STANDARDIZING HEALTHCARE

Swasthya
Redefining Healthcare

The Contents

1. Problem Specifications

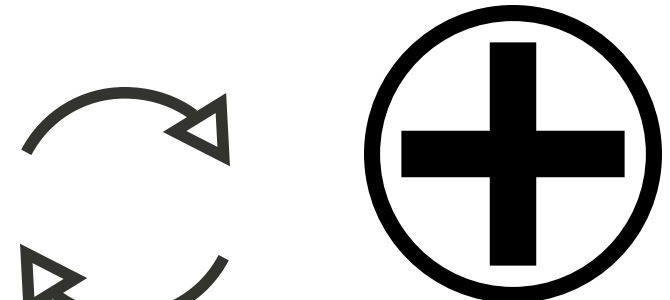| Type of Institution	Problem Analysis		
	Time	**Quality**	**Cost**
Small-Scale	Considerable amount of waiting time, owing to the unplanned appointment schedules not being optimal and first-come-first-serve policy being adopted	Decent quality but limited to basic services, lack of equipment and expertise to perform complex procedures	Arbitrary and minimal transparency in pricing, same quality of services may have varying costs
Medium-Tier	High amount of waiting time, owing to virtually no relevance of appointment schedules and very large influx of patients	Compromise in quality occurs due to capacity overfill, and lack of understanding of doctors/ nurses	Most affordable pricing relative to the wide range of services offered
Large-Scale	Minimal waiting time at institution, especially if appointment made	High quality services but under utilization of quality of doctors and medical resources	Exorbitant pricing, to generate profit & balance out maintenance costs

Concept of Product

Large
Scale

Mid-
Scale

Small
Scale

Standardization

Mid-
Scale

Small
Scale

Large
Scale

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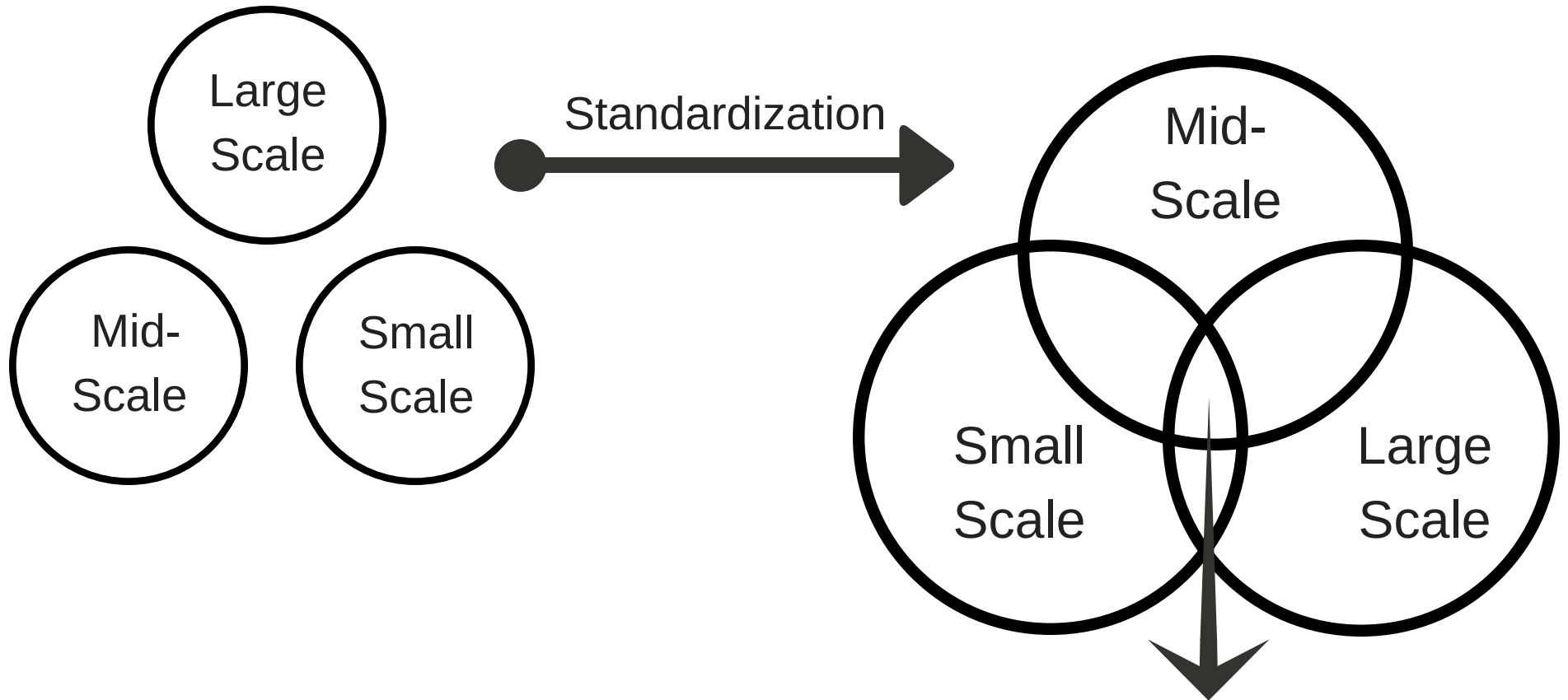
Product Specifications

