



•practo•

Team F

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About Practo

Practo is India's leading healthtech company founded in 2008 by Shashank ND and Abhinav Lal, headquartered in Bengaluru.

It started as an appointment-booking platform but has evolved into a comprehensive healthcare ecosystem, connecting patients, doctors, clinics, hospitals, pharmacies, and diagnostics through innovative technology solutions.

Quick Facts

40+ cr
Patients served

2.2 Lakh+ cr
Doctor and provider network

14.5 K
Pin codes

21 MN
Appointments managed in 2024

Companies Acquired

- Qikwell Technologies
- Genii
- Insta Health Solutions
- Enlightiks
- FitHo

Vision Build a future of healthcare to make to help mankind live happier and healthier lives

Mission Improving Healthcare Accessibility Through Technology

The company is committed to leveraging innovative tech solutions to address key barriers in healthcare delivery:

Accessibility: By providing telemedicine services, Practo ensures that patients, especially those in remote or underserved areas, have access to qualified healthcare professionals without the need for physical travel.

Convenience: Through its app and digital platforms, Practo simplifies the process of finding doctors, booking appointments, and accessing medical records, thus enhancing the overall convenience of healthcare services.

Efficiency: By integrating various healthcare services into a single platform, Practo aims to streamline workflows for both patients and healthcare providers, reducing inefficiencies and improving care coordination.

Education: Practo is dedicated to increasing health literacy by offering reliable medical information and resources, helping patients make informed decisions about their health.

Our Services



Telemedicine

Booking online appointment with a doctor



Surgical Services

Getting surgical services and other operations



Insurance coverage

Insurance process and easy access to healthcare



Emergency Care

Booking ambulance and hospitalization



Laboratory

Booking lab testing



Pharmacy Services

Booking online medicine and delivered

Market Study

The **Global Digital Health Market** size is estimated at USD 296.46 billion in 2024, and is expected to reach USD 655.57 billion by 2029, growing at a CAGR of 17.20% during the forecast period (2024-2029).

The Indian digital health market is growing rapidly, with a projected 30.8% year-over-year growth from 2023 to 2024. Practo is outpacing the market growth, increasing its market share from 12% to 14%, which is also higher than the growth rates of key competitors.

Key Drivers

- Increasing Adoption of Digital Healthcare
- Rise in Artificial Intelligence, IoT, and Big Data
- Growing Adoption of Mobile Health Applications

The **Global Telemedicine Market** was valued at approximately \$90 billion in 2023. It is expected to reach over \$200 billion by 2028, with a compound annual growth rate (CAGR) of around 16-18%.

Key Drivers

- Technological advancements
- Increased internet penetration
- The COVID-19 pandemic
- Rising healthcare costs
- Growing demand for remote healthcare services

