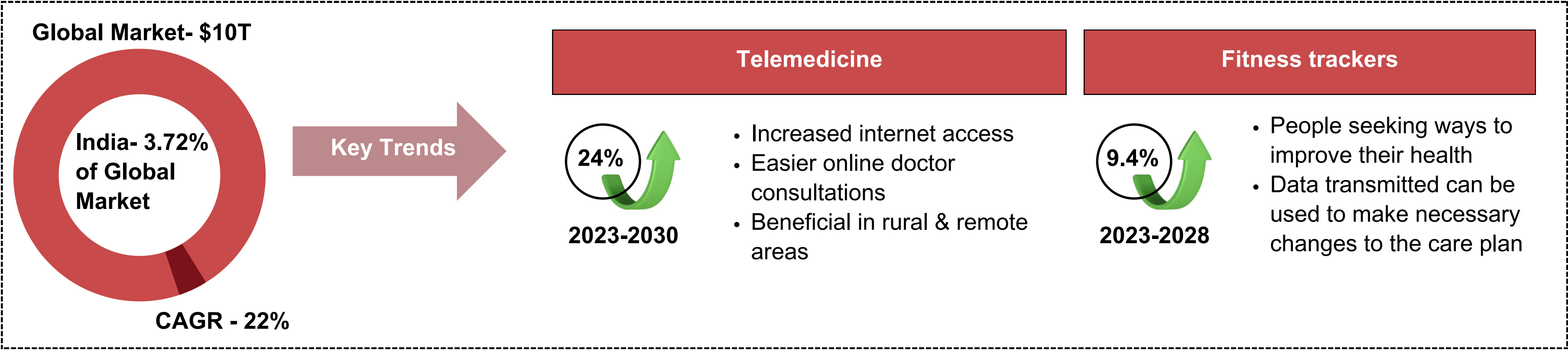


TECHSHILA

INTER BHAWAN TECH MEET | JAWAHAR BHAWAN

***BHAVESH DUBEY | HARDIK CHAWLA | KRISH SHARMA | KESHAV NAND GOYAL | MUDIT
TUTEJA | SHUBH SEKSARIA***

The healthcare expansion through telemedicine and fitness-tracking devices, and how Taskar has been able to carve out a space for itself



TASKAR®

Prominent healthcare platform offering wide range of medical services.



Pharmacies



Diagnostic Imaging



Doctor Appointments



Nutraceuticals



Medicines



Eye Care




Diagnostic Services



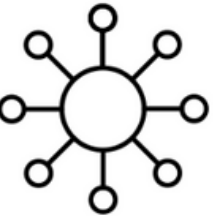
Dental Care

5 scopes for user retention are possible, considering the value chain of an average user/ patient

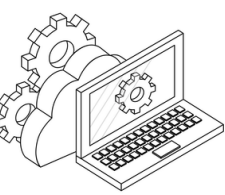
Deliverables



Retention factor identification to frame targeted strategies to boost repeat visits & patient satisfaction



