



Health Sync

REVOLUTIONIZING PERSONAL HEALTHCARE THROUGH TECH
INTEGRATION

PROGNOSIS 5.0

Market Research

Market Size & Trends:

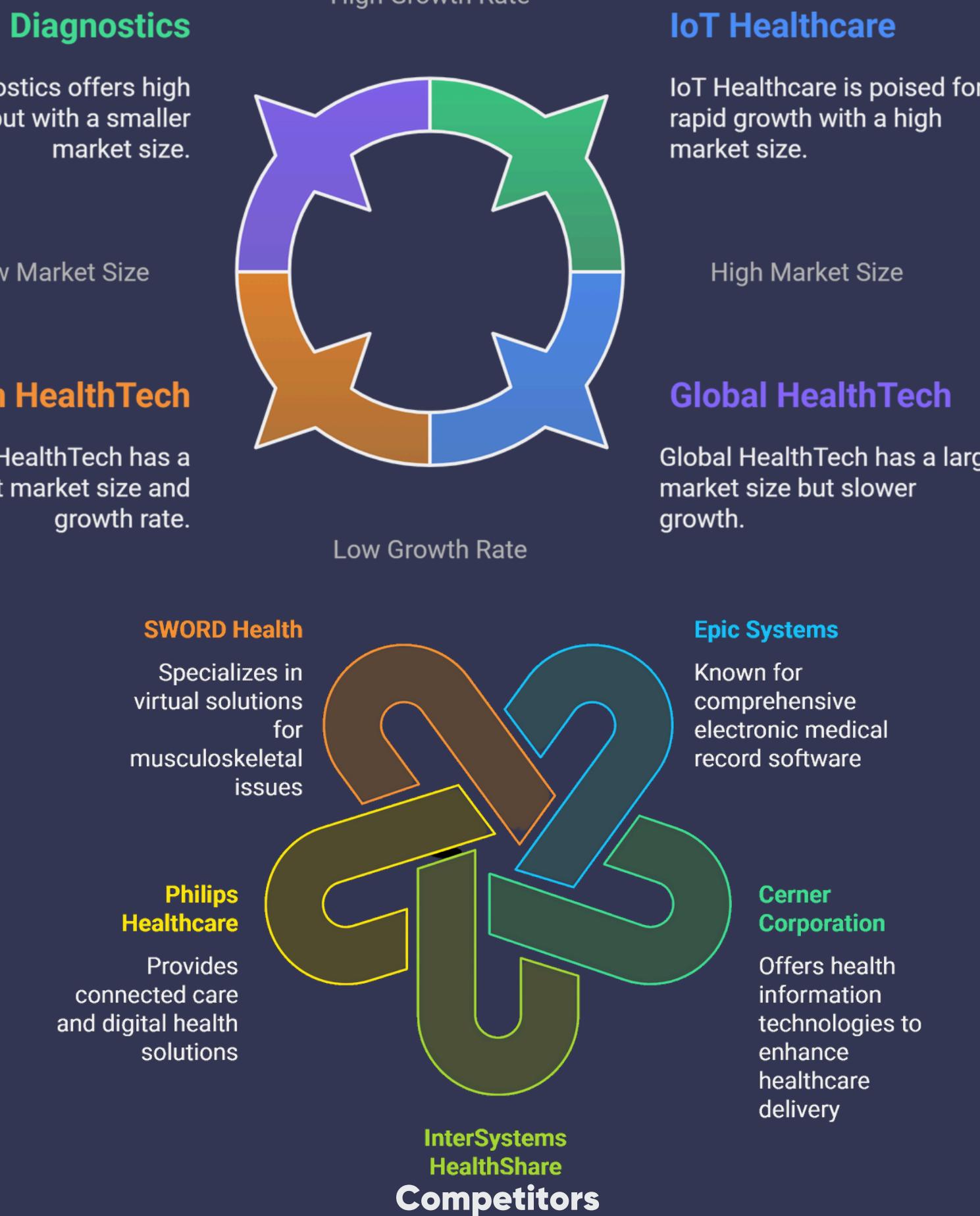
- Digital health CAGR ~16.5% (2023-2030).
- Large TAM/SAM/SOM for AI-integrated solutions driven by IoT and telemedicine.

