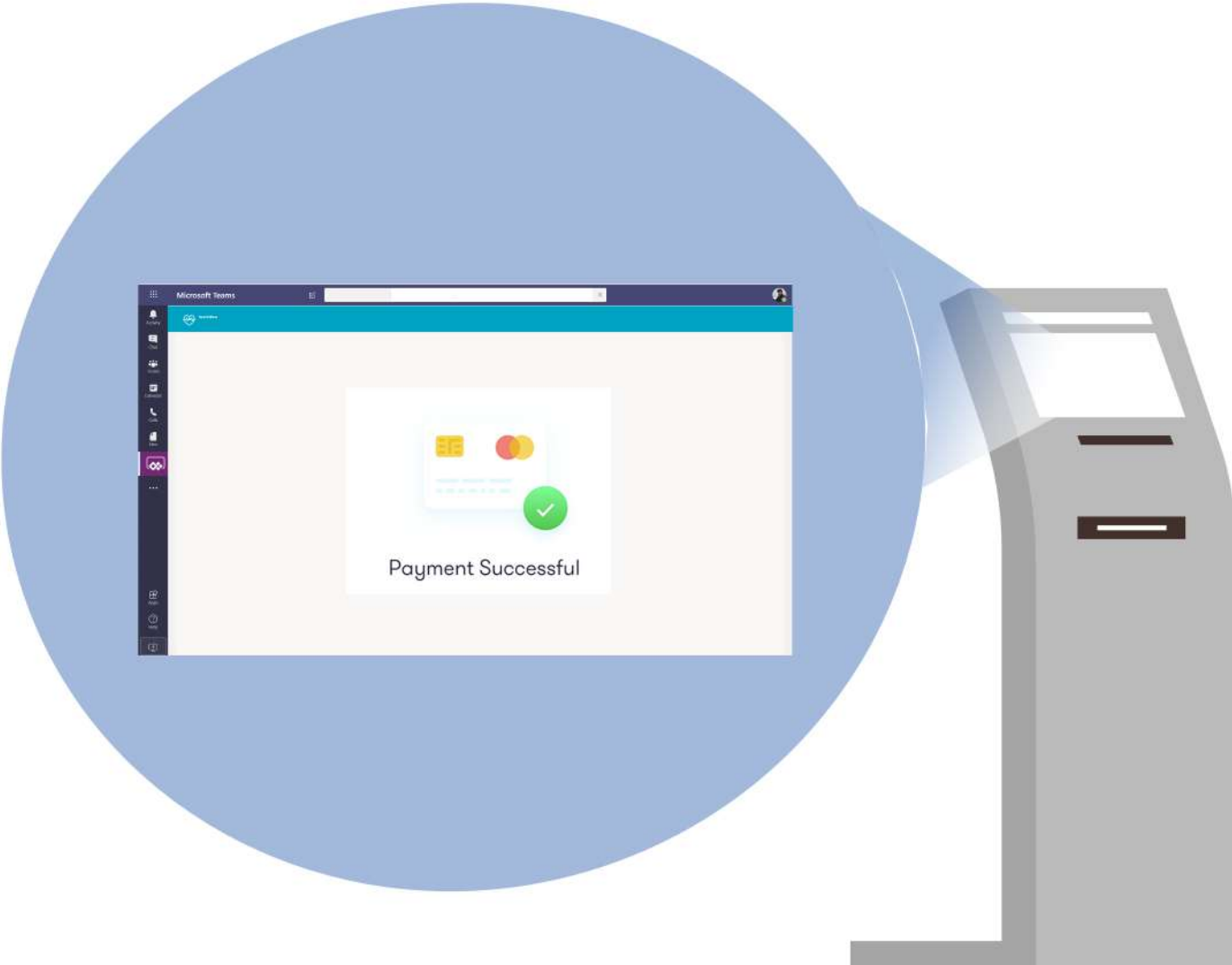
PAIN POINTS

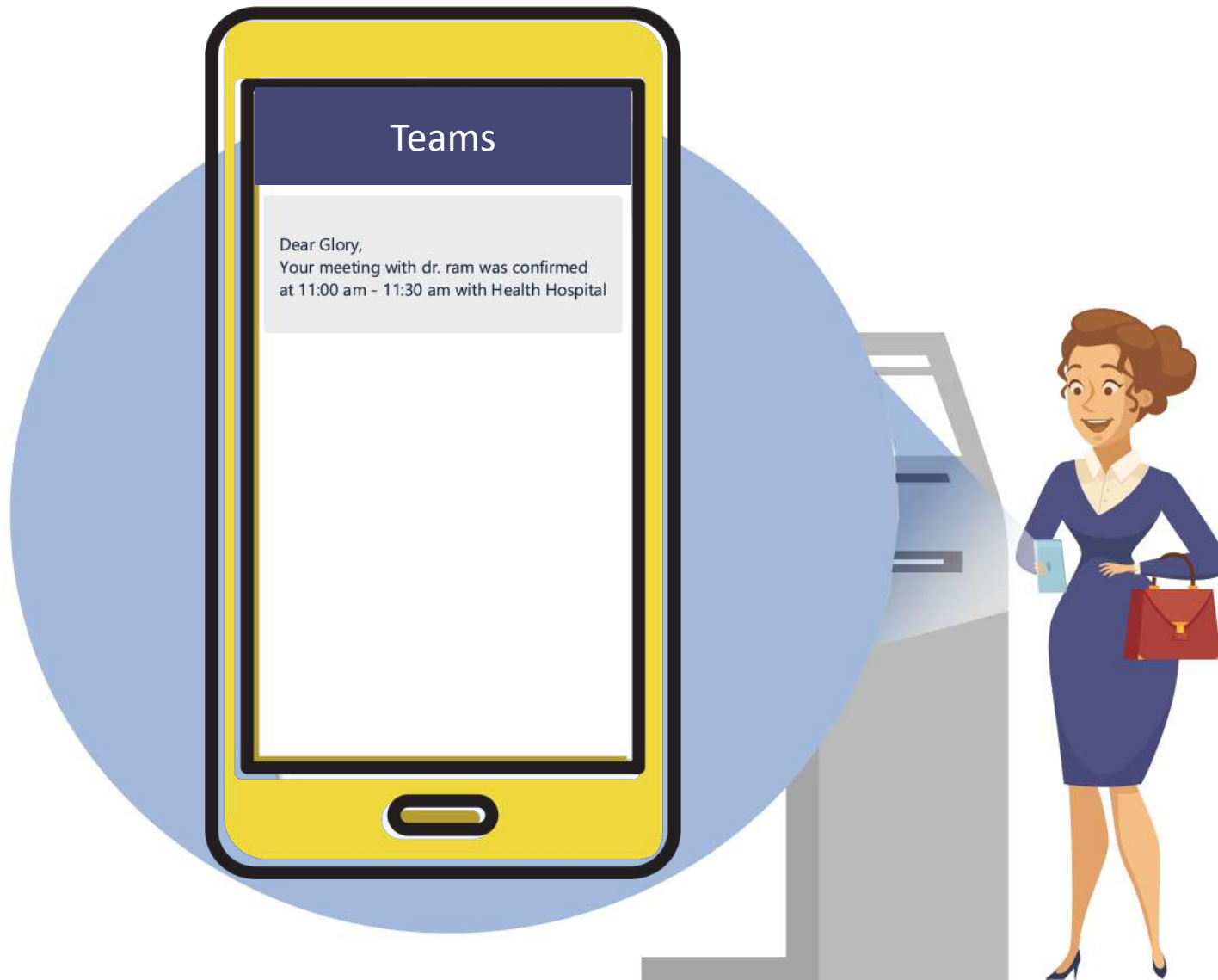
- **Taking Appointment** is hectic tasks (Through IVR or online)
- **Misses Appointments** Due to busy schedule she forgets the appointments
- **Maintaining or carry documents are difficult** Her job demands lot of travelling she unbales to carry documents everywhere