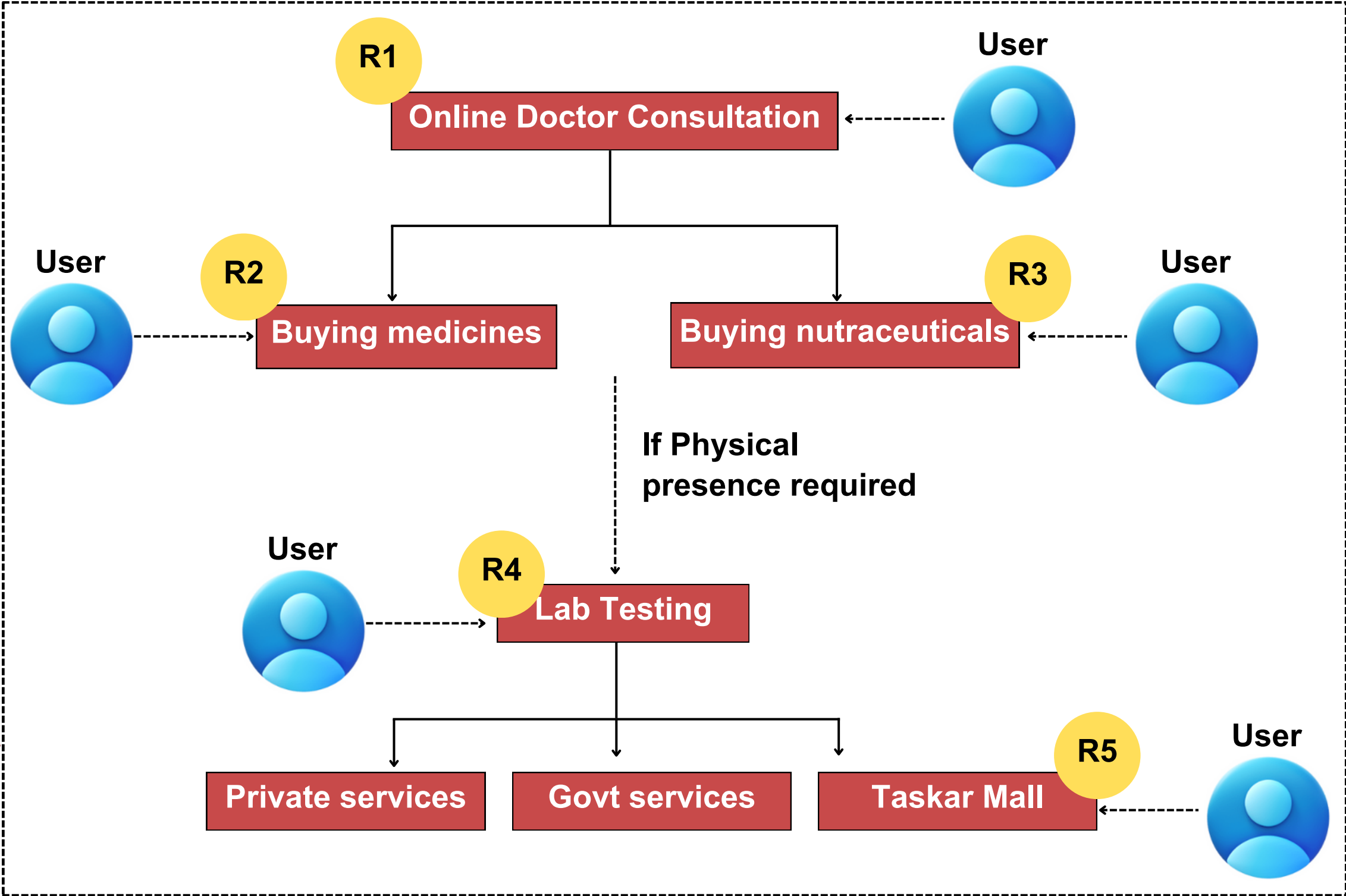
Centralized system to optimize data flow across all branch locations



Tech integration for streamlined operations

- Value chain analysis of an average user/ patient
- Users can enter the chain at different stages
- The end of the user cycle is tracked and a total 5 scopes of retention are possible to consider

MECE Strategy to tackle the issue of customer retention

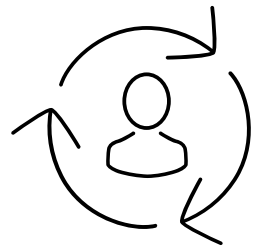


Personalized follow-up & blog system with referral programs to encourage patients with single consultation requirement

R1 - Post-consultation, Patients may seek medication or further treatment elsewhere, leading to drop-off in engagement.

Case 1 - Patient might require only a single consultation and may not require follow-up visits

Follow-up email/ message system for recovery tracking



Personalized & Automated messages post-consultation and **small meetings** in between to track recovery



Cross-sell other products/ services, based on their history & needs



Ensure **privacy**, avoid sharing sensitive information & let them control their preferences



Engaging & **creative** content.

Personalized blogs to encourage engagement

- Personalized blog content addressing the health needs and interests of the reader, may include:



Preventive measures



Lifestyle tips



Dietary recommendations



Cross-selling

Referral Programs

- Discount **coupons** for visiting Taskar Mall for free eye check-up
- Discounts on purchasing nutraceutical products from mall/ platform

Second opinion option and smooth transition to Mall services to retain patients who may be dissatisfied or in need of in-person care.

