



aapki **Tabiyat**,  
humari **Ahemiyat**



# Our Pitch

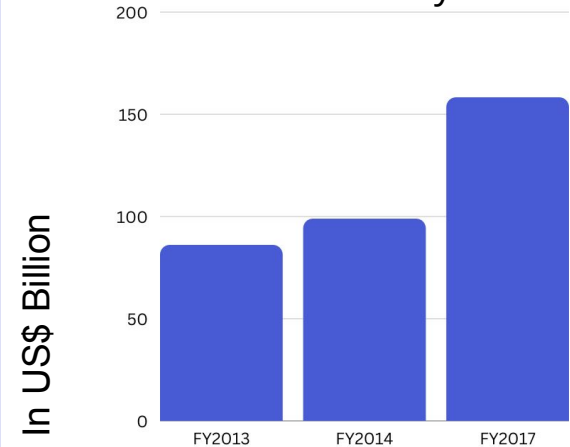


In an era where everything is digitalised,  
why should people still struggle with hard  
copies of prescriptions, pathological  
reports and receipts?

## Market

- The Indian healthtech market is projected to reach a size of \$9-12 billion by 2025.
- The current system of health records management still has room for disruption despite existing products and services.

Indian healthcare industry market





# Medical Problems

H

Hassle of storing & managing physical health records

E

Data Privacy and Security

A

Inefficient Referrals

L

Lacks interoperability and interconnectivity

T

Time Consuming long Queues

H

Data Fragmentation

## Existing solutions & Competitor analysis



Healthplix is a digital health manager which suffer from data fragmentation since it is not based on uhi



Driefcase, a uhi based app, has a glitchy UI making it unusable

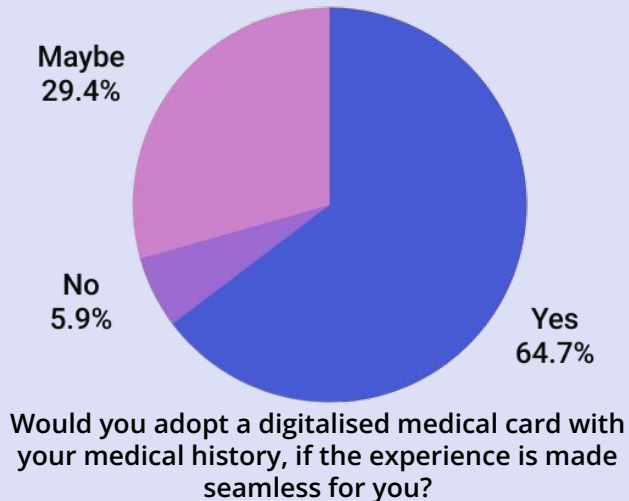


Phable a chronic disease manager lacks interconnectivity and has a subpar ui

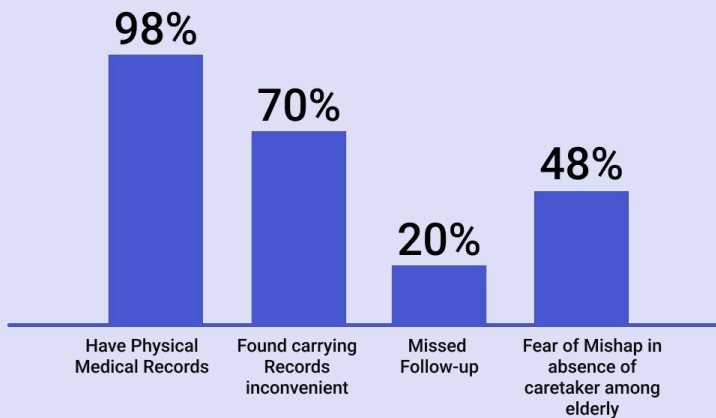
# Market analysis & Insights

The market analysis reveals a disparity between the use of physical and digital medical records.

The stats from surveys highlights the need for a reliable and efficient digital solution for managing medical records.



## Survey Findings



## HealthCare Provider Insights

```
graph LR; A((HealthCare Provider Insights)) --- B(Access to Medical History is essential while dealing with emergency); A --- C(inefficiency in storing and accessing patient data.); A --- D(Difficult to transfer and access data quickly); A --- E(Challenging to diagnose the patient's without entire medical history.); A --- F(RPM can reduce workload and improve patient satisfaction.);
```

Access to Medical History is essential while dealing with emergency

inefficiency in storing and accessing patient data.

