

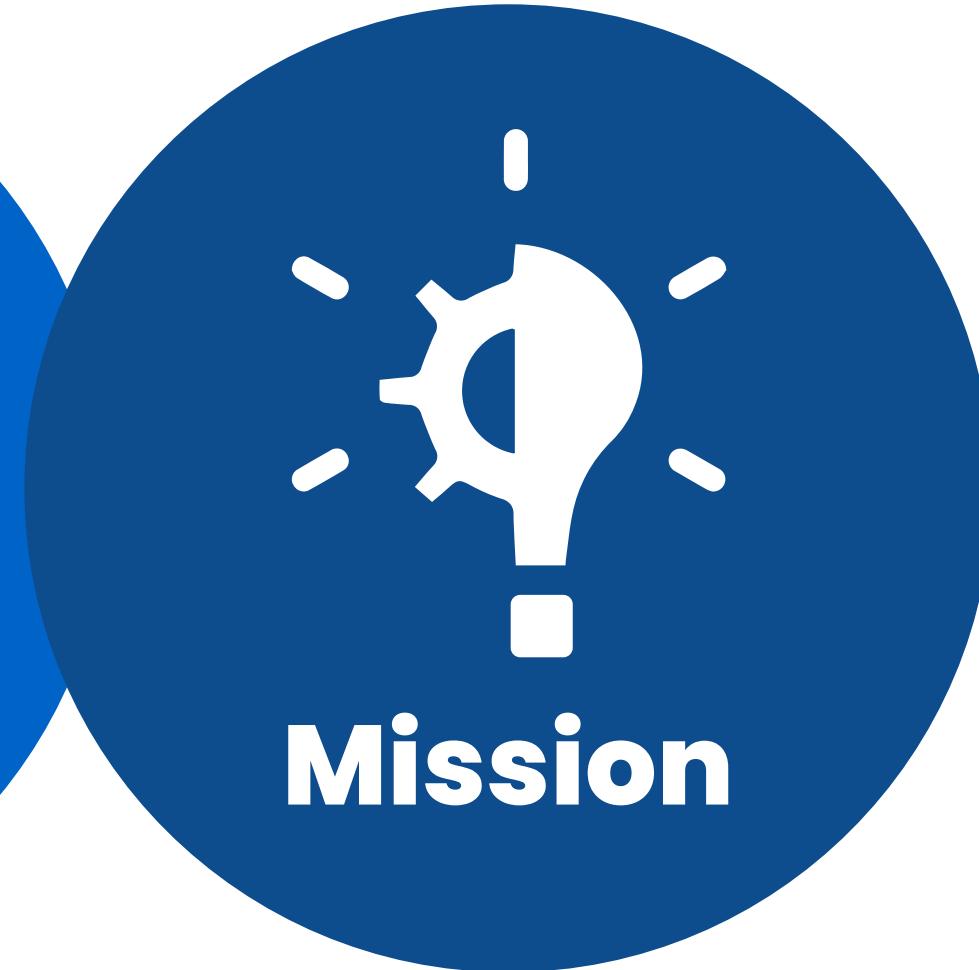
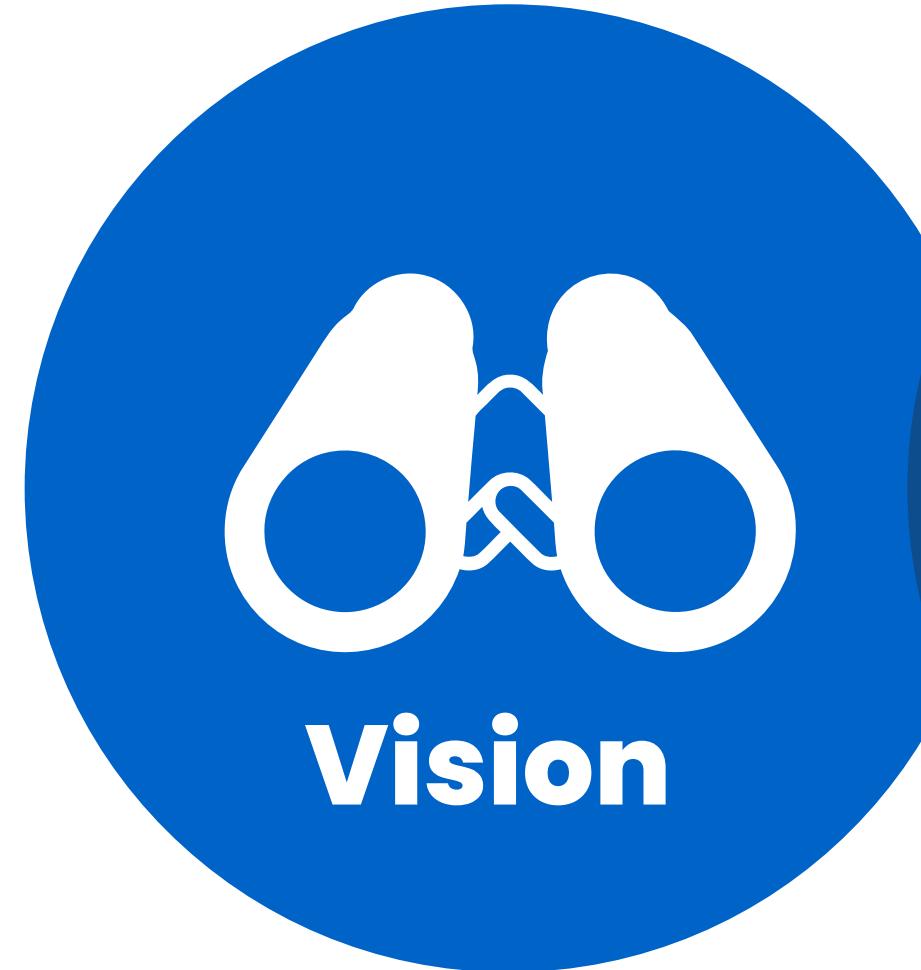