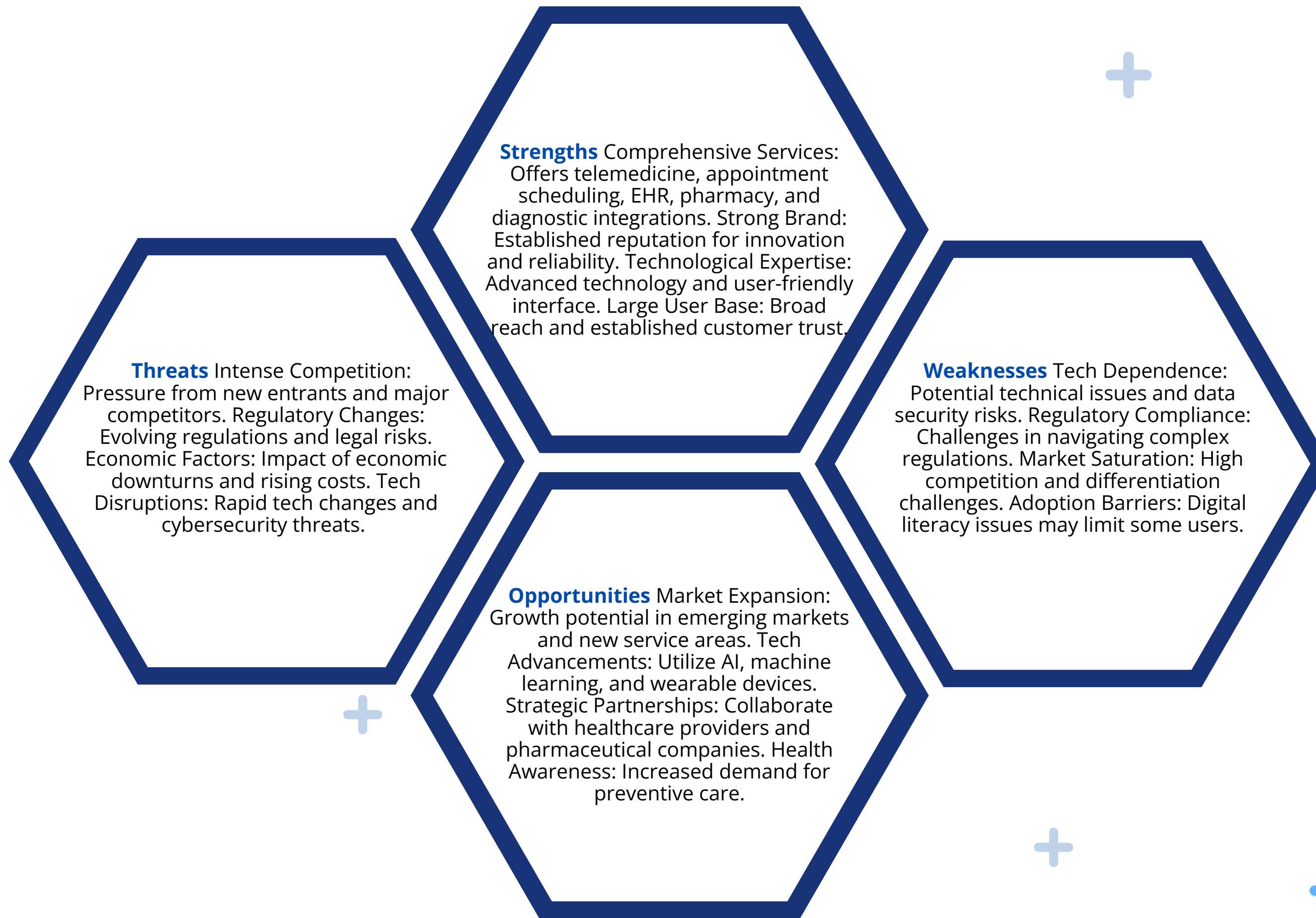
Competitors of Practo



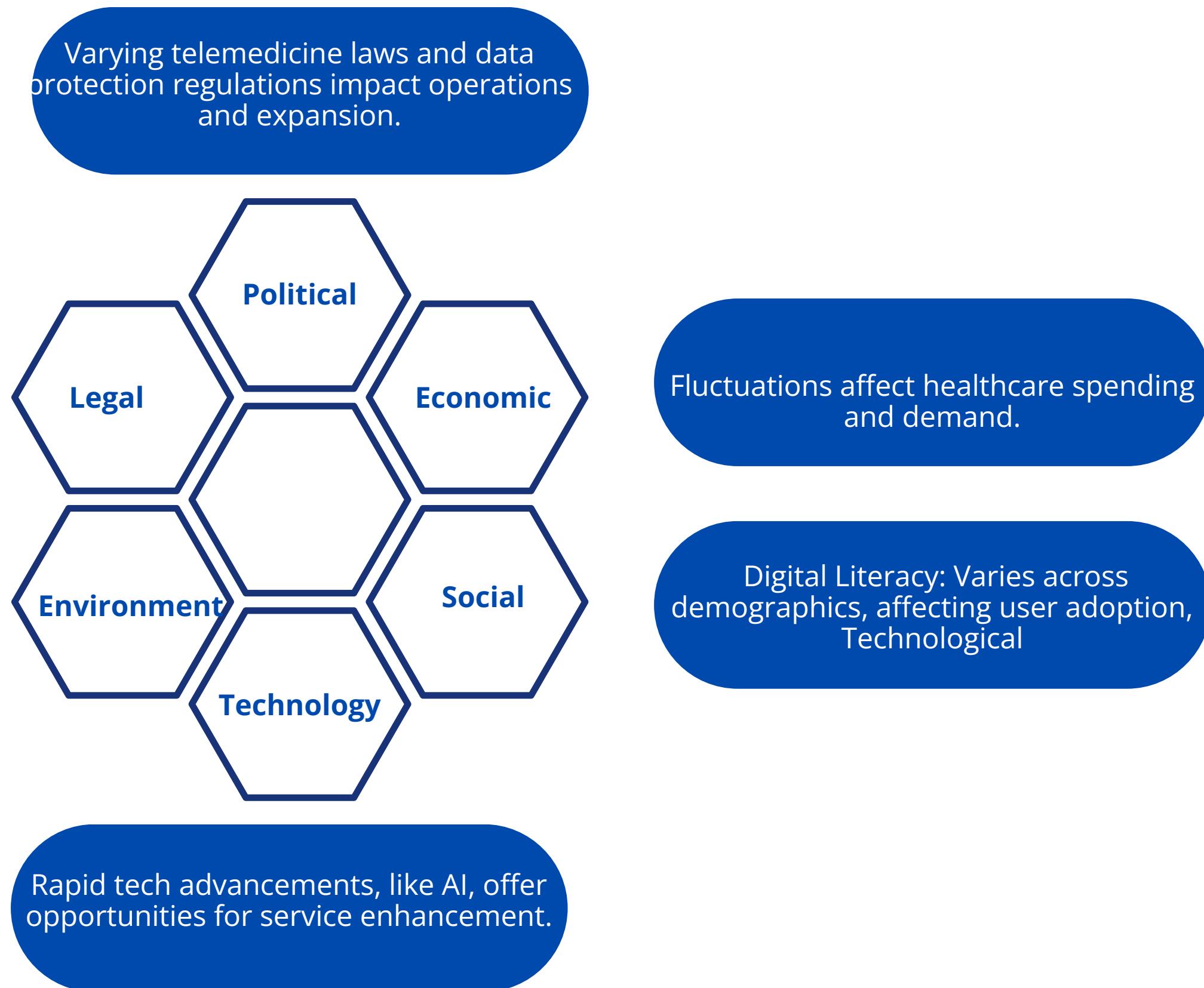
Business Model Canvas

<p>Key partners</p> <p>Doctors Clinics and Hospitals Pharmacies Associated labs Insurance Companies Corporates</p>	<p>Key Activities</p> <p>Online Consultation Medicine Delivery Platform Development and Maintenance Healthcare Provider Onboarding Customer Support</p> <p>Key Resources</p> <p>Website / Practo App Healthcare Network Human Resources Partnerships with Corporates Tie ups with Pharmacies / Diagnostic Service Providers</p>	<p>Value proposition</p> <p>For patients</p> <p>Easy online search for doctors and healthcare facilities Online consultation Home delivery from pharmacy Home collection of samples for lab tests Store medical records Personalized health plans</p> <p>For doctors and clinics</p> <p>Practo Ray Practo Prime Practo Consult</p> <p>For hospitals</p> <p>Practi Insta Practi Qikwell</p>	<p>Customer Relationship</p> <p>Personal Assistance Automated services</p> <p>Channels</p> <p>Website and mobile app Corporate Partnerships Pharmacy and Diagnostic Networks Social media, Blogs, SEO</p>
<p>Cost structure</p> <p>Technology Development and Maintenance Customer Acquisition Costs Healthcare Provider Onboarding and Support Operational and Support Costs Ads and promotion expenses Compliance and Legal Costs Misc expenses</p>	<p>Revenue stream</p> <p>Subscription fees from doctors and clinics Commission on Teleconsultation, Diagnostic services and medicine sales Corporate Subscriptions for Wellness Plans Membership Fees for health plans for users Software as a Service (SaaS) Subscription Sponsored listing and ads Selling Data Insights</p>		

