

ResQNow

MEDICAL INSURANCE ASSISTANCE SOFTWARE

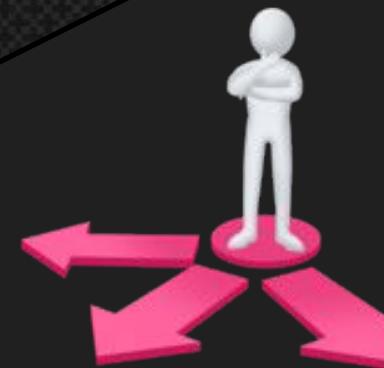
A walkthrough to the app

TEAM MEMBERS: PRATHAM KOGTA, KANISHQ GARG, MAHESH GOWD, ISHAAN JOSHI

PROBLEMS



Fragmented Healthcare Information



Complex Insurance Decision Making



Manual Insurance Claim Processing

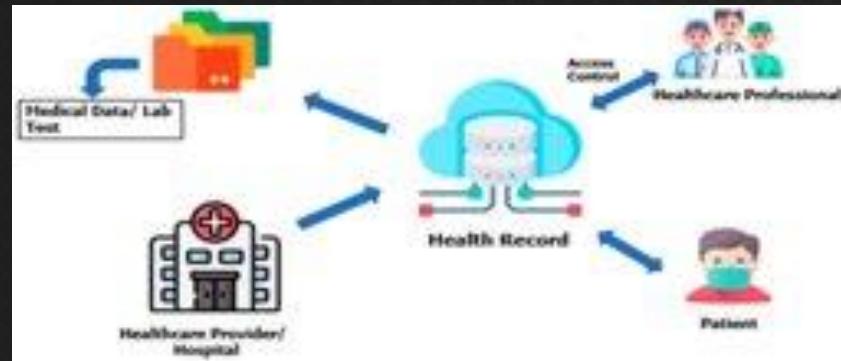


Many other sub conditions which the payer is usually unaware of



Lack of Document Organization

Solutions



Centralized Electronic Health Records (EHR) System

Users can obtain a centralised and easily accessible **Electronic Health Record (EHR) system** through our platform, guaranteeing an in-depth understanding of their medical data.



Simplified Insurance Decision-Making

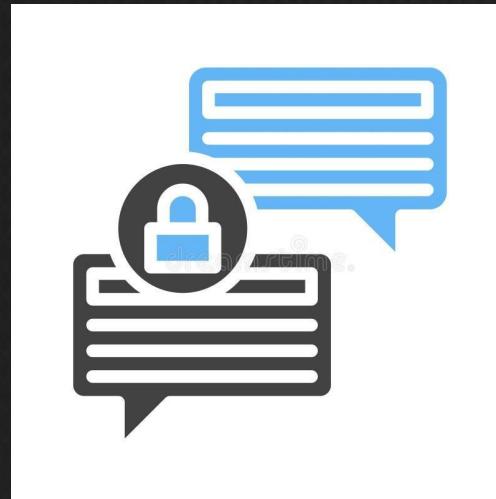
Clear presentation of available insurance services and a **comparison tool** for informed decision-making.



Seamless Insurance Claims Processing

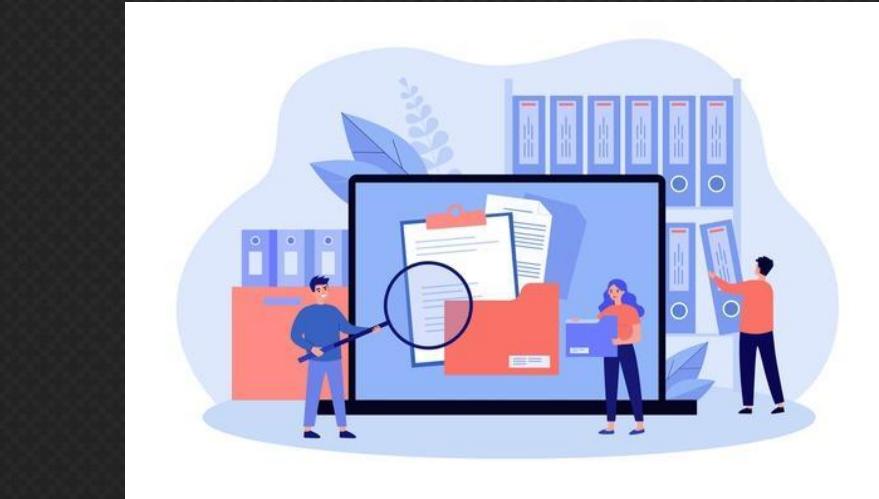
The platform enables consumers to submit documents electronically, check the **real-time status** of **their claims**, and receive **timely updates**, resulting in more efficient insurance claims processing.