EMR OF GBEMS HEALTHCARE



About EMR

Electronic Medical Record (EMR) is a healthcare digital product that is available for service providers who require a unified platform to automate patient encounters within their facility while also providing cost-effective quality healthcare services based on their use case.



vision

To create a society in which people have access to seamless health care services that are integrated into their daily lives. A product that will raise people's awareness and intentionality toward their health, while also incorporating technologically savvy tools to commemorate this.

Mission

We are dedicated to ensuring an immediate, virtual, and permanent record of all health care services because maintaining records is a crucial component of providing quality medical treatment. In order to do this, we offer a platform that will be sufficient, and also guaranteeing the confidentiality of records and promoting a healthy lifestyle.

How will it work?

The Portal

Our customer offerings would be to have an EMR (Electronic Medical Record) portal that will enable customers to upload records in every format they have existing in their company. These records will be used to create a portal that will help manage the customer's medical protocols and procedures in a cost-effective manner

Automatic Update

Each time they have new customers they will need to update their record and each user will be granted more user space the moment they introduce another Health care Service provider to the system.

The pricing Model

The free trial and tiered pricing model is used, which allows users to choose a free trial in which they can use the free version of the product without having to insert their cards all at once. The upgraded version uses a tiered pricing model, which gives service providers access to features based on their budget.

Bronze \$5

In the EMR App, a thumbprint session immediately grants you access to your data, and then, all of the vital parameters needed to be collated before seeing the doctor would be stated there. A segment below the thumbprint allows you to check your respiratory rate, temperature, pulse rate, heart rate, weight etc.

Gold \$15

To add a chatbot that checks in with the users. For instance, if a user, for instance, has documented history of HBP, the app should be able to monitor and notify the user when the blood pressure is going up or dropping too low.