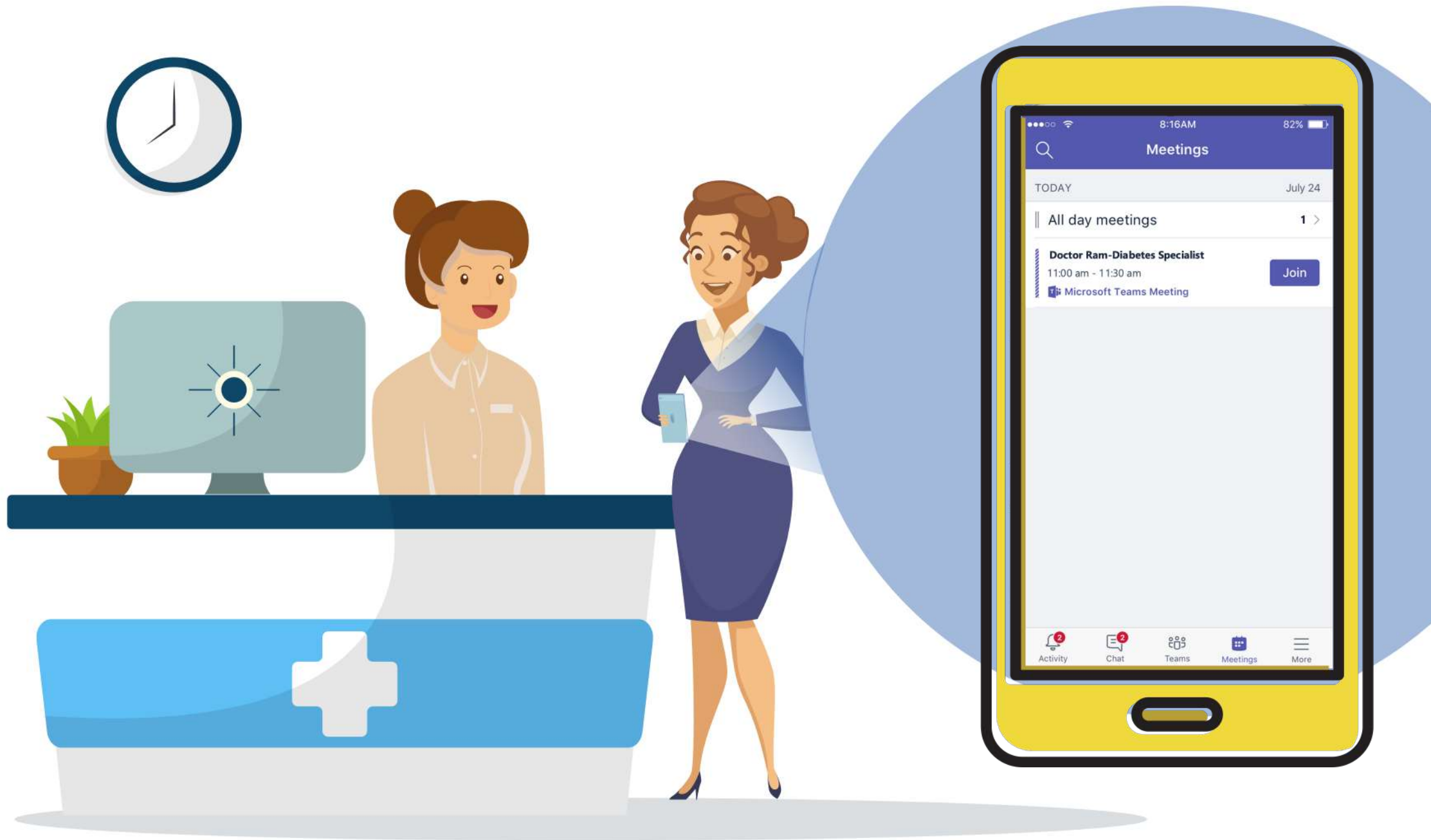
TECH

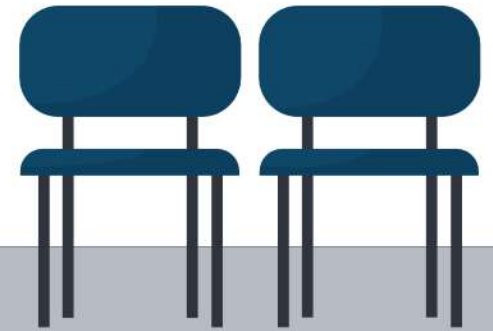
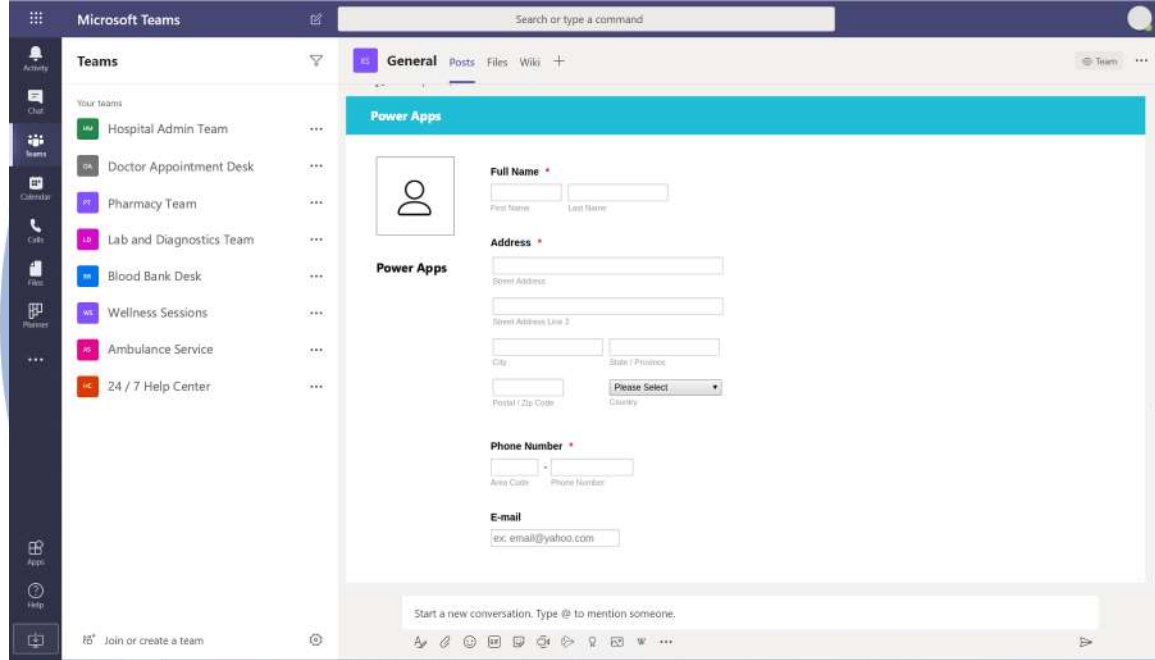