SWOT Analysis



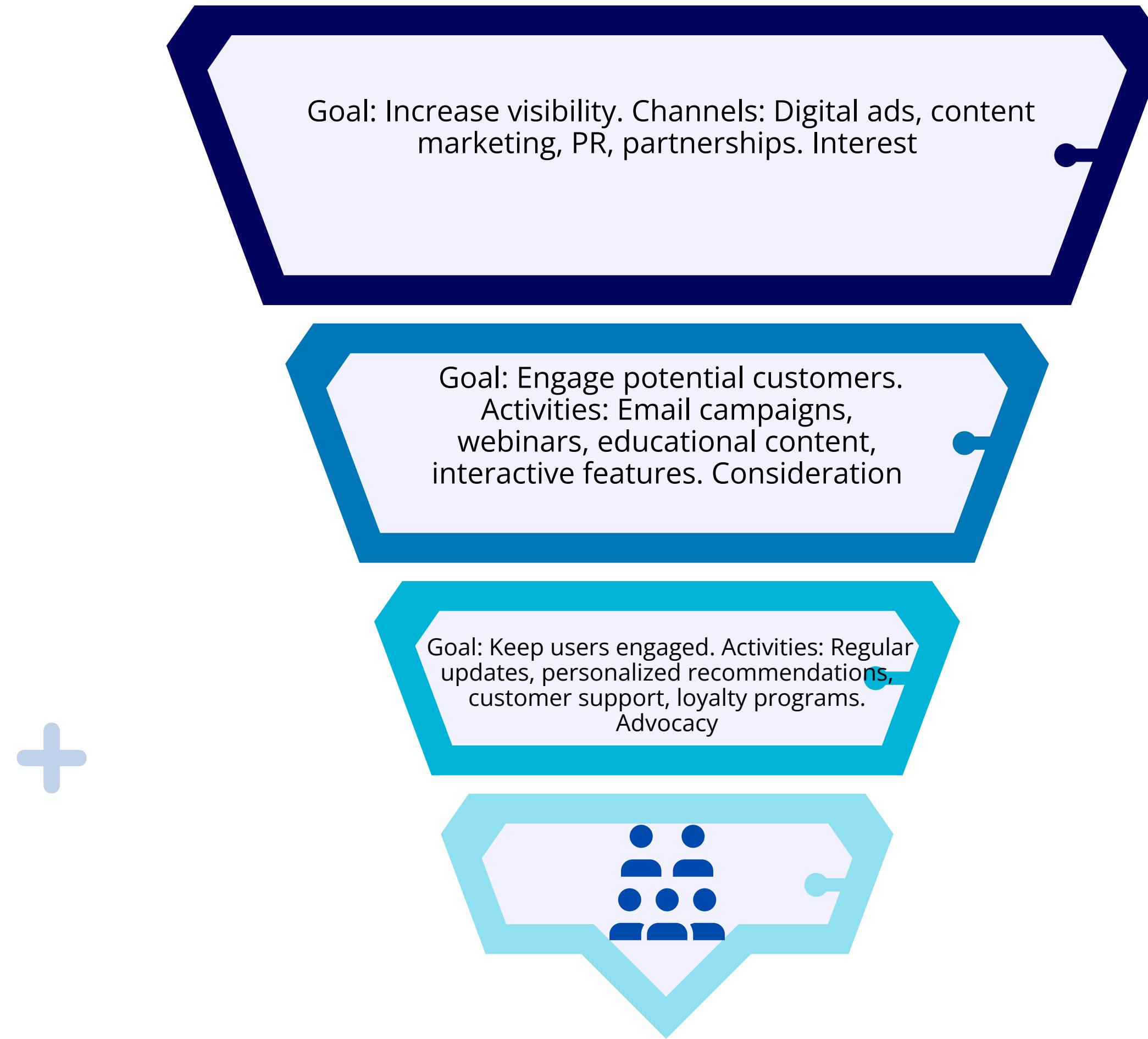
PESTLE Analysis



Porter's Five Forces analysis

- 1. Threat of New Entrants Barriers to Entry:** The healthcare technology space has moderate to high barriers due to regulatory requirements, the need for robust data security measures, and significant initial investment in technology development.
Brand Loyalty: Practo has established itself as a trusted brand among users, creating an additional barrier for new entrants seeking to gain market share.
- 2. Bargaining Power of Suppliers Supplier Concentration:** Practo relies on various partners, including healthcare providers, labs, and pharmacies. The concentration of these suppliers can influence their bargaining power. Integration Costs: High switching costs related to technology integration and maintaining compliance with healthcare regulations can limit Practo's options when it comes to suppliers.
- 3. Bargaining Power of Buyers Buyer Concentration:** Users of Practo's application range from individual patients to large healthcare organizations. Individual patients typically have low bargaining power, but large clients can negotiate terms. Availability of Alternatives: With several health-tech apps available, users can easily switch to competitors, increasing their bargaining power. This drives Practo to continually enhance its user experience and features.
- 4. Threat of Substitute Products Alternative Solutions:** There are various healthcare applications and platforms that offer similar services, including telemedicine, appointment scheduling, and health records management. The rise of DIY health solutions and telehealth platforms poses a constant threat. Technological Advancements: As technology evolves, new substitutes may emerge, requiring Practo to innovate continuously to stay relevant.
- 5. Industry Rivalry Competitive Landscape:** The MedTech app space is highly competitive, with numerous players offering overlapping services. This leads to aggressive marketing and pricing strategies. Innovation Pressure: Companies are under constant pressure to innovate, whether through new features, better user experiences, or partnerships with healthcare providers, driving rivalry in the sector.

Customer Acquisition Funnel for Practo



Technical Architecture



Segmentation

- Geographical Segmentation: Urban and semi-urban areas where internet penetration and smartphone usage are high.

- Demographic Segmentation:

- Age: 18-65 years
- Income: Middle to upper-middle class
- Occupation: Working professionals, families, students, elderly

- Behavioral Segmentation:

- Users who prefer convenience and are tech-savvy.
- Users with chronic health conditions needing regular consultations / lab tests/ home delivery of medications
- Users seeking second opinions or specific specialists

Users

- Patients
- Doctors
- Hospitals and Clinics
- Pharmacies
- Pathology Labs
- Insurance Providers
- Healthcare staff and administrators
- Corporates and their employees
- Customer support

Personas - Patients



Karthik M

PAINPOINTS

- Struggles to find time for in-person doctor visits due to his busy work schedule.
- Feels overwhelmed by the options when searching for doctors and is unsure whom to trust.
- Worries about the safety and privacy of his medical data.
- Finds it difficult to keep track of past medical visits and follow-ups.

GOALS AND NEEDS

- Age: 35 years
- Occupation: Marketing Manager
- Location: Bangalore, India
- Income: INR 15 lakhs per year
- Family: Married with one child
- Quickly find and book appointments with reliable doctors near his workplace or home.
- Access healthcare services without taking much time off from work.
- Keep track of his and his family's medical records in one place
- Get personalized reminders for follow-ups and preventive care
- Get good customer support for quick problem resolution



Sushma Reddy

PAINPOINTS

- Difficulty in traveling to doctor appointments due to mobility issues.
- Struggles with managing multiple medications and keeping track of her health records.
- Lacks confidence in using technology for healthcare, finding most apps too complicated.
- Feels anxious about remembering follow-ups and managing her health independently.

GOALS AND NEEDS

- Age: 60 years
- Occupation: Retired school teacher
- Location: Hyderabad, India
- Income: Pension of INR 3 lakhs per year
- Family: Lives with her husband; children reside abroad

Personas - Doctors



**Dr. Siddharth
Kulkarni**

- Age: 32 years
- Occupation: General Physician
- Location: Mumbai, India
- Income: Currently INR 5 lakhs per year (from part-time clinics and consultations)
- Family: Single, lives with parents

PAINPOINTS

- Struggles with building initial visibility and attracting a steady flow of patients to his new practice.
- Finds it challenging to compete with established doctors and clinics in his locality.
- Faces administrative burdens, such as managing appointments, patient records, and billing, which take time away from patient care.
- Needs a reliable platform to offer telemedicine services without technical glitches, ensuring a smooth patient experience.

GOALS AND NEEDS

- A platform that boosts his visibility, showcases verified reviews, and helps build trust with potential patients.
- Practice management tools to handle scheduling, patient communications, and billing efficiently.
- Telemedicine capabilities that allow him to connect with patients remotely, expanding his reach beyond his local area.
- Access to patient feedback and analytics to improve his services and understand patient needs better.



**Dr. Rajiv
Sharma**

- Age: 45 years
- Occupation: Cardiologist
- Location: Delhi, India
- Income: INR 30 lakhs per year
- Family: Married with two teenage children

