



FLORENOVA

A complete health care application

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Problem Statement

Catastrophic health expenses push more than 60 million people into poverty every year in India. Currently the Indian healthcare delivery system is marred by the high costs of devices and services, and lacking in cost standardization across service providers. Also the lack of awareness among those living in the rural areas and small towns, especially women regarding the health, diseases, treatment, can come in the way of increasing the demand for healthcare or provide resistance to change in healthcare-seeking behaviour among the poor and vulnerable sections of citizens.

Our Solution

- 70% of India's population lives in remote rural areas without adequate healthcare infrastructure
- With 2.5% GDP allocated to healthcare, government cannot provide quality healthcare and the pandemic has made things worse
- Our solution, Florenova emphasizes on delivery of health care services where distance is a critical factor using ICT for
 - precise data for diagnosis
 - disease specific treatments
 - research, evaluation and awareness
 - more context aware interventions
- In this decade of mainstreaming digital care, Florenova visions for a health at hand technology to ease our lives.

Our Solution

- A mobile application providing all necessary health care services including consultations with well qualified doctors around the globe just a touch away.
- Applications of this sort have been very essential since the start of COVID because of the unreachability of doctors in hospitals in fear of disease spread or because of hospitals not being fully functional. But existing apps lack a number of very essential features.
- Reliable self treating methods like Sujok therapy, de-addiction treatments and mental health care is given emphasis in our solution.
- An extra COVID section to monitor and give special care to patients infected by the Corona Virus and mechanisms to monitor their activities.
- We also aim to increase the reach, awareness and access of healthcare service delivery manifold especially in the small towns and rural areas where the supply of providers is low. A special Women Health section to look into the issues regarding menstrual cycles and pregnancy related health hazards.
- An Emergency button to deal with emergency medical needs associating with 108 Helpline.

Features of Florenova

1. Medical Records
2. **Post acute care**
3. Lab/Reports/Schedule
4. **Calendar/Reminder**
5. **Covid 19 Section**
6. Consultation
7. **Emergency**
8. Health tips/Articles
9. Health Packages
10. **De- Addiction Treatment**
11. Mental Health
12. Recommended For You
13. **Schedule a Demo**
14. Post a Review
15. **Sujok Therapy**
16. Prescription/Order
17. **Women Health**



1. Update Availability
2. Calendar / Reminder
3. Payment/ Accounts
4. **Clinical Peripherals**
5. Patients medical records
6. **Reviews/Badges /Awards**
7. Consultation video, audio, chat

1. Promotions
2. **Shipping**
3. Orders
4. Payments/Accounts
5. **Reviews**

1. User Administration
2. Payment Administration
3. Transaction Reports
4. Review Moderation
5. Awards/Badges/Rating
6. Review
7. Maintenance

1. Promotions
2. Payment/ Accounts
3. **Reviews**
4. **Catalogue**
5. **Calendar**
6. Test Processing

What makes Florenova different?

- Covid19 patient section
- Sujok Therapy
- De-Addiction Treatment
 - Drinker's Check-Up, Drug Abuse Treatment, Global Adult Tobacco Survey
 - Includes: Screen Test, Prescribed assessment, Customized sessions, Computerized Cognitive Treatment
- Emergency Section - Geolocation of patient is sent to 108 call center. An ambulance is sent to the corresponding location, immediate medical assistance provided via phone.
- Post acute care - Provision to close monitor patient from the recovery period until complete immunity.
- Women Care Section – Special care section for women – to guide them through menstrual cycles, breast cancer awareness , menstrual timeline alert system, a personalized awareness section for women.

API

- Firebase Realtime Database - a cloud-hosted NoSQL database that store and sync data between users in realtime.
- Cloud Firestore - NoSQL document database that store, sync, and query data for mobile and web apps.
- Firebase Authentication - To building secure authentication systems easy, while improving the sign-in and onboarding experience for end users.
- Firebase Cloud Messaging - Connection between server and devices that allows to deliver and receive messages.
- Cloud Storage is designed to help you quickly and easily store and serve user-generated content, such as photos and videos.
- AdMob - for earning revenue easy with in-app ads.