Difficult to transfer and access data quickly

Challenging to diagnose the patient's without entire medical history.

RPM can reduce workload and improve patient satisfaction.

# Meet our users



**Anand Singh**

**Age:** 47

**Occupation:** IT manager

**Location:** Delhi, India

Anand is a tech-savvy individual who is highly concerned with his health and well-being. He has a demanding job as an IT manager, and he is always on the lookout for ways to balance his work and personal life. Anand has been diagnosed with hypertension and has been trying to lead a healthy lifestyle.

## Motivations

- Avoiding the severe health consequences of high blood pressure
- Proactively maintain a healthy lifestyle and spend time with family
- Identifying health anomaly in advance

## Goals

- Regular Reports on health parameters to take informed decisions with qualified medical professionals
- Greater control over access to his medical data
- Tracking followups, Health screenings, changes in prescriptions and detecting side effects if any.

## Pain points

- Difficult to share and update medical history on his current PHR system
- Skeptical over lack of control over his own medical data
- Afraid of missing potential signs of a stroke or heart attack mistaking it to be stress at work



**Ramachandra**

**Age:** 68

**Location:** Bengaluru, India

Ramachandra is optimistic with a positive outlook and a strong spirit, despite having had a surgery and suffering from diabetes he is eager to continue to live life on his own terms. He currently lives along with his son and his wife, who are both working professionals.

## Needs

- Wants to be independent
- Wants to be able to self-manage health

## Goals

- Constant checkup and followups to keep track of disease progression
- Has to keep track of multiple lab reports, prescriptions manually for each checkup.

## Pain points

- Forgetfulness, inability to keep up with medical checkups and medicines on time
- Suffers from chronic disorders
- Finds it difficult to keep track of medical history
- Follow up appointments are challenging logistically
- Scared of a mishap in absence of his caretakers



# Meet our users



**Priya Sharma**

**Age:** 35

**Occupation:** Hospital Manager

**Location:** Patna, India

Priya is a manager at a multispecialty clinic. Her work includes Managing patient data along with overseeing administration

## Goals

- Grow credibility by increasing patient satisfaction
- learn new skills
- Increase discoverability

## Pain points

- Manually handling patient data is a huge pain in record maintenance and a nightmare during rush hours
- Individually contacting patients for followups, and appointments is time consuming.



**Raj Patil**

**Age:** 68

**Occupation:** Doctor

**Location:** Pune, India

Raj is a driven and ambitious physician with 10 years of experience. He is always trying to find ways to make his processes more efficient while still delivering quality patient care. He believes that technology should enhance his ability to do so.

## Motivations

- Growth and expansion of his practice
- Develop technology infrastructure for telemedicine and other modernizations

## Goals

- Improve revenue by seeing more patients
- Find ways to improve efficiency of data management
- Improve patient satisfaction by coming up with better ways to render treatment leveraging technology

## Pain points

- Difficulty in proper diagnosis due to lack of access to entire patient medical history at once
- Managing patient's charts and data manually is slow and time-consuming
- Patients often miss followups

