

THE CRUCIAL EDGE THAT YOUR
CLINICAL PRACTICE NEEDS



BLACKBEAN
HEALTH EDGE



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Blackbean Health is driven by the commitment to provide Doctors with the best lifestyle and access to external world-class facilities that make medical practice trouble-free, rewarding, and successful. In keeping with its mission, Blackbean is delighted to offer Blackbean Health Edge – an innovative programme designed by experts to empower Doctors to practise with ease. The programme spans the unique combination of Hospital-as-a Service, Marketing-as-a-Service, and CRM-as-a-Service that enables Doctors to build their own identity, boost their clinical practice, and manage patients efficiently.

THE CARE THAT YOUR PATIENTS DESERVE

The feature rich programme is just as beneficial to patients. It serves as an end-to-end solution to patients for all their healthcare needs. It builds and nurtures the bond between a doctor and their patients by personalising care, automating interactions, digitising health records, and through information dissemination using innovative distribution channels. It democratises health care and elevates patient experience to new levels.



HOSPITAL-AS-A-SERVICE

FOR CARE BEYOND CLINICS THAT IS COMPREHENSIVE AND TARGET-FREE

Blackbean Hospital & Diagnostic Centre is an independent co-located, full-fledged hospital that is spread across an acre and is conveniently located beside Blackbean Health. The Hospital serves as a new business model that offers a unique Hospital-as-a-Service (HaaS) to resident Doctors with its robust infrastructure and advanced facilities.



World-class facilities



Covers a broad spectrum of medical specialties



Advanced OT's, ER's and ICU's



Cutting edge technology



General & specialized medications



Buggies for easy commute



Fully loaded with 100+ Beds



State-of-the art diagnostic centre



Culinary delicacies



Well-ventilated IP rooms, wards

Chaos-free care



One stop solution



Minimum OP. Maximum IP.



Enhanced privacy



Lower TAT (Turn Around Time)



Patient-friendly design



Increased patient satisfaction





MARKETING-AS-A-SERVICE

BUILD YOUR BRAND AND BE THE HERO OF YOUR PRACTICE

Blackbean Health Edge builds on the “doctor first” ideology of Blackbean Health. It empowers doctors to build their own brand and a thriving practice. Doctors can now seamlessly reach out to patients across multiple channels, produce and share content, interact and engage with them, and grab a share of their mind space with minimal effort. It achieves this by using a wide range of brand building and support services.

End-to-end brand building and support services



Professional Portfolio Development

- Sets you apart from your peers
- Photo & Video shoots to capture the best of you
- Your achievements & career progress explained in detail
- Presents the most likeable version of you and builds credibility with patients

Social Media Presence

- Increases market reach to nearby cities, towns & villages
- Increases income by building patient networks & advertising
- Reduces marketing costs yet increases your visibility
- Attracts patients, encourages interaction & builds loyalty





Hi-tech Recording Studio

- To create world class content for your portfolio & YouTube channel
- Professional sound quality & smart backgrounds
- Access to quality equipment & control over environment
- Convey professionalism & gain an edge over competition



Mobile Clinic Van

- Fully loaded and functional
- A memorable first point of contact
- Increases grassroots level reach
- Takes healthcare to the doorstep

Community YouTube Channel

- YouTube video is the most consumed form of media
- Gives the audience more content and keeps them engaged
- Builds a closer personal connection with the audience
- Leverages the power of community at Blackbean Health and attracts a wider audience



Digital Screens at Strategic locations

- Instantly attractive with a strong visual identity
- Enables unique content distribution
- Increases engagement & recall rates
- Consistent branding across all platforms



Dedicated Design & Strategy Team

- Customised marketing strategy
- Roadmap creation and implementation
- Specialized team maximises patient targeting, messaging & conversion
- Faster & more effective design of marketing collateral
- Reduced creative & production costs



CRM-AS-A-SERVICE

**BE THERE FOR YOUR PATIENTS
AT ALL TIMES**

ADVANCED AND INTUITIVE FEATURES TO PROVIDE THE BEST CARE TO PATIENTS

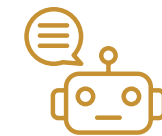
Blackbean Health Edge is designed to restore patient's trust in their Doctors. It accelerates the path to securing patient's loyalty. It offers a user-friendly Practo-like platform and other smartly designed features that enable a Doctor to offer personalised care to patients for a lifetime. Features such as patient registration, appointment booking, reminders, follow-ups, consistent patient education and engagement, digital medical records, etc., help in providing the best care.



WhatsApp care for
emergencies



Centralised information
desk for guidance



AI Chatbot for quick
responses



Easily accessible digital
medical records



Practo-like platform for
appointments, follow-ups,
reminders & e-prescriptions



Interactive patient
education and
management

BLACKBEAN REALTORS PVT. LTD.

FROM THE HOUSE OF
DEVAALAYA & JANACHAITANYA

YOUR IDENTITY AWAITS & PROSPERITY BECKONS



B L A C K B E A N

TOMORROWLAND BEGINS TODAY

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