

1

On an average, doctors get **20** calls/day from their patients. Of these, they miss the **8** most important calls.

Doctors often forget to give a call back to their patients.

2



70% of doctors reside in the city.

70% of patients reside away from the city.

Healthcare travel and first attendant costs are enormous.

3

Patients are always left with some queries even after visiting the doctor. They never find the right specialist for second opinion.

Our patients rely on quacks.

Hello Doctor 24 x 7

Your healthcare .. One call away

Doctor centric approach

We pay our doctors per consultation on minute basis.

We prioritize the calls and ensure their convenience

Our doctors endorse us with pride.

Pre-paid calling card method

24 X 7
Health Helpline
(0674-66-55-555)

Connect to specialists and super-specialists of patient's choice

Pre-paid calling cards compatible to all mobile networks

High level of professionalism

Training to ensure empathy

Robust Patient Relationship Management Solution

Encryption to ensure patient privacy

HelloDoctor24x7 Card



Talk to your doctor 24x7

Save Time, Money & Hassle

Healthcare... A call away **Dial: 0674 66 55 555**



To activate HelloDoctor24x7 Card

1. Call 0674-66-55-555
2. Give your secret code (Scratch Below)

To access HelloDoctor24x7 Service

1. Call 0674-66-55-555
2. Tell us your ailments and symptoms
3. Get connected with your Doctor
4. Avail prescription over phone
5. Stay connected and receive follow up care
6. Access **FREE** services – Appointments, Pharmacy, Diagnostics.

