

INNOVATE 4.0

A Product Management Case Competition

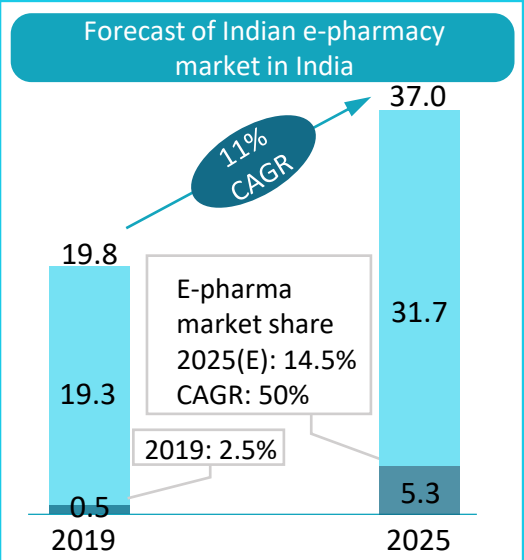
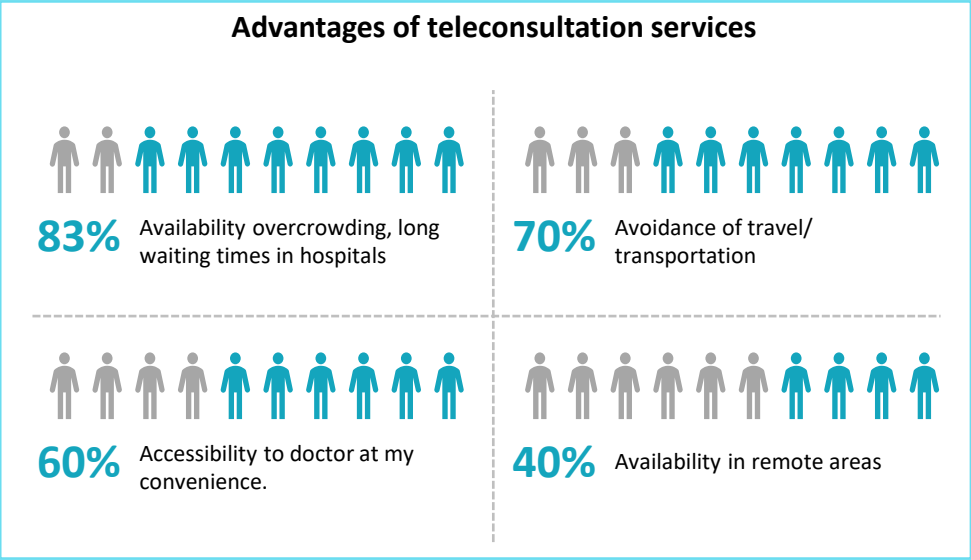
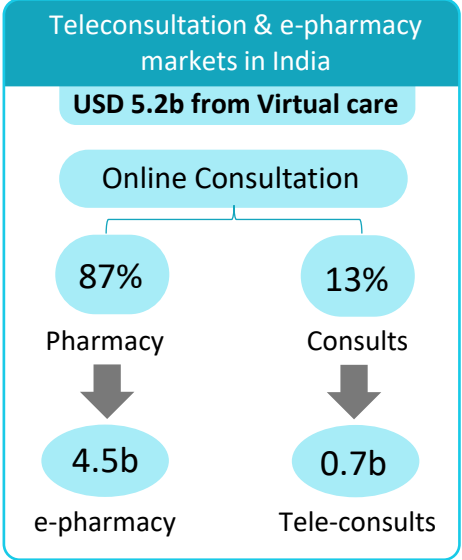


