

# Refined Business Canvas

## 1. Problem

Manual scheduling inefficiencies.

System incompatibilities.

Poor user convenience affecting patients and healthcare providers.

## 2. Customer Segments

Small to mid-sized healthcare providers seeking enhanced scheduling and administrative efficiencies.

Health systems seeking staffing efficiencies and reduced revenue leakage due to unscheduled appointments.

## 3. Unique Value Proposition (UVP)

An integrated AI-driven scheduling platform emphasizing user convenience, real-time interaction, and seamless EHR compatibility, distinct from manual and fragmented systems.

## 4. Solution

AI-driven scheduler.

Seamless integration with existing provider systems.

User-friendly interface reducing administrative burden.

Closed loop process that ensures every test, lab or appointment ordered is scheduled.

## 5. Channels

Strategic regional partnerships.

Online marketing.

Pilot projects in targeted health systems.

Networking within healthcare associations.

## 6. Revenue Streams

Subscription models tailored for provider sizes.

Freemium features for initial user introduction.

Tiered pricing based on feature sets and system size.

## 7. Cost Structure

Technology development (AI and integration).

Regulatory compliance.

Strategic partnerships facilitation.

1 OF 2

## 8. **Key Metrics**

Customer acquisition cost.

User retention rate.

Scalability of integration.

System downtime frequency.

## 9. **Unfair Advantage**

AI-driven, user-centric design difficult for competitors to replicate, with a focus on seamless integration and customer feedback loops.

