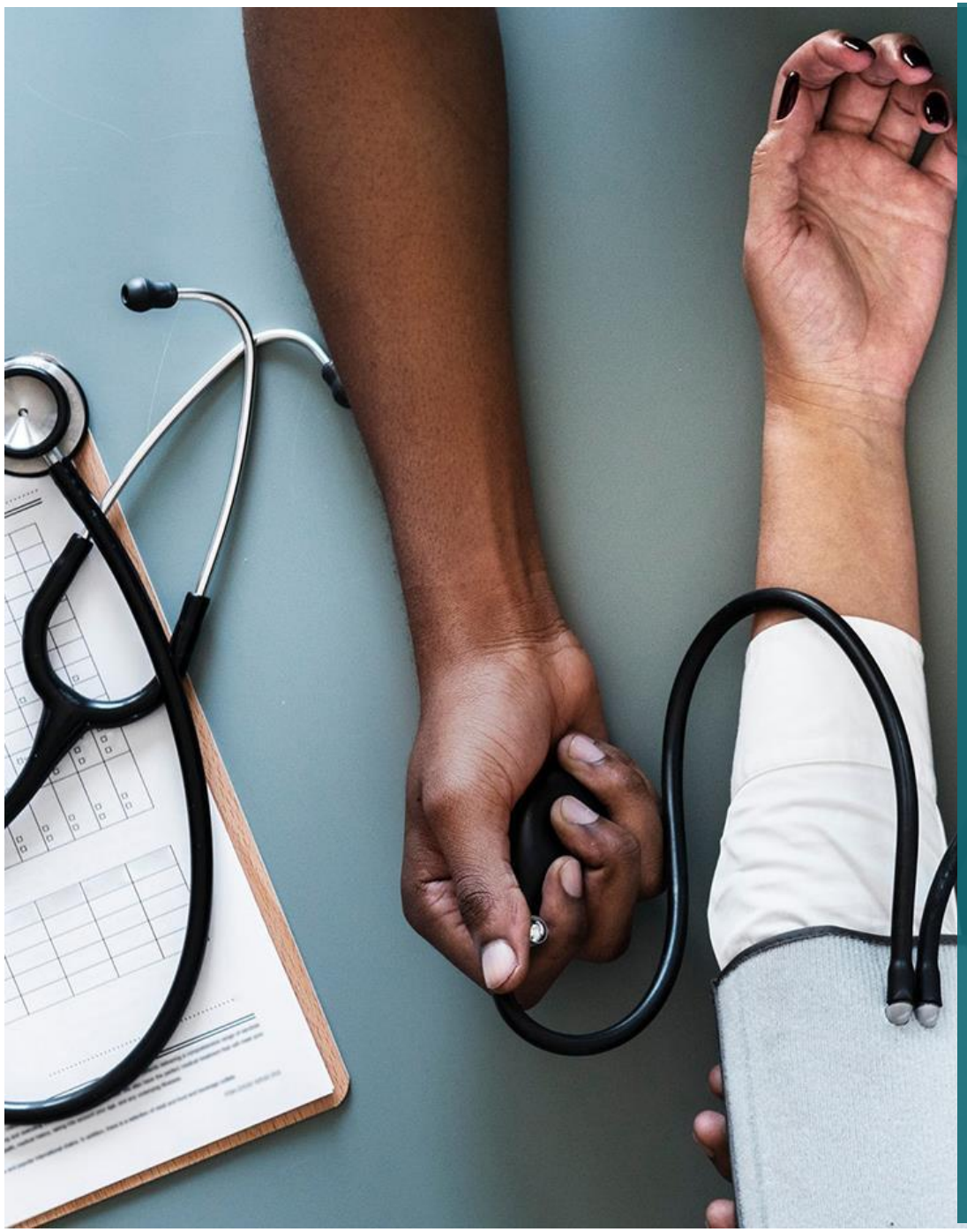