Team **Genesis**

Ritik Singh | Abhishek Yadav | Amrit

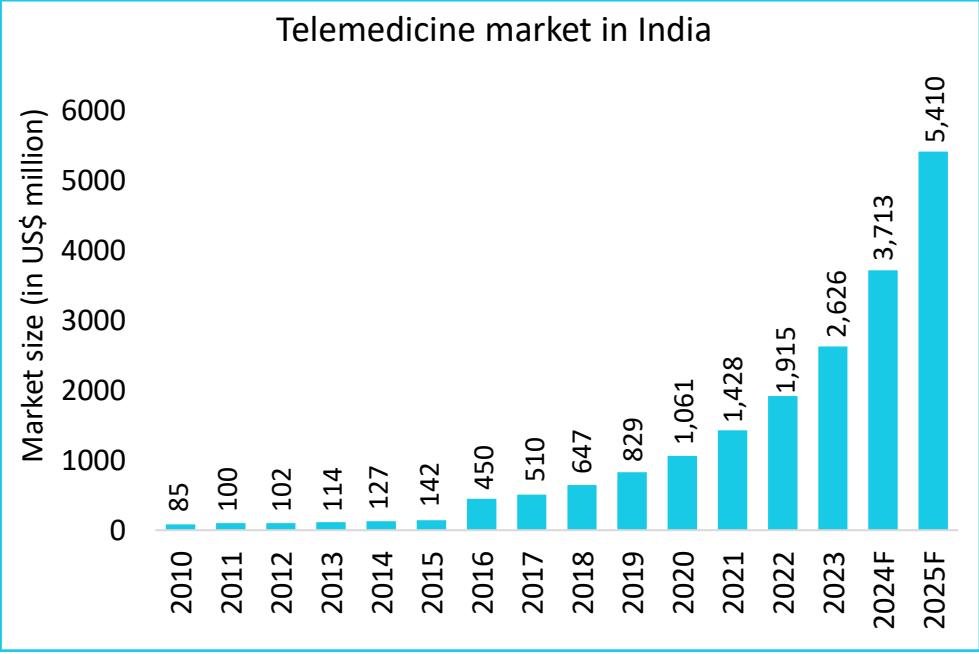
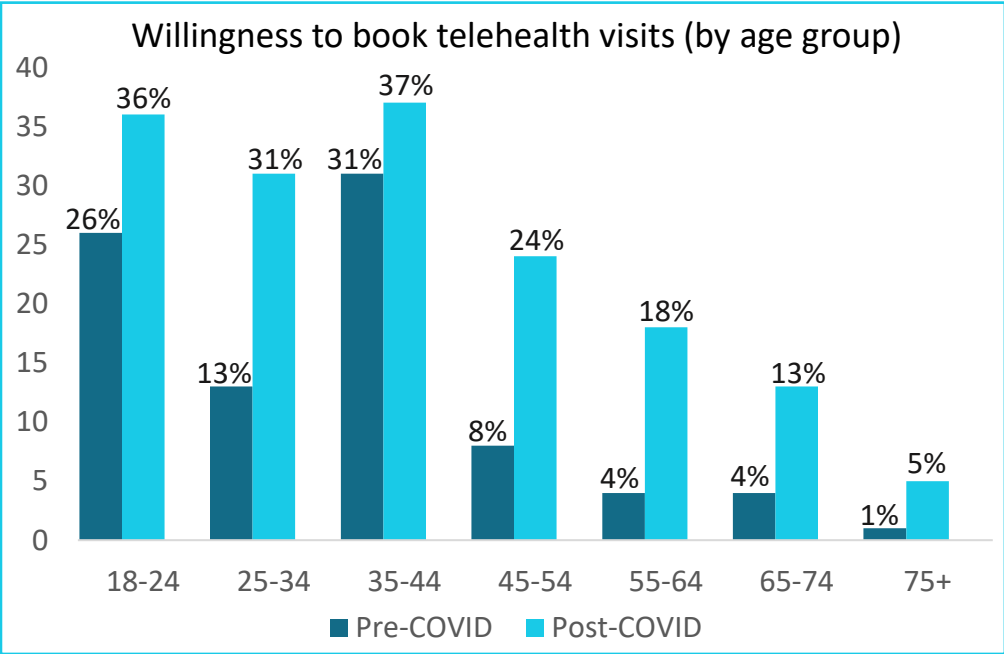


Market Overview



KEY TAKEAWAYS

1. The telemedicine market in India is expected to grow at a compound annual growth rate (CAGR) of 31% for the period 2020–25 and reach US\$5.5b
2. **Potential Cost Savings:** Teleconsultations can help patients save on travel and transportation expenses.
3. **Safety:** People prefer teleconsultations to avoid potential overcrowding and health risks in hospitals.



Primary Research

Consumer preferences towards adoption of teleconsultation

Major decision factors

- 1st**
Availability and rating of doctors
78% consumers' choice
- 2nd**
Control over the sharing of own health data
51% consumers' choice
- 3rd**
Integration with diagnostic labs, online pharmacies
51% consumers' choice

46%
Would like to consult online for both first consults as well as follow-ups

High acceptance for tele consultation in case of minor ailment with **83%** preferring a consult online for common cold, flu, etc.