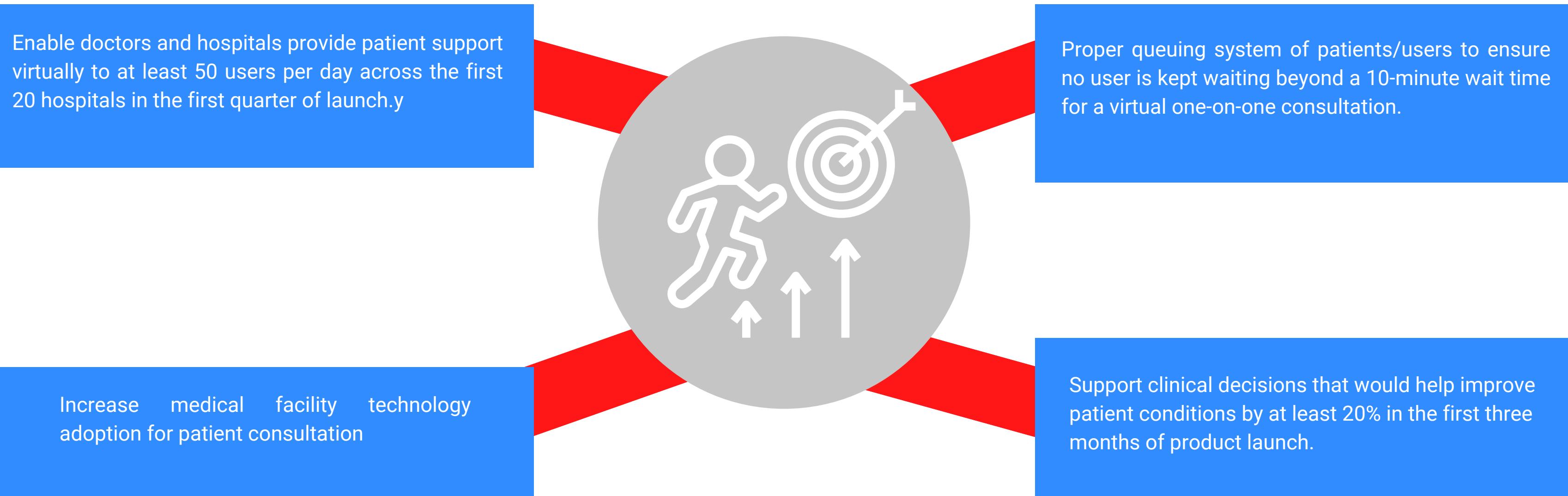
Silver \$10

The product or customer would include incorporating a videoconferencing feature that will enable the consultant and the client to have virtual consultations. A note feature that will enable the client to document their symptoms virtually

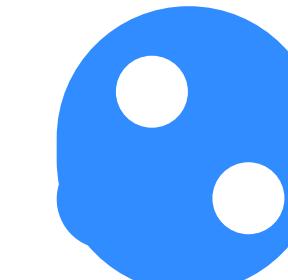
Platinum \$20+

Here we will customize the plan to suit the user pain points and needs.

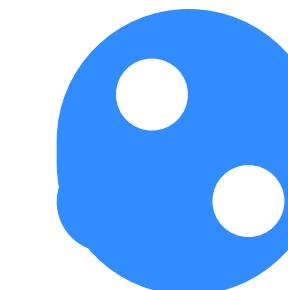
The Goals



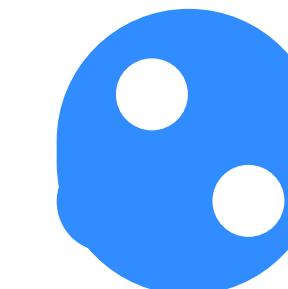
THE ERUPT



End Games



Rules



User Journey



Purchase



Team

The ENDGAMES

The PM



- To ensure that Gbems Healthcare successfully launches the new ERM and has at least 100 recurring customers after the launch.