Solutions



Secure Messaging and Communication

The platform includes secure messaging features, enabling seamless communication between users, healthcare providers and insurance companies. This reduces communication gaps and ensures timely information exchange.



Efficient Document Upload and Management

Users can upload and store documents securely on the platform, which employs optical character recognition (OCR) technology and computer vision to extract relevant information. This enhances document organization and accessibility.



Enhanced User Engagement with Insurance Providers

The platform encourages better participation by enabling direct communication between consumers and insurance firms, as well as real-time updates on policy information and claims.

Target Market



Privately Insured Population

Simplifying insurance claim recovery for the **514 million individuals** in India, whether they have **personally purchased insurance** or are **covered under employer or family health insurance plans**.



Ayushman Bharat Yojana Beneficiaries

- Dedicated to assisting the **55 crore beneficiaries** of the **Pradhan Mantri Jan Arogya Yojana (PM-JAY)**, offering Rs. 5 lakhs annually for secondary and tertiary care hospitalization to the bottom 40% of the Indian population.



Pharmaceutical and Diagnostics Companies

We will share **anonymized and aggregated data** with pharmaceutical and diagnostics companies, excluding any personally identifiable information such as name and mobile number. This will still enable them to gain insights into **market share** and the **potential market size**.

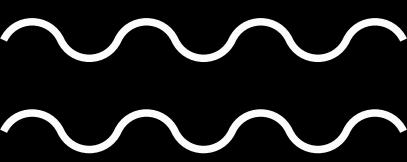
Product Hypothesis

- “I believe that people having or buying health insurance experience difficulty while maintaining medical records, selecting a suitable policy as per their needs, claiming the recovery from the insurance companies.”
- “I believe that our users experience the above mentioned issues because of lack of document organisation, many other sub conditions which the payer is usually unaware of, manual process for policy claim.”
- “I believe that pharmaceutical companies and insurance companies experience difficulty in obtaining medical data and analysing it.”
- “I believe that our users experience the above mentioned issues because of data fragmentation, privacy and security issues.”

SOCIAL IMPACT



- We aim to create a positive social impact. Today, many people have health insurance, but **obtaining the coverage amount from insurance companies** is often cumbersome and exhausting.
- We aim to assist policyholders in this regard, **saving time for them**. We will not discriminate between policyholders based on their background.
- This will enable even the uneducated and underprivileged people **to rightfully access their insurance coverage**. Thus, it will help people. This product is built for the masses.



ORIGINALITY

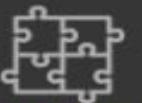
- Many existing firms in the insurance sector primarily concentrate on selling insurance or comparing policies, leaving an untapped market with significant potential. In contrast, our focus is on **streamlining and resolving claims**, addressing a **distinct need** in the market.
- Ayushman Bharat Yojana (PM-JAY) policyholders have not been specifically targeted by any company thus far, but we aim to do so.
- This strategic approach gives us a **first-mover advantage**.
- Additionally, we will **digitize and verify users' health records** using **OCR and computer vision**, providing us with access to a large amount of data.
- This **data can be analyzed** to gain insights into the healthcare industry. The data will also enable the **insurance companies we partner** with to optimize their premiums more effectively.

BUSINESS MODEL CANVA: ResQNow



KEY PARTNERS

- Users
- Insurance Companies
- Doctors
- Insurance Companies
- Customer support



KEY ACTIVITIES

- Platform Development
- User Education
- Data Security Measures



Revenue Streams

- Subscription Model
- Partnership Fees



VALUE PROPOSITIONS

- Centralized Health Management
- Simplified Insurance
- Efficient Healthcare Coordination



CUSTOMER RELATIONSHIP

- Self-Service
- Customer Support
- Partnership Engagement



CUSTOMER SEGMENTS

- Users who have purchased their own health insurance or are covered by workplace or family health insurance plans
- The Pradhan Mantri Jan Arogya Yojana (PM-JAY) beneficiaries