Case 2 - Patient may seek second opinions from other doctors, due to dissatisfaction or lack of trust in the consulted doctor's expertise

Case 3 - Post-consultation, patients may have need for in-person service (provided the person has not mentioned about it in the meeting)

Allows patients to seek second opinions from other doctors within the same field

Seamlessly transitioning to Taskar Mall services

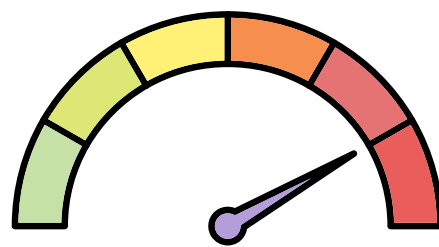
- Invite patient to provide feedback post-consultation and offer to consult with other professionals for a second opinion.

Auto-summarization of consultation notes

- Key points discussed, treatment recommendations, and patient preferences addressed
- Share with both the patient and the offline doctor to maintain **continuity of care** and ensure the offline doctor is informed in advance about the patient.

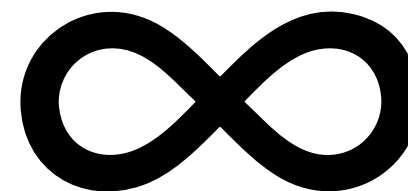


Metrics



NPS

Patients feel more cared for and valued even after their consultation.



Repeat Visits

May not see direct impact since need was one-time, could lead to referrals.



Positive

User feedback

R2

Effortless medication buying with auto cart and reminder messages for patient adherence.

R2 - Customers who have purchased medicines through Taskar but may not require visit to the mall for further consultation

Post medical consultation

- **Automated reminders** and dietary suggestions to ensure patients take their medications as prescribed by doctors, helping them adhere to their medication schedule
- Subtly introduce relevant products/ services, complementing patient's treatment plans.



Seamless medication purchase & automated cart-creation

- **Automated cart creation** based on prescription & smoothening the purchase process.
- “Add Recommended” button to facilitate adding doctor-suggested items directly to the cart



R3/4

Establishing collaboration with insurance companies along with home services

R4 - Patient visits any other diagnostic lab rather than Taskar diagnostic lab .

Contacting insurance companies to negotiate agreements and establish ourselves as an in-network provider.

- Ensuring patients receive their insurance coverage for treatment or diagnostic services



Diagnostic services and report delivery at your doorstep

Diagnostic tests such as blood tests, X-rays, ultrasounds, and electrocardiograms can be performed in the patient's home for an extra fee.

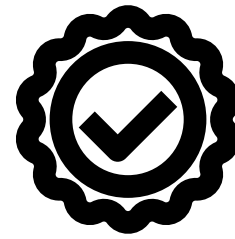


Creating an engaging atmosphere with interactive kiosks and unified payment & loyalty program with Taskar's smart card

R5 - Customers who have visited the mall, regardless of their entry point into the Taskar ecosystem

Trust cultivation & relationship establishment strategy

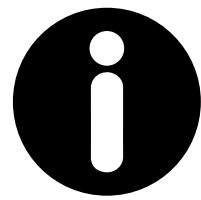
Create a welcoming & engaging atmosphere at Taskar Mall by proactively engaging with patients, addressing their queries & offering tailored food/ lifestyle suggestions to them.



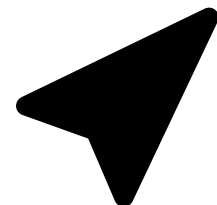
Digital navigation system inside mall, to simplify user experience with effective guidance & easy navigation



Interactive kiosks, featuring touch screens located strategically inside the mall, allow easy access to:



Information



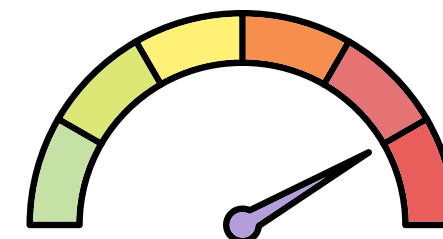
Navigation



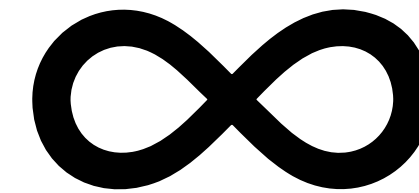
Track Services

Unified Payment & Loyalty system at Taskar Mall

- Taskar's smart card, acting as a digital wallet to access services, purchase products at the mall
- Preset recharge packages
- Incentivize card usage through rewards such as free checkups, & loyalty points, which can be redeemed for in-store purchases.