Users

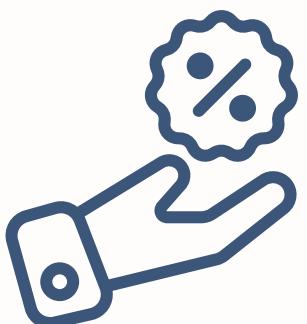
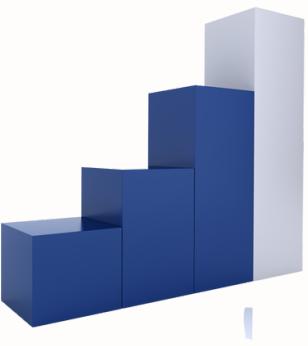
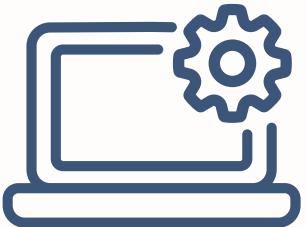
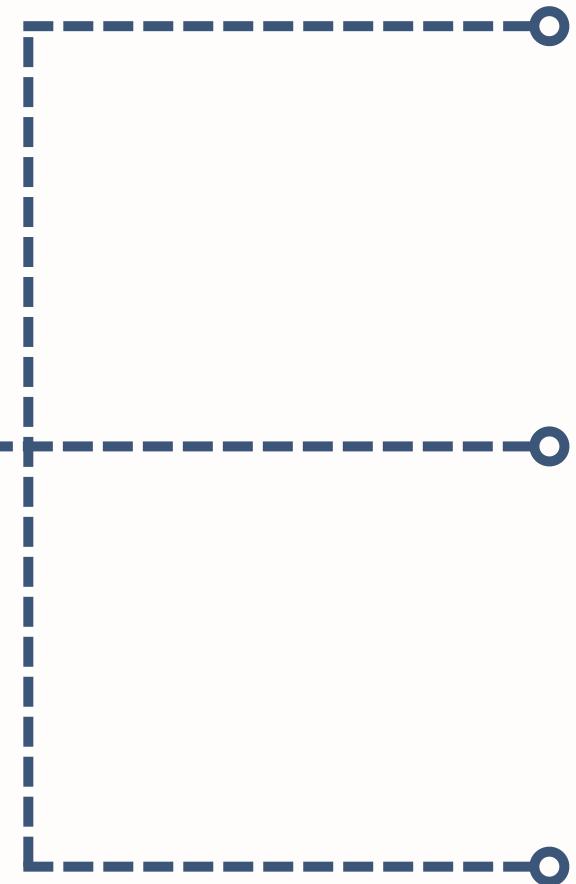


- A platform that saves them the stress and hassle of finding a hospital and traveling to see a doctor for a diagnosis and also saving time.
- A platform that provides ease of access to basic health care services with promptness and data protection.

The Company

- providing quality healthcare to customers at an affordable price and delivering of convenience by having a platform on which individuals with health/medical questions, concerns and conditions can easily find and speak to a qualified healthcare practitioner to get a professional opinion and diagnosis.
- The EMR is to help healthcare service providers who need a seamless product to automate patient encounters within their facility while also delivering cost-effective quality healthcare services according to their use case.

RULES



Easy Transition

Easy transition in learning and continuity of the learning/virtual coaching session and seminars.

Progress Bars

- Displaying progress bars.

Free Trial Version

Use of opt in free trial where the users can use the free version of the app without putting their card details just once

USER JOURNEY



Product offerings

- Product offerings on sign up

Tool Tips

Use of Onboarding tooltips to guide first time users

Simple onboarding

We will provide a simple onboarding process for the users (hospitals and patients) from start to finish.

