

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.

2 OF 2