# Customer Journey Map

## PHR

Comprehensive Personal Health Record system for all needs

## CONSENT MANAGER

Decide who gets to access how much of your data

## REMOTE PATIENT MONITORING

Precaution is better than cure

## FOLLOW-UP CARE

Always there to help you out with health obligations

**Better Digital Record Management.**

**Desires Control over Data**

**Looking for Preventive care options**

**No Compromise when it comes to health**

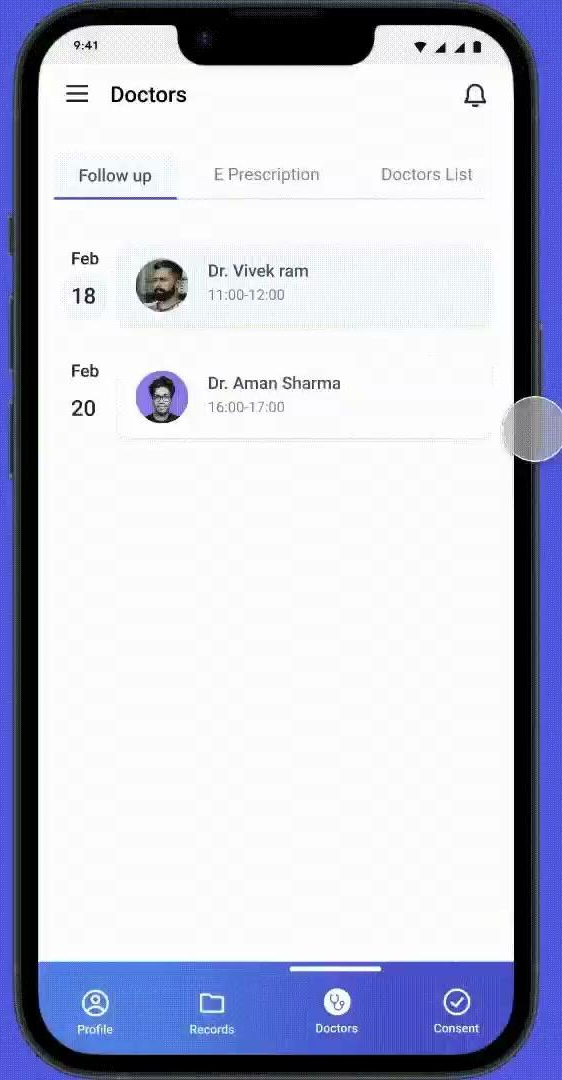
- Diagnosed with hypertension, Anand had to switch to digital record keeping to avoid having to travel with physical documents.
- It was tedious to share information and update reports and records manually each time.

- It was frustrating unable to control how much data he could share at once.
- He wasn't able to find any way to be able to provide his medical history in case of an emergency.

- He wanted to be able to actively track progression of his disease.
- It took around a week to identify his body was intolerant to a specific kind of medicine, he wanted to avoid such condition in the future....

- There was difficulty in keeping up with constant checkups and follow-ups .
- His experience with paperwork while being referred from a clinic to the hospital was traumatic.