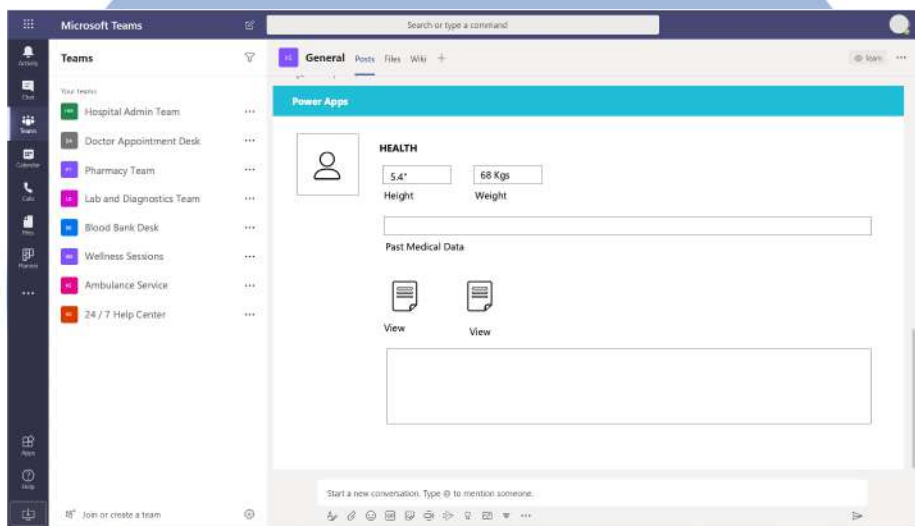




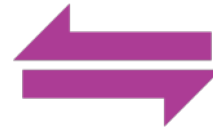




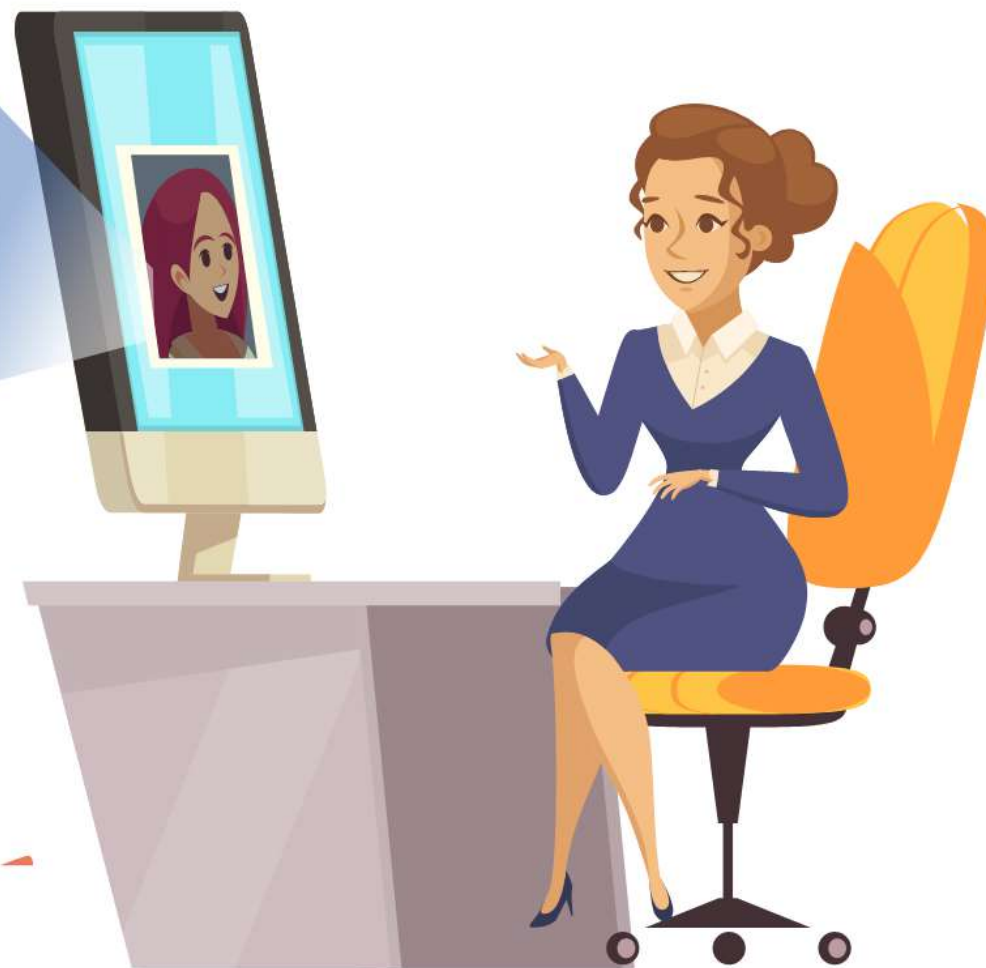








Hello!





Rahul

IT Professional

DEMOGRAPHICS

Age: 40, married with 2 children

Gender: Male

Education: B.Tech from Manipal University

Location: Urban Location

BIO

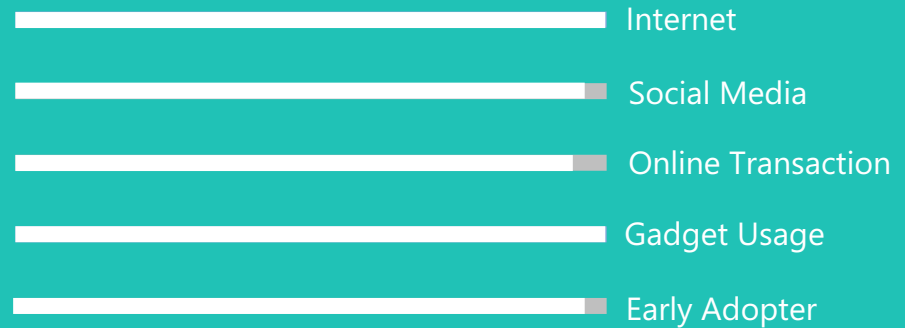
Rahul works very hard. He is very busy and does not have work life balance.

No physical activity in his daily routine.

