Medi Connect

A healthcare ecosystem is described that seeks to transform healthcare delivery, access, and management by connecting patients, healthcare providers, and stakeholders.
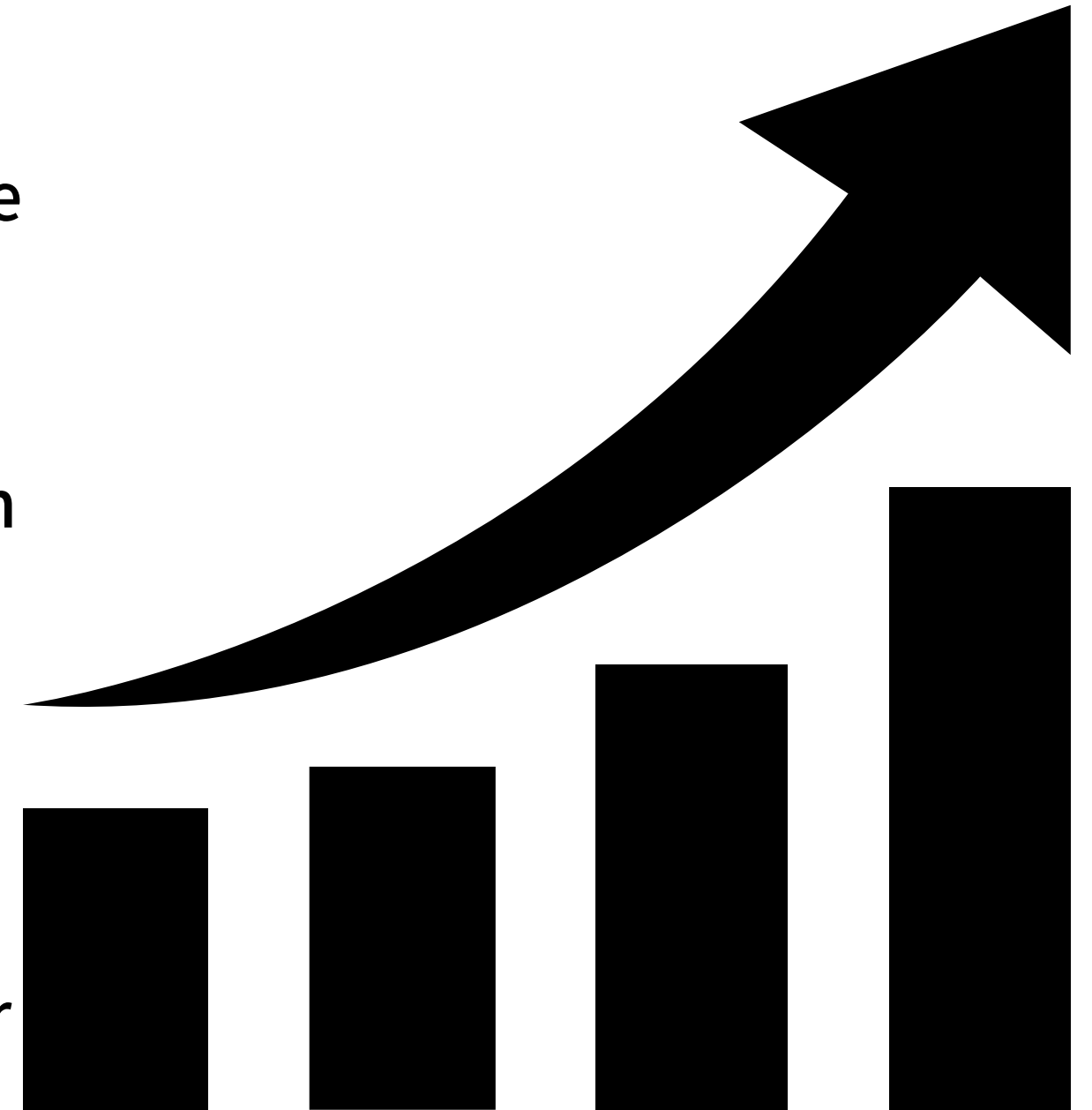
Our platform

- it enables individuals to track their vital signs, monitor their medication schedules, and receive reminders for important health screenings or vaccinations.

