



# Bid For Cure

Innovative digital solution transforming surgical care processes

Team **HeisenByte**

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# Problem statement: Challenges in Surgery Cost Negotiation

## High Out-of-Pocket Expenditure

Nearly half of total health spending in India comes from out-of-pocket expenses, causing heavy financial burden.

## Catastrophic Health Spending

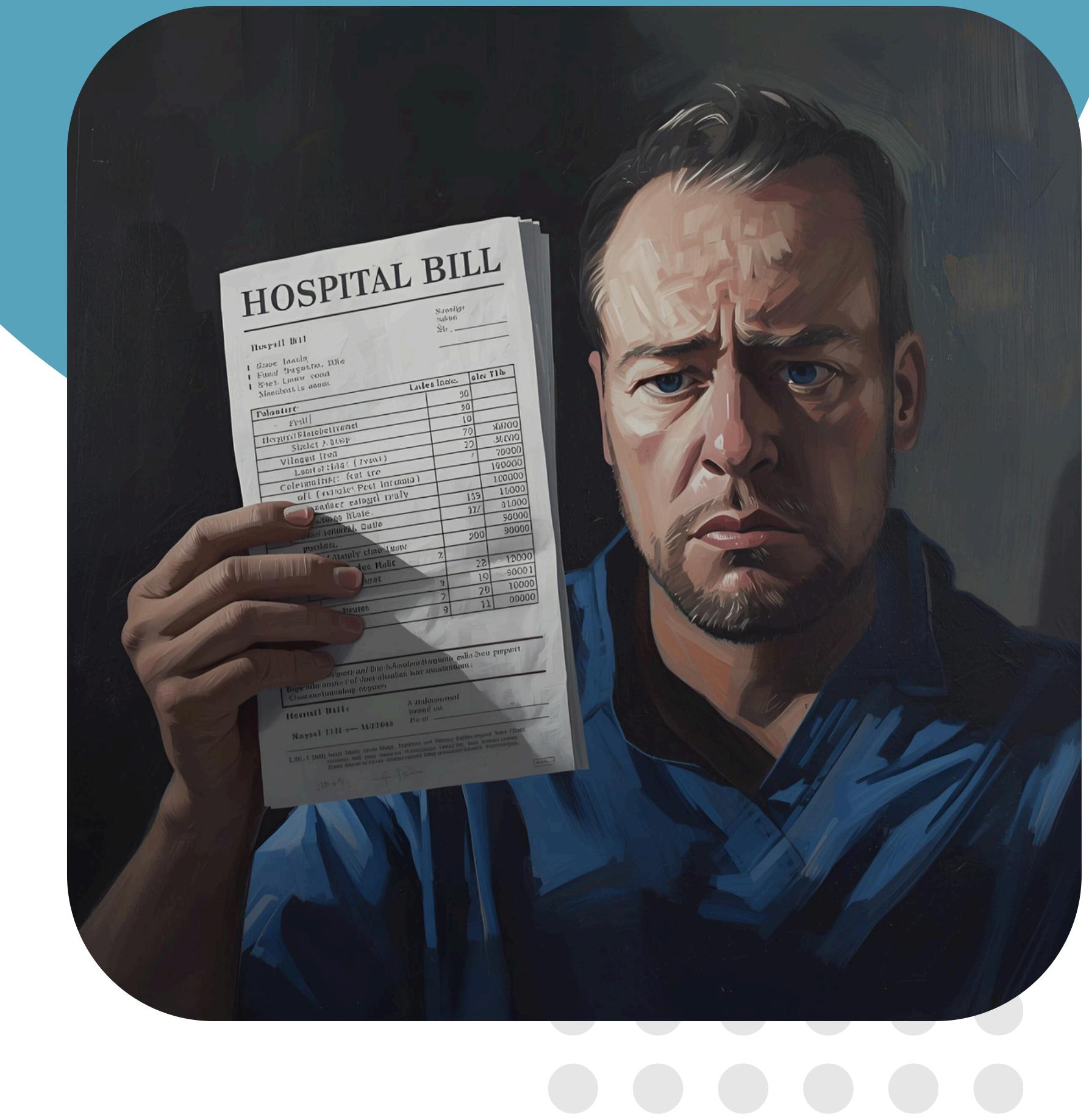
Almost 49% of hospitalized households face catastrophic health expenditure, pushing many below poverty line. 60% of the elective surgery in India are either delayed or postponed due to financial constraints.

## Lack of Pricing Transparency

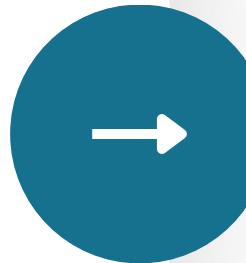
Patients lack options to choose hospitals based on cost or negotiate prices, worsening the affordability crisis.