While the option to select the physician of choice is important for video consultation, **47%** would prefer to consult the same doctor online

81% would like to have full coverage from medical insurers and **72%** would like to get reimbursement from employers

With increasing expenses and economic uncertainties on account of COVID-19, **91%** people are reluctant to pay any higher amount on these platforms viz-a-viz. conventional consultation

Source: EY analysis

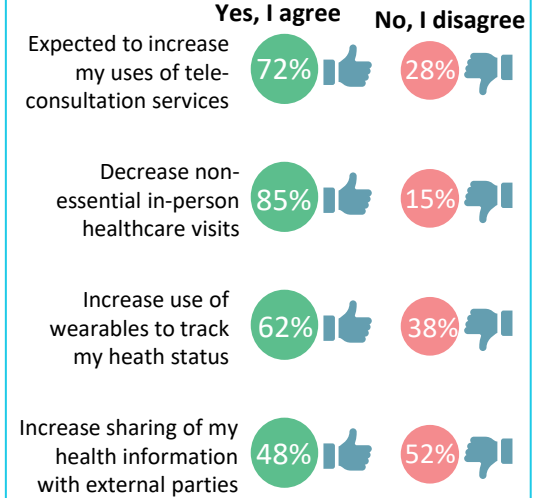
Doctor-patient engagement



~80% currently using audio calls, texts/ video calls on WhatsApp to connect with patients



Future health seeking behavior



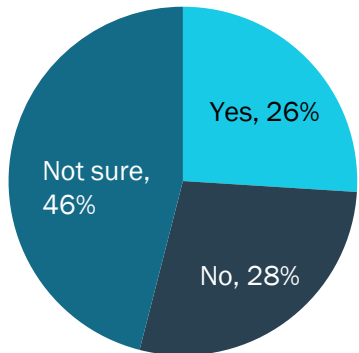
KEY TAKEAWAYS

Convenience:
Consumers want convenient online consultations, especially for first visits and follow-ups.

Affordability:
Consumers are price-sensitive about teleconsultations and seek insurance or employer reimbursement to reduce costs.

Acceptance for minor issues:
Consumers are highly comfortable using teleconsultations for non-urgent conditions like colds or flu.

Do you feel that people get comparable healthcare through teleconsultation as they get for in-person visit ?



Overall, only **26%** patients are convinced about the efficacy of the teleconsultation

Major concerns

Don't want to share my health information online

27%

54%

Don't find the diagnosis reliable

Not comfortable with the use of technology and the virtual aspects

30%

52%

Not sure about the availability of good doctors online

Source: EY analysis

PROBLEMS AND UNMET NEEDS

PROBLEM



High No-Show Rates

Patients fail to value telehealth consultations enough to attend



Elevated Cancellation Rates

Appointment scheduling or service offerings may not meet patient needs.

POSSIBLE REASONS

PATIENT-DRIVEN FACTORS

Scheduling Conflicts: Busy schedules and limited flexibility lead to missed appointments.

Forgetfulness: Lack of reminders allows appointments to slip through the cracks.

Poor Communication: Unclear information or confusing processes create disengagement.

EXPERIENCE-BASED FACTORS

Past Experience: Negative telehealth experiences lead to hesitation.

Trust Concerns: Patients question doctor qualification or virtual connection.

Privacy Worries: Security of health data in telehealth is a concern.



- ✓ 15%-20% healthcare shifting to virtual care (triaging, consults, monitoring).
- ✓ Growth in Tier 2/3 towns for quality, affordable care.
- ✓ Effective chronic disease management via teleconsultation.
- ✓ Rising teleconsultation uptake among tech-savvy youth



Patients
Service-centricity

- ✓ Patients value teleconsulting for convenience and safety but lack trust in virtual care.
- ✓ Absence of personal touch from doctor' online leads to patient mistrust.
- ✓ Data privacy concerns and hesitancy to share health data online may affect future health-seeking behavior.



Doctors
Doctor-centricity

- ✓ Seek patient consolidation on a single digital platform for structured health data.
- ✓ Require remote diagnostic tools for comprehensive examinations.
- ✓ Concerns about unethical platform practices and doctor discomfort with data privacy.



Pharma
companies

- ✓ Diverse platform solutions aim to maximize doctor equity.
- ✓ 90% partner with third-party teleconsultation platforms, 30% develop in-house alternatives.