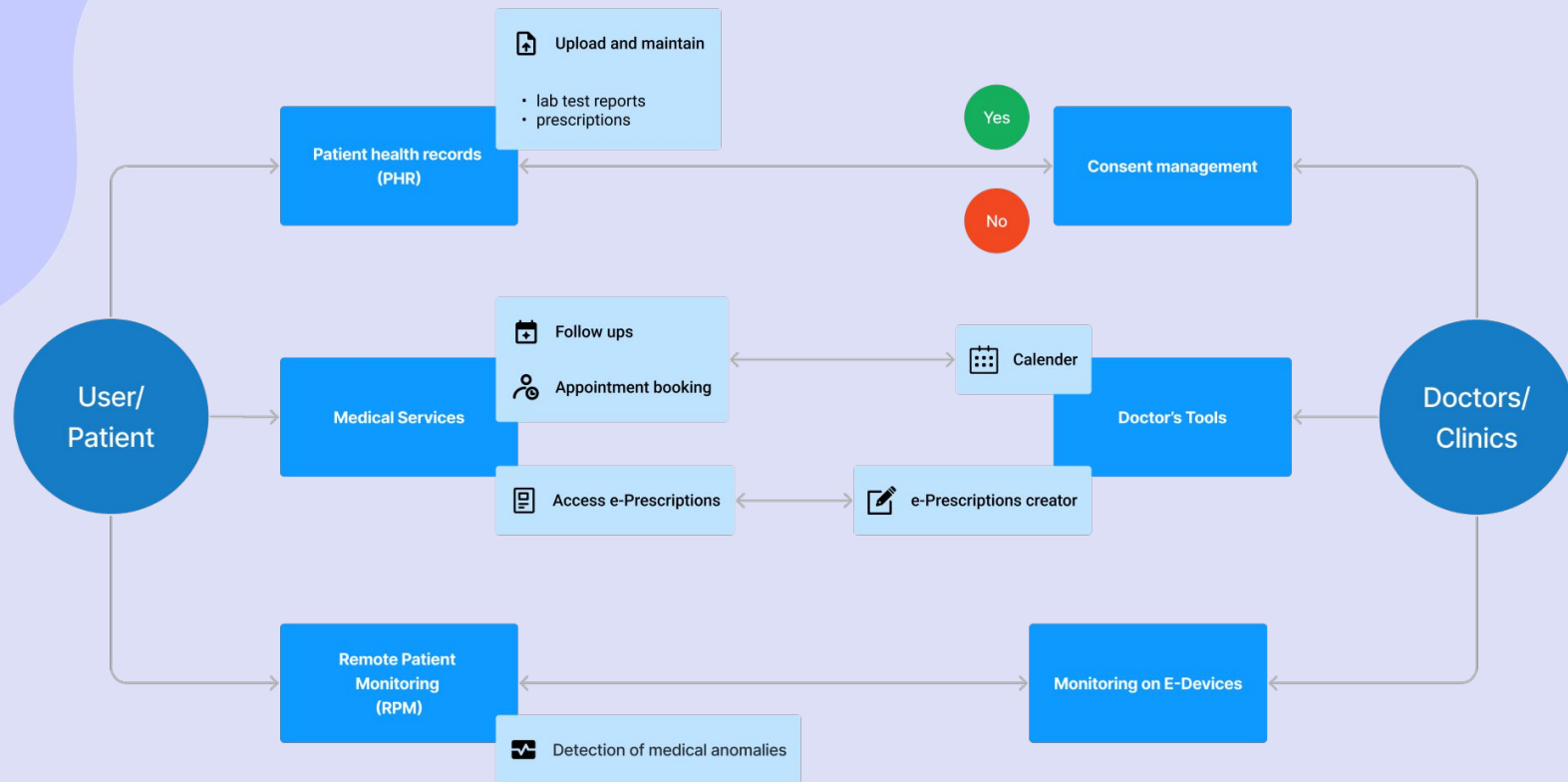


# Consent video clip w voice over

Video clip

Uploading new document video

# App Breakdown

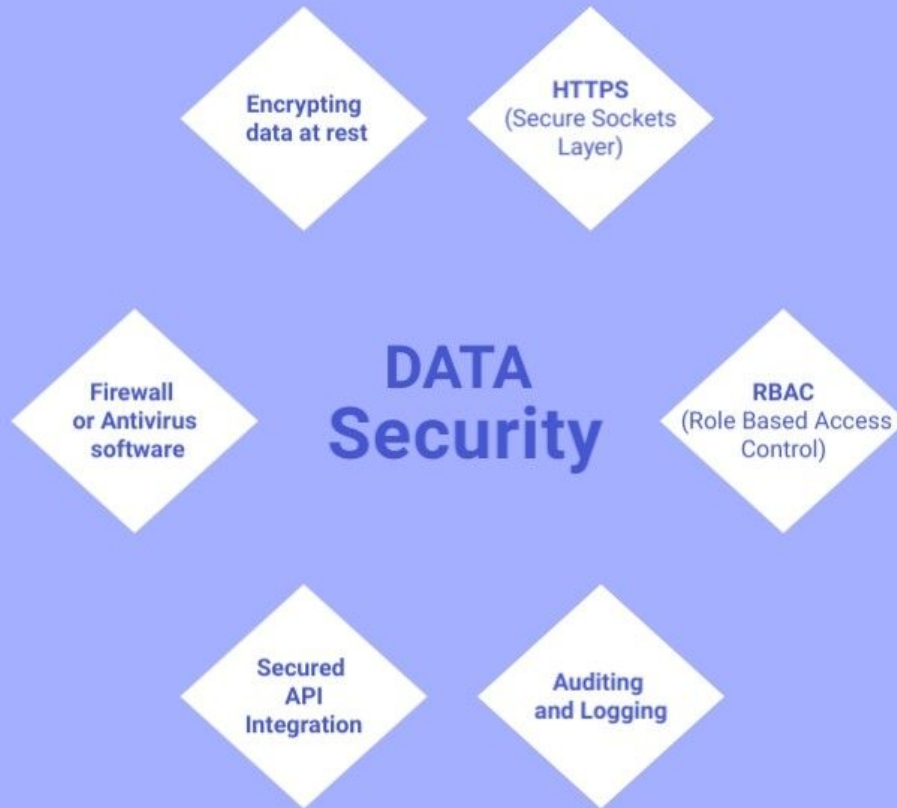






# The technology behind Parvah

Use icons — 1 line describing each





Dr. Mohammed found the elimination of physical papers extremely convenient and was impressed by the hassle-free user flow.



Dr Pramod Kumar said that he liked the idea of no one being able to view the patient's information without their consent.