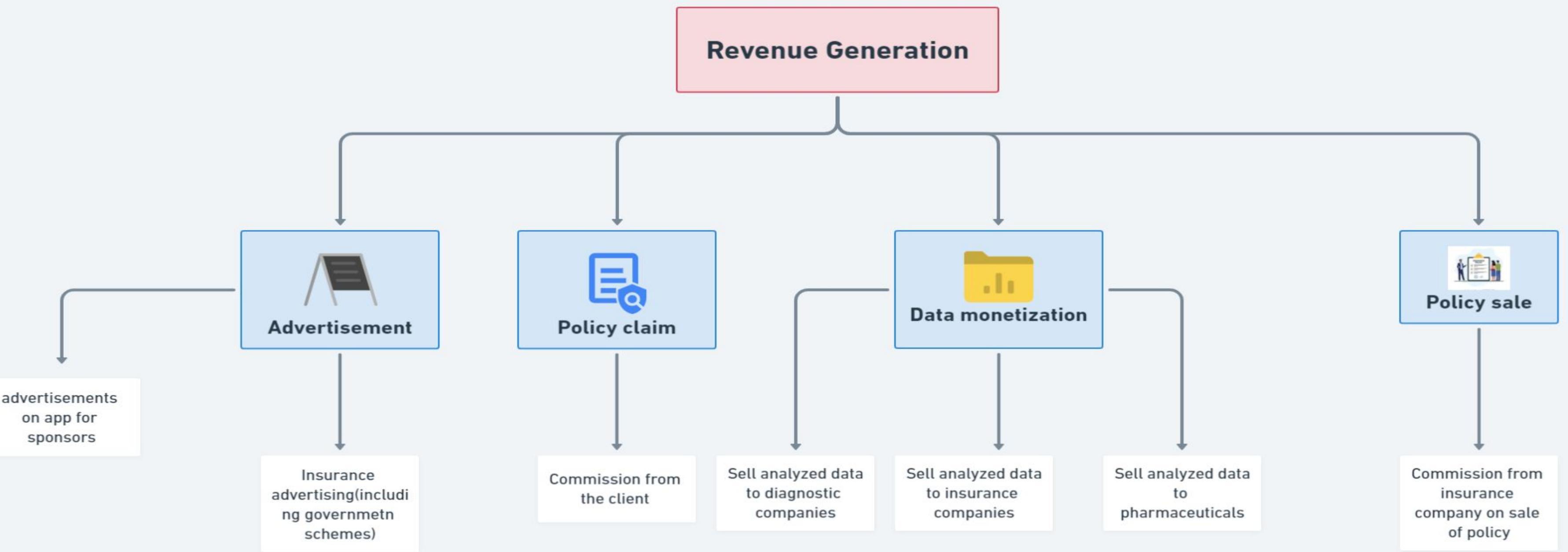
COST STRUCTURE

- Development Costs
- Security Measures
- Customer Support
- Marketing Costs



KEY RESOURCES

- Technology Infrastructure
- Data Security Measures
- Partnerships



By abstaining from direct sales or advertising, we maintain the integrity of our platform. We operate as a neutral marketplace, presenting a comprehensive range of insurance options without bias

Selling or promoting specific insurance policies might create a conflict of interest. It could lead to a situation where our primary goal shifts from serving the users' needs to pushing certain policies for financial gain.

Thus the advertisement and policy sale forms of potential revenue are rejected and will not be considered further

Customer Plan



Key Partners

- Users
- Pharmaceutical Companies
- Diagnostics Companies
- Healthcare Providers
- Insurance Companies