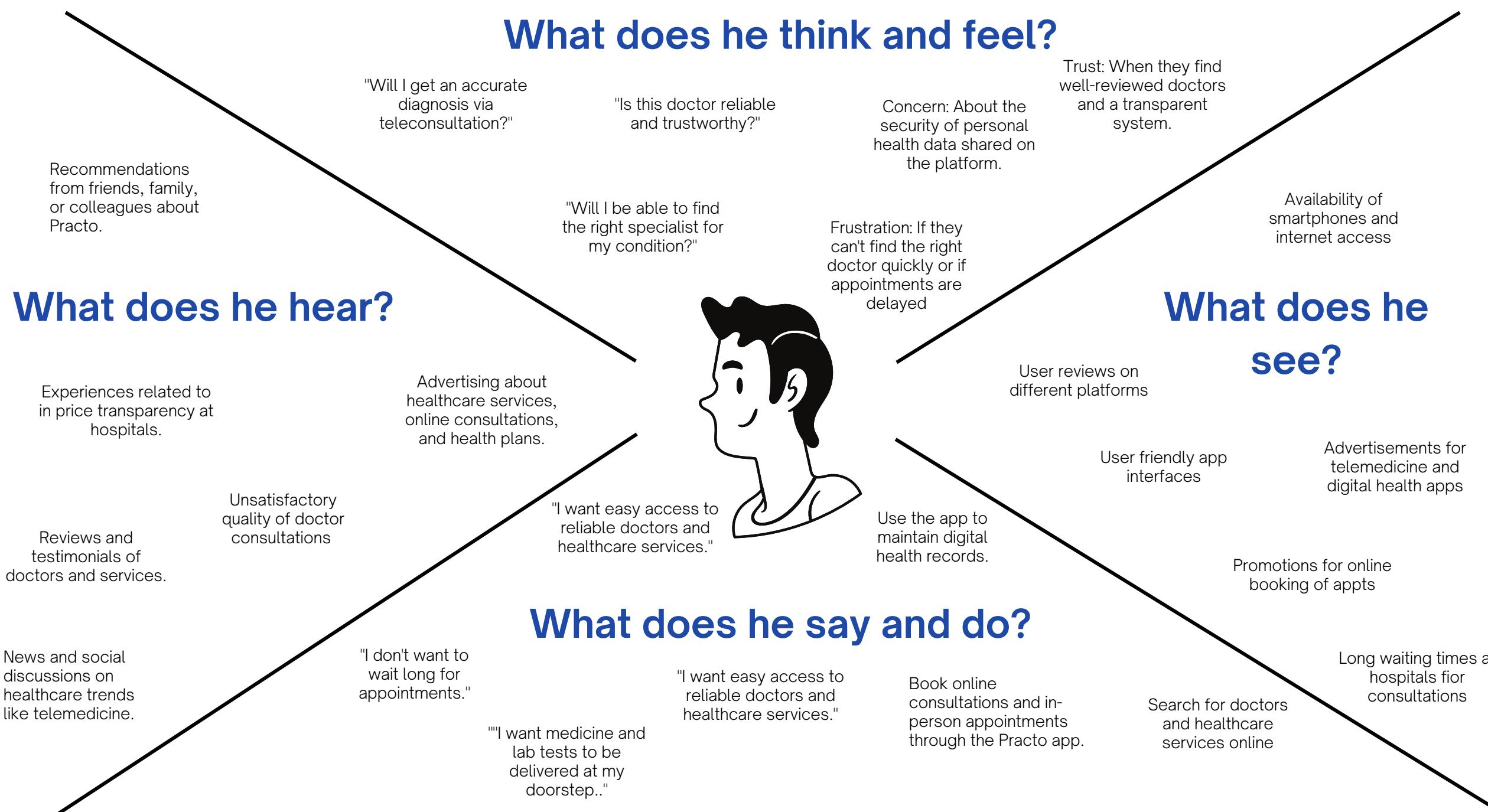
PAINPOINTS

- Faces challenges in managing his schedule and dealing with appointment cancellations.
- Wants to expand his reach but finds it difficult to stand out among other specialists online.
- Struggles with the administrative burden of managing patient records and billing.
- Needs a reliable platform to conduct telemedicine consultations without technical issues.

GOALS AND NEEDS

- Attract new patients and enhance his online presence.
- Streamline appointment scheduling and reduce no-show rates.
- Provide efficient telemedicine services, especially for follow-ups and chronic care management.
- Access tools that help manage patient records and reduce administrative tasks.

Empathy Map



Pain

- Difficulty in finding trusted, reliable healthcare providers.
- Long wait times and appointment cancellations.
- Concerns about the security and privacy of medical records.
- Uncertainty about the quality of care in online consultations.
- High medical expenses without transparency on pricing.

Gain

- Get quick, easy access to qualified healthcare professionals.
- Maintain digital health records securely.
- Access affordable healthcare services (consultations, diagnostics, medicines).
- Get prompt, reliable delivery of medicines and lab results.
- Improve overall health management with a seamless digital experience.

Research Conducted

We have picked the persona of patients.

Secondary Research -

Reviews from Trustpilot, Google App store, Google reviews, Quora, Justdial, Mouthshut

Primary Research -

User Experience Survey for Practo

<https://docs.google.com/forms/d/1fHM-yI992VOuKwOnDSXFJ8EdMXgkK2EDaERFOs6Y5c/edit>

Problems Identified

- Difficulty in Booking and scheduling appointments
- Last-Minute Cancellations and no-shows
- Complex Navigation
- Slow Performance
- Inconsistent Doctor Information
- Quality of consultations
- Unresolved Complaints
- ✓ • Poor Customer Service
- Delays in Refund issues
- Delivery Delays
- Language barriers

Why we selected Customer Support as the problem to solve

Cross-Cutting Impact: Many issues identified by both doctors and users, such as cancellations, technical issues, payment discrepancies, and refund delays require immediate and effective support to resolve. Focusing on customer support ensures that these problems are addressed swiftly, leading to an overall better experience for both parties.

Retention and Trust: Both doctors and users rely on Practo to deliver critical services, whether for managing appointments or accessing healthcare. Poor customer support leads to frustration, loss of trust and dissatisfaction. Improving customer support ensures that when issues arise, they are quickly resolved, boosting trust in the platform and reducing churn.

Prevents Churn: Users and doctors facing unresolved issues are more likely to switch to competitors. Ensuring responsive and effective customer support will retain both users and doctors, which is vital for platform growth and sustainability.

Revenue Impact: Churn directly affects revenue, as retaining users is more cost-effective than acquiring new ones. Improved customer support helps retain existing users by resolving their issues promptly, reducing churn and increasing lifetime value.