Electronic Prescriptions
Past Medical History
Current Medication Cycle

Society

Review

Wallet
3 Tiers-in-1
OTP
Appointment
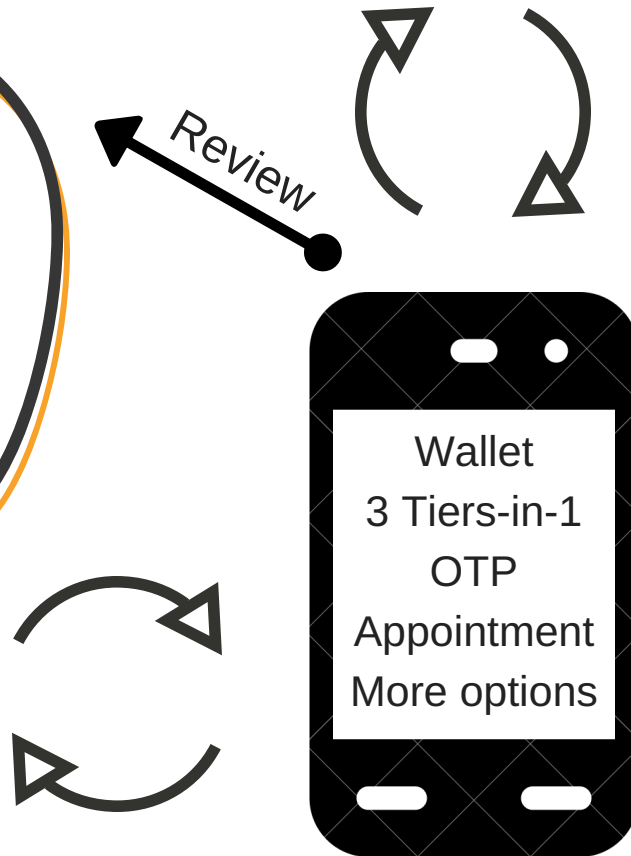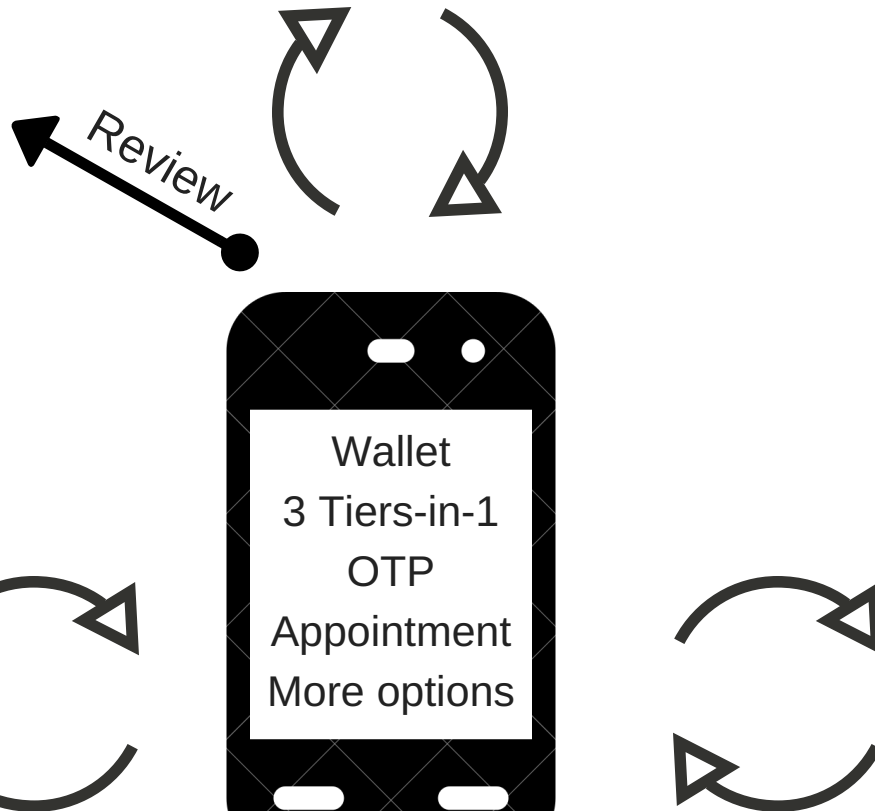More options
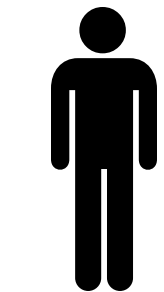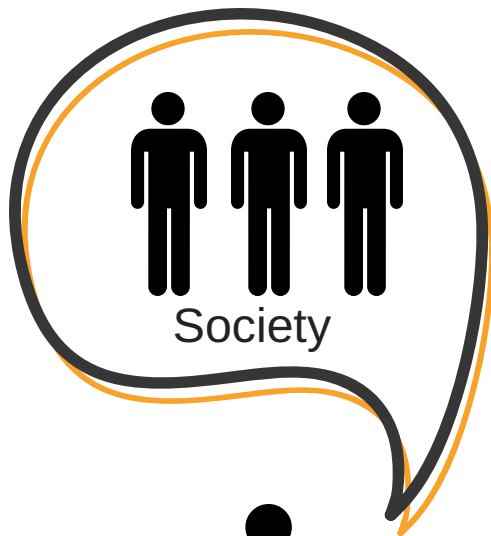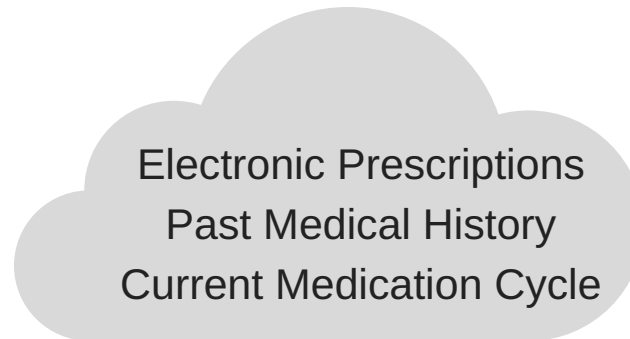
Patient

Doctor/ Hospital

BENEFITS: PATIENTS

- More options at a similar price bracket
- More transparency in the system
- Provision of a all-in-one portal
- Reduction of waiting times
- Digitization of prescriptions
- Accurate and reliable health data and medical history on cloud

BENEFITS: DOCTORS

- Build up of reputation in a streamlined manner
- Organization of appointments and services
- Availability of patient health data on demand
- Provision of E-Prescription increases convenience

BENEFITS: HEALTHCARE CENTERS

- Low level clinics come under a reputable umbrella 'brand'
- Leads to resource and patient sharing between different tiers
- A single platform counters the supply-demand gap in the industry
- Solves the problem of under-utilization of patient beds and resources
- Assists in digitization of records

BENEFITS: SOCIETY

- Helps penetrate an untouched domain of consumer-side technology in the medical industry
- Provides an opportunity for the common man to have more transparency and options
- Helps utilize the resources which go unused efficiently

"GIVING IT BACK"

- Takes the concept of 'word-of-mouth' digital, making reviews more trustworthy
- Reduces cost in general for consumers, increases resource usage in a profitable manner for providers
- Digitization of health data makes error negligible, for BOTH patients and medical centers