Reminder System & Virtual Waiting Room

1

Patient will receive confirmation email immediately after booking the appointment.

2

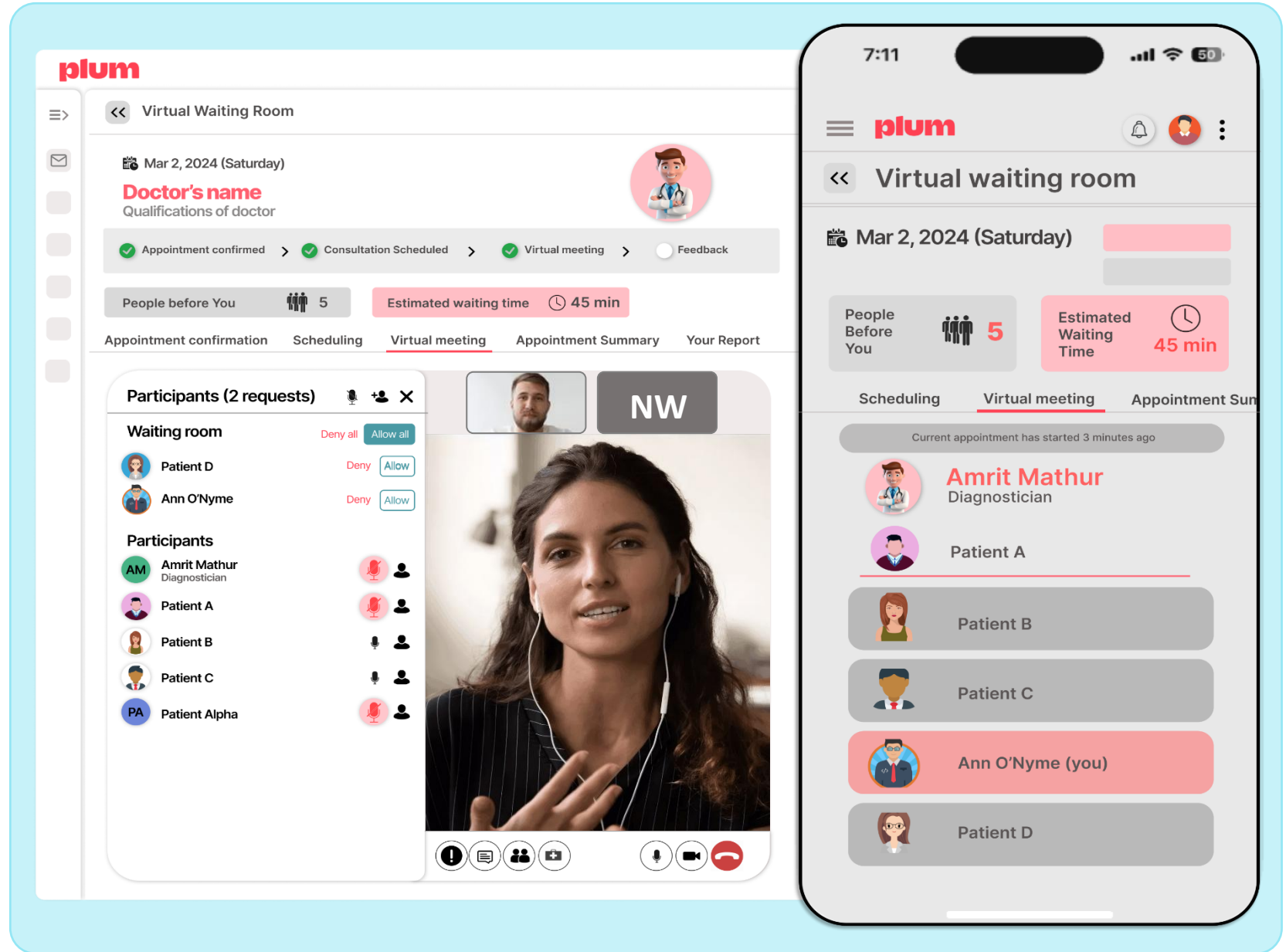
Patient will receive reminders and updates about the appointment on WhatsApp.

3

Patient will receive one last confirmation call 1 hour before the online consultation

4

Virtual waiting room will be accessible to the patient where he can get all the live updates about his consultation



Cancellation Policy & Feedback Loop

KEY STEPS TO REDUCE CANCELLATION RATE



Restrict consultations to 3 per month to prioritize appointments.



