Blockchain Health Care

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What is blockchain ??

- Think of records, and how we store them in categories of artist.

- Blockchain is similar to that data is stored in data chains.

- Data once stored cannot be changed.

- But, unlike records this data is not completely public. (will talk more about this privacy of data.)

What is BHC?

- Blockchain Health Care (BHC) is going to work as an storage unit between patients and doctors.

- Blockchain Health Company will help the patients to store the medical records.

- And send it to doctors when ever needed.

Problem Statement and thinking behind BHC

- Problem statement is quite simple "How do I as a patient give access to my medical records to my doctor, no matter which hospital he works in, or which company is associated with him, or he is my 3rd opinion on same disease.

  Also this has to fast with next to zero paperwork and the doctor should be add new records.
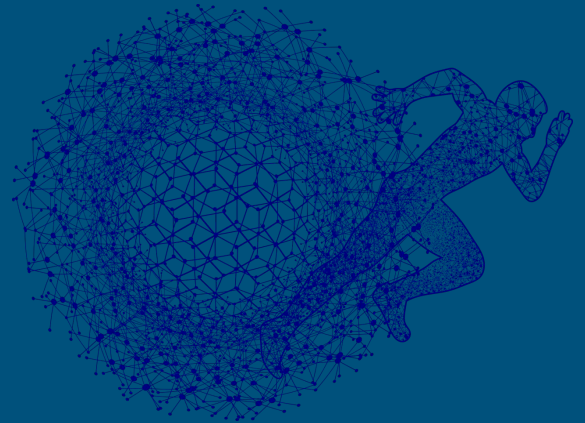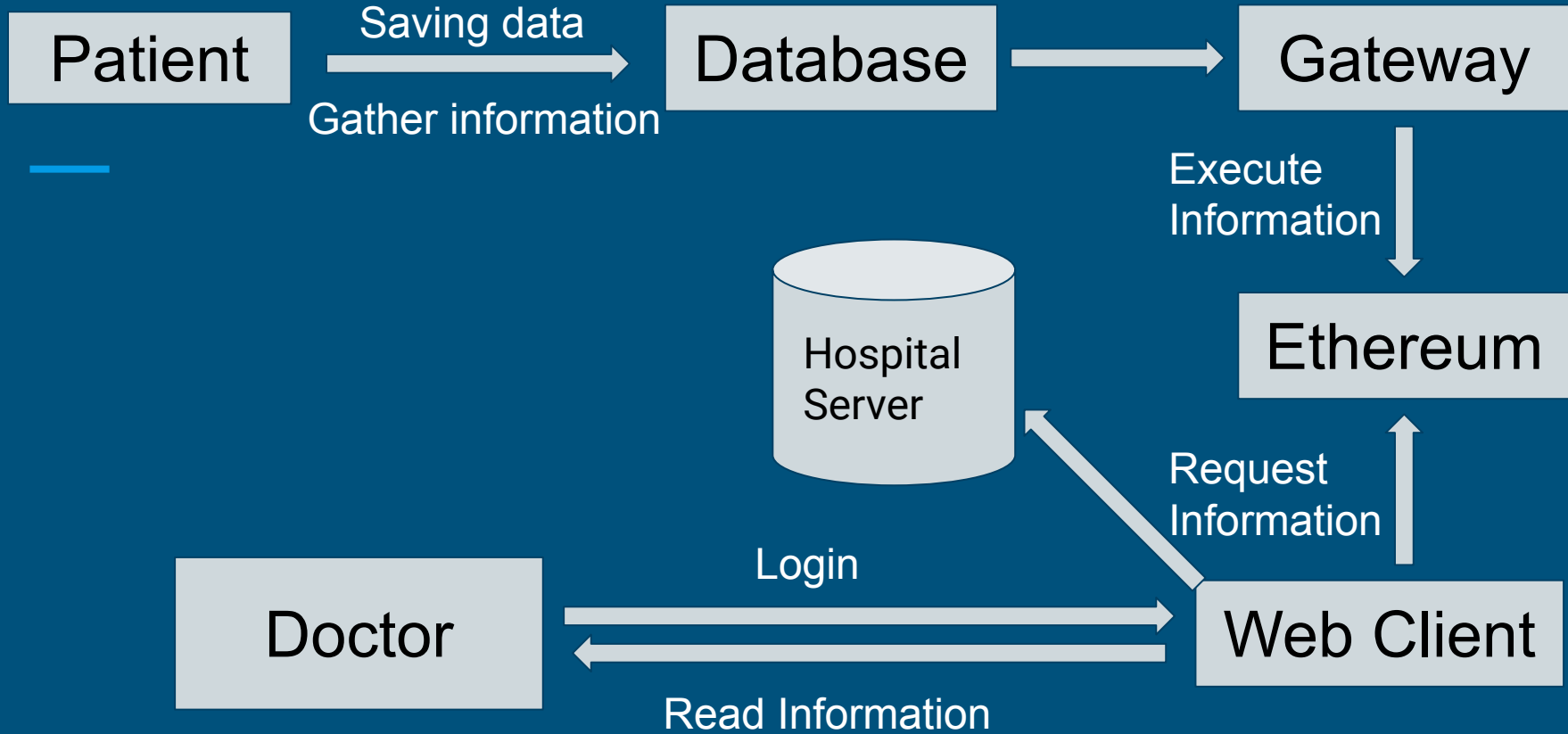
IT'S JUST A LOT TO DIGEST