PAIN POINTS

- Doesn't have time to go for regular checkups to the hospitals because of busy schedule
- Waiting in a long queues in the hospital is tiresome
- Going in person to the hospital is difficult for any small reasons

TECH

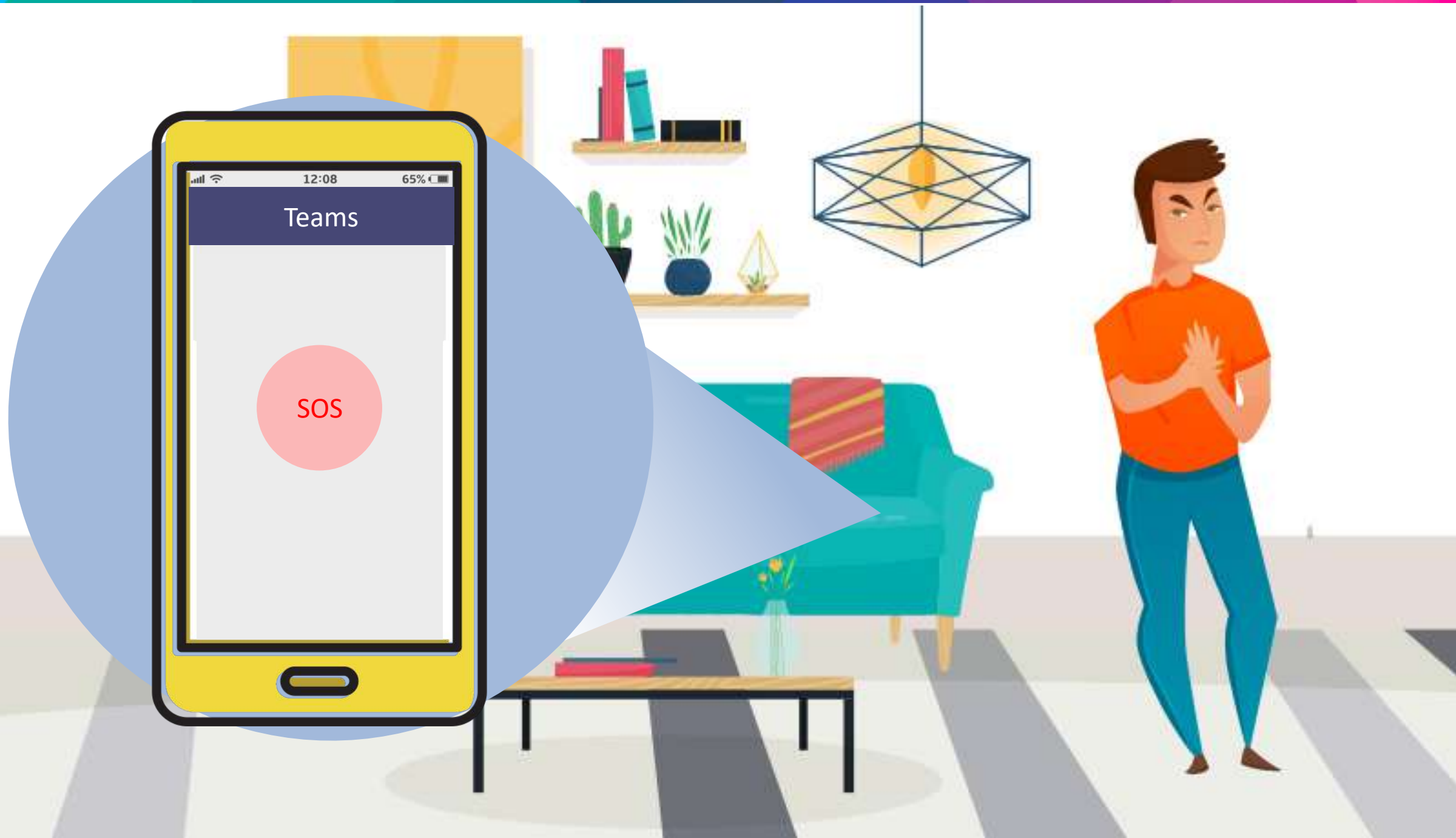


GOOD MORNING

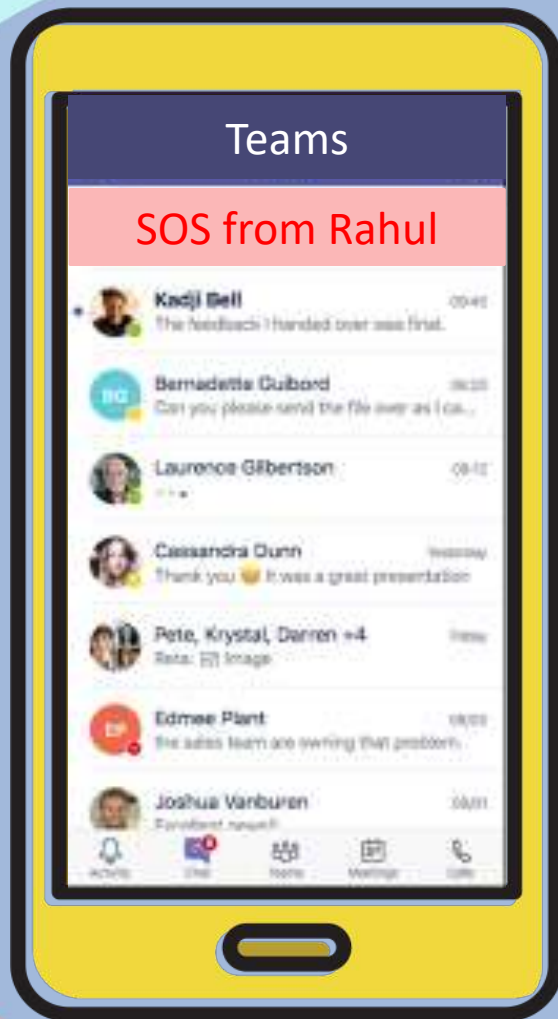


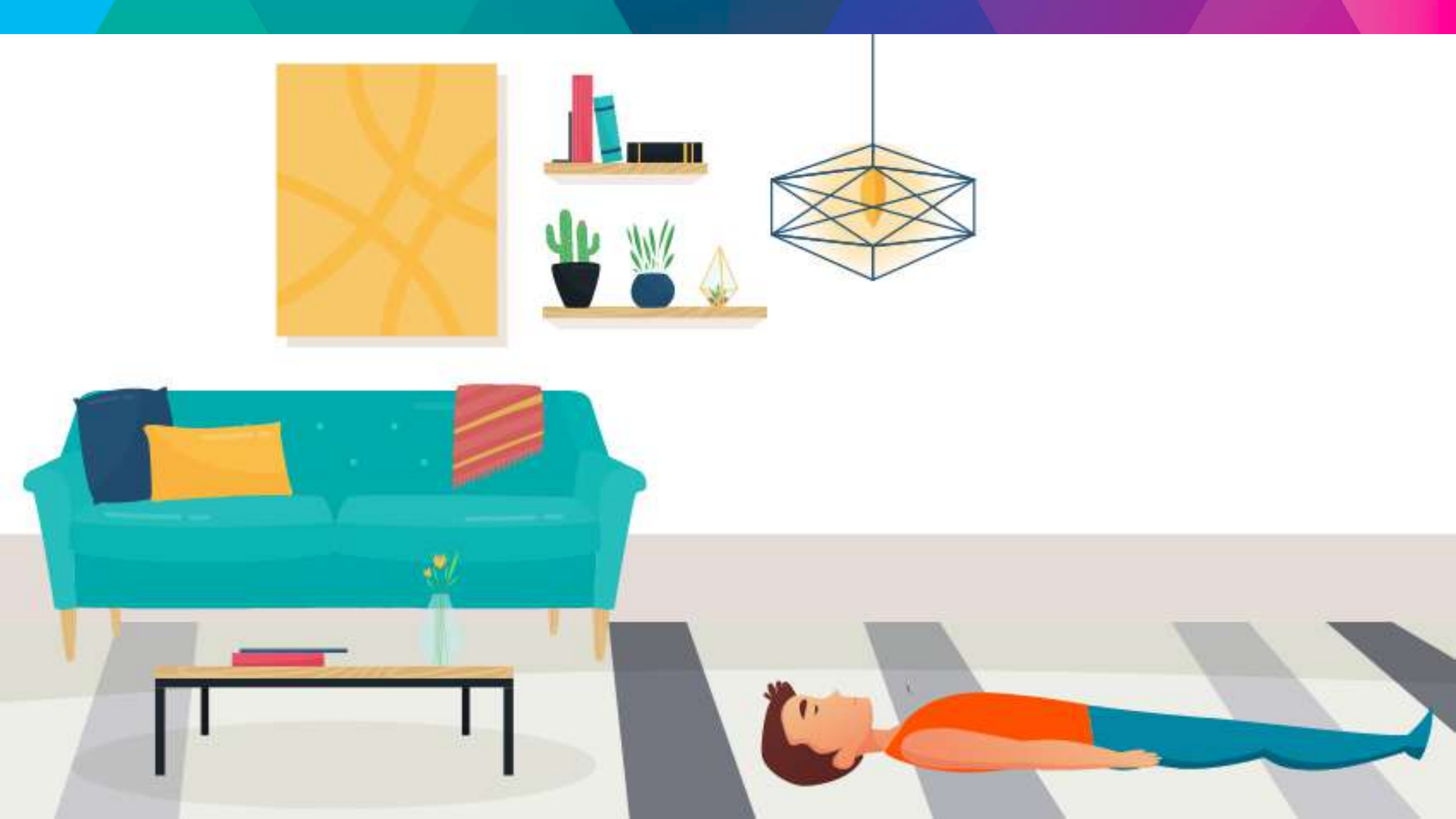
