GBEMS CARE

From GBEMS CARE vision, their target market is individuals who are technologically inclined, busy and are in urban areas for B2C. For the B2B target, they are looking at private medical centres that are looking to integrate technology in their businesses. The product will be competing with various smart record apps/ products, but we look to provide added and value. And per their goals, their target market is people with chronic diseases that need constant health care. As such, we have come up with three products for B2C and four products for B2B:

B2C

1. Basic $10 - this is one time care. Features are:

- Enter personal details (name, age, occupation, height, weight etc)
- Enter Pain points
- EMR to identify possible health issues and make recommendations. If the symptoms are unfamiliar to the system, it will suggest that you pay a premium to speak to a professional.

2. Premium $6/month - this is for continuous care
- Enter personal details (name, age, occupation, height, weight etc)
- Enter Pain points
- Connect to a health professional within 30 minutes.
- Suggested health centres under GBEMS CARE for medical help
- Option to choose preferred medical centres

3. Gold $15/month - for chronic diseases that require immediate action
- Premium
- Turnaround time is 5 minutes

- A personal health care provider assigned to customer
- Cared for in facilities under GBEMS CARE
- Add at most 3 other profile for minors
- Home services provided
- Option to choose preferred medical centres

B2B

GBEMS CARE platform for B2B, should allow users to update all patients' profiles with medical decisions they take. Example, what drugs and when to take drugs, which lab patients are referred to etc. Target market is all Private hospitals in major cities who want to integrate technology in their daily business.

1. Basic $500/year - this option gives basic features
   a. Training on product use
   b. 15 terabyte space
   c. Update and create EMR profile of customers
   d. Schedule patients
   e. Access to basic and premium B2C users
   f. On the call helpline.

2. Premium $850/year -
   a. Training on product use
   b. 35 Terabyte space
   c. Update and create EMR profile of patients
   d. Access to basic, premium and gold B2C users.
   e. Schedule patients
   f. Add up to 2 external users (labs, pharmacies etc)
   g. On the call helpline.

3. Gold $1100/year -
   a. Training on product use
   b. 70 Terabyte space
   c. Update and create EMR profile of patients
   d. Access to basic, premium and gold B2C users.
   e. Schedule patients
   f. Add up to 5 external users (labs, pharmacies etc)
   g. On the call helpline.

4. Platinum $1600/year -
   a. Training on product use
   b. Unlimited space
   c. Update and create EMR profile of patients.
   d. Access to basic, premium and gold B2C users.
   e. Add up to 15 external users (labs, pharmacies etc)
   f. On the call helpline.
   g. Schedule patients (to avoid overwhelming numbers)
   h. Customised Automated notifications to patients from hospital (eg time to take drugs, next review date, when lab results are ready etc)

GOALS & METRIC FOR MEASUREMENT

The main goal is to have 100 recurring customers monthly with the product. It will be unrealistic to measure in a month. So we have decided to measure the success of the product in a space of 6 months.

In order to measure our success in a space of 6 months, we are looking at:
   a. Promotional Reach against subscriptions
   b. At least, 300% of recurring target for B2c premium and gold
   c. At least, 180% of recurring target for B2B

For B2B, 180 (or more) hospitals have to be onboarded in the first rollout for immediate metric measurement in a space of 6 months. In addition:

a. B2B clients must have used 60% of their subscribed space. It creates the sense that they are onboarding all their patients on the GBEMS CARE platform.
b. Have a maximum of 20% customer churn.
c. Have less than 15% complaints
d. Minimum NPS at 8/10 with over 75% between 9-10/10

For B2C, 300 patients/customers have to be onboarded in the first rollout for immediate metric measurement in a space of 6 months. In addition:

1. We must have, at least, 180 individual customer sign ups in our Premium and Gold package.
2. Have a maximum of 20% customer churn.
3. Have less than 15% complaints
4. Minimum NPS at 8/10 with over 75% between 9-10/10

==PRODUCT REQUIREMENT DOCUMENT==

B2C REQUIREMENTS

Target Release	2nd February, 2023
Epic	As a patient, I want to be able to access health care online and offline without spending so much time.
Document Status	DRAFT
Document Owner	Room 5 WTF PM-B
Designer	Room 5 Team
Developers	Brills Innovation
Q.A	Tracee Fry-Annan

#	User Story	Product Requirements	Priority	Notes
1.	As a user, I want to be able to enter my needs/ pain points so that I can receive medical help.	1. Add Personal information as basic requirements 2. Password and Username (2FA) 3. Enter complaints for assessment 4. Request Medical Help 5. Access to helpline or support 6. Service rating	Must Have	All product types must have these features. It is Basic.
2	As a User I would like to have options to choose features that serve my needs.	1. The ability to select preferred medical centres 2. Ability to choose the type of services required and request help for added profiles (minors)	Should Have	Number one for Premium and Gold users. Number 2 for Gold users only.
3	As a user, I would like to update my personal profile and change theme colours	Theme and Profile edits (edit name, weight	Could Have	All products should have this feature
4	As a user I will appreciate the confidentiality of my medical record.	Ability to download a patient's medical report.	Won't Have	Only Medical Centres that attended to patient with access will be able to spool medical history