- It also facilitates seamless communication between patients and healthcare providers, allowing for timely consultations, remote monitoring, and virtual visits when needed.

Market Needs

- The demand for healthcare services is increasing due to population growth, aging demographics, and the prevalence of chronic diseases.
- this platform bridges this gap by integrating various healthcare services and consolidating patient information in a centralized platform, improving the overall efficiency and coordination of care
- The COVID 19 pandemic highlighted remote healthcare's importance. Platforms enable virtual consultations, monitoring, and treatment from home, improving access for remote areas or those with limited mobility.

Market Size and Growth Potential

E-Healthcare platform industry in India was estimated at INR 524.97 Bn in 2021. From this e-healthcare platform we generate capital from 4 way...

Profit Margin

Our net profit margin only from appointment charge which is 500 per appointment are 150.00% .

Health Insurance

The strategy involves charging premiums for insurance coverage and reinvesting them into other interest-generating assets.

Subscription

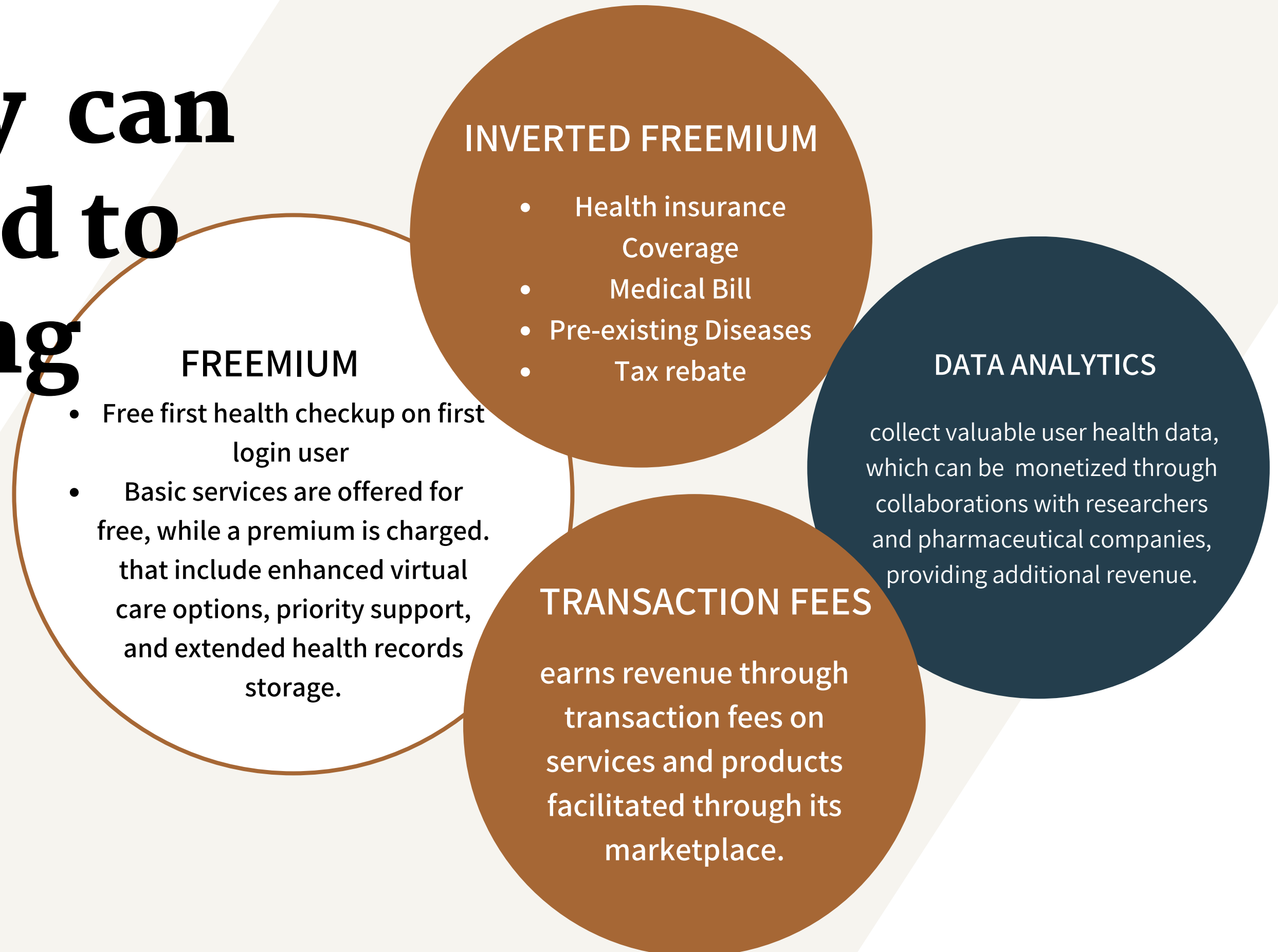Our Subscription plan starts from ₹999/- and net profit margin is around 149.75%