Lets us Break it Down

- Blockchain-Based Access Control Module
- Off-Chain Data Storage
- UI
- existing healthcare systems
- Privacy and Consent Management
- Scalability and Performance
- Business side

BLOCKCHAIN HEALTHCARE

KEEPING DATA SAFE

RAIN
OCTOBER 19, 2023

OUR MISSION:

We are on a mission to empower patients and healthcare

LAST VISITED DATA

FEBRUARY 1, 2024

RAIN

Dr. Akshara
M.S.
Reg. No: MMC 2018

SMS hospital
B/503, Business Center, MG Road, Pune - 411000.
Ph: 5465647658, Timing: 09:00 AM - 01:00 PM, 06:00 PM - 08:00 PM |
Closed: Sunday

Date: 30-Aug-2023

ID: 11 - OPD6 PATIENT (M) / 13 Y   Mob. No.: 9423380390
Address: PUNE
Weight (Kg): 80, Height (Cm): 200 (B.M.I. = 20.00), BP: 120/80 mmHg

Chief Complaints	Clinical Findings
* FEVER WITH CHILLS (4 DAYS) * HEADACHE (2 DAYS)	* THESE ARE TEST FINDINGS FOR A TEST PATIENT * ENTERING SAMPLE DIAGNOSIS AND SAMPLE PRESCRIPTION

Diagnosis:
* MALARIA

R

Medicine Name	Dosage	Duration
1) TAB. ABCIXIMAB	1 Morning	8 Days (Tot:8 Tab)
2) TAB. VOMILAST	1 Morning, 1 Night	8 Days

Business side

- **B2B & B2C business models**

  B2B : Hospital/doctor to Insurance Company

  B2C: Hospital/Doctor/Insurance to Patient

- **Model Improvement Approach**:
  Add doctors and insurance companies on a subscription model

- **Pricing**:
  Price setting to be minimal, considering current healthcare costs
  Keeping subscription fees high may increase healthcare costs

- **Objective**:
  Reduce healthcare costs and improve service efficiency

Why use BHC?

- Decentralized data and privacy
- IPFS helps in storing data
- The data is well secure -since no one can use data without users permission
- Improve transparency
- Cost reduction and sending data with conditions -as we will use smart contracts

Drawbacks

- Common trust has decreased in recent years, particularly concerning data security.

- Blockchain's volatility, marked by scams and company bankruptcies, has further eroded trust in the technology.

- Capital Requirements:
  - Significant capital required for application development, marketing, and awareness campaigns.

- Challenges with Adoption:
  - Difficulty in convincing hospitals and insurance companies to adopt the service.
  - Resistance due to perceived additional expenditure and concerns about ROI.

Solutions and Future Scoop

Heavy Investment Required:
- Substantial funding necessary for improving application accessibility and launching comprehensive marketing campaigns.

Importance of Marketing:
- Effective marketing campaigns are vital for attracting a large user base
- Case in point: The UPI payment system in India, which achieved widespread adoption through strategic marketing efforts.

Demonstration Videos:
- Strategy includes the release of instructional videos to highlight the application's features and functionality, enhancing user understanding and engagement.

Future Enhancements:
- Exploration of potential enhancements such as text detection using advanced computer vision technology.
- Consideration of standardized forms to streamline processes, further enhancing efficiency and user experience.

Thank You !!