SUPERMARKET

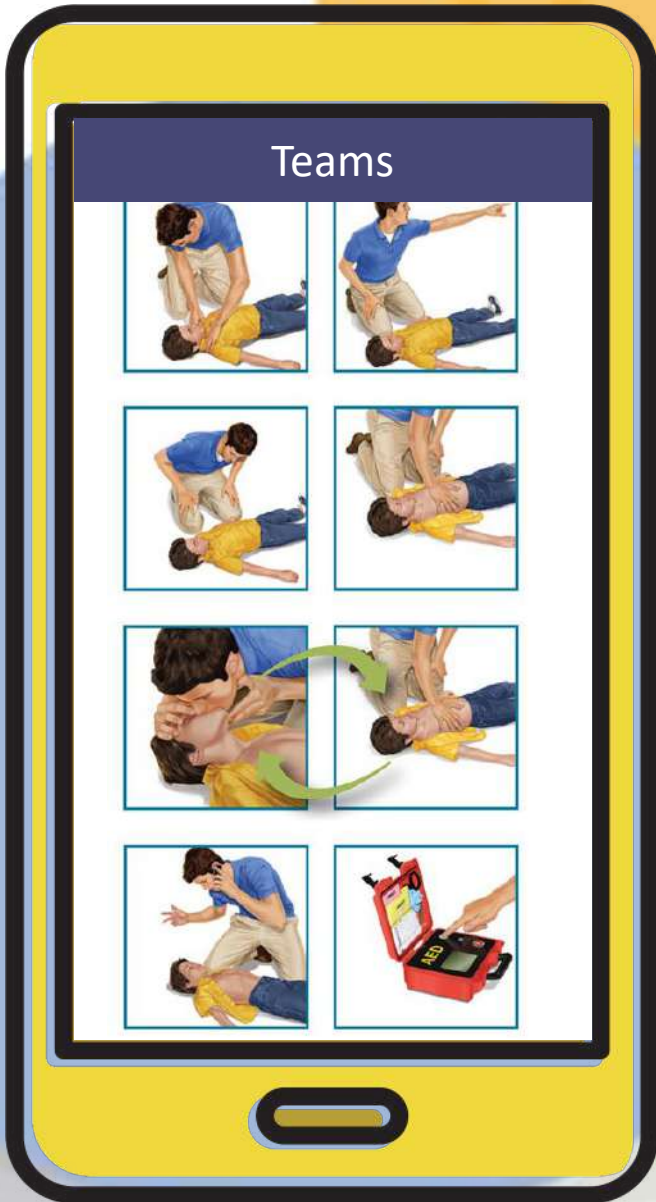




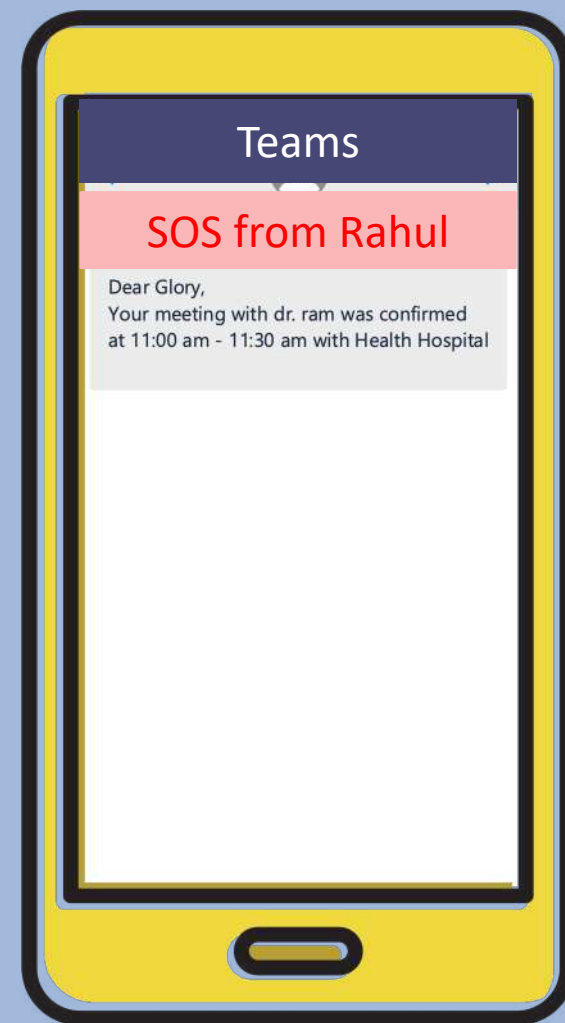
SUPERMARKET

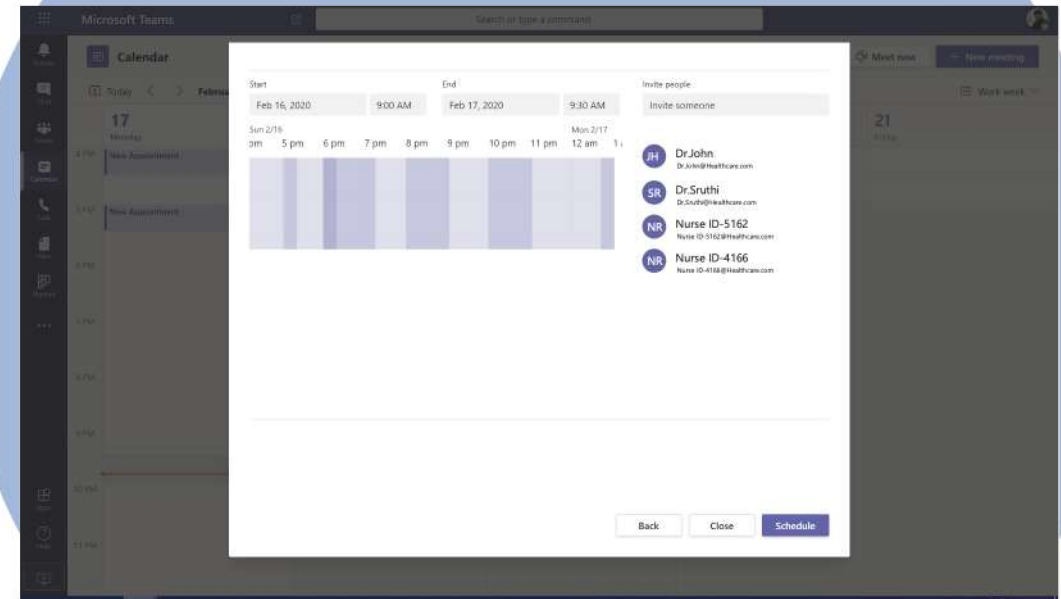
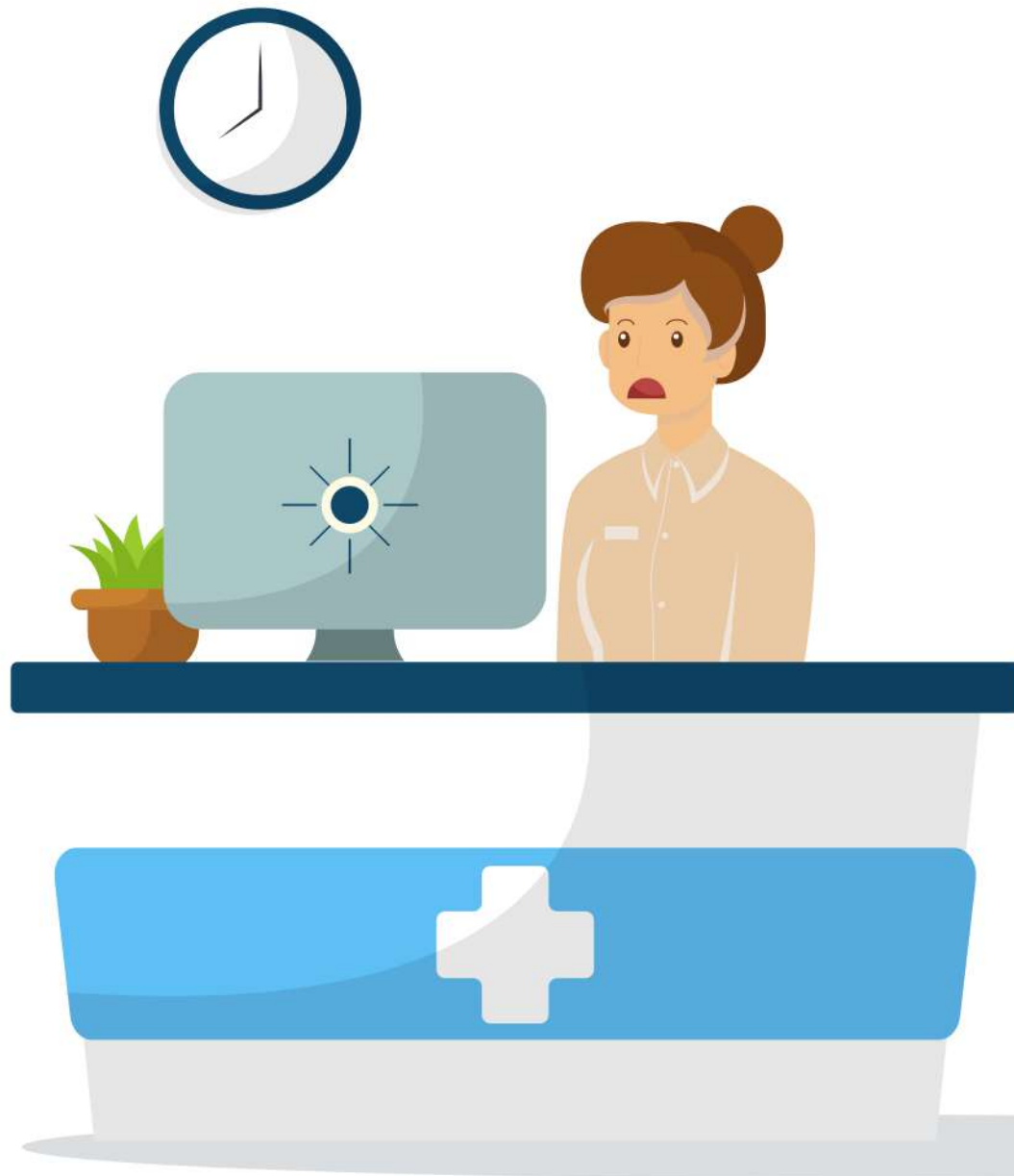