Competitive Landscape:

- Key players: Google Fit, Apple Health, Fitbit, Tata 1mg, Practo, HealthifyMe.
- Opportunity: An integrated, unified platform offering real-time AI insights.

Consumer Behavior:

- Diverse segments: fitness enthusiasts, chronic patients, elderly, underserved.
- High demand for consolidated health tracking and actionable insights.



User Segmentation

Fitness Enthusiasts

- Active individuals seeking real-time tracking and performance insights.
- Prioritize workout metrics, calorie counts, and progress streaks.
- Value personalized AI recommendations for optimizing workouts.

Chronic Patients

- Users managing conditions like diabetes, hypertension, etc.
- Need continuous monitoring, timely alerts, and medication reminders.
- Rely on integrated health reports and telemedicine features for proactive care.

Elderly Users

- Older adults requiring simplified, accessible interfaces with voice-enabled assistance.
- Value emergency alerts and easy access to telemedicine services.
- Prefer a unified system to track overall health without technological complexity.

Underserved Communities

- Individuals with limited access to healthcare resources and technology.
- Need affordable, accessible solutions with regional language support.
- Benefit from a platform that integrates local health services and government programs (e.g., ABHA integration).

User personas



Persona 1 – Rohan (28, Fitness enthusiast)

- Tracks workout, calories & vitals in real time
- Need AI-driven Insights for performance optimization
- Struggles with fragmented fitness data across multiple apps

Solution – Unified dashboard, wearable integration, AI-powered meal prep, scanning & supplement suggestions



Persona 2 – Priya (52, chronic patient- Diabetes & hypertension)

- Need continuous monitoring & alerts for vitals
- Scattered medical records & missed medications
- Ordering medicines

Solution – AI-driven health reports alerts, reminders & precautions, pharmacy reach out according to prescription