Loyalty and Referrals: Happy users are more likely to recommend the platform, generating organic growth through word-of-mouth referrals, which are cheaper and more reliable than paid advertising.

Long-Term Value: A responsive customer support system doesn't just solve immediate issues but also builds long-term trust and loyalty. Happy doctors and users will continue using the platform, leading to consistent revenue and organic growth through word-of-mouth recommendations.

Solution - AI Chatbot for customer support

Features of the Chatbot

- For resolving cancellations and no-shows
- For resolving refund issues
- For resolving difficulty in booking and scheduling problems

Metrics to measure the success of the feature

- Customer support response time
- Resolution time
- Customer Satisfaction Score
- Net Promoter Score
- Churn Rate
- Customer Retention Rate
- Customer Lifetime Value

Why this Solution ?

- Strategic Alignment with Business Goals of Practo
- Faster Response Time and Real-Time Issue Resolution
- Reduces Operational Costs
- Enhances User Experience
- ROI with Improved Key metrics

- AI chatbots provide immediate value by reducing churn due to unresolved complaints, payment issues, and poor customer service. Quick resolutions help build user trust and encourage long-term retention.
- By reducing churn, Practo can improve its customer lifetime value (CLTV), as retained customers typically contribute more to revenue over time than newly acquired ones.
- The upfront development effort is balanced by the quick ROI in terms of higher user retention, improved satisfaction, and reduced churn.
- By implementing a chatbot, metrics like response time, resolution time, and customer satisfaction (CSAT) can see immediate improvements, directly contributing to higher retention rates and reduced churn.

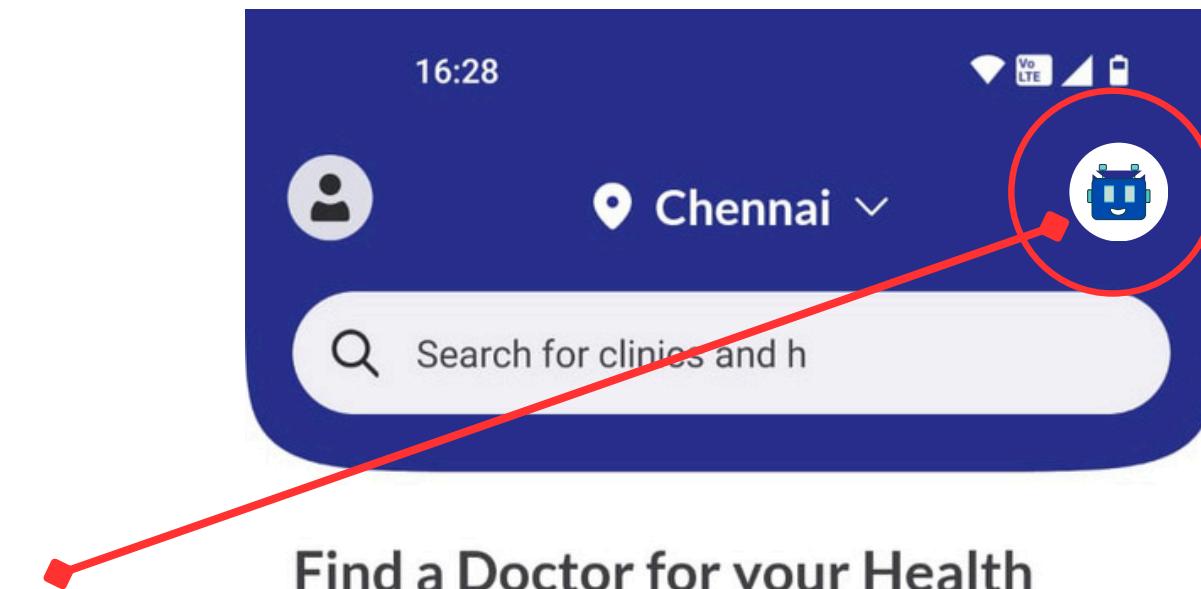


'Our top priority in FY 2025 is to grow profitably and to build exceptional products that will further our mission to improve health outcomes. **With advancements in AI, we can expect our products to include the latest in AI technology in both our consumer and provider lineups'**