B2B REQUIREMENTS

Target Release	25th January, 2023
Epic	As a Medical Centre, we need a seamless product to automate patient encounters within our facility while also delivering cost-effective quality healthcare services according to our use case.
Document Status	DRAFT
Document Owner	Room 5 WTF PM-B
Designer	Room 5 Team
Developers	Brills Innovation
Q.A	Tracee Fry-Annan

#	User Story	Product Requirements	Priority	Notes
1.	As a registered hospital or clinic, we would like a seamless user experience and interface to make work easier for our medical officers.	1. ADMIN - create a 2FA (Authentication App) username and password for clients 2. ADMIN - add and revoke editable users (doctors) to update and create profiles.	Must Have	These are basic and primary features. All products must have these features. Flagging is one option for B2B users to note profiles they deem dangerous. This will alert all GBEMS CARE B2Bs on their "Flag Tab".

		3. ADMIN - add and revoke non-editable users (nurses, lab technicians etc) to only check out actions performed. 4. ADMIN - create and revoke login accesses for added users 5. B2C clients who have requested medical attention populate the main page. 6. Editable users update patient profiles with medical diagnosis, decisions and actions 7. Patient Rating or Flagging		B2B Admins should be able to add individual health officers to the platform and decide if they can edit profiles or not. Example, ADMIN may add OPD Nurses and give them editable rights to create profiles and given limited update rights.
2	As a user, we should be able to admit the number of patients we can cater for so we are not overwhelmed in order to give the best care. As a health professional, I should be able to create and update patient profiles that suit their individual differences.	1. Clients can make themselves available or unavailable for service. 2. Create and edit patient information tabs that suit the patient. 3. Schedule plan of hospitals (how many GBEMS CARE patients they can admit a day, schedule Review etc)	Should Have	All products should have these features

3	As a user, we would like to update our profiles. As a user, we would like to send personalised automated notifications to our patients esp for scheduled appointments	1. Notifications to patients' app 2. Customise theme and profile - to hospital details	Could Have	Number one is only for PLATINUM users All products should have Number Two feature
4	As a user, we need strong security to protect our EMR. For the sake of records keeping, medical officers who attend to patients should have their usernames tagged permanently to medical decisions, even if they resign.	1. Simple password 2. Remove user tag on medical decisions	Won't Have	All products should have strong passwords (2FA) and permanent tagging on medical decisions.

We have carefully considered that most hospitals refer patients to external independent medical centres such as specialised clinics/hospitals, laboratories et cetera. Therefore, it is important to create room for seamless interaction between Main B2B users and external users.

EXTERNAL USER REQUIREMENTS

Target Release	25th January, 2023
Epic	As an external Medical Centre, we would like to seamlessly interact with our partner medical centres, receive requests and action them.
Document Status	DRAFT
Document Owner	Room 5 WTF PM-B
Designer	Room 5 Team
Developers	Brills Innovation
Q.A	Tracee Fry-Annan

#	User Story	Product Requirements	Priority	Notes
1	As a user, we would like to receive requests from partner medical centres		Must Have	Requests should be filtered by which centre is sending it esp if they have

		1. Have a 2FA (Authentication App) username and password 2. Add up to 5 users 3. Receive and action requests		more than one partners on GBEMS CARE product
	and action them			
2	As a user, we should be able to create daily slots so partner medical centres can choose available slots.	1. Calendar schedule 2. Send notifications to patients and hospitals when results are ready	Should Have	Results should go to Partner medical centres. Patients should only be notified that results are ready.
3	As a user, we would like customise our profile and update information	1. Customise theme and profile	Could Have	Visible to GBEMS Care users
4		1. Edit or Update patient profiles 2. Receive requests from partner medical centres that are not on GBEMS CARE	Won't Have	Theirs is to only tick completed checklists and submit to partner medical centres.

It is highly important to the team that internal stakeholders are satisfied with the product, in that, all requirements are satisfied.
Below is the launch plan:

Launch plan for Internal stakeholders:
Date & Time: 15th January, 2023; 6:30pm GMT (3 hour long)
Location: GBEMS CARE head office

- We organise meeting/launch
- Show the Demo to the internal stakeholders
- Introduce them to websites and social media platforms
- Ensure product meets all requirements.
- Educate them about the product and direct them to use it.
- Take Feedbacks.

To launch for external stakeholders:
At this point, the product team would have pitched the product to 350 private hospitals and collated a list of confirmed attendees to product launch.

Date & Time: 25th January, 2023; 3:00pm GMT (3 hour long)
Location: Alisa Hotel Conference Centre

- Demo show and educate them about the product.
- Introduce them to our social media platforms and website. Give a one week bonus to encourage customers
- Take Pre-orders and also take feedback so as to improve on the product.
- Small chops & interactions

When all concerns are addressed, it is time to move to B2C users on all media platforms starting from **2nd February, 2023.**
Publicity and Education will be on radios, television and social media platforms. We will be running ads constantly and consistently for a year.

Our launch goal is to have as many pre-orders and signups as possible. Our KPIs will be the number of users that are onboarded to our platform.
We have to track our data - number of clicks, number of sign ups, and number of successfully onboarded users.
This information is what we will focus on after the launch to make decisions.
Also feedback should be noted and worked on to improve both the product and customer experience.