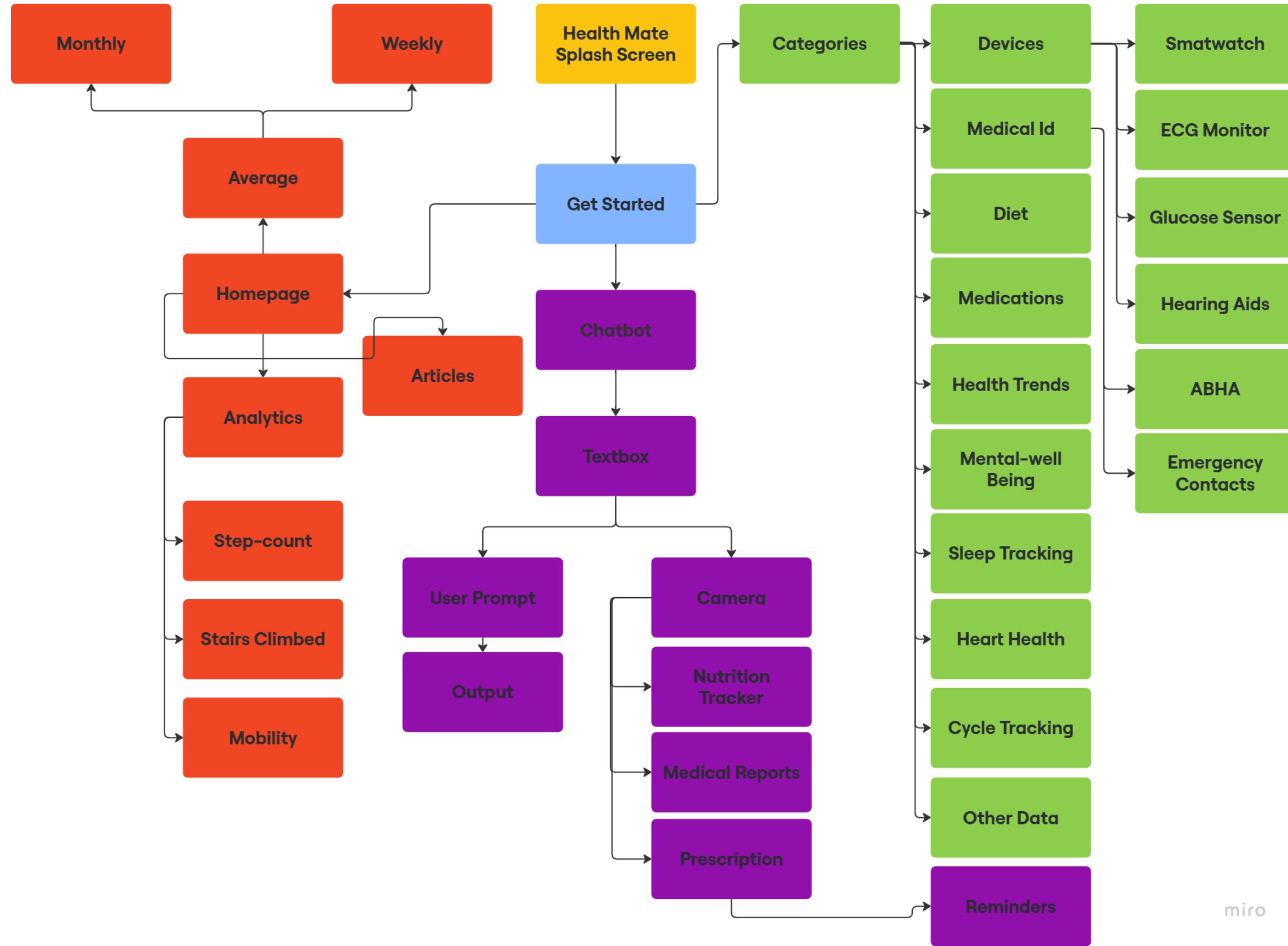


Persona 3- Suresh (67,Elderly user)

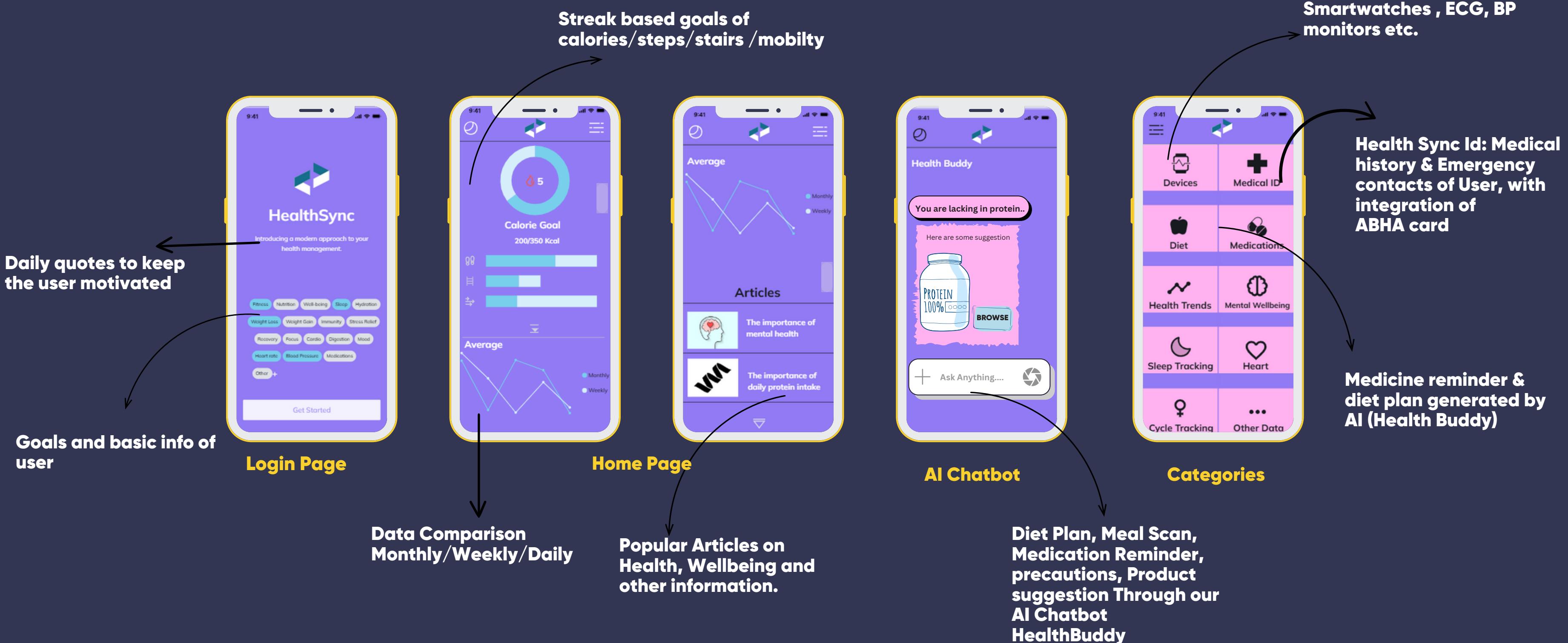
- Prefers simplified UI with voice assistance
- Requires emergency SOS& family connected monitoring

