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| **Business Model Canvas** | |  | | |  | |
| **Key Partners** | **Key Activities** | **Value Propositions** | | **Customer Relation** | | **Customer Segment** |
| **Hospitals & Clinics** relying on the system for patient treatment management.  **Pharmacies** using the platform to process insured prescriptions.  **Pharmaceutical Companies** ensuring medication availability for insured patients.  **Payment Providers** facilitating financial transactions. | Managing and updating insurance plans and covered medications.  Developing and maintaining digital platforms (app & website).  Collaborating with pharmacies and hospitals for smooth integration.  Providing customer support and technical assistance. | **For Patients:** Comprehensive health insurance covering medications and treatments at reduced costs.  Easy ordering of medicines from the nearest pharmacy using a digital prescription.  Tracking insurance coverage and included medications via a mobile app.  Reminders for prescription renewals and payment notifications.  **For Pharmacies:** Digital system to receive insured medication requests and verify coverage.  Reduction of delays caused by manual paperwork.  Efficient inventory management with insights into covered medications.  **For Hospitals & Clinics:** Fast integration with health insurance to check patient medication eligibility.  Analytical reports on medication usage and insurance coverage. | | **Live Support** via phone or chat.  **Notifications & Alerts** for insurance updates and medication renewals.  **Loyalty Programs & Special Offers** for insured patients.  **Feedback & Reviews** to improve user experience. | | **Insured Patients**: Individuals who require regular medication and treatments.  **Pharmacies**: Businesses that need an integrated system to dispense insured medications efficiently.  **Hospitals & Clinics**: Healthcare providers that benefit from seamless integration with health insurance systems. |
| **Key Resources** | **Channels** | |
| **Technological Infrastructure**: Insurance management and data processing systems.  **Healthcare Network**: Partnered hospitals and pharmacies.  **Claims Management System**: To accelerate approvals and medication dispensing.  **Regulatory Partnerships**: Ensuring compliance with healthcare regulations. | **Web and Mobile Application** for patients to manage insurance and order medications.  **Official Website** providing details about insurance plans and subscriptions.  **API Integration** with pharmacies and hospitals for insurance processing.  **Customer Support Centers** for assistance. | |
| **Cost Structure** | |  | **Revenue Streams** | | | |
| Development and maintenance costs of the digital platform.  Marketing and customer acquisition expenses.  Customer support and service management costs.  Operational costs for running the insurance network. | |  | **Health Insurance Subscriptions** (monthly/annual fees from patients or corporate clients).  **Transaction Fees** for pharmacy medication dispensing.  **Partnerships with Pharmacies** to enhance sales and distribution.  **Targeted Advertising** for pharmaceutical companies. | | | |