

MEDISENSE: INTELLIGENT SYMPTOM ANALYSIS & SMART HEALTHCARE NAVIGATION

By - HackHerForce

DEEKSHA CA
HARSHITHA M
LEKHANA S
RUTH R



BRIDGING THE GAP: RURAL VS. URBAN HEALTHCARE DISPARITIES

70%

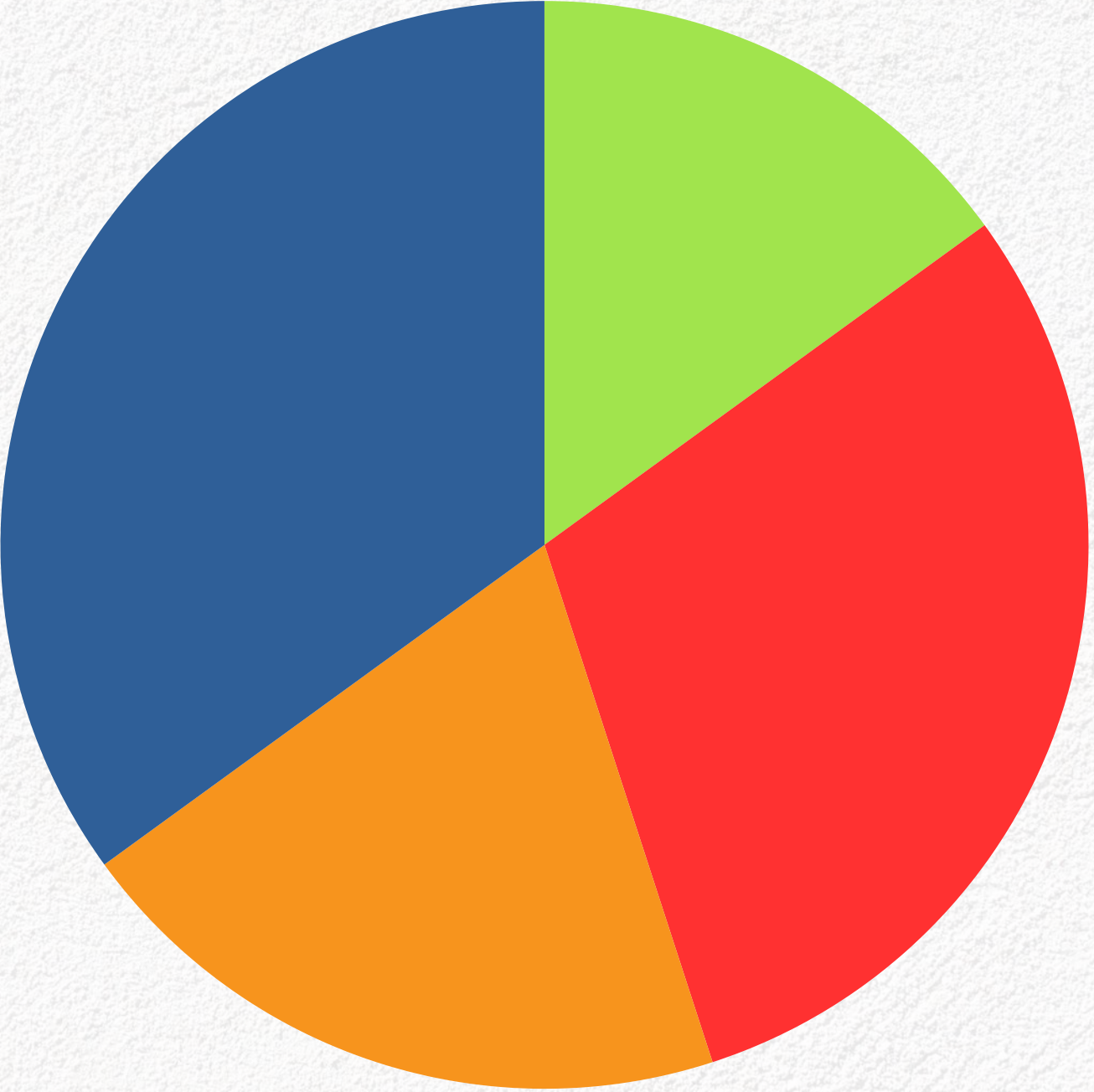
Population

India's population lives in
rural areas

40%

Healthcare Infrastructure

of hospitals are located
there.



30%

Population

India's population lives in
urban areas

60%

Healthcare Infrastructure

of hospitals are located
there.

Rural vs. Urban Healthcare Disparities (Cont....)

Issue	Urban Areas	Rural Areas
Doctor Availability	1 per 1,000 people	1 per 10,000 people
Hospital Access	80% within 5 km	Only 40% have hospitals nearby
Telemedicine Usage	High	Low (due to poor connectivity)
Preventive Care Awareness	Moderate	Very low



Our AI-Powered Solution

What We Built:

- **AI model that predicts health risks in real-time.**
- **Works on IoT devices (smartwatches, wearables, and basic phones).**
- **Uses Azure AI & ML to detect early signs of chronic diseases.**
- **Rural-friendly: Optimized for low-bandwidth 2G/3G networks.**