For more information visit: www.hellodoctor24x7.com or **Dial 0674 66 55 555**



Calling Value

₹ 500

**Talk to your doctor
on per minute
basis***



To talk to your doctor, Dial
0674 66 55 555

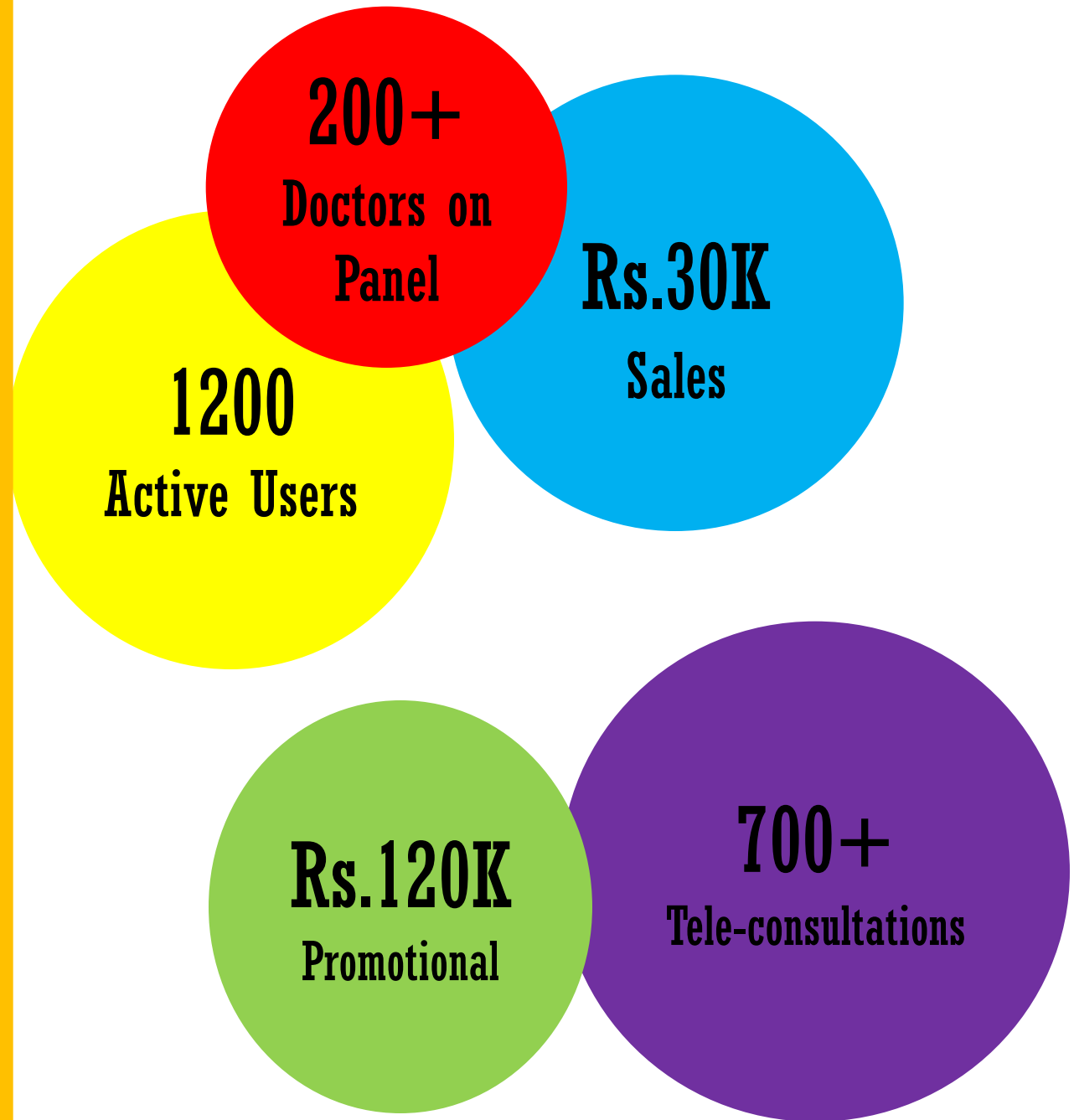
↓ Your Secret Code ↓

*Per minute charges vary from doctor to doctor, for more info: Dial 0674 66 55 555

In 80% of cases patients get connected to doctors in less than 3 minutes of the call.

Patients save on their time, travel (100 km per person), money (Rs. 1600 per visit) and hassle.

**We did it in
3 months!**





**Mobile telemedicine
and health call centers
Market Opportunity**

\$3.4 Billion

Team

Mr. Sanjay Das, Co-founder & Angel Investor ([LinkedIn](#))

Currently based in USA, Looks Asia Operations at VISA, 15 years of IT experience, Invested ~23 L (in 2010) | Founder of RIP venture in pharmacy, Melange Healthcare (2009-12) | Holds 30% Equity.

Dr. Lalit Ranjan Manik MBBS, MPH (UK), Co-founder, CEO ([LinkedIn](#))

Doc-preneur, Trained in Public health from Dundee University UK, Built Hello Doctor from scratch, domain expertise in application development, tele-health service, quantitative analysis and team building. His dissertation was in tele-triage, a popular healthcare service in UK, which he introduced at Hello Doctor | Holds 30% Equity

Mr. Shashank Singhal B.Tech. (IIT Roorkee), MS (UK), COO ([LinkedIn](#))

Masters in Biomed Engg from Dundee University, Blue certificate in enterprise gym in UK, gave up corporate opportunities to venture in entrepreneurship | Earlier experience in start ups- Mentoza, Shadi saga. com. Participated in *yuva prerna yatra*. Looks after operations- data analysis, marketing and execution, product development | 15% Equity committed

Dr. Saurav Das MBBS, Founder (NewDigm), Chief Strategist ([Forbes](#))

Doc-preneur, ECFMG certified physician with 1 year of US clinical and research experience at state of the art institutes. Founded the start up- Newdigm which introduced the concept of Clinical Decision Support Systems in resource limited Settings. Was on Forbes India 30 under 30 list, 2015. Looks after quality control, training, strategy and branding at HelloDoctor. | 8% committed at the end of 1 year.

Mr. Saumendra Soren B.Tech. IIT KGP, MBA IIM B, CIO ([LinkedIn](#))

Previously worked as a business analyst at TCS.