NPS



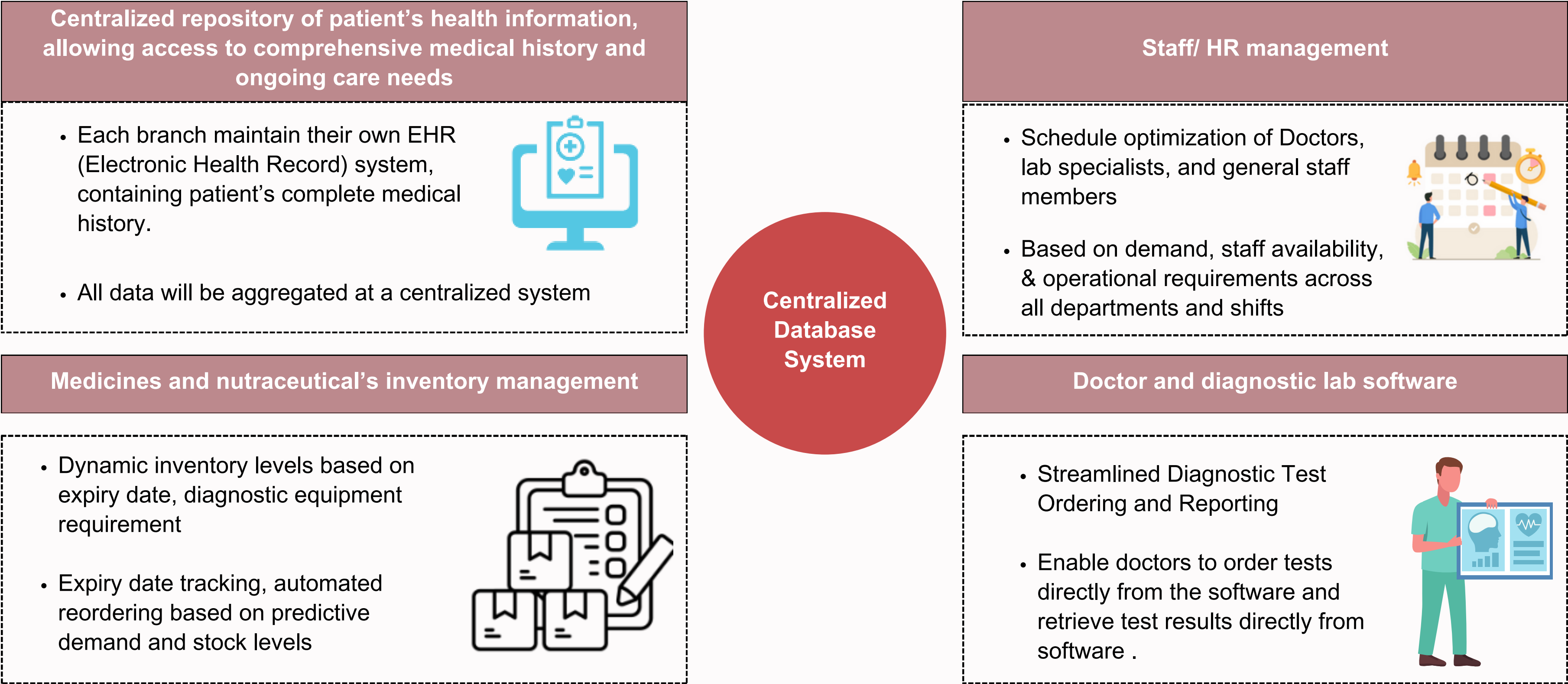
Repeat Visits



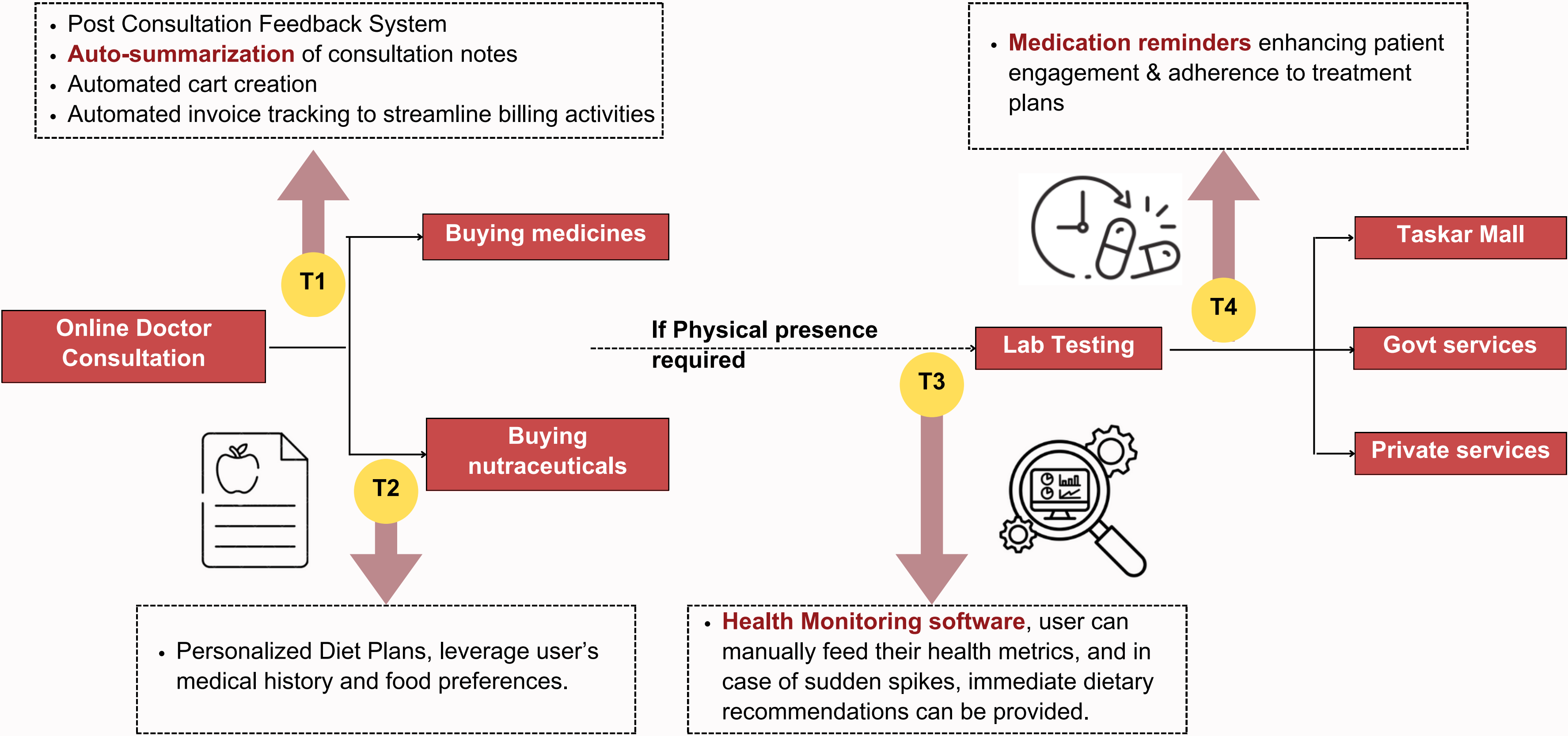
User feedback

Expected to improve with enhanced user experience at the Taskar Mall

Centralized EHR system with inventory management, optimized scheduling of staff, and integrated Doctor & Diagnostic lab software.



Leveraging technology in every step of the value chain





THANK YOU

JAWAHAR BHAWAN

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