Our AI-Powered Solution

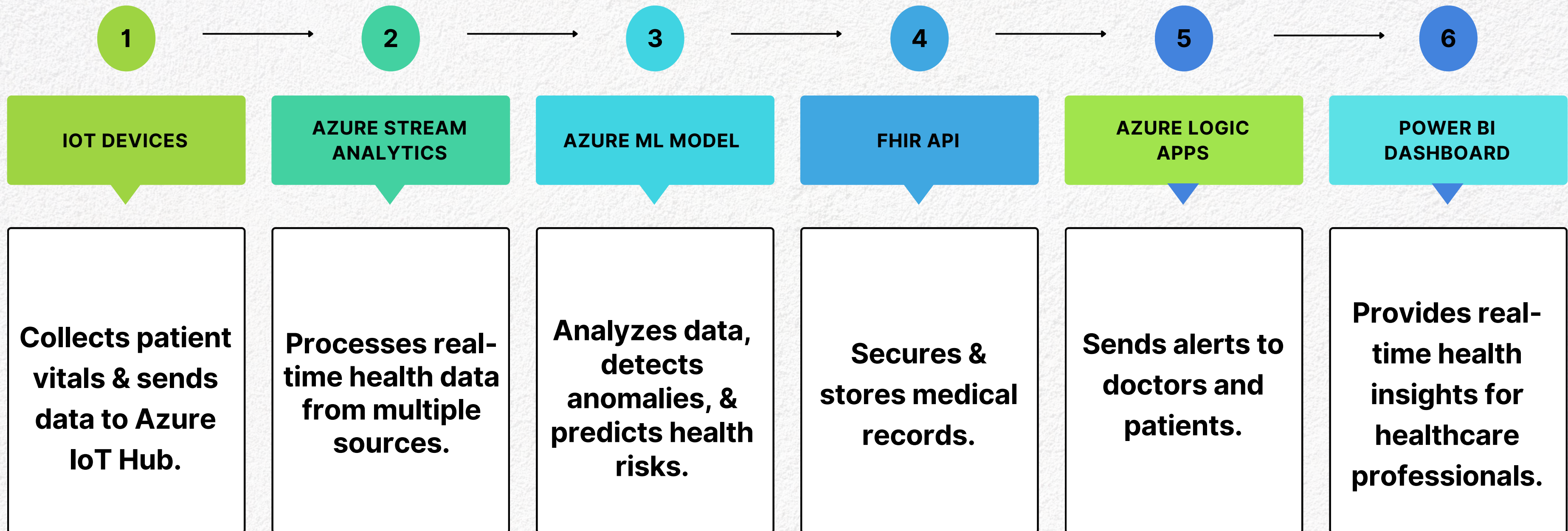
Use Case Example:

- **A smartwatch detects abnormal heart rate spikes.**
- **AI analyzes the data and predicts a potential cardiac arrest risk.**
- **An instant alert is sent to the doctor and patient, even in remote areas.**



How It Works (Flowchart)

Azure IoT Hub.



- Works with low-speed internet.
- SMS-based alerts for areas without smartphones.

Business Model & Revenue

Who Will Use It?

- **Hospitals** → For remote patient monitoring.
- **Insurance Companies** → For risk assessment & cost reduction.
- **Telemedicine Providers** → To enhance rural healthcare access.
- **Govt. & NGOs** → For public healthcare initiatives.



Business Model & Revenue

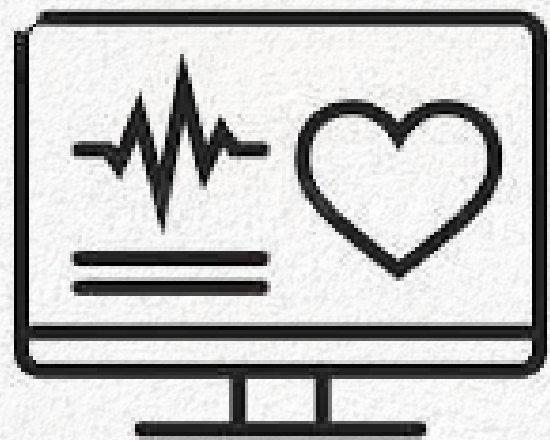
Revenue Model:

- **B2B SaaS Subscription** – Hospitals pay per patient.
- **Government Contracts** – To deploy in rural healthcare centers.
- **API Integration** – Licensing model for health tech companies & apps.



Market Opportunity & Rural Impact

- **Global Digital Health Market = \$500+ Billion (₹41.5 Lakh Crore)**
- 💡 **AI in Healthcare growing at 40% CAGR**
- 🚀 **Rural AI Healthcare Market = \$10B+ (~₹83,000 Crore) in India alone**
- 📉 **50% of rural heart attack cases are diagnosed too late.**
- 🏥 **60% of rural areas lack proper hospital infrastructure.**
- 🩺 **AI can reduce rural mortality rates by 30%.**



Competitive Advantage

How Are We Different?

Feature	Other Health Apps	Our Solution
Symptom-Based	✔ Yes	✗ No
Predictive Risk Alerts	✗ No	✔ Yes
Real-Time AI Monitoring	✗ No	✔ Yes
Works in Rural Areas	✗ No	✔ Yes
FHIR-Compliant Medical Data	✗ No	✔ Yes



Roadmap (Next Steps)



- **MVP Launch → Pilot in 2 hospitals & rural health centers.**
- **Refine AI Model → Improve accuracy with real patient data.**
- **Go-To-Market Strategy → Partnerships with hospitals & governments.**
- **Expand & Scale → Deploy in 100+ hospitals & rural clinics.**



Call to Action (Investment or Partnership)



- **We are looking for:**
- 🚀 **Tech & Business Partners – To scale operations.**
- 💰 **Investors – To fund rural pilot deployment.**
- 🏥 **Hospitals & Govt. Agencies – For real-world testing.**



THANK YOU