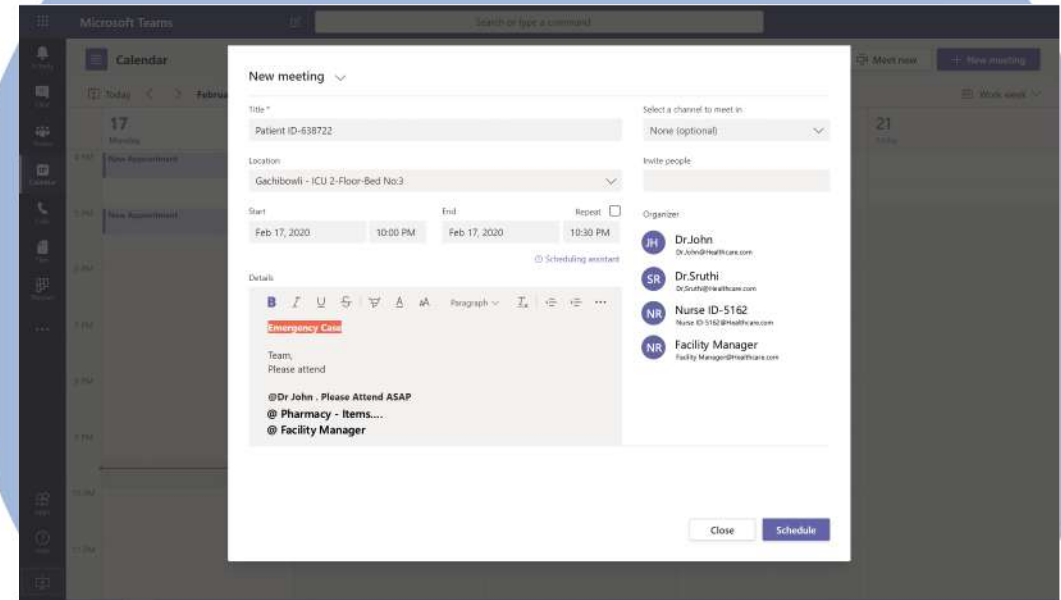
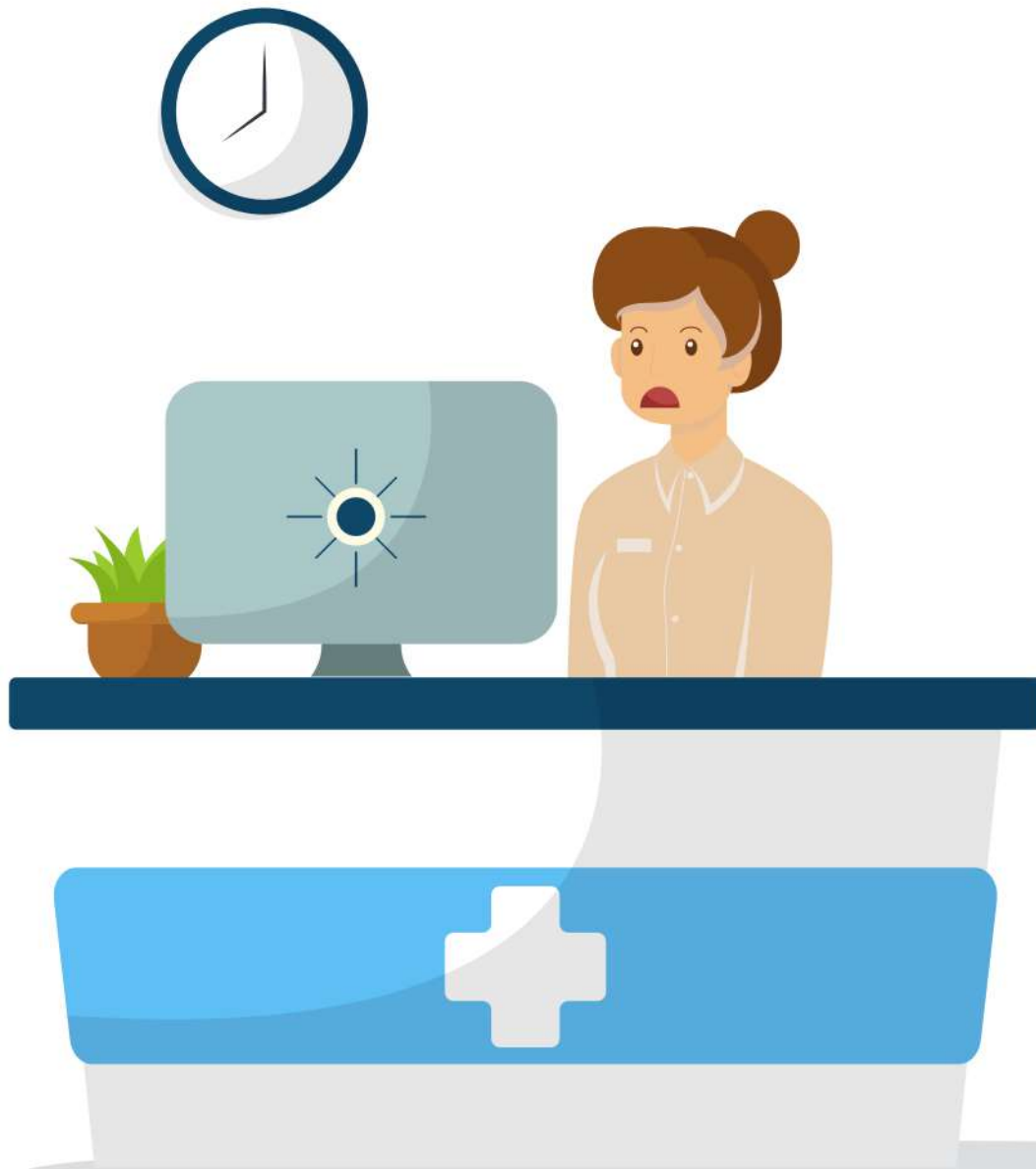


