**Group**: Basil, Maxene, Patrick

**Title**: FlexiMed

**Introduction**: Abu Dhabi's healthcare system has long been renowned for its accessibility and excellent standard. With its many hospitals, clinics, and healthcare facilities spread out throughout the emirate, offering primary, secondary, and tertiary care. Although the emirate is home to a large number of hospitals, clinics, and other healthcare facilities, some people still find it difficult to access these facilities. This could be because they are unwell and alone with no one to care for them, because they are far from the mentioned facilities and in need of emergency medical attention, or because they are elderly or disabled and are unable to travel even short distances. Our website aims to fulfill people's medical needs by facilitating direct connections between users and healthcare providers. This includes scheduling appointments and requesting the medical team treat the patient at their location. Not only that, but our website is also designed to benefit both patients and medical professionals seeking extra opportunities alongside their primary jobs.

**Audiences**:

* People with disabilities that aren't able to travel long/short distances
* People who need immediate medical attention
* Elderly people

**Limitations**: While healthcare apps/websites provide convenient access to doctors and nurses, they have several drawbacks. These include limitations on physical examinations, disruptions in care, technical issues, concerns about privacy and security, restricted services, challenges with insurance coverage, inadequate ability to address emergencies, and our website functioning only as a platform where medical professionals can choose whether to participate rather than being mandatory participants.

**Solution**: Our website offers users the choice to schedule in-home physical checkups performed by medical professionals. It also helps with appointment scheduling and guarantees a highly secure environment, addressing worries about patient privacy breaches.

**Key Features:**

1. **Clean and intuitive interface:** Our website provides a clean and intuitive interface which helps users to navigate the website to find the information they need with ease.

1. **Accessibility features:** Our website provides accessibility to people with disabilities by including features such as alternative text for images, keyboard navigation support, and sufficient color contrast. This ensures that all users, regardless of their abilities, can access the information and services offered effectively.

1. **Responsive design:** Responsive across various devices and screen sizes, including desktops, laptops, tablets, and smartphones. This ensures that users can access the website smoothly from any device, enhancing convenience and accessibility.

1. **Secure patient information:** Our website uses encryption, secure login systems, and data access controls to safeguard sensitive data from unauthorized access or breaches.

**Market Opportunity:**

Literally everyone but mostly the elderly who are not tech savvy. Those demographics are the ones that would benefit the most from our app. Also, as the world is getting older, the opportunity for growth will rise for more years to come.

**Competitive Landscape:**

Yes, it is true that there are many health apps out there that are already advanced, and they are affiliated with specific health organizations. One thing our app has as an advantage is that it has a friendly UI.

**Monetization Strategy:**

FlexiMed will be government funded, as bringing different experienced doctors from different hospitals will be an expensive endeavor. The plan is to start simple by having regular inexperienced doctors, then as word of mouth and community spreads, it can reach higher government entities and they will be encouraged to invest in this project.

**Conclusion:**

There are many people who are unable to or simply don’t want to go to hospitals for a variety of reasons. Many of these reasons are fair, so with that in mind, FlexiMed is the bridge between these people and proper healthcare. With its simple and seamless interface, it will be incredibly easy to use and convenient.