KEY VALUE PROPOSITION

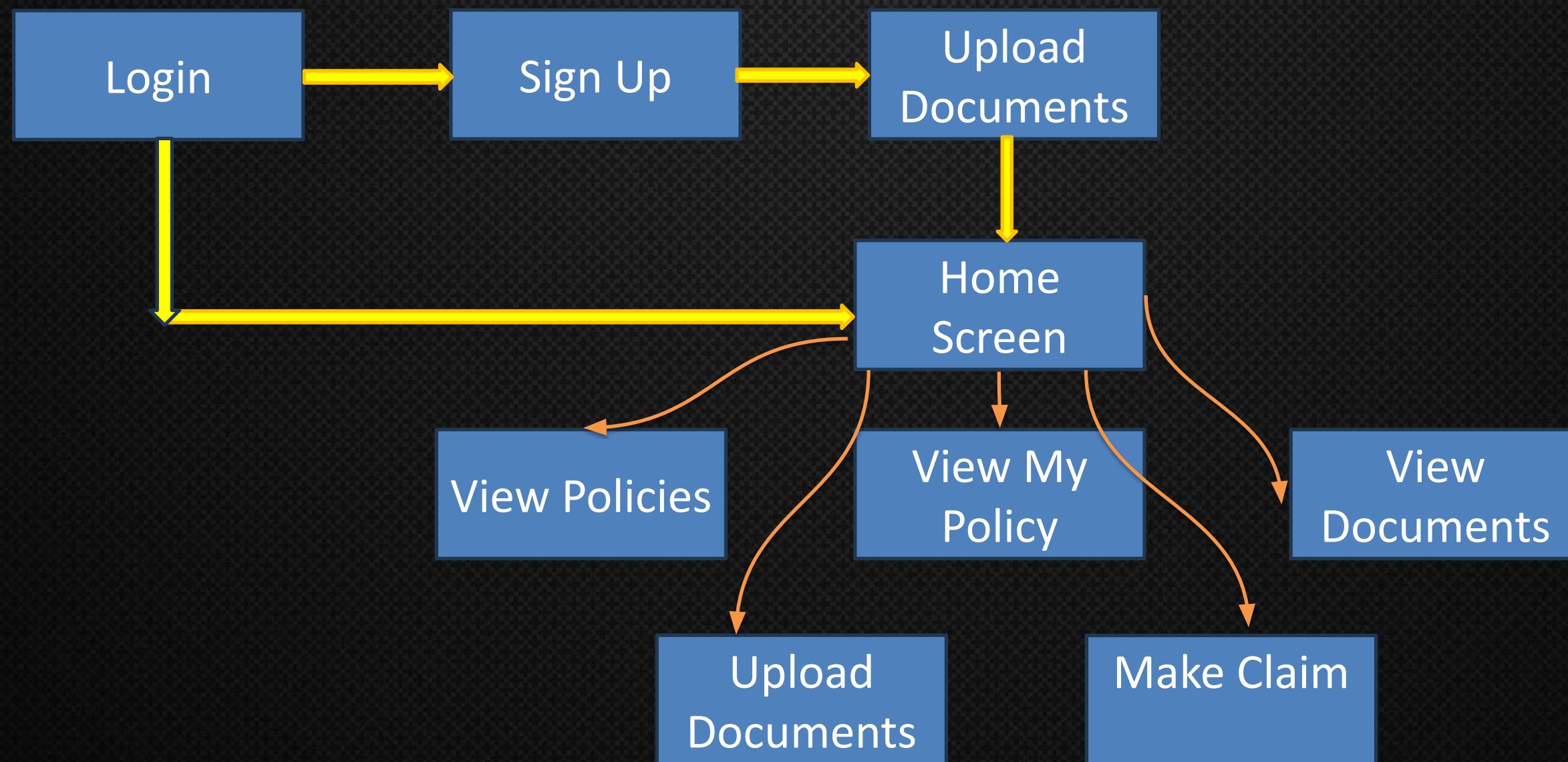
- Centralized Health Management
- Simplified Insurance
- Insurance Finding Services
- Efficient Insurance Claim Retrieval



