

BUSINESS MODEL CANEVAS

EMBS Challenge : HealthTech Innovations for Enhanced Remote Patient Care

Key Partners	Key Resources	Key Activities
-Healthcare providers for integration of appointment calendars -Pharmacies for medicine ordering -Health organizations for data validation and credibility -Emergency services for the calling feature	Mobile app development team -Healthcare professionals for content validation -Server infrastructure for data storage -Partnerships with pharmacies and healthcare providers	-App development and maintenance -User support and engagement -Regular updates and feature additions -Partnership management

Value Propositions

- ❖ Medication Reminders
- ❖ Doctor Appointment Calendar
- ❖ Health Statistics Tracking (Blood sugar, blood pressure, oxygen rate)
- ❖ Emergency Calling Feature
- ❖ Medicine Ordering from Nearest Pharmacy

Customer Relationships

- ❖ User onboarding and tutorials
- ❖ In-app customer support
- ❖ Feedback mechanisms for app improvement
- ❖ Regular updates and new features

Channels

- ❖ Mobile App Stores (Google Play Store, Apple App Store)
- ❖ Website
- ❖ Partnerships with healthcare providers
- ❖ Social media marketing
- ❖ Healthcare conferences and events

Customer

- ❖ Patients with chronic conditions
- ❖ Individuals seeking health monitoring tools
- ❖ Caregivers responsible for others' health

Cost Structure

- ❖ App development and maintenance costs
- ❖ Server hosting and data storage
- ❖ Marketing and advertising expenses
- ❖ Partnerships and collaborations

Revenue Streams

- ❖ Freemium model with basic features available for free
- ❖ Partnerships with pharmacies for commission on medicine orders
- ❖ Subscription plans for premium features (advanced health statistics, unlimited medication reminders, priority customer support)