PROBLEM

1. Doctors need quick, reliable medical information during patient care
2. Information is scattered across multiple sources
3. Existing AI tools may guess answers or give unsafe medical advice
4. Traditional Medical Representatives are not always available, carry promotional bias, and cannot support doctors in real time.

KEY NEEDS:
drug use, safety warnings, price, and alternatives

SOLUTION: CLERASENSE

- An AI-powered **Digital Medical Representative** (Digital MR) that enables doctors to access **verified, regulation-aligned** drug information through a digital platform.
- Centralises **fragmented** pharmaceutical knowledge into a **single**, always-available source of truth.
- Reduces dependence on in-person pharma visits.
- Ensures **consistency**, **accuracy**, and **transparency**.

AI Drug Information Chatbot

Conversational access to drug uses, dosages, side effects, and interactions, with smart follow-up questions and cited sources.

Drug Comparison Module

Enables side-by-side drug comparisons by symptoms, side effects, dosing frequency, and approximate price for informed evaluation without giving recommendations.

Prescription-Safe Info Checker

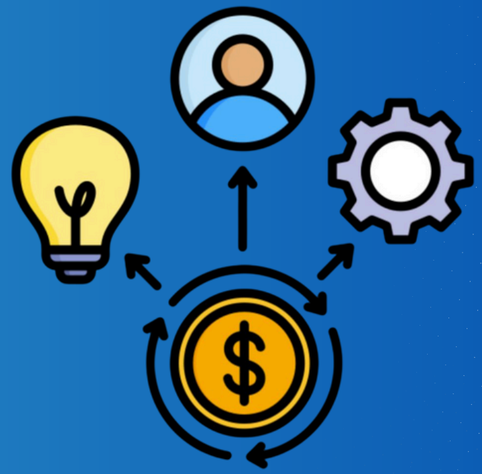
Alternate input mode - enter prescriptions and patient details to receive approved usage limits, side effects, and safety warnings.

Cost & Reimbursement Intelligence

Integrated across the platform for insurance coverage, government schemes, generic alternatives, and affordability within the Indian healthcare context.

BUSINESS MODEL AND EXECUTION ROAD MAP

- **B2B** SaaS platform delivering AI solutions to hospitals and clinics
- **Annual subscription licensing** as primary revenue stream
- **Tiered pricing** based on hospital size and scale
- **Institutional partnerships** with pharma companies and healthcare networks
- Target market: **India's Healthcare AI software sector**
- Market size: **USD 333M (2024), 30.7% CAGR;** software is the dominant segment



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Phase 1 - Pilot Development

- Deploy MVP in 5–10 hospitals
- Validate adoption
- Maintain <1% hallucination rate

2

Phase 2 - Regulatory & Data Integration

- Integrate with ABDM, ABHA, and HPR
- Enable compliant and interoperable scaling

3

Phase 3 -National Scale-Up

- Expand across private hospitals and primary health centers
- Target 20–25% share of hospital IT innovation budgets

DETAILS OF CURRENT WORKING PROTOTYPE

Current Working Modules:

- User Authentication
- Drug search and information
- Drug Comparison
- Prescription Verifier
- Chatbot Assistant

Tech Stack & Database

- **Frontend:** HTML, CSS, JavaScript
- **Backend:** Python Flask REST APIs
- **Database:** PostgreSQL
- **AI / NLP:** OpenAI GPT-5.2 (restricted to curated medical sources of truth)
- **OCR:** Tesseract for prescription text extraction
- **External Data Sources:** Public FDA APIs, Indian government / medicine databases, and other verified public medical datasets for drug validation and updates

End-to-End Workflow

ARCHITECHTURE SUMMARY

Client UI → Flask REST Layer → Validation & AI Services → PostgreSQL + Verified Public Drug Databases → Structured Safety & Interaction Outputs.

FUTURE SCOPE

Integrating more robust localized APIs such as Upchar for better medicine information, improving embedding models and translations to local languages.