Business Canvas

1. Problem

- Limited appointment windows leading to delays in care.

- Confusing patient portals causing difficulty in scheduling and rescheduling.

- Providers losing time due to manual phone calls and fragmented systems, resulting in under-utilized capacity and patient dissatisfaction.

2. Customer Segments

- Smaller community or regional health systems, such as:

    - Hospitals

    - Practices

3. Unique Value Proposition (UVP)

- Revolutionizing healthcare scheduling by offering a seamless, user-friendly platform similar to Expedia or OpenTable, designed specifically for healthcare settings. Our solution simplifies appointment bookings, enhances provider efficiency, and improves patient satisfaction, ensuring that care is timely and accessible.

4. Solution

- Real-time, multi-provider scheduling with calendar synchronization.

- Patient-friendly options for rescheduling and cancellation.

- Quick human or AI escalation for inquiries and support.

5. Channels

- **Initial Partnerships:**

    - Collaborate with an alliance of hospital systems in Joplin, Missouri.

    - Launch MVP with two hospitals and their practice offices as development partners.

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- **Expansion Strategy:**
    - Extend to other health systems through referrals from initial partners.

- **Sales and Marketing Channels:**
    - Direct sales
    - Participation in trade shows
    - Social media marketing

6. Revenue Streams

- **SaaS Platform:** Charging health systems a subscription fee for using and deploying the platform for their patients.

7. Cost Structure

- **Software Development:**
    - Development and ongoing maintenance of the platform.

- **Cloud Hosting:**
    - Costs associated with hosting the platform on cloud services.

- **Human Resources:**
    - Salaries for development, sales, support, and other personnel.

- **Marketing and Sales:**
    - Promotion through trade shows, social media, direct sales, etc.

- **General SaaS Product Costs:**
    - Additional operational expenses typically associated with running a SaaS business.

8. Key Metrics

- **Business Metrics:**
    - Customer Acquisition Cost (CAC)
    - Retention Rate

- Revenue per Customer

- **User Experience Metrics:**

    - Reduction in no-shows

    - Increase in preventive visit completion

    - Improvement in patient satisfaction

9. Unfair Advantage

- **Strategic Partnerships:**

    - Collaboration with the Joplin Regional Alliance for Health and Health Sciences (JRAH), providing valuable connections, data, and development partners.

- **Experienced Team:**

    - A Chief Revenue and Marketing Officer with 25+ years of experience in medical software sales.

    - Team members with extensive experience in medical software development.

- **Advanced Technology:**

    - Leverage AI both in software development and feature set to surpass older, outdated solutions.