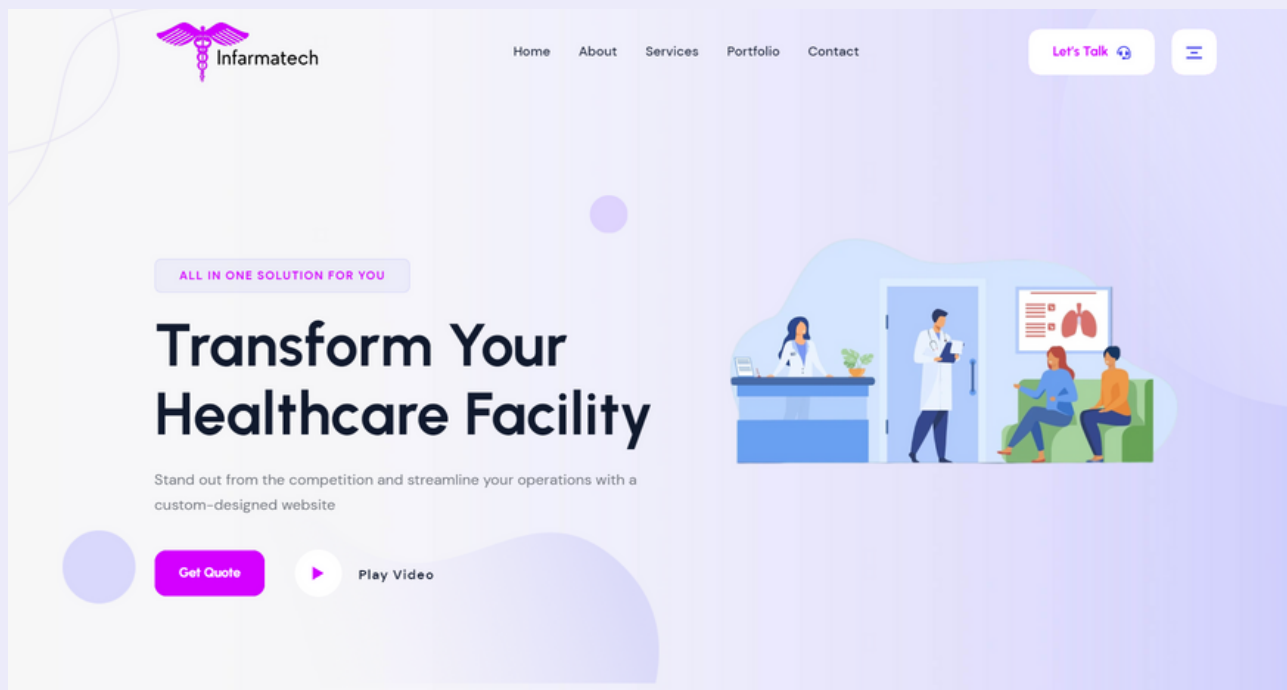


Proposal for Services

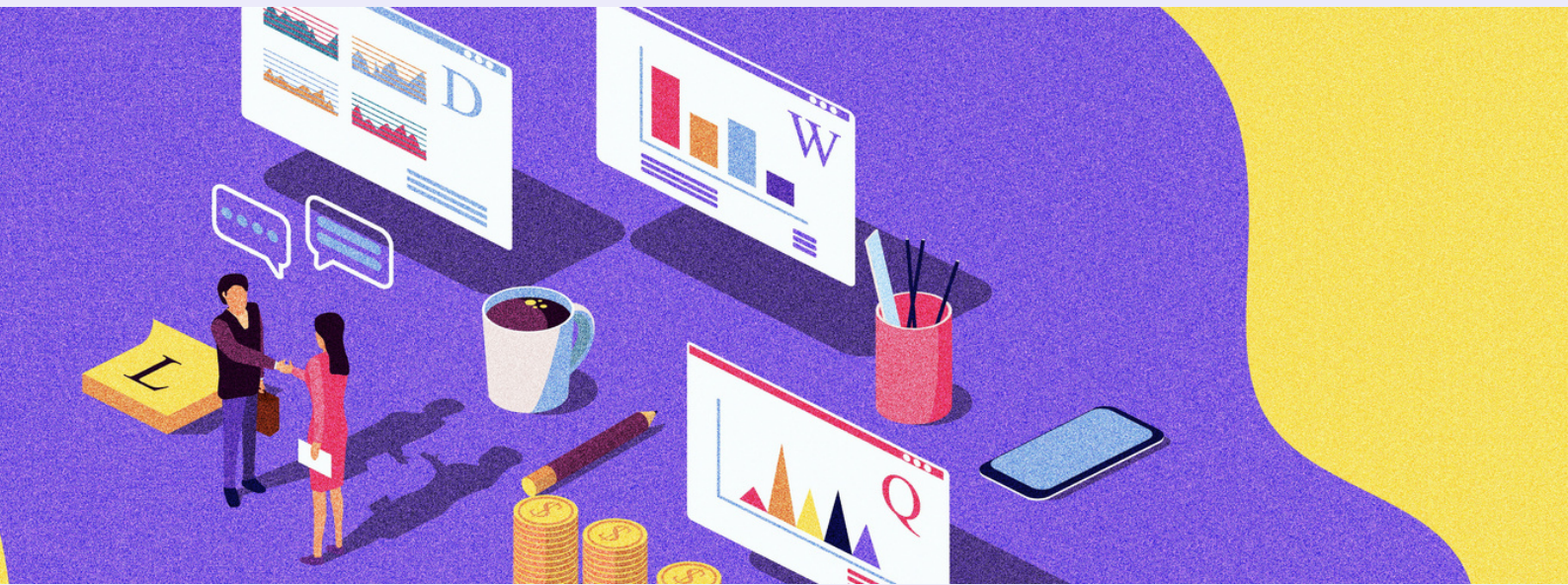


Prepared for:

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About Us

Infarmatech co. is a niche-based web design company that has a primary focus on health facilities, ranging from low, mid and high level clinics. We are a team of experienced professionals dedicated to creating innovative and user-friendly websites and digital marketing for health facilities.