Utilize analytics to overbook slots with high cancellation rates for optimal scheduling.



Charge a doctor consultation fee for cancellations to discourage no-shows.



Making the online consultation end-to-end encrypted to reduce the privacy concern of patient.



Conducting awareness campaigns to boost patient trust in online consultations.



This will ensure reliable reports and seamless diagnostics for patients.



Partnering with Dr Lal Path Labs boosts Plum's credibility and patient trust in healthcare.

Integrated diagnostic services in Plum improve patient convenience.



Collaboration enables cross-promotion, benefiting both Plum and Dr Lal Path Labs.

The charges would be charged based on the time of cancellation

1

BEFORE 24 HOURS

No charges for cancellation before 24 hours.

2

BEFORE 12 HOURS

25% of the consultation fee would be charged.

3

BEFORE 6 HOURS

40% of the consultation fee would be charged.

4

BEFORE 4 HOURS

75% of the consultation fee would be charged.

5

BEFORE 1 HOURS

100% of the consultation fee would be charged.

The A.C.A.F. Feedback Loop

Follow up

Inform customers about the action taken by you on their feedback.

Act

Take relevant action and assign issues to the team members.

Ask

Use different methods to gather feedback from your customers.

Categorize

Segment and organize feedback responses into different buckets.



Building Trust: Max X Plum

Empowering Healthcare Together



MAX
Healthcare

54%

Not sure about the availability
of good doctors online

A deeper look into the partnership Synergies...



Patients are more likely to trust and use Plum's teleconsultation platform when backed by the expertise and resources of Healthcare.



Association with a reputable healthcare institution like Max Healthcare boosts Plum's credibility and trustworthiness among patients.



Access to Max Healthcare enhances Plum's healthcare solutions with diverse specialties and services.



Collaboration with Max Healthcare opens patient referral opportunities, driving mutual growth and acquisition.



Integration with Max Healthcare's medical expertise and facilities enables Plum to deliver better healthcare outcomes for its users.

Dwarka - Delhi



DR. YUGAL KISHORE MISHRA

Chief of clinical Services, Head of Cardiac Science And Chief Cardio Vascular Surgeon

★★★★☆ 25 Google Reviews

QUALIFICATION

MBBS, S.S. Medical College REwa, (M.P. India, 1980 | MS (Surgery), S.S. Medical College Rewa, (M.P.) India | Ph.D (Cardiovascular Surgery),

