FEE FOR SERVICE BUSINESS MODEL

KEY PARTNERS

Who are our key partners?

The company partners with healthcare organizations and insurance providers to promote the shared medical record service to their patients and members. The company also partners with technology vendors to integrate their solutions with the shared medical record platform, enabling customers to access additional features and services.

VALUE PRPOSITION

The company offers an online shared medical record service that enables patients to store, manage, and share their health information with their healthcare professionals, family, and loved ones. The service aims to improve care coordination, reduce medical errors, and enhance patient engagement and empowerment.

KEY RESOURCES

The company's key resources include its technology infrastructure, software development team, customer support team, marketing and sales team, and partnerships with healthcare organizations and insurance providers. The company also relies on data security and privacy experts to ensure compliance with industry standards and regulations.

KEY ACTIVITIES

The company's key activities include developing and maintaining the shared medical record platform, marketing and sales, customer service, and data security and privacy compliance. The company invests heavily in technology, user experience design, and security protocols to ensure that the service is easy to use, reliable, and secure.

TARGET MARKET

The company targets individuals, families, and healthcare organizations, including hospitals, clinics, primary care providers, specialists, and insurance providers. The service caters to people who are interested in taking control of their health and seeking more personalized and collaborative care.

CHANNELS

Digital Marketing: social media, adds, google search Direct Mail: List of potential user based on surveys. Healthcare Provider Partnerships: Promote the service directly on location where they will be used (adds, direct advise from healthcare staff...).

CUSTOMER SEGMENTS

1. Patients: The service provides patients with easy access to their health information.
2. Healthcare Providers: The service enables healthcare providers to access patient information quickly and securely.
3. Healthcare Organizations: The service provides healthcare organizations with a secure and cost-effective way to manage patient information.
4. Insurance Providers: The service enables insurance providers to access patient information securely and quickly, reducing administrative costs, and improving claims processing.

COST STRUCTURE

What are the most important costs inherent in our business model?

The company's main costs include software development and maintenance, technology infrastructure, customer support, marketing and sales, and data security and privacy compliance. The company also incurs costs related to regulatory compliance, such as HIPAA and GDPR.

REVENUE STREAMS

For what value are our customers really willing to pay?

The company generates revenue through a fee-for-service model, where customers pay a monthly or yearly subscription fee to access the service. The subscription fee varies depending on the level of access and features the customer chooses.
The company also generates revenue by charging healthcare organizations and insurance providers for access to the shared medical record platform. The platform can be integrated with their existing electronic health record (EHR) systems, enabling them to streamline workflows, reduce costs, and improve patient outcomes.