Customer relationships

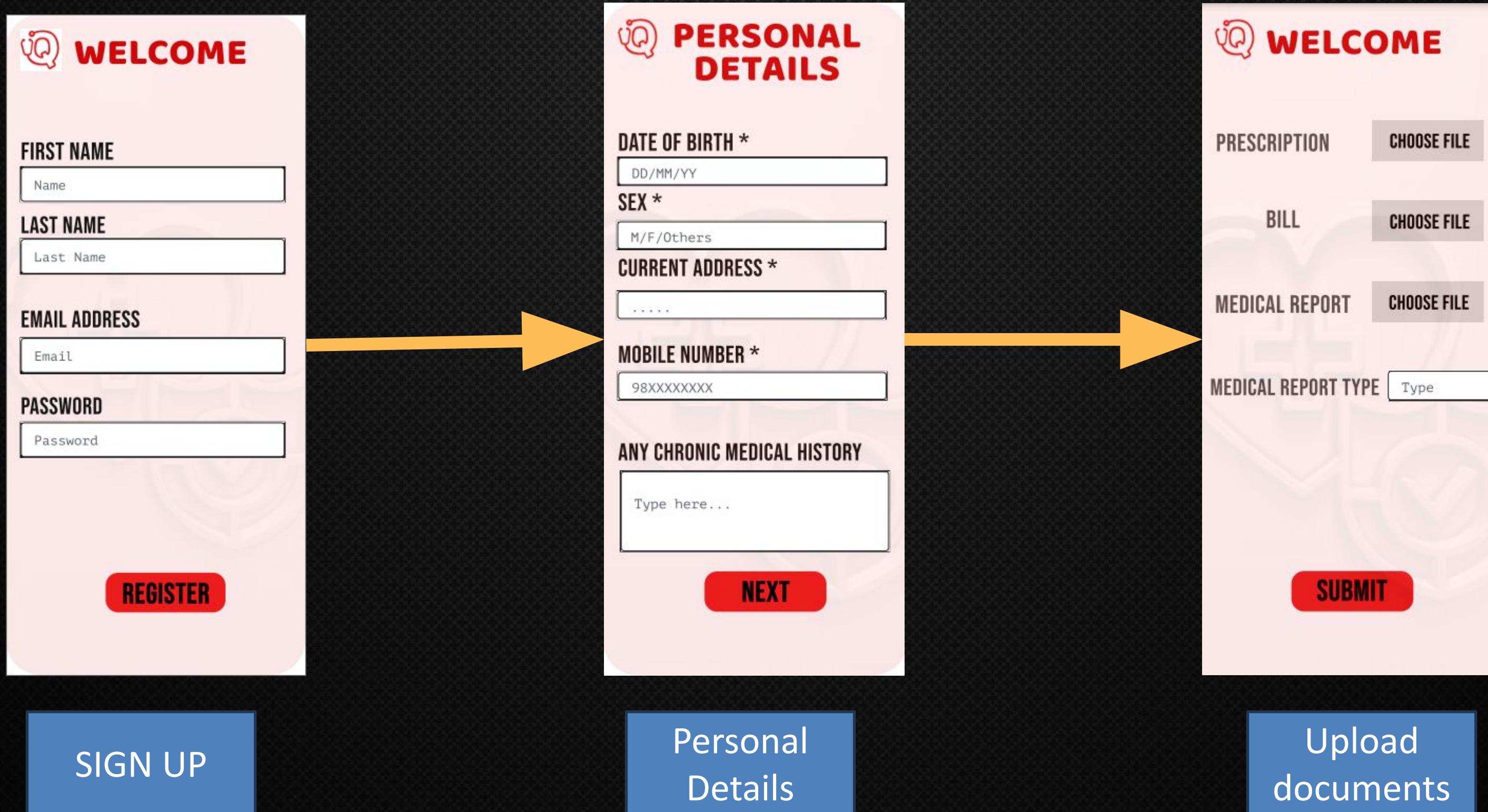
- Self Service
- Customer support
- Partnership engagement