Go back

FELLOWSHIP
MEMBERSHIP

FIELD OF
EXPERTISE

LANGUAGE
SPOKEN

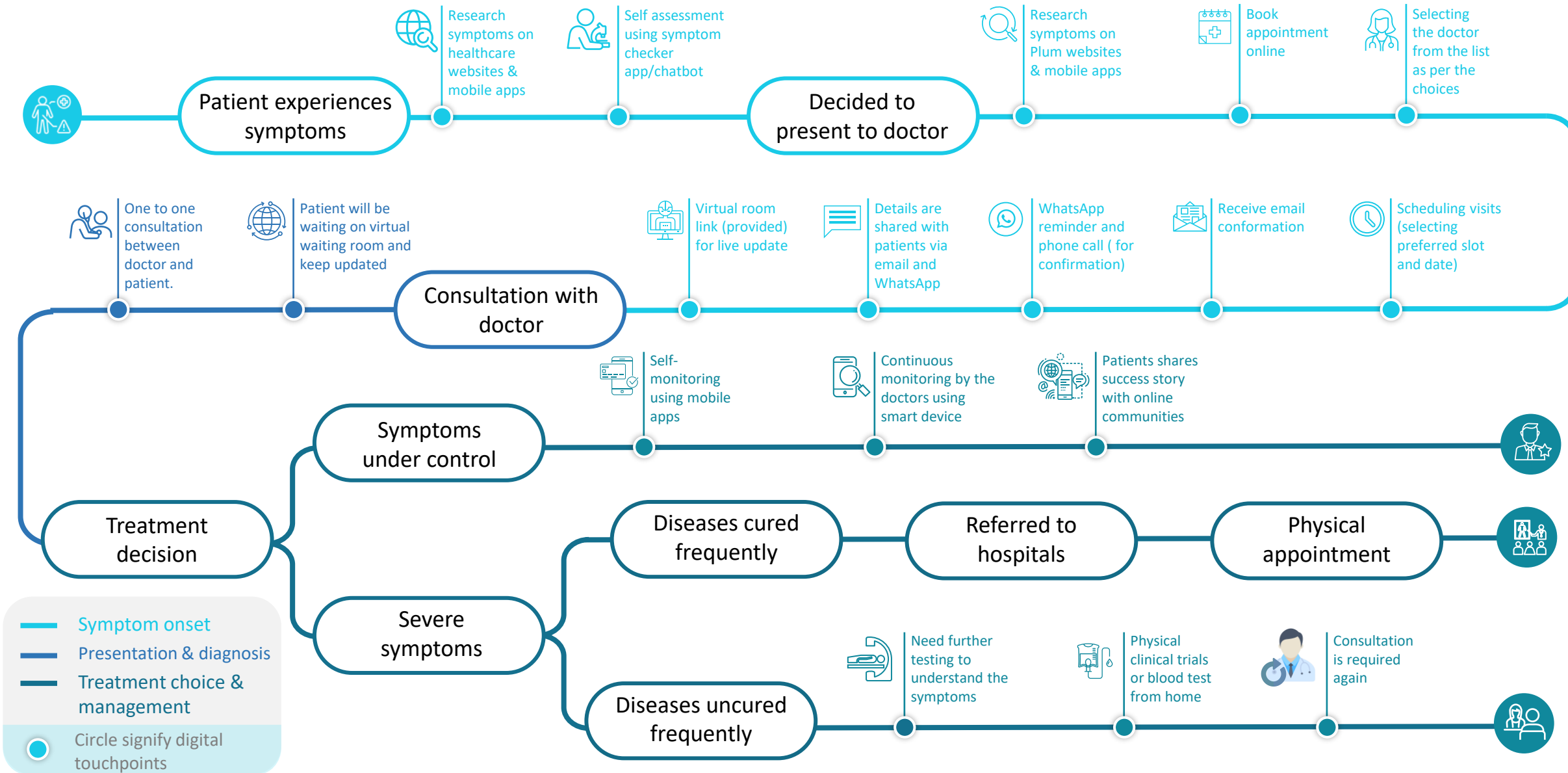
AWARD &
ACHIEVEMENTS

TALKS &
PUBLICATIONS

Fellowship & Membership

- President, Indian Association of Cardiovascular Thoracic Surgeons of India.
- President, Society of Minimally Invasive Cardiovascular and Thoracic Surgeons of India.
- Council Member, Association of Thoracic and Cardiovascular Surgeons of Asia.
- Executive Committee Member, Society for Heart Failure and Transplantation.
- Member, European Association for Cardio-thoracic Surgery.
- Member, International Society for Minimally Invasive Cardiac Surgery.
- Member, The Society of Thoracic Surgeons.
- Member, Asian Society for Cardiovascular and Thoracic Surgery.
- Founder, Indian College of Cardiology.
- Fellow Association of Thoracic and Cardiovascular Surgeons of India.
- Life Member, Cardiological Society of India.
- Fellow (Cardiovascular Surgery), Thoracic Centre, University Hospital Uppsala, Sweden.
- Fellow, Association of Thoracic and Cardiovascular Surgeons of India.

Customer Journey



Solution assessment & Feasibility analysis

Potential Solution	Parameter Of Assessment				Overall Attractiveness
	Investment required	Degree of impact	Complexity of implementation	Duration 1-6 longest to shortest	
Reminder System	Small	Expected fall of 0.5-1% in no show rate	Low	8 th	<div><div>50%</div></div>
Collaboration with Max Hospital	Large	Decrease in cancellation rate by approximately 3%	High	1 st	<div><div>50%</div></div>
Virtual Waiting Room	Medium	Expected fall of 1% in no show rate and dip of 1% in cancellation rate	Medium	2 nd	<div><div>50%</div></div>
Feedback loop	Small	This helps in gathering data and drive long term improvements.	Low	9 th	<div><div>50%</div></div>
Cancellation Penalty	Medium	Decrease in cancellation rate by 2-2.5%	Medium	4 th	<div><div>25%</div></div>
Collaboration with Lal Path Labs	Large	Decrease in cancellation rate by 1.5-2%	High	2 nd	<div><div>100%</div></div>
Limiting the Number of Consultation	Small	Decrease in cancellation and no-show rate by 0.5-1%	Medium	7 th	<div><div>25%</div></div>
UI/UX Changes	Medium	Expected fall of 1% in no show rate	Medium	6 th	<div><div>75%</div></div>
Data Analytics Utilization	Small	This yields data to improve company performance in long run	Medium	5 th	<div><div>50%</div></div>
Awareness campaigns	Medium	Decrease in cancellation and no-show rate by 0.5-0.7%	Medium	3 rd	<div><div>50%</div></div>