Solution –Voice-enabled chatbot, remote health tracking, Emergency alerts with features like fall/crash detection

Product Blueprint



UI/UX



Technical Framework

Frontend : React Native, Tailwinder CSS

Progressive web app (PWA) for lightweight access

Analytics : Chart.js/D3.js

Backend : Node.js | Python

Database : PostgreSQL | ABHA | MongoDB

API's : FHIR & HL7 | Google Cloud Vision | Web Sockets
& MQTT

AI&ML : TensorFlow | PyTorch | OpenAI

Cloud : AWS(EC2,S3,RDS)

Business Model

Freemium Model:

- Basic Features (Health tracking, AI insights) – Free.
- Premium Subscription (Advanced analytics, personalized coaching) – ₹199/month.

Enterprise Partnerships:

- Collaborate with insurance providers, corporates (employee wellness), and hospitals.
- Offer customized health solutions for businesses.

Healthcare Marketplace Revenue:

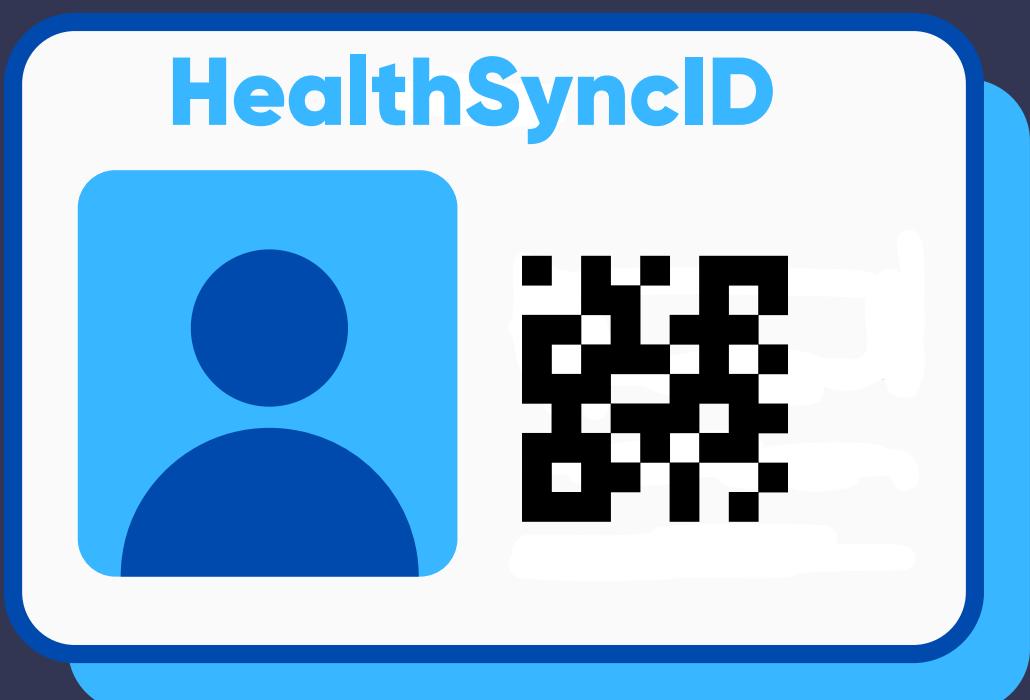
- Commission-based earnings from in-app medicine & supplement sales.

Government Collaborations:

- Work with Ayushman Bharat and state health programs for public healthcare tracking.