Scope of Development

- Integration of AI/ML for better UX, modelling around a doctor's thought process to understand the unique way that humans express their symptoms.
- AI-assisted conversations for patients to describe their symptoms, considering their medical history so the doctors can understand their health issues precisely.
- Data mining provides analytics, reports about health issues based on gender, age, location and predict disease trends.

- According to a report by Practo, between March 1 & May 31, 2020, 80% first-time users, along with 67% drop in in-person visits was observed.
- Nearly 44% of the users were from non-metro cities.
- In total, over 5 crore Indians accessed healthcare online with an average of 2 online doctor consultations per month, per user.



Market Trends

- Factors that drive patients towards teleconsultations are:-
 - faster appointments – 43%
 - availability of doctor choice – 40%
 - doctor qualification & rating – 38%
 - prescription & delivery choice – 33%
 - disease information – 23%



Industrial Competitors

CallHealth, DocsApp , Eclinic247 , eVaidya Pvt. Ltd.
JustDoc, Lybrate, Practo



Potential Customers

- General Public – specifically Patients
- Doctors
- Labs
- Pharmacies

Feasibility and Implementation

From current market trends we expect to get us the ROI expected within 1.5 year of the application launch

Feasibility:

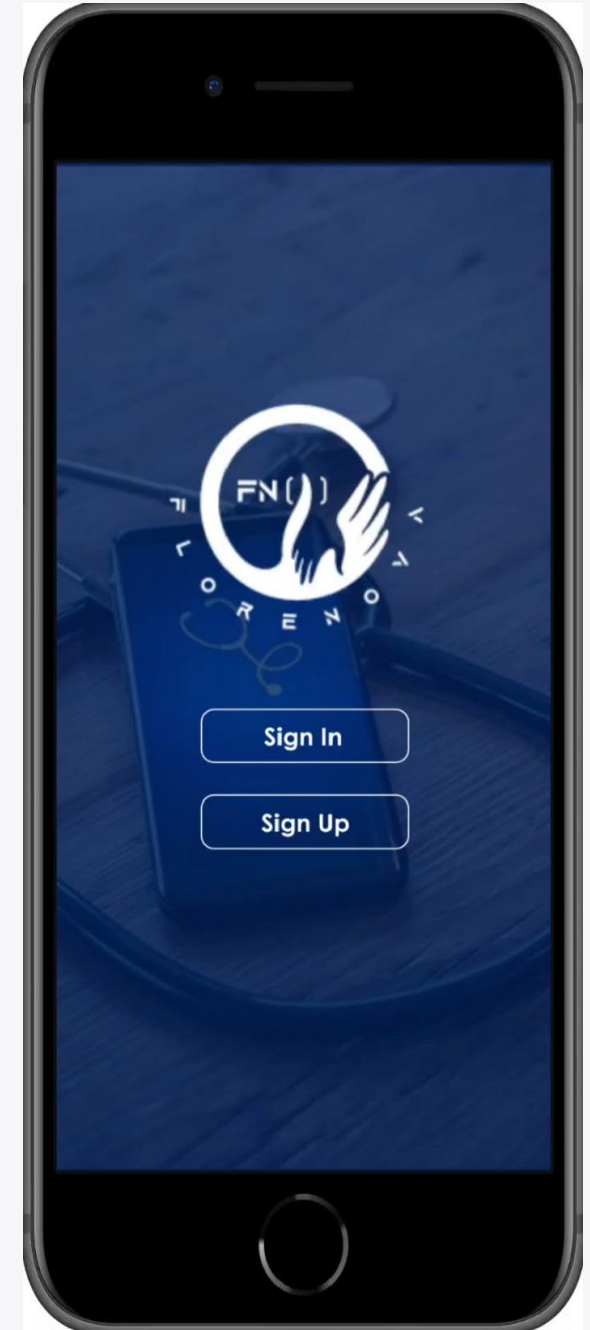
- Data mined from can predict of disease trends.
- Data analysis system to verify the clinical data to estimate dates for routine care.
- Monthly health reports from at least three consecutive months of usage.

Usability:

- Patients of stable health utilize the app more efficiently
- Simplification of data entry using check boxes, radio buttons, fields.
- Round-the-clock interaction provides a patient friendly approach

Acceptability:

- Immediate feedback mechanism via app for clinician
- User authentication schemes to maintain confidentiality of client data



Thank You