## Need for Digital Solution

A digital platform enabling surgery bidding promotes financial flexibility and democratizes healthcare access.



# Solution Overview



## Patient-Centered Bidding

Patients bid for surgeries with options for insurance or cash payments, ensuring flexibility and control over healthcare costs.

## Predictive Acceptance Model

A predictive model estimates hospital acceptance likelihood to improve transparency and patient decision-making.

## AI-Guided Hospital Selection

AI assists patients in choosing hospitals based on acceptance chances, costs, and quality metrics for personalized planning.

## Role-Based Secure Access

Three user roles—Super Admins, Patients, Hospitals ensure secure, role-specific platform access and workflow management.

# Platform features and Key Functionalities

## Hospital Lead Management

Hospitals manage leads, respond to bids, and optimize bed utilization to improve operational efficiency.

## Patient Bidding and Selection

Patients can place bids for surgeries, choose locations and dates, and receive predictive hospital acceptance insights.

## Super Admin Controls

Super Admins onboard hospitals, doctors, specialties, and define surgery costs by bed type and specialty.

## AI Recommendations

AI module provides intelligent recommendations to patients, enhancing decision-making and satisfaction.

# Roles and Functions



## **Super Admin**

Handles onboarding of hospitals, sets pricing and specialties.

## **Patient**

Selects surgery, location, date, submits bid

## **Hospital**

Reviews leads, responds to bids.

## **AI Assistant**

Recommends hospitals based on acceptance probability.

## **Coordination Team**

Assists with scheduling and logistics

# User Roles and Interactions

## Super Admin Responsibilities

Super Admin manages hospital onboarding, doctor affiliations, specialties, and surgery cost settings for the platform.

## Patient Interaction and AI Support

Patients select surgery types, locations, and dates; AI recommends hospitals with high acceptance chances.

## Hospital Lead Management

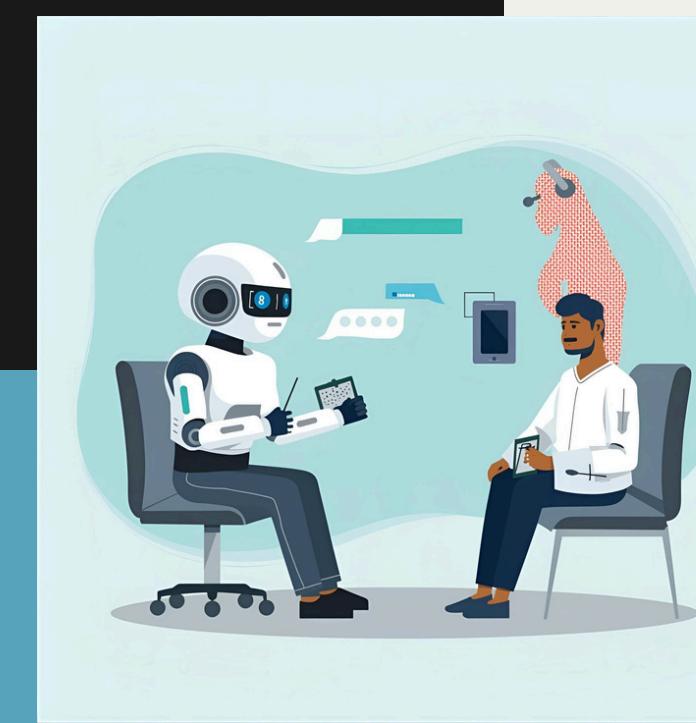
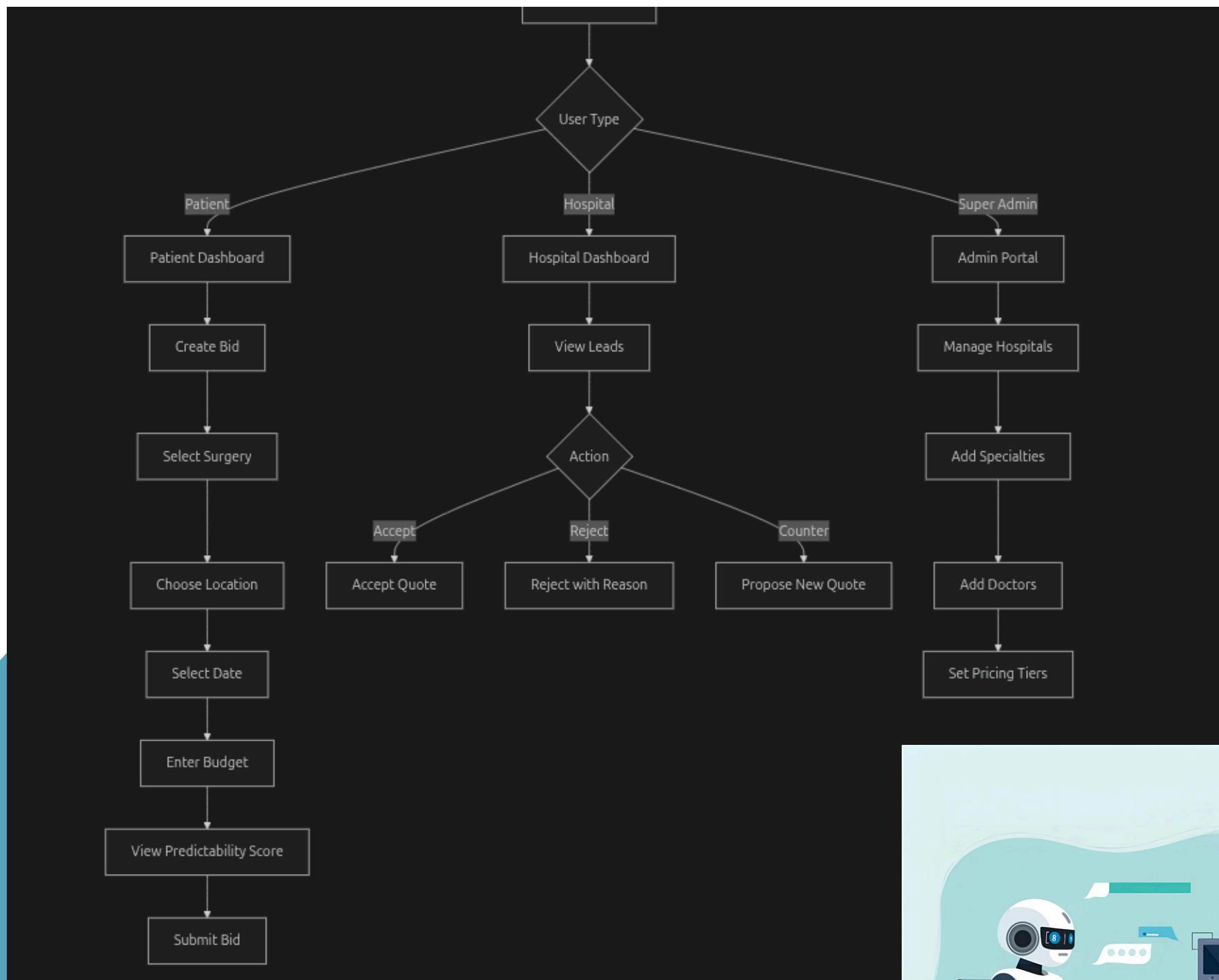
Hospitals receive patient leads and can accept, reject, or propose new quotes for treatments.

