

RankSewa Mission Roadmap

Building Healthcare Accountability Infrastructure for Nepal

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The Reality We're Addressing

RankSewa exists to solve fundamental problems in Nepal's healthcare system:

- **Information asymmetry:** Doctors hold all power, patients have zero transparency
- **Lack of informed consent:** Experimental treatments without disclosure
- **Communication gap:** No explanation, no dialogue between doctors and patients
- **Broken trust loop:** Patients fear doctors, good doctors fear unfair criticism
- **No recourse:** Bad experiences have nowhere to go, good doctors have no way to stand out

RankSewa is building the missing layer: transparency + accountability.

Phase 1: Foundation (Current - 2026 Q2)

Focus: Prove the Model Works

- ✓ Doctor directory with verified profiles
- ✓ Review system with moderation
- ✓ Doctor response capability
- ✓ Building trust through transparency
- Import doctors from major hospitals across Nepal
- Get first 100 verified doctors
- Collect first 1,000 authentic reviews
- Demonstrate value to both patients and doctors

Strategy: Build quietly. No mission statements yet. Just deliver value. Let the product speak for itself.

Phase 2: Structured Accountability (2026 Q3 - Q4)

Focus: Features That Address Core Healthcare Problems

1. Structured Review Categories

- "Did the doctor explain your diagnosis clearly?"
- "Did you understand your treatment options?"
- "Did you feel informed about risks/benefits?"
- "Was consent obtained for procedures?"
- "How would you rate the doctor's communication?"
- "Did you feel heard and respected?"

This creates **specific, actionable feedback** about communication and consent, not just generic star ratings.

2. Doctor Response System (Enhanced)

- Good doctors can clarify misunderstandings professionally
- Patients see how doctors handle feedback
- Builds trust through dialogue, not one-sided reviews
- Track response rates and quality

3. Doctor Insights Dashboard

- Communication scores and trends
- Patient satisfaction metrics
- Comparison to specialty averages
- Areas for improvement with specific feedback
- Best practices from top-rated doctors

4. Patient Education

- What questions to ask your doctor
- What informed consent means
- How to recognize good vs bad care

- Understanding your treatment options
- When to seek a second opinion

Phase 3: Systemic Impact (2027)

Focus: Data-Driven Healthcare Improvement

When RankSewa reaches critical mass (500+ verified doctors, 10,000+ reviews), the platform becomes a force for systemic change:

1. Data-Driven Insights

- Which specialties have best patient communication?
- Which hospitals have best treatment outcomes?
- Trends in patient satisfaction by city and specialty
- Identify doctors excelling in patient care
- Spot patterns in patient concerns across healthcare system

2. Doctor Education & Best Practices

- Share communication techniques from top-rated doctors
- Training programs on patient-centered care
- Benchmarking tools for self-improvement
- Recognition programs for excellence
- Peer learning community

3. Policy Influence & Advocacy

- Share anonymized data with Nepal Medical Council
- Advocate for informed consent standards
- Push for transparency regulations
- Collaborate on healthcare quality improvements
- Contribute to medical ethics guidelines

4. Good Doctor Showcase

Highlight doctors who excel in:

- High communication scores

- Consistent patient satisfaction
- Professional responses to feedback
- Clear diagnosis explanations
- Respectful, patient-centered care

Phase 4: Regional Expansion (2028+)

Focus: Scale the Model to Developing Nations

With a proven model in Nepal, RankSewa expands to other countries facing similar healthcare transparency challenges:

- **Bangladesh:** 165M population with similar healthcare challenges
- **Pakistan:** Large market with healthcare transparency needs
- **Sri Lanka:** Developed healthcare system, ready for transparency layer
- **Other South Asian nations:** Gradual expansion based on success

Ecosystem Development:

- Appointment booking integration
- Medical records platform
- Insurance partnerships (reward good doctors)
- Telemedicine integration
- Complete healthcare trust ecosystem

When to Share the Mission Publicly

Right Now (2026 Q1-Q2): Don't

Focus on execution. Let the product prove itself. Build trust through delivery, not promises. Your 'About' page can wait.

After Initial Traction (5,000+ reviews, 200+ verified doctors):

- Create 'Our Mission' page with your story
- Explain why you built RankSewa
- Share the problems you observed in Nepal's healthcare
- Present your vision for transparency
- Outline expansion plans

At Scale (50,000+ users, significant impact):

- Press coverage highlighting healthcare impact
- Case studies of doctors who improved through feedback
- Patient stories of finding right treatment through RankSewa
- Data showing measurable healthcare transparency improvements
- Recognition as a force for positive change in Nepal's healthcare

Immediate Next Steps (Priority Order)

1. Complete Doctor Database (Q1 2026)

- Import doctors from all major hospitals in Kathmandu Valley
- Expand to Pokhara, Biratnagar, Chitwan, Butwal
- Target: 200+ doctors by March 2026
- Focus on popular specialties first

2. Implement Structured Reviews (Q2 2026)

Replace generic star ratings with specific questions about:

- Diagnosis explanation quality (1-5 scale)
- Treatment options discussion (Yes/No/Partial)
- Informed consent process (1-5 scale)
- Communication clarity (1-5 scale)
- Feeling heard and respected (1-5 scale)
- Wait time (reasonable dropdown options)
- Overall satisfaction (1-5 scale)

3. Build Doctor Dashboard (Q2 2026)

- Show doctors their scores across all categories
- Display trends over time
- Compare to specialty averages
- Highlight specific patient feedback themes
- Provide actionable improvement suggestions

4. Add Patient Education Content (Q3 2026)

- Create blog posts on choosing the right doctor
- Guides on what to ask during consultations
- Understanding informed consent
- When to seek second opinions

- Patient rights in Nepal

Key Principles for Success

Execute before explaining: Build the best doctor review platform first. The systemic change will follow naturally.

Let impact speak louder than words: Don't announce your mission until the product proves it through results.

Start with practical value: Patients need to find good doctors. Doctors need to build reputation. Deliver this first.

Build trust through execution: Every verified doctor, every thoughtful review, every professional response builds credibility.

Think systems, not features: Each feature should advance the larger goal of healthcare transparency and accountability.

Mission reveals itself through product: When people use RankSewa and see the impact, they'll understand your mission without you explaining it.

Scale follows proof: Prove the model in Nepal first. Then expansion becomes natural, not ambitious.

Be patient with vision, urgent with execution: The grand vision takes years. Today's work is what matters.

The Path Forward

RankSewa is not just a doctor review platform. It's healthcare accountability infrastructure for nations where transparency doesn't exist yet. The mission is ambitious, but the execution must be grounded.

Your job now: **Execute relentlessly.** Import doctors. Verify profiles. Encourage reviews. Build features that matter. The mission takes care of itself when the product works.

Build quietly. Build well. Let Nepal's healthcare transformation emerge one verified doctor and one honest review at a time.

