

Business Model Canvas

It is a visual artifact with elements describing a service's or product's value proposition, infrastructure, customers, and finances

KEY PARTNERS

The network of suppliers and partners that make the business model work

- Tunisian hospitals & clinics & doctors
- Travel agencies (future)
- Insurance companies (future)
- Telemedicine



KEY ACTIVITIES

The most important activities a company must do to make its business work

- Managing platform operations
- Building partnerships
- Customer support (translation, scheduling)
- Marketing and outreach
- Platform updates & improvements

KEY RESOURCES

The most important assets required to make the business work

- Skilled team
- Platform (website & app)
- Network of healthcare providers
- Partnerships with travel and insurance agencies (in the future?)

VALUE PROPOSITION

Product, service, features and aspects that create value for a specific customer segment

- Streamlined appointment booking
- Multilingual support
- Verified healthcare network
- Travel assistance for patients (future?)
- Transparent pricing for services



CUSTOMER RELATIONSHIPS

The types of relationships you establish with specific customer segment

- Dedicated support for patients
- Long-term partnerships with clinics
- Referral & loyalty programs
- Feedback-driven service improvements



CHANNELS

How you communicate or deliver value proposition to your target customers

- Website & mobile app
- Social media
- Community outreach via NGOs
- Customer support (calls, chat) ??



CUSTOMER SEGMENTS

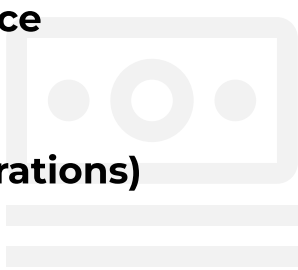
The different groups of people or organizations you aim to reach

- Libyan patients seeking specialized care
- Family members traveling with patients
- Tunisian healthcare providers

COST STRUCTURE

The costs incurred to operate a business model

- Platform development & maintenance
- Marketing campaigns
- Staff salaries
- Legal compliance (cross-border operations)



REVENUE STREAMS

The revenue you generate from each customer segments

- Booking commissions
- Subscription plans
- Advertisements from providers
- Travel package fees (future)
- Insurance affiliate revenue (future)



1. Key Partners

- Tunisian hospitals & clinics & doctors: These are the primary service providers that Roshita relies on. The platform connects Libyan patients with healthcare providers in Tunisia, ensuring they have access to reliable and high-quality medical services.
- Travel agencies: These partners assist with travel logistics, providing Libyan patients with necessary travel arrangements, such as flights and accommodations, to facilitate their medical trips to Tunisia.
- Insurance companies: Partnering with insurance companies ensures that Libyan patients can utilize their health insurance for treatment, reducing out-of-pocket expenses and making healthcare more accessible.
- Telemedicine: As telemedicine becomes a growing part of healthcare, these partners will help provide remote consultations for Libyan patients who cannot travel to Tunisia in person.

2. Key Activities

- Managing platform operations: Ensuring the platform operates efficiently and provides a smooth experience for users is crucial. This includes managing the website and app to ensure booking processes, payments, and customer service functions flawlessly.
- Building partnerships: Forming strong relationships with hospitals, clinics, travel agencies, insurance companies, and other stakeholders is essential for expanding Roshita's service offering and creating a sustainable business.
- Customer support (translation, scheduling): Since Roshita targets Libyan patients, providing multilingual customer support and assistance with appointment scheduling is a key activity. This ensures patients understand the platform and can book appointments with ease.
- Marketing and outreach: This activity involves promoting the platform through online and offline channels to increase visibility, educate potential users, and attract more patients to use the service.
- Platform updates & improvements: Continuous improvement of the platform is essential for maintaining user satisfaction. This includes adding new features, improving user interfaces, fixing bugs, and ensuring the platform is up to date with the latest technology.

3. Key Resources

- Skilled team: The success of Roshita depends on having a talented team that can handle technical development, customer support, marketing, and business operations.
- Platform (website & app): The platform is the core resource for delivering services to patients. It needs to be functional, user-friendly, and reliable to facilitate appointment bookings and communication between patients and healthcare providers.
- Network of healthcare providers: Roshita's success is built on the network of reliable, verified healthcare providers in Tunisia. This ensures that patients are directed to high-quality clinics and doctors.
- Partnerships with travel and insurance agencies (future): These will help expand Roshita's offerings by assisting patients with travel arrangements and insurance coverage for medical services.

4. Value Propositions

- Streamlined appointment booking: One of Roshita's main selling points is the ease of booking medical appointments with Tunisian healthcare providers. Patients can book appointments online, reducing the stress and complexity of the traditional process.
- Multilingual support: Offering support in multiple languages (Arabic and French) ensures that Libyan patients can easily navigate the platform without facing language barriers.
- Verified healthcare network: Patients can trust that the healthcare providers Roshita works with are reliable and high-quality. This reassurance is crucial for building trust in the service.
- Travel assistance for patients (future): Helping patients with travel logistics, such as flights and accommodations, provides a comprehensive service and makes it easier for them to access healthcare in Tunisia.
- Transparent pricing for services: Offering clear, upfront pricing helps prevent confusion and financial surprises, making the service more attractive to price-conscious patients.

5. Customer Relationships

- Dedicated support for patients: Providing personalized, attentive support to Libyan patients helps build trust and ensures they feel taken care of throughout their healthcare journey.
- Long-term partnerships with clinics: Establishing ongoing relationships with healthcare providers fosters mutual trust and ensures patients have access to reliable and consistent care.
- Referral & loyalty programs: Encouraging existing patients to refer others and rewarding repeat users helps foster growth through word-of-mouth and customer retention.
- Feedback-driven service improvements: Actively seeking feedback from users helps improve the platform and customer service, leading to better user satisfaction and loyalty.

6. Customer Segments

- Libyan patients seeking healthcare in Tunisia: The main target market is Libyan patients who require medical treatment that is not available or sufficient in Libya.
- Healthcare providers in Tunisia: These are the service providers who will be listed on the platform and offer their medical services to Libyan patients.
- Travel and insurance companies (future): These companies will help facilitate patient travel and provide insurance for treatment, making healthcare more accessible.

7. Channels

- Website and mobile app: The primary channels for users to access the service, book appointments, and communicate with healthcare providers.
- Social media: A powerful tool for marketing, customer engagement, and raising awareness about the platform among potential users.
- Partnerships with healthcare organizations: Working with trusted healthcare organizations helps increase visibility and credibility in the Libyan market.
- SEO & Content marketing: These are essential strategies for attracting organic traffic to the platform by creating valuable, informative content that resonates with users.

8. Cost Structure

- Platform development and maintenance: The cost of developing and maintaining the platform is a significant part of the business. This includes server costs, and ensuring the platform remains up-to-date.
- Marketing and outreach: Investments in advertising, partnerships, and campaigns to promote Roshita and attract more patients.
- Customer support: Operating a customer support team to assist patients with booking appointments, providing information, and resolving issues.
- Partnerships: The cost of forming and maintaining relationships with hospitals, clinics, and other key partners.

9. Revenue Streams

- Commission from healthcare providers: Charging a commission for each appointment booked through the platform is the main source of revenue for Roshita.
- Service fees for bookings: A small fee charged to patients when they book an appointment, which generates additional revenue.
- Future revenue from travel & insurance partnerships: Collaborating with travel agencies and insurance providers can create new revenue streams in the future.
- Ads