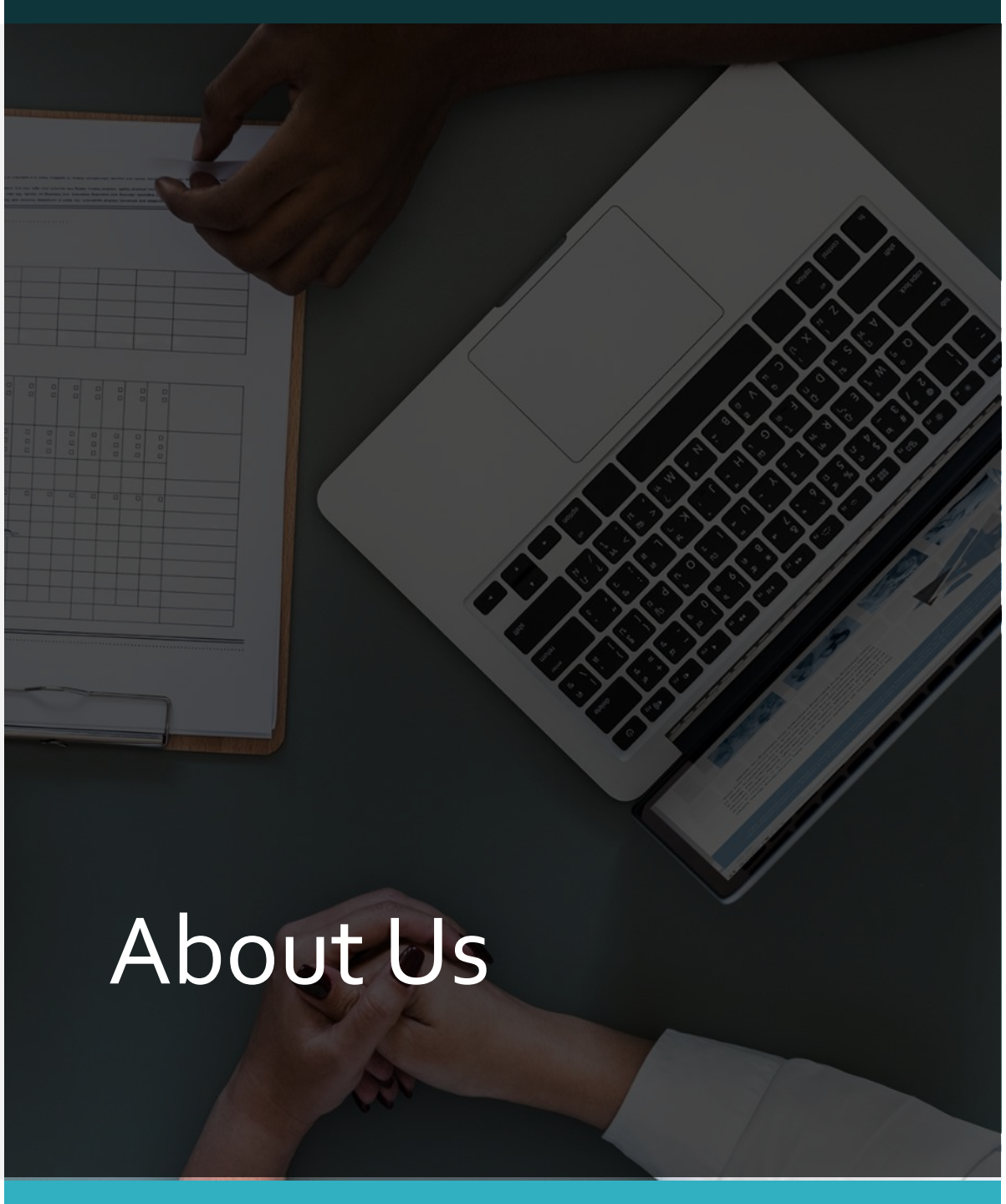


