**4Ps of the "Easy Access to Healthcare" Service**

**1.Product**

**Variety：**Accompaniment, guidance on medication, health education, assistance with ambulation

**Quality：**Professional accompanying staffs trained by Hospital A

**Design：**All accompanying staffs must be 18 to 60 years of age；

All are required to wear white with green work tops with black pants

(white for medical, green for vitality, black for reliability)

**Features：**online and offline combined

(1)Place an order on service points in hospital A.

(2)Push-button ordering on cell phones or voice ordering on phones/mobile phones

**Brand name：** the "Easy Access to Healthcare" Service

**Packaging：**Establishment of the taglines: "little green angels for seniors".

**Sizes：**Provided barrier-free medical services to 10,000 seniors at Hospital A in Guangzhou.

**Warranties：**Service users can evaluate the service within 1 day after joining the service.

**2.Price**

**List price:**

(1)Per visit: ¥200/visit, 4 hours/visit, beyond 4 hrs, then an additional ¥50/hr.

(2)Monthly: ¥2,000/month for 12 times, 4 hours each time, and an additional ¥50/hr for each additional 4 hrs.

**Discounts:**

Per visit: ¥50/visit, 4 hours per visit, ¥10/hour for each additional hour beyond 4 hours.

Monthly fee: ¥500/month for 12 sessions of 4 hours each, plus ¥10/hour for each additional 4 hours.

**Allowances**：When two seniors participate in this service at the same time, one of them is free.

**Payment period：**Payment period is categorized into per visit and per month.

**3.Promotion**

**Promoting time:**Daily: 9 a.m.-10 a.m., 14 p.m. -15 p.m. , 17 p.m. -18 p.m.

Monthly:The service rotates monthly introduce to seniors

in different specialist departments in Hospital A

**Promoting place:** at the main entrance of the A hospital.

**Advertising:**Physical posters, H5 posters, Hospital A's website

**Sales force:** two core staffs of this service

**Public relation:**The service has a contract with Hospital A

**Direct marketing:**This service takes a direct sales model

**4.Place**

**Channels：**The channels of implementation are through a combination of online and offline

**Coverage:** Elderly people who need accompanying service in Hospital A in Guangzhou

**Locations：**Placement of service points in hospital A.

**Inventory：**30 professionally trained accompanying staffs.

**Transport：**

(1)Provide wheelchairs for clients with mobility issues;

(2)Provision of 6 in-hospital small electric vehicle for the entire escort team