He loves breaking out of comfort zone. Is active on start up events in the city. Looks after Innovation and marketing at HelloDoctor | 8% committed at the end of 1 year

Ajit Choudhary MSc (IT), 7+ Years experience, CTO ([LinkedIn](#))

Back bone of hello doctor technology, Was largely instrumental in development of Patient Relation Management System, Hospital Management System, Hello Doctor Management System, website and our tele-consultation platform. | 8% committed at the end of 1 year

Who calls us?

Early adopters- health conscious citizens

Busy corporate workers

Families with pregnant ladies, children, senior citizens

Patients with chronic diseases needing follow up

Patients away from the city

Why do they call us?

Non-emergency initial consultation

Follow up Consultation

Second Opinion

Mental Health and problems requiring counseling

Wellness and Holistic health services

From pharmacies before purchasing medication

Marketing Strategy

- ➔ Referral from doctors
- ➔ Pharmacies as sales point
- ➔ Social Media Marketing
- ➔ Regional language digital media marketing
- ➔ Health talk shows on TV, FM
- ➔ Piggyback on other services & products (Mobile phone recharge, online bus ticket, tours and travel booking, shopping malls, etc.)

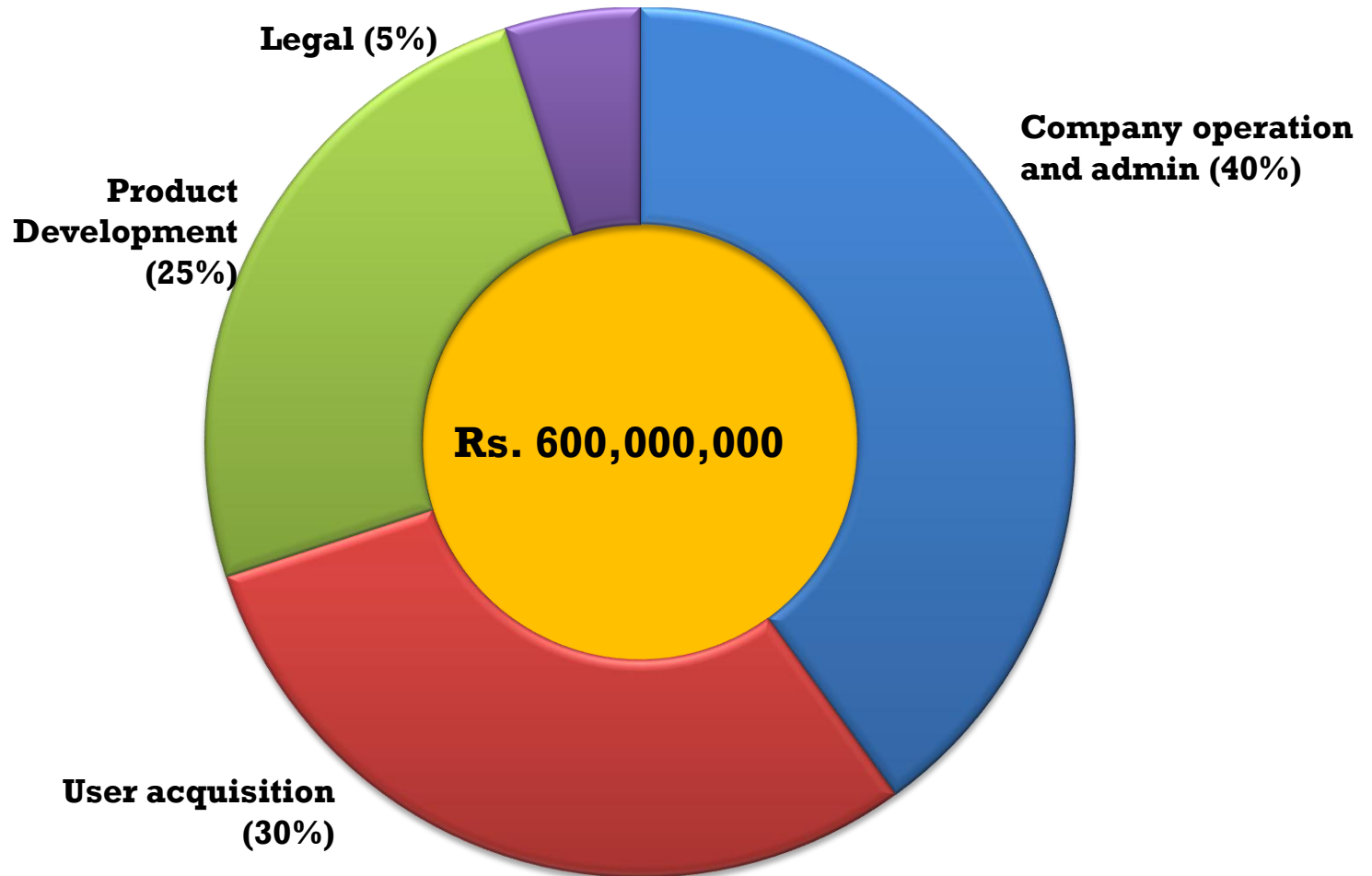
Business Model

Promotional model with consistent
3% conversion from free to paid customers

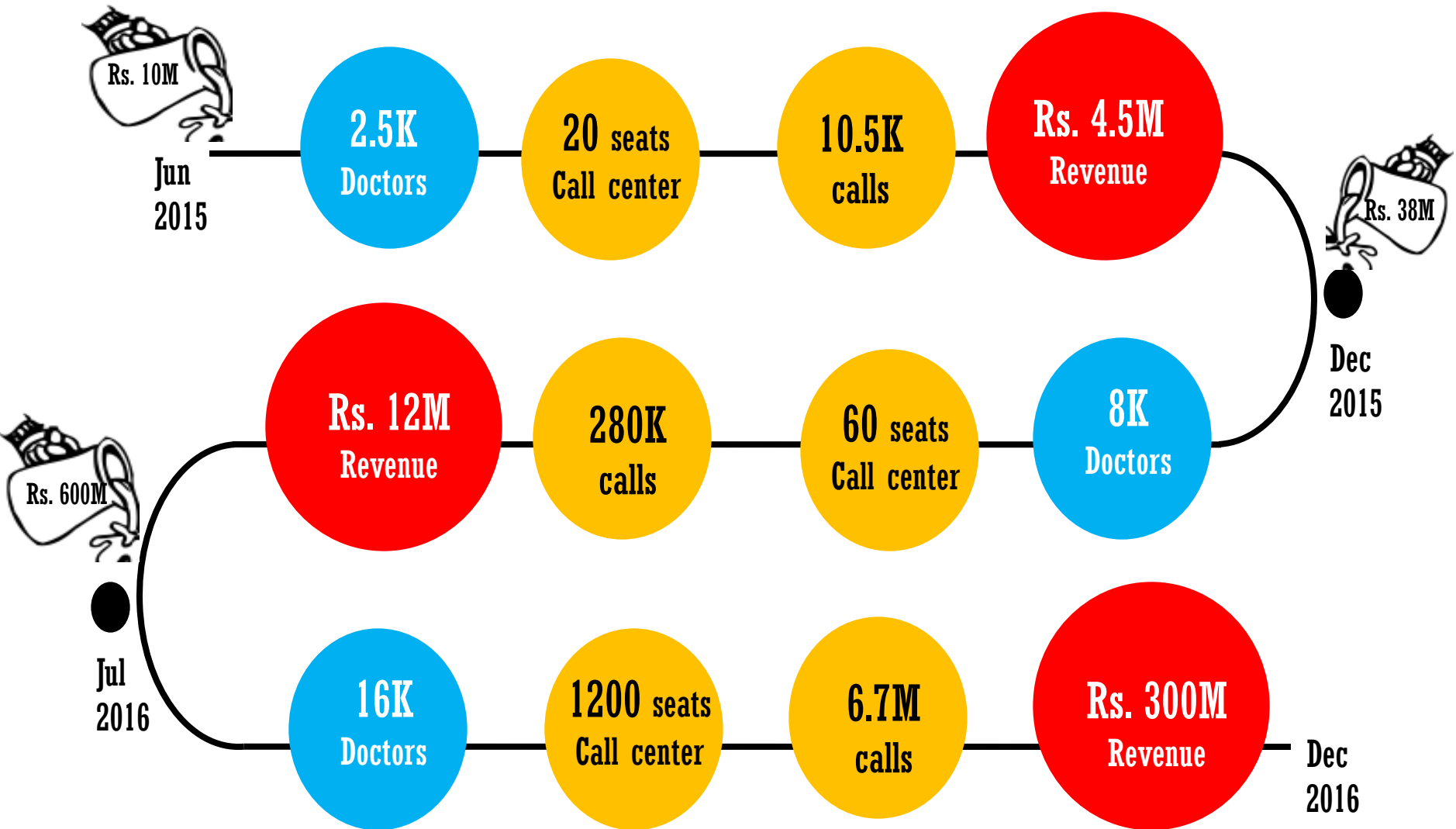
LTV : CAC :: 3.8 : 1 (Acc. to 5% churn)