Google AdSense

Roughly $0.2-$2.5$ generate per 1000 views from AdSense

Our Revenue model

- Healthcare platforms profit from subscription fees, in-app purchases, ads, and partnerships with providers.
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- The digital healthcare market in India was valued at INR 524.97 Bn in 2021. It is expected to reach INR 2,528.69 Bn by 2027
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- Market Size and Growth Potential:The healthcare industry is vast, and the digital health market is rapidly expanding. Healthcare platforms have the potential to tap into this market and capture a significant share of the revenue generated by healthcare services, resulting in profitability and growth.

Profitability can be attributed to the following factors:

INVERTED FREEMIUM

- Health insurance Coverage
- Medical Bill
- Pre-existing Diseases
- Tax rebate

DATA ANALYTICS

collect valuable user health data, which can be monetized through collaborations with researchers and pharmaceutical companies, providing additional revenue.

FREEMIUM

- Free first health checkup on first login user
- Basic services are offered for free, while a premium is charged. that include enhanced virtual care options, priority support, and extended health records storage.

TRANSACTION FEES

earns revenue through transaction fees on services and products facilitated through its marketplace.

Preview Idea

1. Mobile accessibility is a growing trend in the health industry due to the widespread use of smartphones, allowing users to easily access health information, track fitness, schedule appointments, and communicate with healthcare providers through mobile apps, resulting in improved user engagement and greater reach for health platforms.