PURCHASE

Bronze \$5

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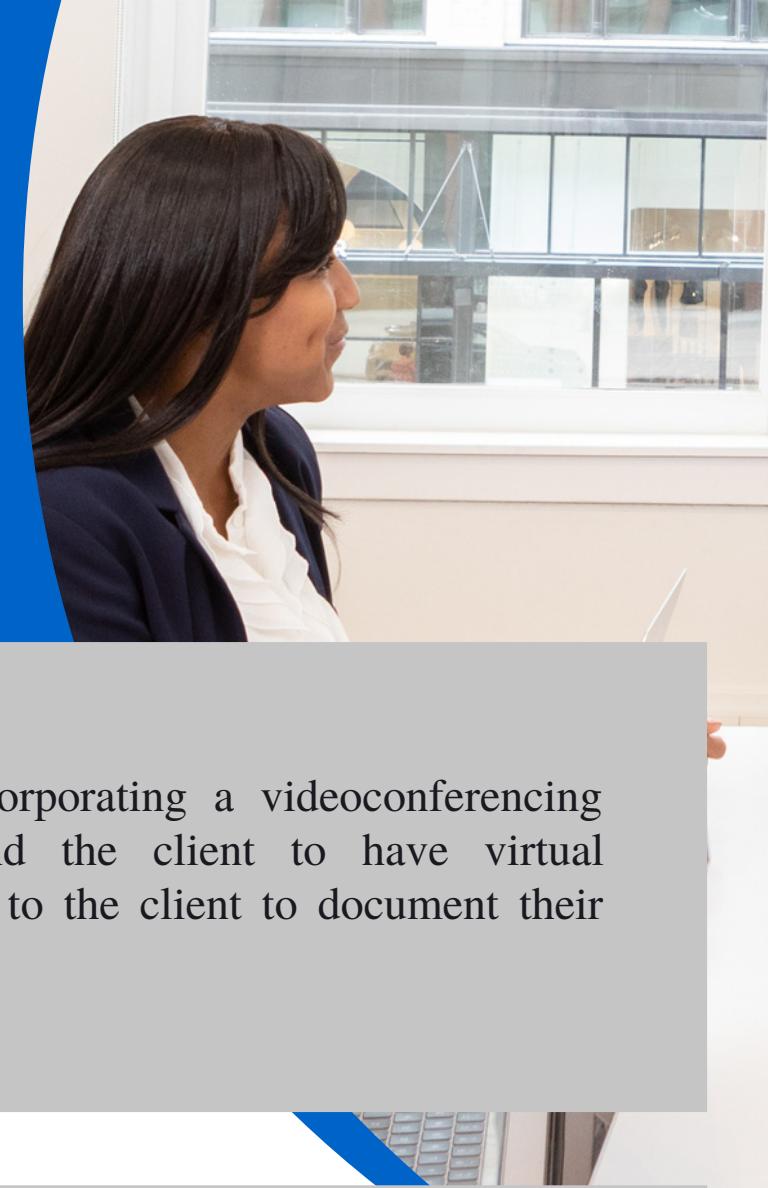
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Meet Our Best Team



Product Team

**Customer Success
Team**

Finance Team

Sales Team

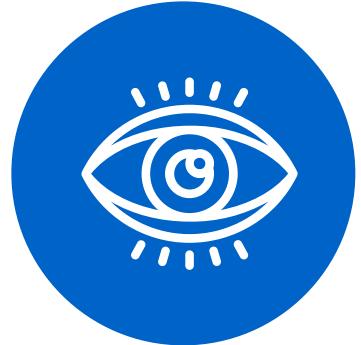
Marketing Team



Customers Acquisition Strategy



Affiliate Marketing for healthcare practitioners: healthcare practitioners earn a percentage of the revenue when their facility adopts the EMR.



pay less to onboard existing customers on Gbems Healthcare Practitioners.



Referral Scheme: Healthcare practitioners earn points that can be redeemed as discounts on percentage taken as commission by Gbems Healthcare for completed telehealth consultation.



Get a free family physician consultation when you sign up on Gbems Healthcare



Direct Customers: Paid Advertising Content Marketing
Earn points redeemable as discounts for seeing specialty doctors when you complete a telehealth consultation on Gbems Healthcare

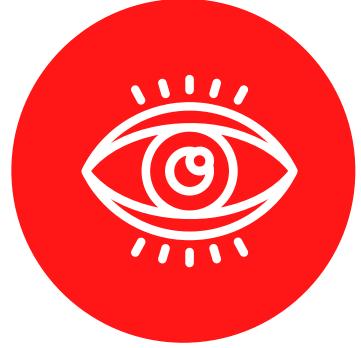
METRICS To Track Product Success

- Conversion rate, how many healthcare partners are able to use and adopt the technology.
- Count of customers who renewed after their first payment/subscription and how many bounced after the free trial period.
- The number of reach using Google analytics.
- The number of service requests within the first month.
- The number of telehealth appointments booked and completed in a month.
- The number of new EMR downloads.
- The number of recurring activities on the platform.
- The number of positive reviews from users.
- Churn Rate
- The number of users within the first 30 days of use.
- The number of hospitals onboarded.

Customers Retention Strategy



Healthcare Practitioners: EMR workflow wrapped: see your workflow, types of patients, number of hours consulted and how many customized workflows you created in the year, shareable badge, Star ratings based on patient review.



Adopting analytics to understand the features the customers find interesting and bettering them.



Sending articles and product tips to enable them understand the product better.