## Coordination Team Support

Coordination team assists with scheduling, documentation, and travel arrangements ensuring smooth patient experience.



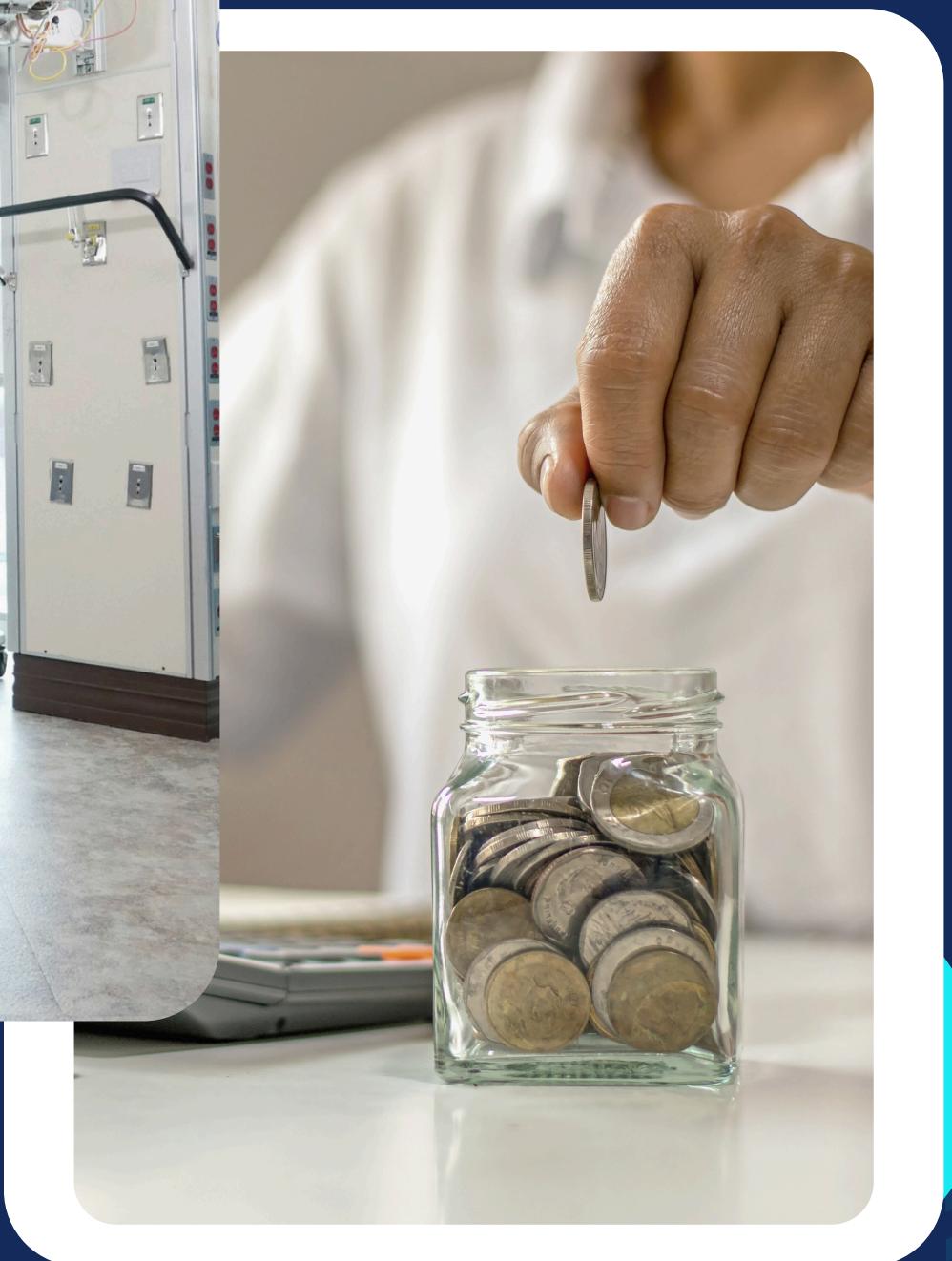
# System Architecture



**API Request Flow**



# Impact, Benefits and outcomes on Indian Healthcare System



## Reduced Financial Burden and Empowering Patient

The platform lowers out-of-pocket expenses, reducing financial stress and preventing patient impoverishment.

## Optimized Hospital Resources

Improves hospital resource use by filling empty beds and streamlining surgery schedules effectively.

## Enhanced Trust and Insurance

Transparent bidding builds patient trust and encourages wider adoption of health insurance coverage.

## AI-enabled Healthcare Decisions

AI and predictive analytics integration improves clinical decisions and operational efficiency in hospitals.

# Business case

- Patients can use it for free to get best recommendations, quotes and save money
- Hospitals will be charged 1% of the business transaction value

## Let's do the math

- 30 million elective surgeries happens in a year in India#
- Let's say we capture 10% market and conversion rate is 50%
- Average cost of elective surgery is **57,000/-**
- We make **570\*15,00,000 = 85,50,00,000** Rs in a year

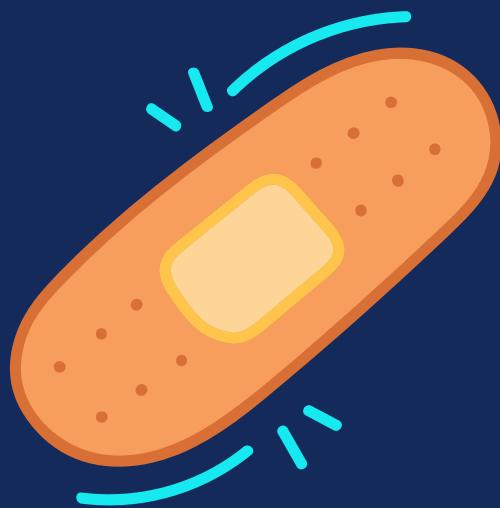




# Future Scope: Expansion and Enhancements

## Insurance Integration

Integrating with insurance providers enables real-time coverage verification and seamless payment processing.



## Real-Time Surgery Booking

Support for real-time surgery slot booking reduces scheduling delays and optimizes resource allocation.

## AI for Pricing and Recommendations

Advanced AI models will enable dynamic pricing and personalized healthcare recommendations.

## Global Expansion and Compliance

Expanding globally requires localization and adherence to regional healthcare regulations for accessibility.



# Medical Tourism Benefits

## Industry Growth and Projections

India's medical tourism market is expected to grow rapidly, reaching US\$58.2 billion by 2035.

## Cost-Effective Treatments

Treatments like cardiac surgery and orthopedics cost 50–70% less in India than in developed countries.

## Enhanced Patient Support Platform

A new platform offers transparent pricing, flexible scheduling, and coordination to streamline care.

## Holistic Healthcare Integration

The platform supports government initiatives promoting Ayurveda and yoga alongside modern medicine.





# Thank You

Bid for Cure: By team HeisenByte, for the people