We understand the unique needs of healthcare providers and patients, and our goal is to design websites that make it easy for them to access the information they need. Our team has experience in designing websites that are compliant with regulations and industry standards.

We are passionate about helping health facilities improve their online presence and reach more patients. Our services include website design, development, and maintenance, as well as search engine optimization and digital marketing.

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Problem Statement

1. Following the government's directive to have all government services available online by June 2023, it is only a matter of time before the new administration issues a clarion call to all private entities including health facilities to get on board this digital shift. Securing an online presence for your health facility now is securing a ready, steady and flowing clientele for the future that begins now. Trust us at Infarmatech Co. to help you design and create a website for your clinic that will give you that cutting-edge appeal.

2. The country is witnessing a surge in the number of internet users, citizens browsing daily on their mobile phones, laptops and other gadgets trying to find solutions to everyday problems eg shopping and the best health facilities nearest to them. In a study conducted in 2022 on private health facilities in Nairobi, this was justified by the statistics that showed an estimated 63% of new patients are influenced by the content on websites of clinics and other health facilities, this being mainly features like; user-friendly, optimum user experience and patient-friendly resources such as online booking of appointments. Out of this, 54% reported an increase in the number of regular clients upon enhancing their online and digital presence and adding features to their already existing websites. The online presence of your clinic will play a vital role in its growth, owing to the government's intention to set up an additional 100,000km digital highway that will increase internet access across estates, markets and down to the basic unit of society!



3. It has been evidenced by our extensive research of Kenyan health facility websites that they lack important features such as online appointment scheduling, patient portals, and easy access to information about the facility's services. The problem we aim to solve is to provide health facilities with a comprehensive web presence that not only looks great, but also improves the patient experience and streamlines communication between patients and healthcare providers.

4. The exorbitant charge fees levied on health facilities by other web design companies has made a lot of clinics to shun the idea of having an online presence. This is mainly influenced by lack of specialisation in a particular field thereby making customisation of charges based on the client's field of work difficult and impossible. However, at Infarmatech we specialise solely on health facilities with a mission of digitising health provision in the country therefore, we have the best rates suitable for a health facility in the business. Our track record of quality websites and affordability is sure to place your clinic at a better place than before.

What We Do

We at Infarmatech Co. offer the best quality and price friendly services within the health facility niche for the following;

- Website design
- Website development
- Digital Marketing
- Search engine optimization

Trust us to elevate your health facility's status and effectiveness through our cutting edge, user friendly and optimised user experience websites.



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Why Choose Us?

- Quality of service: Your health facility will focus on providing the best possible care to your patients. In contrast, we at Infarmatech concentrate on delivering the best quality services that meet your clinic's needs. We have a track record of delivering quality work and positive outcomes, that will be sure to elevate your clinic.
- Expertise. Our company's team is composed of highly skilled professionals who are certified and licensed in their respective fields, that will deliver results.
- Compliance: At Infarmatech, we understand that health facilities must comply with a wide range of laws, regulations and industry standards. Our company has a strong commitment to patient care and safety and is dedicated to maintaining strict compliance with the laws of the land that govern the provision of health services and beyond.

Flexibility: We understand that health facilities have unique needs, and will be looking for a partner that can work with them to customize their services to meet their specific requirements. We at Infarmatech know and understand this and are willing to be flexible and work closely with your health facility to understand and meet your needs.

- Pricing: Infarmatech specialised solely to create web solutions for health facilities and we have therefore customized our prices after extensive research and response from our previous clients to have the most competitive charge rates in this domain. We understand the unique needs and challenges of health facilities and seek to partner to help you grow.
- Complementary services. Infarmatech will offer free website auditing, support, and maintenance of your website for the first month. We will be available on call for 24 hours.
- Free domain name. Infarmatech will offer a free domain name(.com/ .co.ke) if your website is hosted through us.
- Reputation. Infarmatech is renowned for the delivery of quality, competitive and affordable services within the medical field. We guarantee you to hold true to these principles in our partnership.

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Qualifications

- Our team is composed of highly skilled professionals who are certified and licensed in their respective fields.
- We have a proven track record of delivering high-quality services and achieving positive outcomes for our clients.
- We have a strong commitment to patient care and safety and are dedicated to maintaining strict compliance with all relevant laws, regulations, and industry standards.

Timeline

We will work with your health facility to establish a timeline for the provision of our services. We are committed to meeting your deadlines and will make every effort to complete our work in a timely manner.

Conclusion

We are confident that Infarmatech Co. can provide your health facility with the high-quality services that are vital to the well-being of your patients and staff. We look forward to the opportunity to work with you and would be happy to answer any questions you may have about our proposal.

Thank you for considering Infarmatech Co. for your web development needs.



Thank You

Connect with us



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