CEO, Practo's Annual Letter FY 2024-25

Wireframes

AI Bot icon



Find a Doctor for your Health Problem



General Physician



Skin & Hair



Women's Health



Dental Care



Child Specialist



Ear, Nose, Throat



Mental Wellness



20+

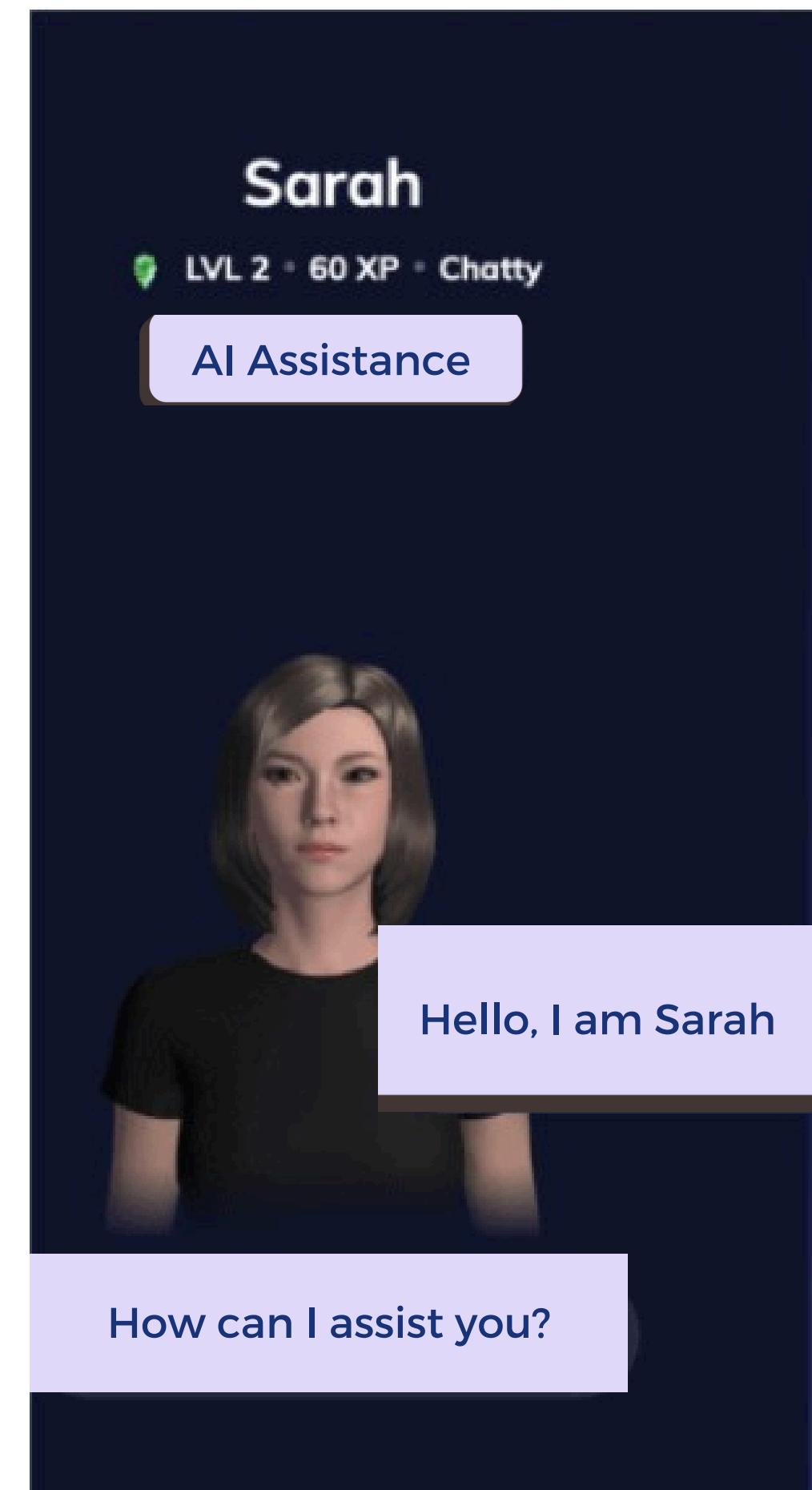
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Book In-Clinic

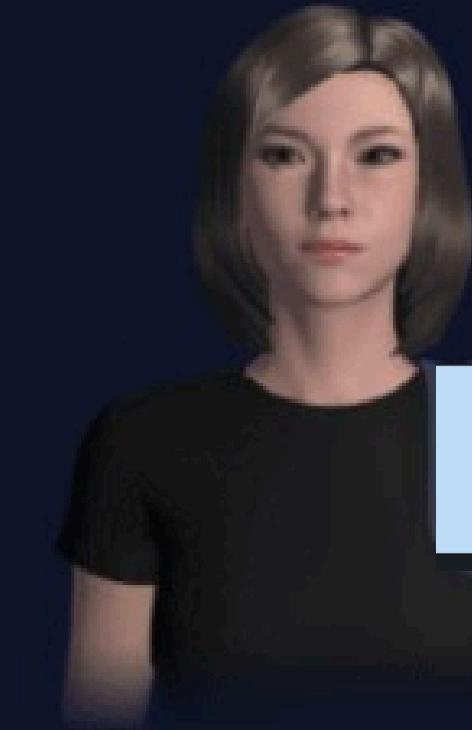


Instant Video



Sarah

LVL 2 • 60 XP • Chatty



How can I assist you

Hi I am Sarah,
nice to meet you

Hello. Sarah I have recently booked an appointment with doctor Rajesh but he never showed up.

oh, Sorry to hear that.

Yes, and I have paid 800 rupees for the consultant fee and waited at 4 o clock as my schedule is at that time.

Now both my time and money gone.

Yes, that would
be nice.

Sorry for your bad experience , I
will provide you with refund.

And this thing is happening more
often, no show from doctors.

Understood your problem, we will take
care of this issue and take shift action
against no shows.

Thank you, I hope keep using practo app
so don't make me wait for doctors or
refund from now onwards.



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Product Requirement Document

Product Name: Virtual Health Assistant Integration

Objective: Enhance Practo with an AI-powered Virtual Health Assistant (VHA) for real-time medical advice, appointment scheduling, and health tips.

Features: AI-Powered Chatbot

Function: Handle user queries with NLP.

Requirements: Integration with NLP engine, wide query handling.

Appointment Scheduling Function: Book, reschedule, or cancel appointments.

Requirements: Integration with appointment system, user-friendly interface. Health Tips & Reminders

Function: Provide Solutions for customer quires for issue like no-show, refunds, tool issue etc.,

Requirements: Integration with user data, AI-generated content. payment refund access.

Function: Offer immediate assistance for emergencies.

Requirements: Access to emergency protocols, escalation to human support.