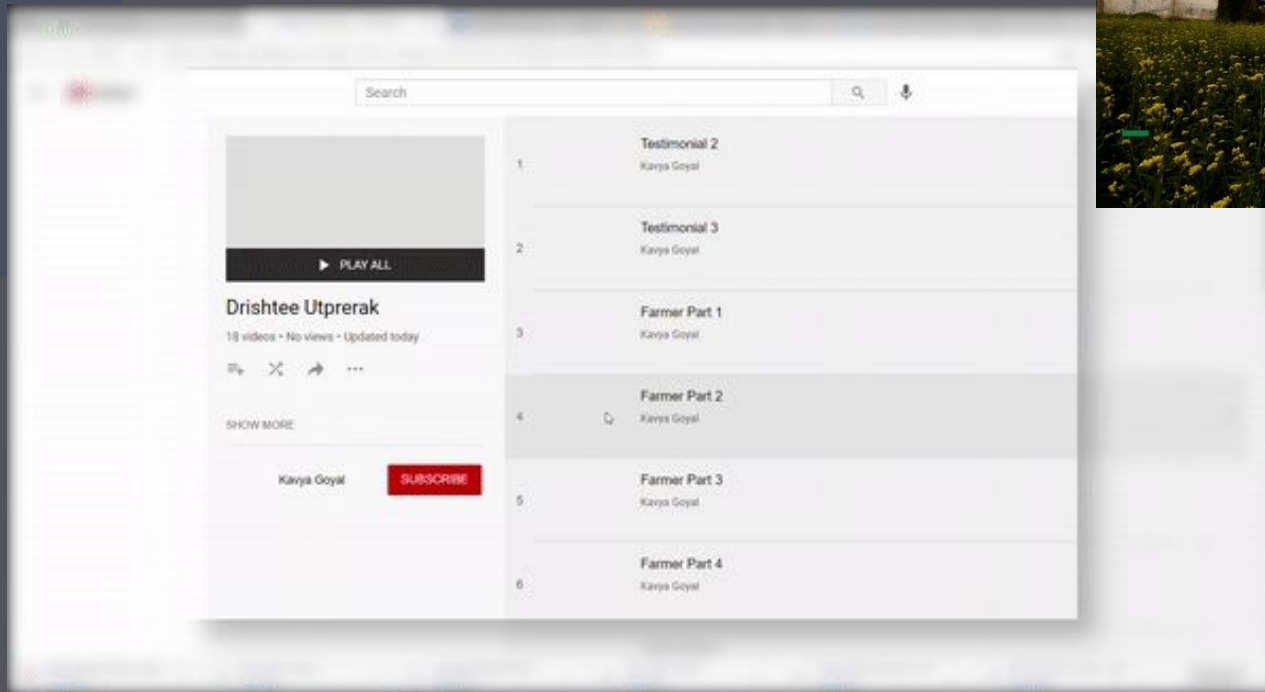
Dr Anchal Yadav found the app adaptable, and the UI easy to use. She also thinks that the app solves the current problem of fetching patients' records.



Vikas Goel thought this app might be useful in efficient management in hospitals like AIIMS, and multispecialty hospitals.



# Testimonials



To view testimonials: [bit.ly/Drishtee-Utprerak](https://bit.ly/Drishtee-Utprerak)

# Life After Parvah

Icon of persona image

With dialogue

# Integrating Feedback

- Post mortem cloud space to hospitals.
- Emergency card
- Vernacular languages परवाह



