

Project Title:

NurseConnect: A Location-Aware Home Nursing Platform

MVP Description:

NurseConnect is a web-based platform that connects certified nurses with patients who require at-home healthcare services. Modeled after the gig economy, it enables nurses to freelance and earn while delivering essential care, and patients to conveniently receive trusted medical assistance at home.

Core MVP Features:

1. Verified Nurse Profiles

- Nurses sign up and create profiles detailing:
 - Certifications
 - Skills & specializations (e.g., post-op care, pediatric care)
 - Work history
- Manual Verification Process:
 - Nurses must submit documents like national ID, nursing license, and graduation certificate.
 - Admins verify submissions before approval.
 - Verified profiles display a "Certified Nurse" badge.

2. Patient Requests & Location-Based Matching

- Patients:
 - Register and submit service requests through the platform.
 - View a list of nearby, available nurses automatically ranked by geographic proximity.

- Choose a nurse based on ratings, specializations, and reviews.
- Geo-Matching System:
 - The platform uses the user's location (via GPS or manual input) to show nurses within a certain radius.
 - Nurses are notified of requests only if they are within the patient's serviceable area.

3. Booking & Scheduling

- Patients can:
 - Schedule appointments or request immediate help (if available).
 - Communicate appointment details through the platform (chat feature in future phase).
- Nurses can manage their availability and accept/reject requests.

4. Secure Payments & Commission

- Payment is handled through the platform:
 - A fixed percentage commission (e.g., 10-15%) goes to the platform.
 - The remaining amount is transferred to the nurse after completion.
- Patients receive an invoice; nurses get a record of completed visits.

5. Safety & Trust Features

- User reviews, star ratings, and reporting mechanisms.
- Admin moderation and verification processes.
- Terms of service agreement for all users.

6. Ad Placement and Monetization

- Banner space and designated product placement zones for:
 - Verified medical products and brands.
 - Partner clinics, labs, or wellness businesses.

7. Nurse Nomination and Recruitment

- Beyond registration, nurses can be nominated or referred by institutions or peers.
- Location-based recruitment campaigns target nurses in high-demand or underserved areas.
- The platform allows for onboarding events or recruitment drives in partnership with local healthcare centers.

Unique Value Propositions:

- Location-Aware Matching: Quickly connects patients with nearby nurses for faster, cost-effective service.
- Trust Through Verification: Only verified professionals can offer services.
- Scalable Monetization: Revenue from commissions, ads, and premium listings.
- Decentralized Recruitment: Taps into local networks and referrals for scaling nurse availability.

Future Roadmap (Post-MVP Ideas):

- Mobile app with GPS tracking and push notifications.
- Advanced filters (gender preference, specialty matching, availability calendar).
- Integration with insurance systems or government health platforms.
- In-app chat and file sharing for prescriptions or test results.

Pilot Strategy:

1. Launch in a targeted city or region with high demand for home care.
2. Partner with local clinics, nursing schools, or alumni groups to onboard nurses.
3. Use SEO, social media, and healthcare forums to reach early patients.
4. Implement location-based nurse outreach campaigns and referral incentives.

Reputable Inspiration Platforms:

- Uber Health - For transport coordination in healthcare:

<https://www.uberhealth.com>

- Care.com - Marketplace for in-home caregivers:

<https://www.care.com>

- Doctolib (Europe) - Scheduling system for healthcare professionals:

<https://www.doctolib.com>