Large Language Model

Integration of AI

We are using the chatbot model Adding AI assistance to your healthcare app can significantly improve its functionality and user experience. Here's a breakdown of what you need to consider:

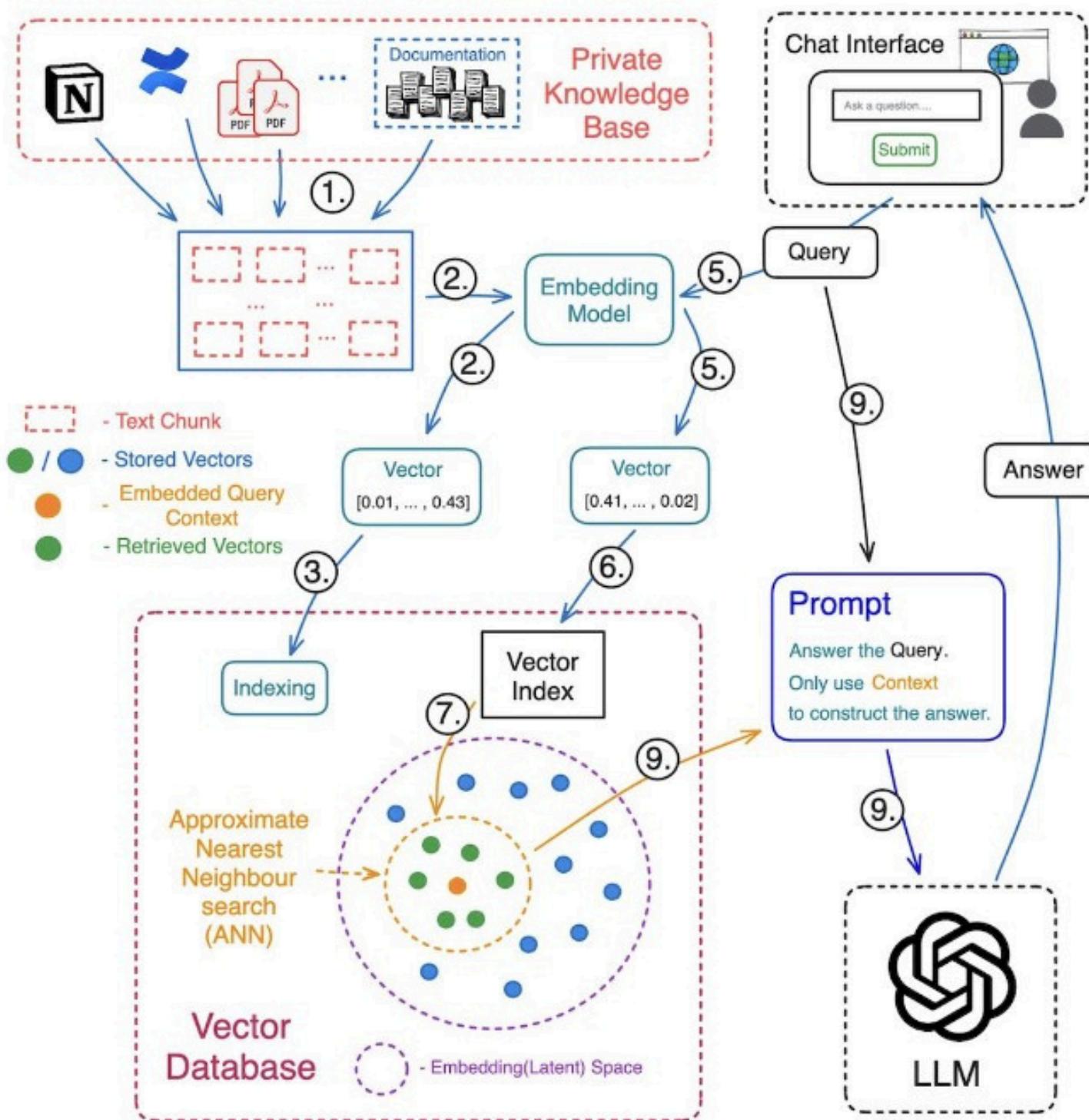
Steps to Add AI Assistance:

Define Use Cases: Identify specific areas where AI can help. Some common examples include:

- * Symptom Assessment: Helping users understand potential causes of their symptoms.
- * Medication Management: Providing reminders, information, and potential interactions.
- * Personalized Health Insights: Analyzing user data to offer tailored advice and predictions.
- * Appointment Scheduling: Streamlining the booking process with intelligent automation.
- * Mental Health Support: Offering coping mechanisms and resources for emotional well-being.
- * Choose the Right AI Technologies: The best technologies depend on your specific use cases.

Consider:

- * Natural Language Processing (NLP): For understanding user queries and generating human-like responses.
- * Machine Learning (ML): For pattern recognition, prediction, and personalized recommendations.
- * Deep Learning: For more complex tasks like image analysis (e.g., interpreting medical scans).
- * Data Collection and Preparation: Gather relevant data to train your AI models. Be sure to follow all applicable privacy regulations and obtain necessary user consent.
- * Model Development and Training: Build and refine your AI models using the collected data. This will involve data cleaning, feature engineering, model selection, and training.
- * Integration and Deployment: Incorporate your AI models into your healthcare app. Thoroughly test to ensure smooth functionality and reliable performance.
- * Continuous Improvement: Monitor the performance of your AI features, collect user feedback, and update your models regularly to maintain accuracy and address any shortcomings.



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**Thank
You**

Grow Junction