Appendix

Appendix I

Particular	Approximate Number
Plum Valuation	\$85mn
Serie A Funding	\$23mn
User base	400k+
No of registered employee	170k
Avg Premium deducted from each employee	42500
Teleconsultation per week	900-1000
Teleconsultation per year	49400
No show rate	5%
Cancellation Rate	14%
Approximate number of cancellation	6916
Approximate number of no-show patient	2470
People Suffering from Acute condition	65%
People Suffering from severe condition	28%
People Suffering from minor ailment	12%

Appendix - II

Decrease in Cancellation Rate

Number of Consultation per Week	900-1000
Approximate Number of consultation per year	49,400

Reason for Cancellation in percentage

Distrust on Doctor @42%	2904.72
Long Waiting Time @8%	553.28
Trial Booking @26%	1798.16
Reliability of testing/reports @24%	1659.84

Solution Impact

Collaboration With Max Hospital	2033.304
Virtual Waiting Room	44.2624
Cancellation Penalty	503.4848
Limiting Number of Consultation	377.6136
Collaboration with Lal Path Labs	4921.4256

Appendix III

Decrease in Cancellation Rate

Number of Consultation per Week	900-1000
Approximate Number of consultation per year	49,400

Reason for No show in percentage

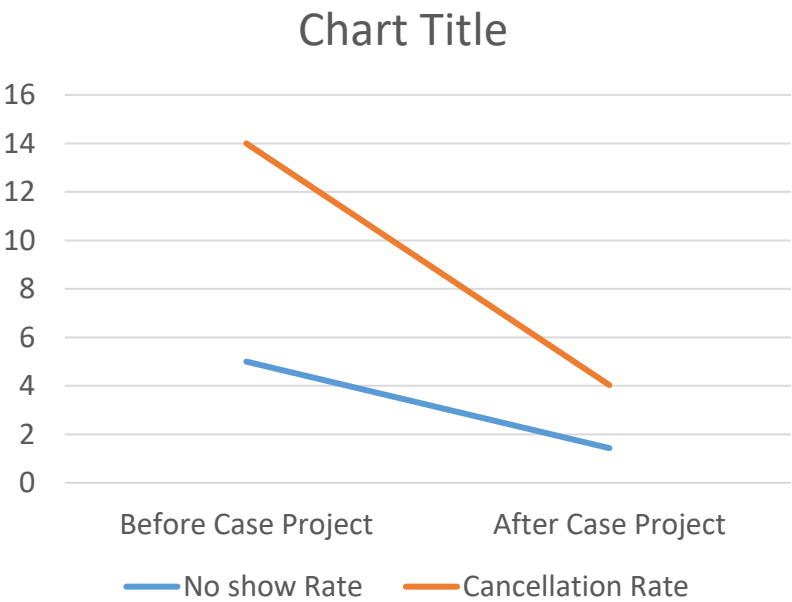
Forgot about the appointment @65%	1605.5
Difficulty in operating App@25%	617.5
Lack of awareness@10%	247

Solution Impact

Reminder system	786.695
Virtual Waiting Room	337.155
UI/UX Changes	308.75
Awareness Campaign	123.5

Particular	Number
Total Number of Cancellation in a year Before Implementation of the Project case	6916
Total Number of Cancellation in a year After Implementation of the Project case	4921
New cancellation Percentage after project case	4.0397

Particular	Number
Total Number of No Show in a year Before Implementation of the Project case	2470
Total Number of No Show in a year After Implementation of the Project case	1764
New No Show Percentage after project case	1.43



THANK YOU

WE ARE OPEN FOR QUESTION



RITIK SINGH

E-mail: ritik.23359@sscbs.du.ac.in
mobile: 7457810965
Shaheed Sukhdev College of Business
Studies, Delhi University



ABHISHEK YADAV

E-mail: abhishek.23303@sscbs.du.ac.in
mobile: 8528075509
Shaheed Sukhdev College of Business
Studies, Delhi University



AMRIT

E-mail: amrit.23311@sscbs.du.ac.in
mobile: 7338365970
Shaheed Sukhdev College of Business
Studies, Delhi University