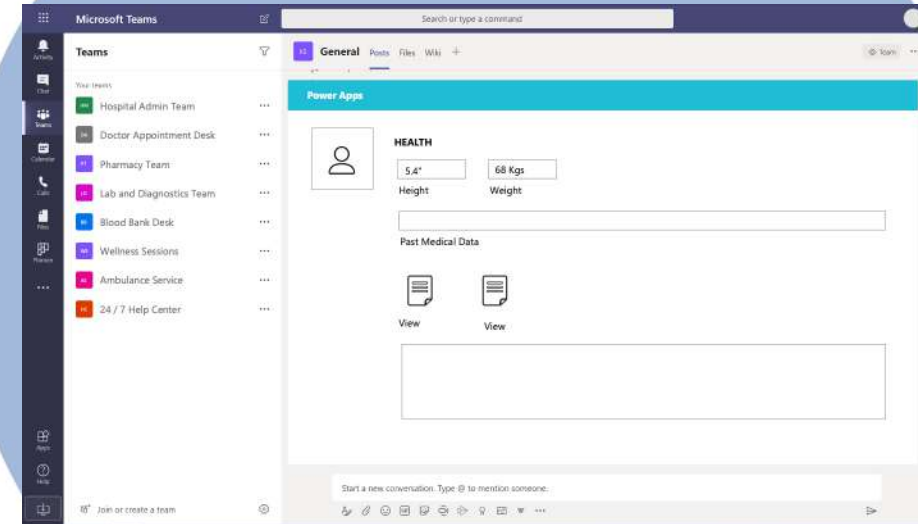


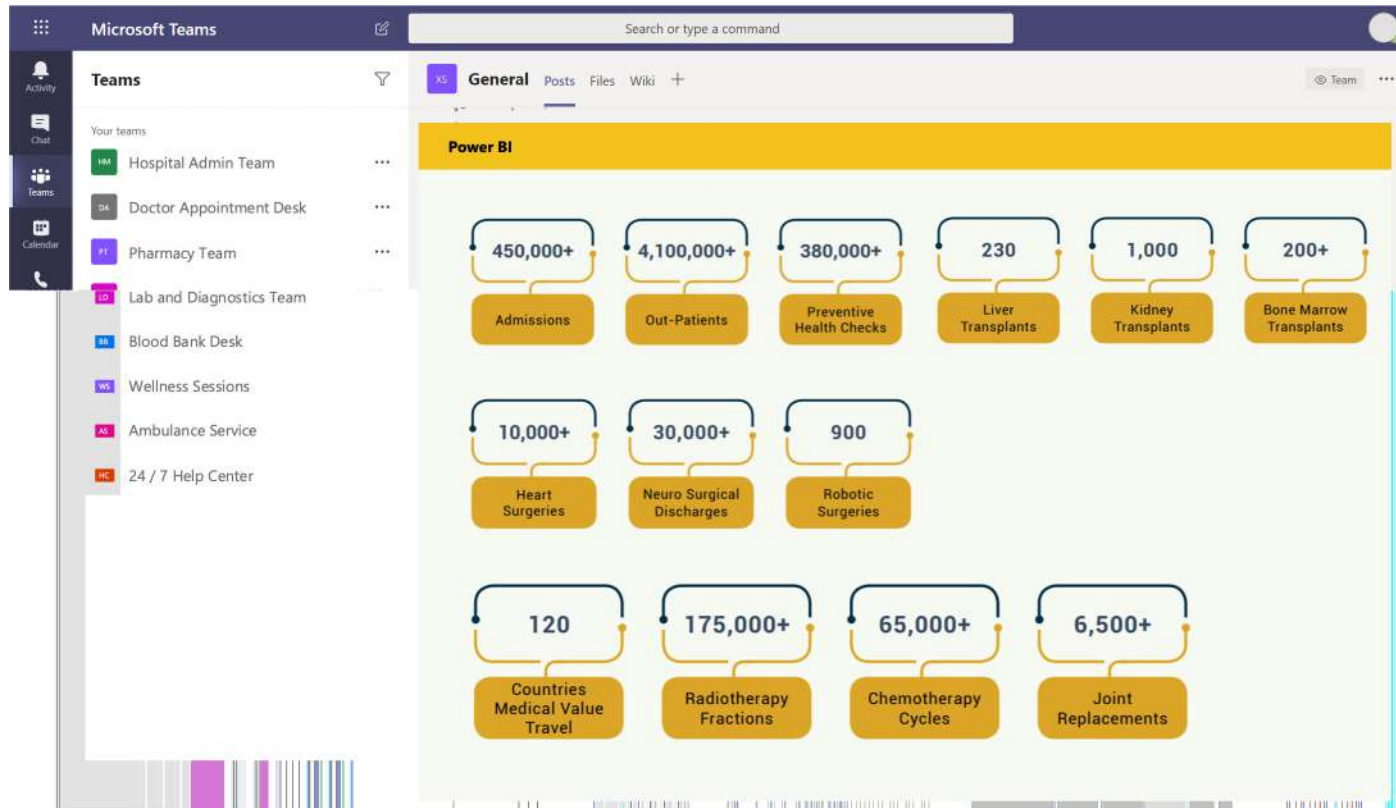








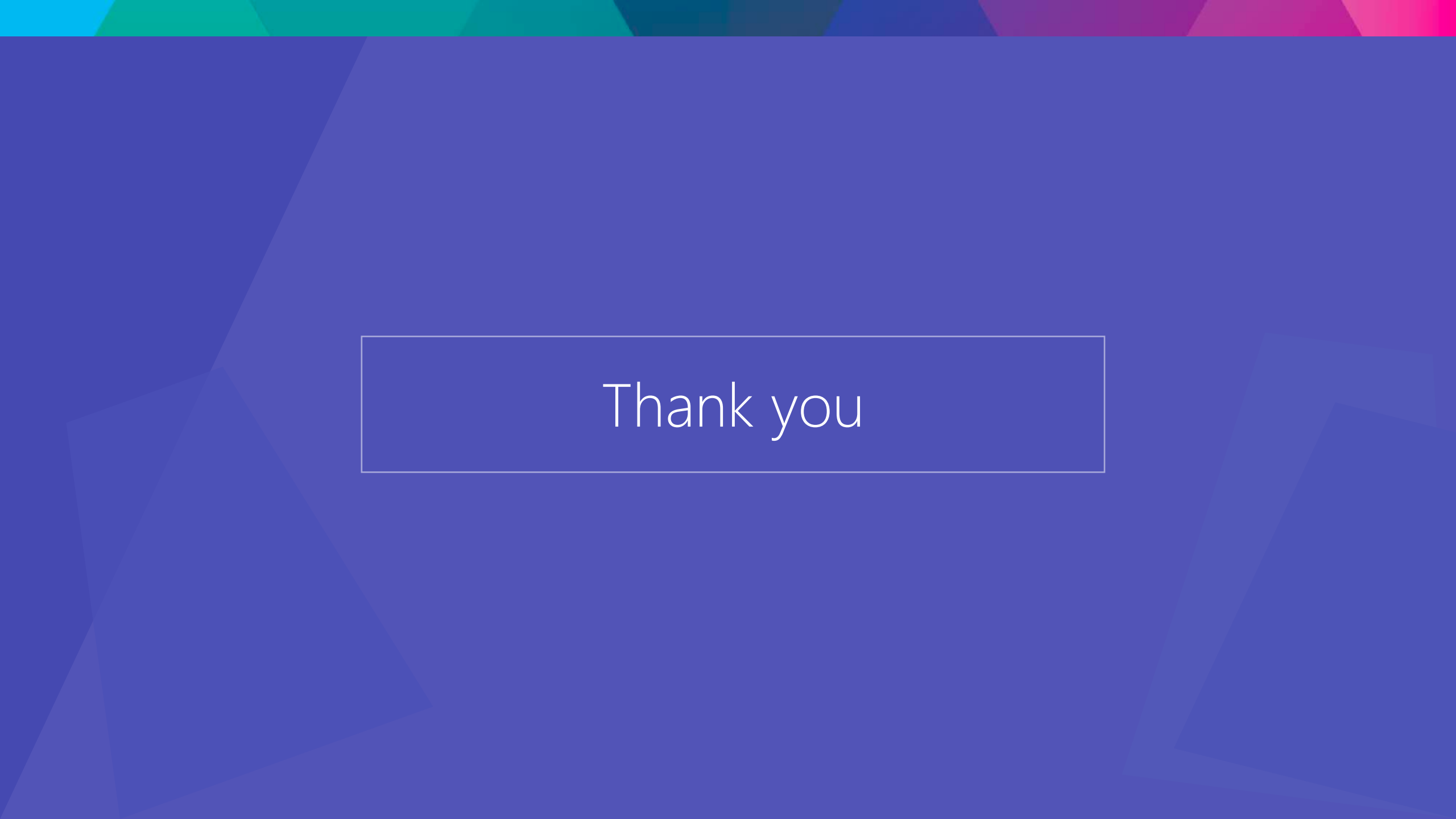




Summarizing

1. Easy & Seamless communication between multi-verticals.
2. Tele Consultation.
3. Leveraging Marketing Needs.
4. Direct & Frequent Connect with Patient.
5. Proactive Health Assistance/Wellbeing Sessions (Corona Virus Breakout).
6. Business Overview Dashboards (Management).
7. Overview of Revenue Statistics.
8. Data analytics on performance of Health Care, Pharma, Other Verticals of Hospital management.
9. Yearly Health and Medical Statistics.
10. Overview of Staff performance.
11. Statistics of patient satisfaction Report.
12. Payment Process.
13. To Provide Intuitive UI and process optimized service.
14. To Track or maintain past Records.
15. Provide SMS Alerts on Mobile.





Thank you