At 100K users, our projected revenue is Rs. 50M

Fund raising

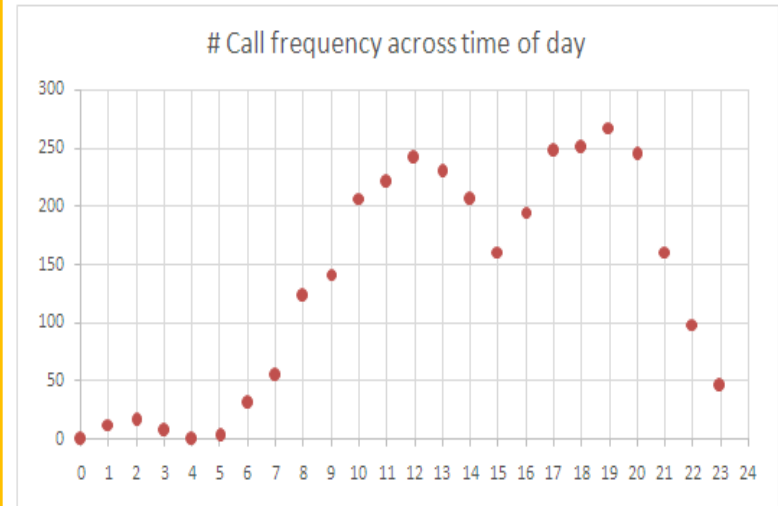
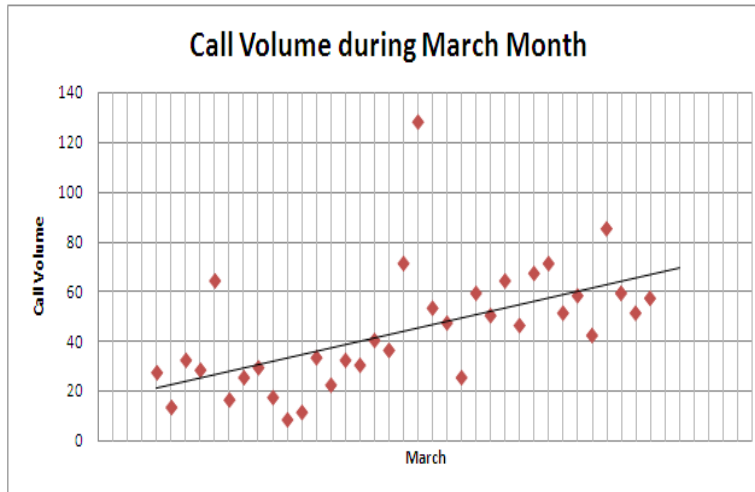
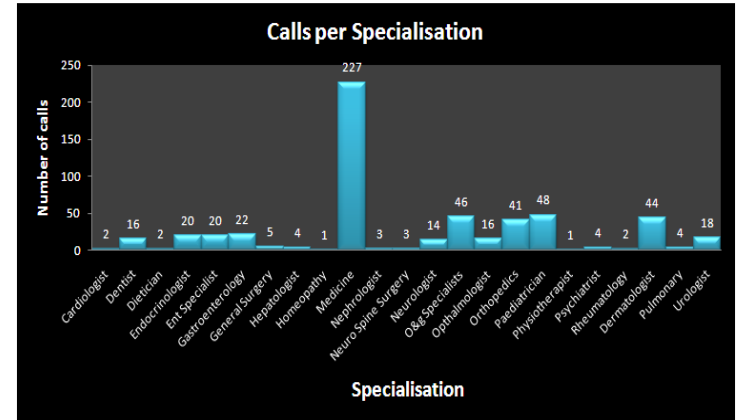
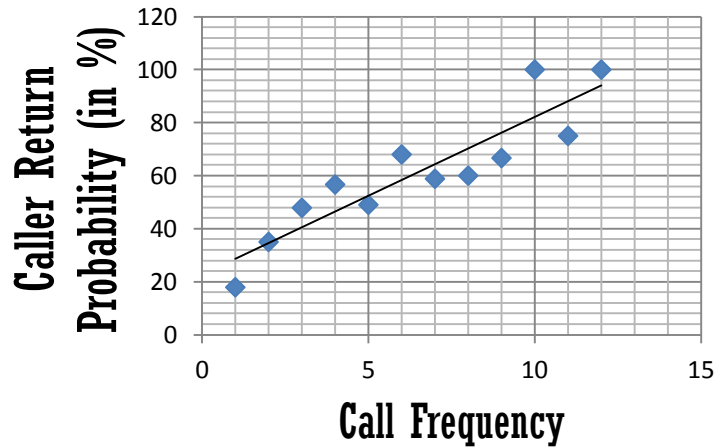


