Name: MediLink

Slogan: Your Health our Priority

Summary:

The healthcare app aims to create a seamless connection between patients, doctors, pharmacies, and pathology labs. Patients can use the app to connect with doctors, get diagnosed, and receive a prescription. The prescription is stored on the cloud and accessible to the patient and the pharmacy through a unique ID or QR code. The app also keeps track of the patient's medical history and sets medication reminders as per the dosage prescribed by the doctor. The goal of the app is to simplify the healthcare experience for patients and make it more convenient to manage their medical records, prescription, and medication.

1. Patient app:

* View medical history.
* Book appointments with doctors
* Access prescriptions
* Set medication reminders. (Mostly automated)
* View lab test reports.
* Track health and fitness data
* View health tips and articles.
* Connect with health insurance providers.
* Make payments for healthcare services.

1. Doctor app:

* Manage appointments.
* Access patient data and medical history
* Prescribe medications.
* Communicate with patients.
* View lab test reports.
* Generate medical reports.
* Manage billing and payments.
* View health tips and articles.
* Create posts/content specific to Health and Medicine

1. Pharmacy app:

* Receive prescriptions from doctors & patients.
* Communicate with patients
* Manage inventory
* Manage billing and payments
* View health tips and articles

1. Pathology app:

* Receive test orders from doctors/patients
* Upload test reports
* Manage billing and payments
* View health tips and articles

Here are some potential ways we could earn revenue from our healthcare app while excluding direct revenue from patients:

1. Advertising-based revenue model: You could offer advertising opportunities to healthcare-related businesses, such as medical device companies, hospitals, and clinics, to promote their services to your app's users.
2. Commission-based revenue model: You could charge a commission fee for every medicine sale made through your app. This would allow pharmacies to benefit from your app's patient base while indirectly earning revenue from patients.
3. Data analytics-based revenue model: You could leverage the data collected from patients and doctors to offer insights and analytics to pharmaceutical companies and other healthcare organizations, helping them make informed decisions about their products and services.
4. Corporate tie-ups: You could partner with companies or corporates who are willing to provide their employees with access to the app, as it could help reduce healthcare costs for both the employer and the employee. In this case, the company could pay for the app as part of their employee benefits program.
5. Health insurance partnerships: You could partner with health insurance companies to offer discounts or special plans for patients who use your app. In this model, the health insurance companies could pay the app a commission fee for every policy sold through the app.

Based on the idea I shared earlier, our potential target audience could include:

1. Patients: Patients who are looking for a convenient way to manage their medical history, prescriptions, and appointments with doctors.
2. Doctors: Doctors who want to streamline their practice and offer a better patient experience, while also improving their productivity.
3. Pharmacies: Pharmacies who want to optimize their prescription filling process and improve customer experience.
4. Pathology labs: Pathology labs who want to streamline their test reporting process and improve customer experience.
5. Healthcare organizations: Healthcare organizations who want to offer their patients a digital healthcare platform to manage their health, while also benefiting from improved analytics and data management.
6. Health insurance companies: Health insurance companies who want to reduce healthcare costs for their customers by offering a convenient healthcare platform that helps patients manage their health and medical expenses.

Note: (still under the thinking process) Also the app can track vitals and user behaviour and then the data can be run through a neural net to diagnose depression in individuals.