ARCHITECTURE/DESIGN

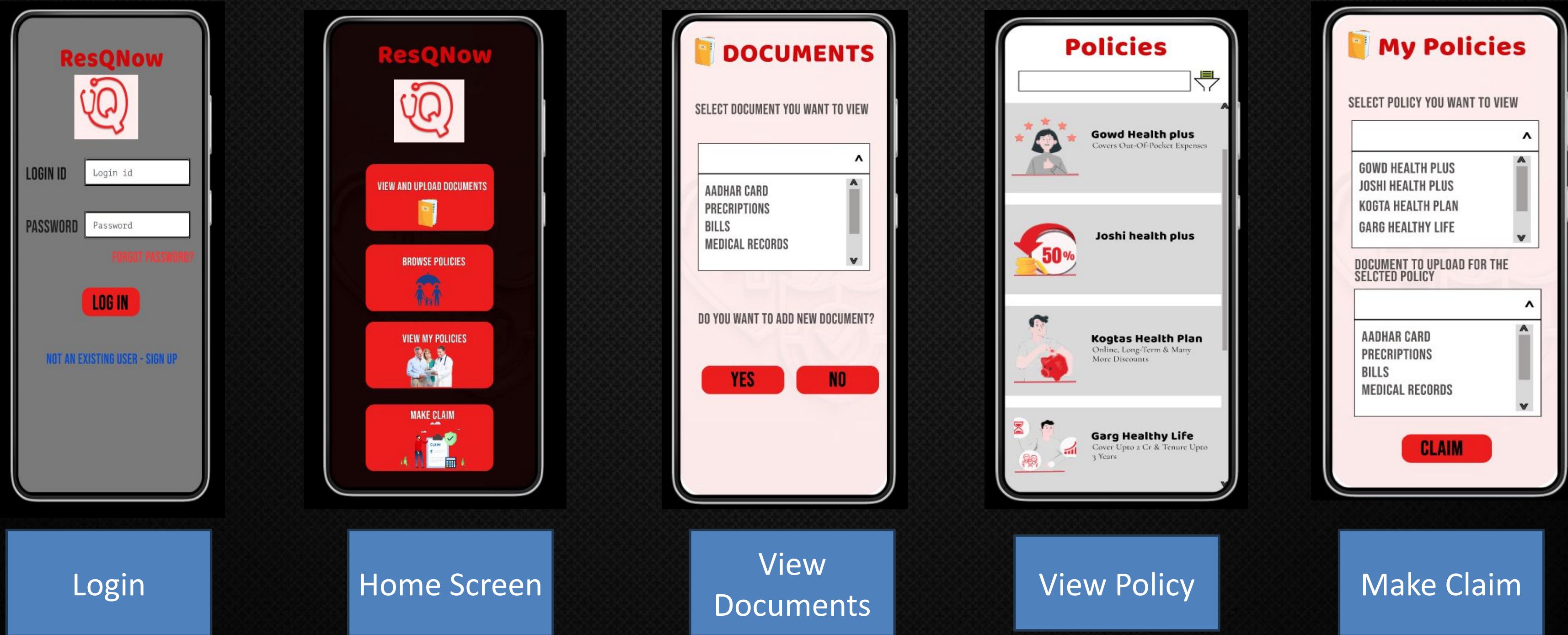


Click Here ([Link](#)) to see it functioning : [A walkthrough to the app](#)

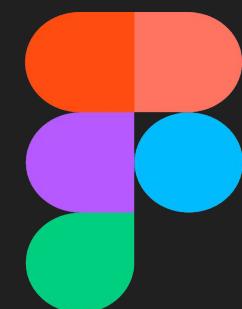
Flow of Software : Sign up



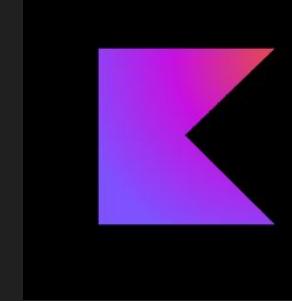
Flow of Software



Tech used/to be used



UI/UX DESIGN:
Figma



App development:
Kotlin



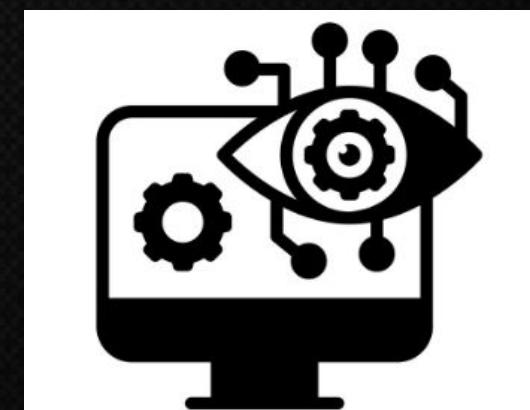
Backend:
Node Js



Database:
MySQL



Website development:
HTML,CSS,JS



Computer Vision

FUTURE PLANS

What are our next steps and goals?



IMPROVE UPON THE
FILTERING SYSTEM
WITH ML IN FUTURE



INCLUDE OCR
SYSTEM AND CV FOR
FILTERING AND
VERIFYING OF
DOCUMENTS



LAUNCH THE FIRST
PROTOTYPE AND
REITERATE UPON
THE USER FEEDBACK



Discussing possible
future modules like
medical
appointments, comm
unication with the
medical services

Plan of Action

1. Market Research and Analysis

- Conduct thorough market research.
- Identify user personas and pain points.

2. Testing and Quality Assurance

- Conduct thorough testing for functionality, security, and usability.
- Address identified issues promptly.

3. Feedback Collection and Iteration

- Collect user feedback post-launch.
- Iterate on the platform based on user suggestions.

4. Continuous Monitoring and Updates

- Implement systems for continuous monitoring.
- Regularly update the platform.

5. Customer Support and Maintenance:

- Provide robust customer support channels.
- Establish a maintenance plan.

6. Data Security Audits:

- Conduct regular security audits.
- Update security measures.

The Team



**PRATHAM
KOGTA**

App/Website development, coding, Team Lead



**KANISHQ
GARG**

UX, Coding
Website development, Data Analyst



**MAHESH
GOWD**

Customer interaction, business analyst, Sales and Marketing



**ISHAAN
JOSHI**

UI/UX, Coding, business analyst, AI/ML developer

Thank You