Carrying out structured routine interviews to understand how they can serve their clients better

LINKS



PRD

<https://try-utilize-heart.shared.aha.io/shared/note/5yuSKSr3F6LC7BTKeW8EFKHwOTd5oWepKb4s2HlRAAha!>



Product Lunch Plan

https://technology4dev-my.sharepoint.com/:w/g/personal/temitope_kasali_womenTechsters_org/EZavio3OLFNMm6BAfLbR_uABudB9GmFXCfVX1_UVB3Sq6Q?e=ZdLcOm

<file:///C:/Users/pc/OneDrive/Desktop/IC-New-Product-Launch-Plan%20Room%203.pdf>

PRODUCT LAUNCH

Since Gbems Healthcare product is not entirely new in the health technology Industry, we are using the Breaking In technique to launch our new product Electronic Medical Record (EMR) into the market.

Positioning Statement

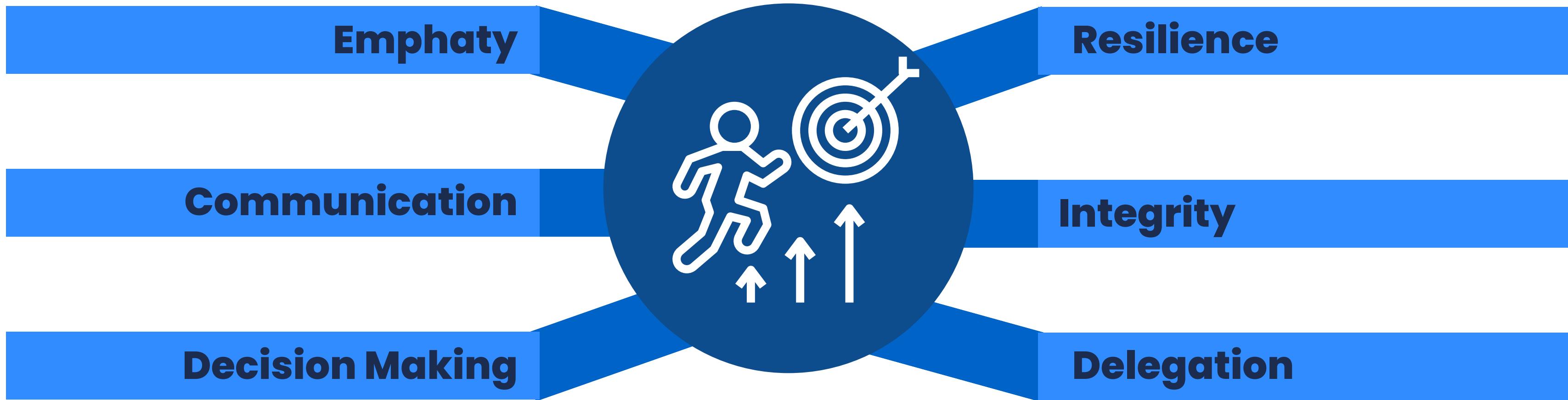
For Individuals/healthcare providers looking for an EMR that would suit their workflow process, and increase its hospital adoption of technology with a cost-effective quality healthcare service. Gbemscare EMR provides its customers with seamless service with top-notch quality. Gbemscare EMR sets itself apart from others with its customer obsession and commitment to excellence.

PRE-LAUNCH PLANS

- Create a coming soon page where we would talk to our target audience about the new product and collect their E-mails to join the waitlist.
- Press release statement to create awareness about the new product release, its core features, the launch date.
- The use of discount: First 20 healthcare providers to use the EMR would be given a 10% discount after the free trial period.
- Creating and sharing contents wth the prospective users.



Pre-launch Plans



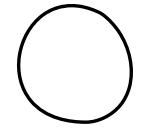
LAUNCH PLANS



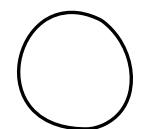
MEETING OUR USERS NEEDS



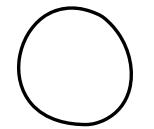
KNOW OUR COMPETITION



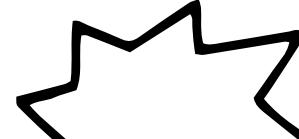
MAKE AN MVP



RECONFIGURE OUR PRODUCT



RUN THE NUMBERS: IT'S ADVISABLE TO ESTABLISH OUR PROFIT MARGINS AS ONE OF OUR PRODUCT LAUNCH PHASE



Go-To Market Strategy

TARGET MARKET

Our business model is a B2B focused on healthcare service providers who require a seamless product to automate patient encounters within their facility while also providing costeffective quality healthcare services based on their use case.