**Gaurav Meena**

ABHA ID



Gender **Male**

DOB **DD/MM/YY**

State **Patna**

📍 **Emergency details**

Allergies: **Milk, Fish**

Chronic illnesses: **Blocked heart artery**

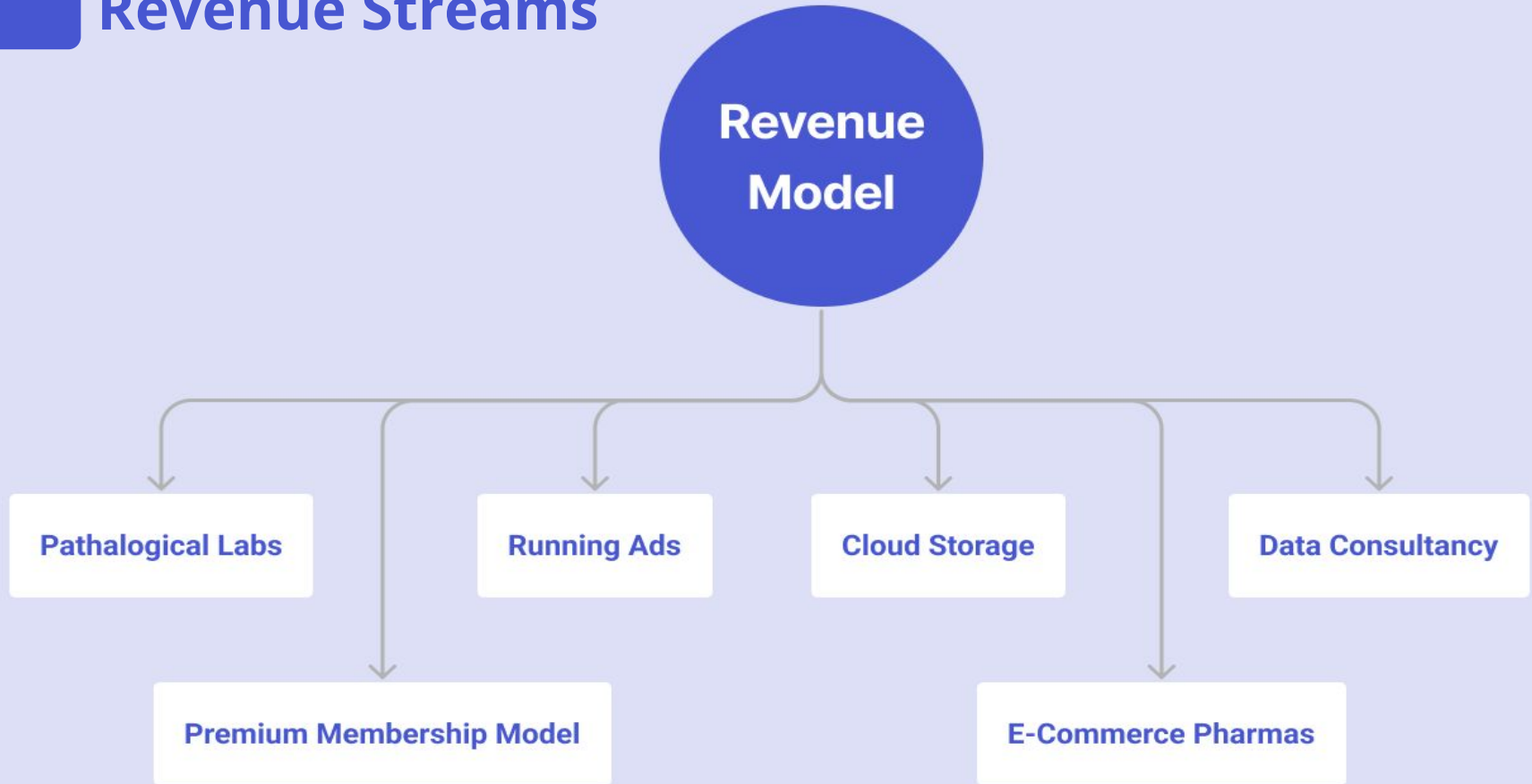
Surgeries in the past: **Heart ByPass surgery**

Adverse reaction to any medications:

**Dizziness, Vomiting due to fluoroquinolones**

[View Less](#)

# Revenue Streams



# Business Timeline

Phase  
**0**

## No Funding

- Selling packages
- Awareness camps
- Old Age Homes
- Educational Institutes

Phase  
**1**

## Initial Funding

- Referring & Earning
- Partnership With IOT Companies

Phase  
**2**

## Full-Fledged Funding

- Influencer Marketing
- Govt. Collaboration For Medical Yojanas



# Future Plans

## Remote Patient Monitoring

Increase device offerings to cover wider range of illnesses



## Retirement and Assisted Living Homes

Partner and offer comprehensive healthcare package for the residents.



## Mental Health

Extend RPM into behavioural health and addiction care

# Team's Vision

To be the medi tech app that has the best user experience in convi... and to build an ecosystem for every user related medi - tech issue

# FAQ

1. How do we intend to monetise encrypted user data?
  -
2. Why will users prefer us over government alternatives, if government is pushing UHI so much?
  - As Govt created UPI and private players like phonepe capitalised on the interface, government is pushing UHI and we'll be utilising the government incentives and plans
3. Will Indian villages be willing to adopt this?
  - UPI seemed impossible in 2016, but now every panwadi uses it, similarly, with the right execution, ease of use and adoption strategies, soon, our app will be present in every village.

Design THANK YOU, we are open to questions now slide