Trend Analysis
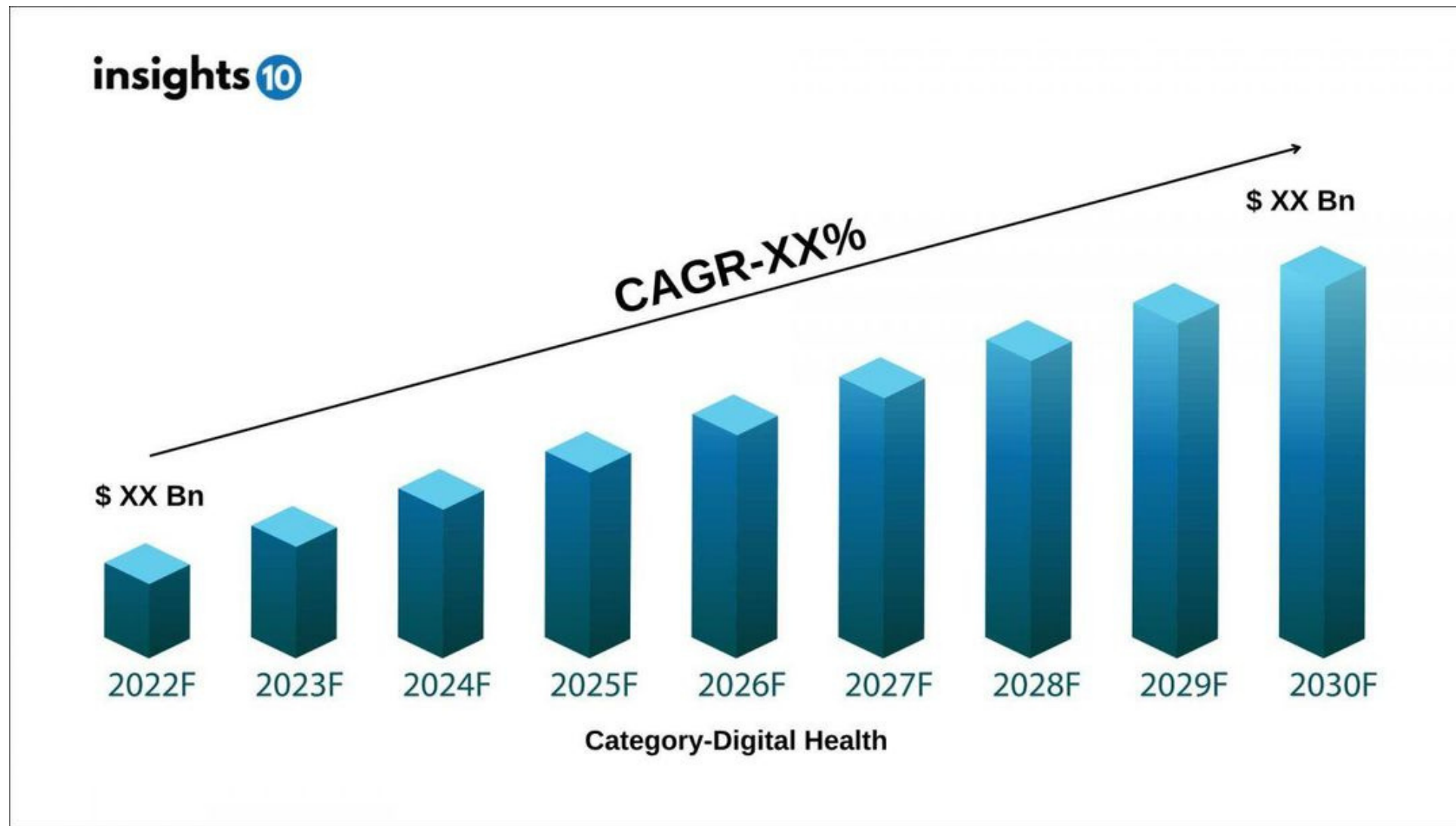
- The demand for healthcare services is continuously growing due to factors such as population growth, aging demographics, and the prevalence of chronic diseases.
- By leveraging data, health platforms can optimize care delivery, identify gaps in healthcare services, and improve overall health outcomes.

Workflow

User Registration and Profile Creation:

Our platform has separate login pages for patients as well as doctors.

AI-Powered Chatbots and Virtual Assistant

chatbots are enhancing user experience by providing instant support. They can assist with appointment scheduling, answer common health queries, and provide basic healthcare information.

Telehealth and Virtual Care

Health Recommendations and Alerts:

Based on user data and health history, the platform can provide personalized health recommendations, reminders, and alerts. These may include medication reminders, preventive screenings, immunizations, lifestyle modifications, or health tips to support proactive health management.

Feedback and Ratings:

Health platforms use feedback and rating features to improve the quality of care and help users make informed decisions when choosing healthcare providers and services.
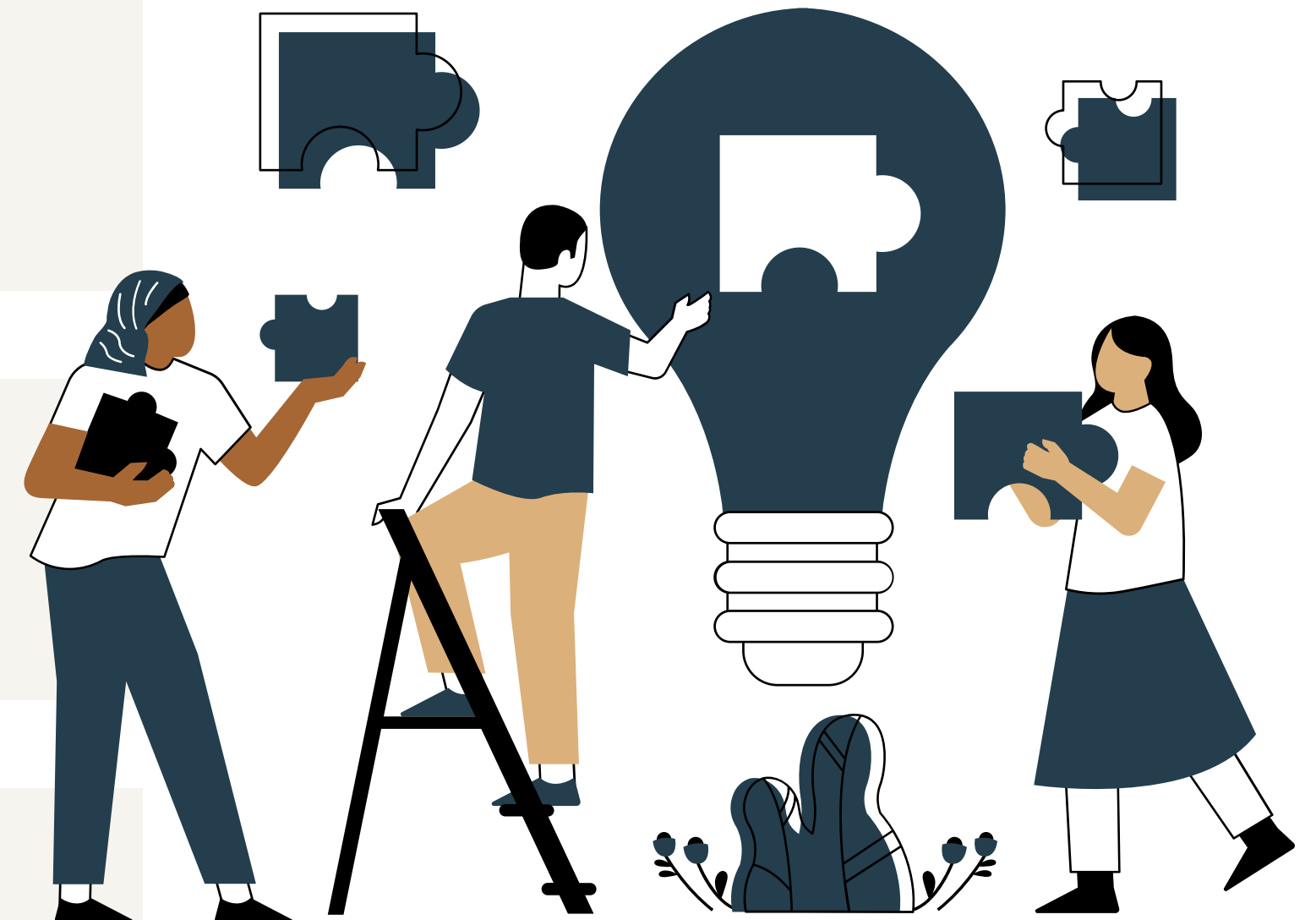
Marketing and Growth Strategy:

A Mediconnect incentivizes users and healthcare providers to refer others to the platform, offering discounts, rewards, or exclusive benefits.

B Mediconnect offering freemium for capturing maximum clients to stay and gain trust , than they have to pay.
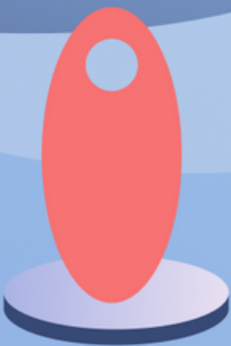
C MEDICONNECT invests in targeted digital marketing campaigns to reach its target audience, including healthcare consumers