STRATEGY

We plan to adopt a value-based strategy as we are a new product to the existing market and want to obtain our market share. Our pricing model is a Free Trial and Tiered Pricing model where users are offered a one-time free usage and multiple price packages to choose from according to their needs and budget.

VALUE PROPOSITION

- Give users access to customize the EMR to suit their workflow process
- Leverage telehealth consultation within the EMR to build healthcare scalability
- Increase hospital adoption of technology by offering a low-resource hybrid solution that can be set up within any facility and online.
- Automate patients encounter and hospital processes to reduce wait time within the hospital
- Indigenous and cost-effective solution.

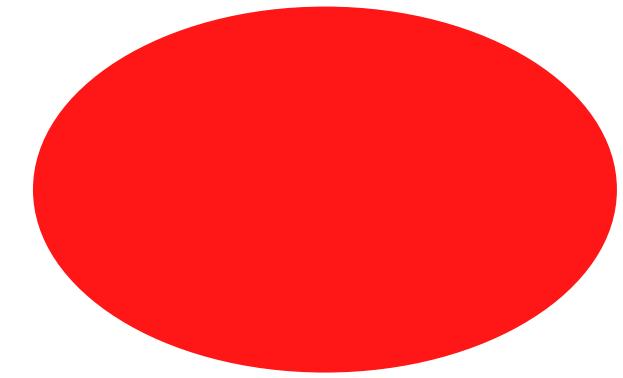
Promotion Strategy

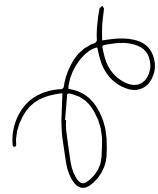
- Type 1:** Face-to-face advertisement
- Type 2:** Use of Search Engine Optimization (SEO)
- Type 3:** Social media adverts
- Type 4:** Offering incentives with targeted landing page



THE METRICS

- Conversion rate, how many healthcare partners are able to use and adopt the software.
- The number of service requests within the first month.
- The number of telehealth appointments booked and completed in a month
- The number of new EMR downloads.
- The number of positive reviews from users.
- The number of positive reviews from users.
- Percentage of Churn Rate
- The number of users within the first 30 days of use.
- Count of customers who renewed after their first payment/subscription and how many bounced after the free trial period.

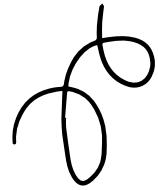




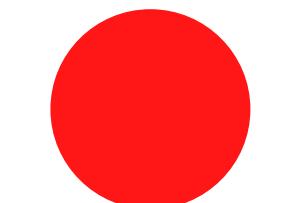
PRODUCT

- To generate 100 monthly recurring customers with this product.
- To enable doctors and hospitals provide patient support virtually to at least 50 users per day across the first 20 hospitals in the first quarter of launch.

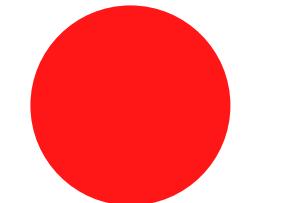




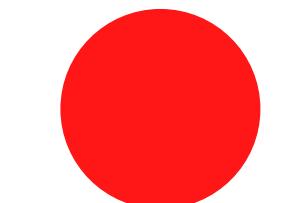
POST LAUNCH PLANS



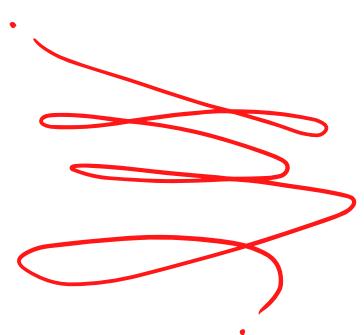
Consider Public Feedback



Gather Users feedback



Reach out to the press



Room Members Participation Level



Excellent

Temitope Kasali

Simisola Atagamen

Rita Olisakwe

Oluwadamilola Afolabi

Olajumoke Oyeyemi

Average

Ololade Oni

Praise Akobo

Muriel Ikiolamotei

Mmeyene Emmanuel

Absent

NIL





Thank You
For Your Attention