

Inn-O-Weekend

By Startup Weekend Chennai-2020

Instant HealthCare access in Rural areas



Chennai CEG Edition
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The Problem - Instant HealthCare access

Health care is a right, not a privilege.

One of the most critical needs today is access to good healthcare. Billions around the world, particularly people in the Indian subcontinent, struggle because they do not get proper access to healthcare. A majority of 700 million people live in rural areas where the condition of medical facilities is deplorable. The situation in rural areas of India, where over two-thirds of our population lives is worse with only rudimentary health care services being available to the masses. India also accounts for the largest number of maternity deaths.

All the recent advances in medical science and technology have not reached the majority of the disadvantaged people living in rural India. Poor socio-economic status and poor health status together make a vicious cycle wherein poverty brings inadequate nutrition, unhealthy environment, sickness causing low productivity and hence poverty.

Rural residents often encounter barriers to healthcare that limit their ability to obtain the care they need. In order for rural residents to have sufficient access, necessary and appropriate healthcare services must be available and obtainable in a timely manner. Even when an adequate supply of healthcare services exists in the community, there are other factors to consider in terms of healthcare access. For instance, to have good healthcare access, a rural resident must also have:

- Financial means to pay for services, such as health or dental insurance that is accepted by the provider
- Means to reach and use services, such as transportation to services that may be located at a distance, and the ability to take paid time off of work to use such services
- Confidence in their ability to communicate with healthcare providers, particularly if the patient has poor health literacy
- Trust that they can use services without compromising privacy
- Belief that they will receive quality care

Considering the picture of grim facts there is a dire need of new practices and procedures to ensure that quality and timely healthcare reaches the deprived corners of the Indian villages.

Task

Taking into account the above critical issues, you are expected to come up with a solution that addresses every constraint faced by the rural residents and frame your business plan that makes it possible to provide instant health care access to people in rural areas. Also mention your revenue stream.

Guidelines

1. Read the problem statement thoroughly and address each and every issue mentioned.
2. **Submission Format:** Send in your solution as a Document or as a PDF.
3. Include your Name, Year and Department in the first page.
4. Email your solution to swchennai@enantra.org
5. Deadline for submitting your response is **15th January, 2020**.

All the Best!