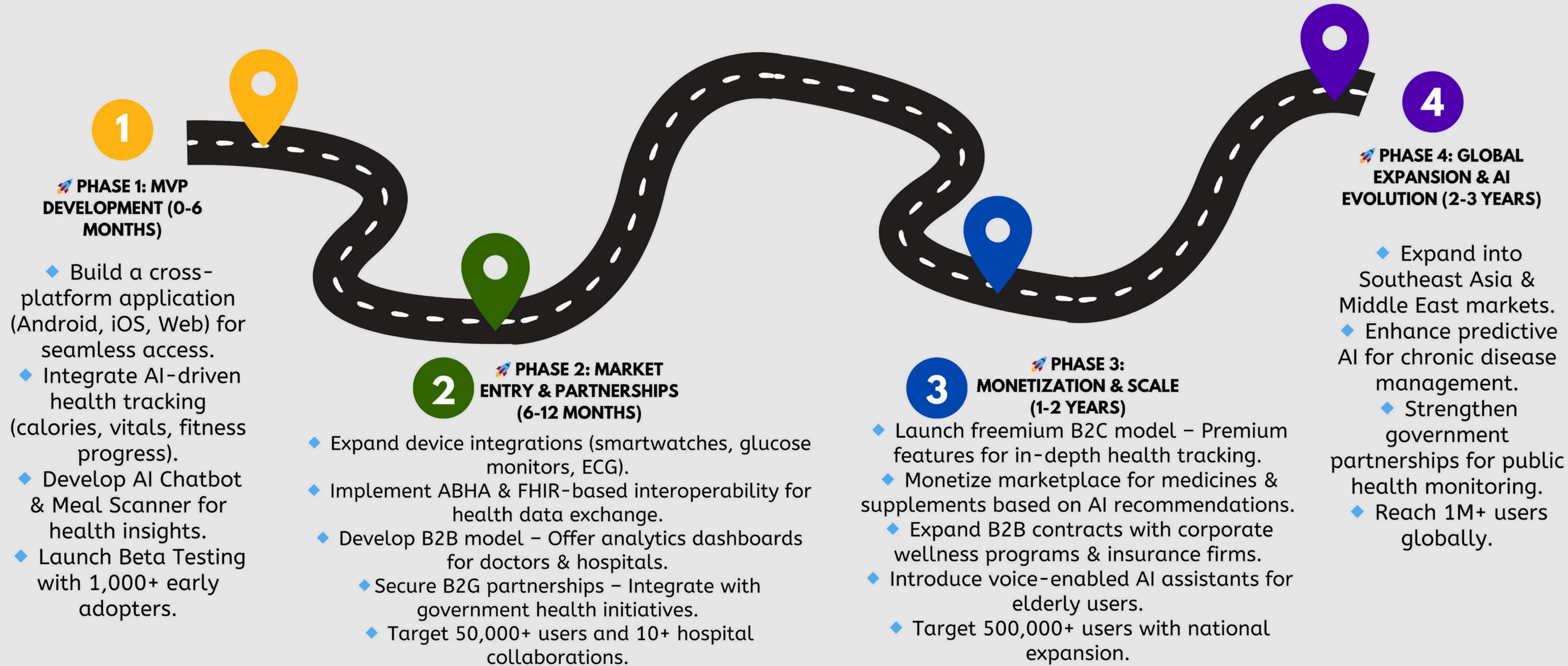
Ad-sense:

- Articles
- Products (Supplements)



(Medical Id for all)

IMPLEMENTATION ROADMAP



Privacy, Compliance & challenges

Data Security Measure

- **Encryption - Data confidentiality**
- **User control - Patients manage access to their data**

Regulatory Compliance

- **HIPAA - Protects patients with safeguards**
- **GDPR - Ensures privacy for EU citizens, with consent & data rights**
- **PDPB - India's data protection law ensuring consent & transparency**

Challenges & Mitigation

- **Tech Scalability - Cloud solutions for data volume growth**
- **Regulatory Hurdles - Stay updated, invest in compliance in training**

Blockchain Integration

- **Enhance Data integrity and security through decentralized, immutable records. A growing global trend for transparent healthcare systems**

Thank You



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