Projections



1.2% Conversion Rate | We reached 100K people and got 1.2K users
Doctor Empanelling Rate :10%

We learn from our data



Media Attention



Dr. Lalit, Entrepreneur of
the week on CNBC Awaz

The Telegraph

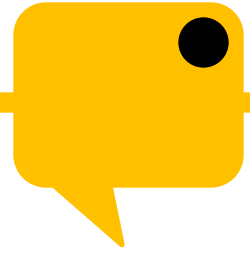
calcutta, india



The HelloDoctor 24X7 cards and (above) the team of Lalit, Shashank and Saumendra.
Telegraph pictures

March 11, 2015

Future Plans



Stress
Management
Mental Health

Wellness
Yoga | Spa
Panchakarma

Integrative
Healthcare

Ayurveda
Homoeopathy
Accupressure

Personalized
Health Information
User engagement
Gamification

Incentivization

Lab Investigations
Pharmacy
Ambulance
Mobile
Application
Website

Profiling Doctors
Profiling Patients
Profiling Hospitals

RESEARCH
DATA

Competitive landscape

Indian Competitors

1. E-Vaidya
2. OnphoneDoctor
3. Doctoroncall
4. Iclinic
5. Nidaan
6. DoctorsCabin
7. PinkWhale

We are Different

Our Team

Doctor Centric Approach

Pre-paid Calling Card

Patient Engagement Tools

Doctors Endorse Us

Reaching Bottom of Pyramid

Competitive landscape

International Competitors

1. Tela-Doc
2. Consult a Dr
3. 24x7 HelloDoctor
4. Gotelecare
5. Phone med
6. Doctor on Demand
7. Medphone


- Merger
- Acquisition

1. Teladoc Acquires Consult A Doctor, Expands Service Offerings and Member Base

http://www.consultadr.com/press-release_09-04-2013.php#sthash.Ejn5CArr.dpuf

2. Accel Funded HealthCareMagic Gets Acquired by US Based Ebix

<http://www.nextbigwhat.com/healthcaremagic-acquired-by-ebix-297/>



**This, we're sure,
is a million
dollar company.**