Phoenix

Aruna Maurya
Sri Vidhya Bhavani M

About Us



- Aruna Maurya
  - Computer Science Graduate
  - SDE at Philips, Health Systems

- Sri Vidhya Bhavani.M
  - Research Scholar in Department of Management Studies, IIT Madras.
  - Working in Healthcare Information Systems.

Problem

Background

NCDs

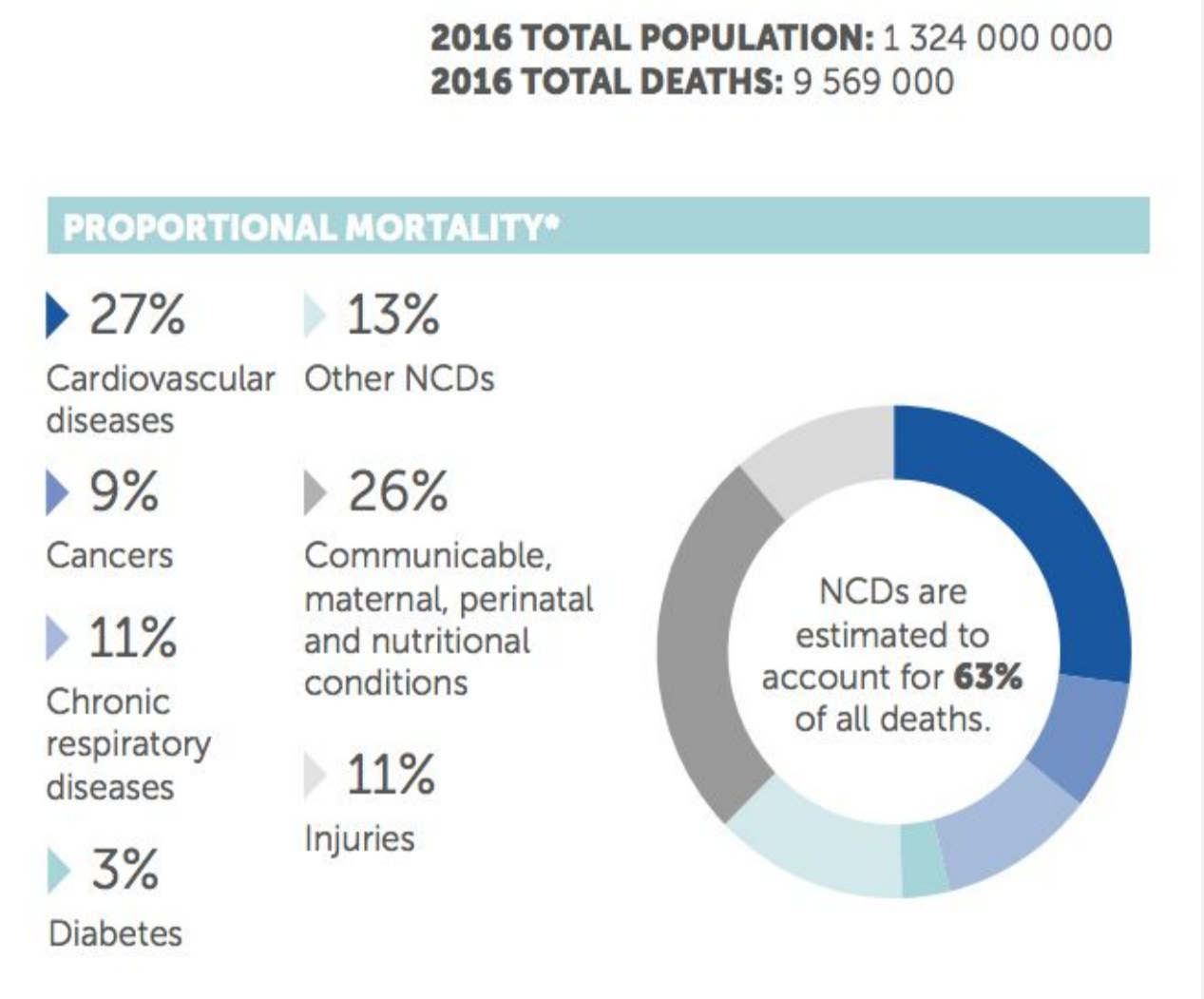
Non communicable diseases (NCD's) - A health disease (often) chronic, needs regular health checkups and is often caused due to a combination of genetic, physiological, lifestyle and/or environment

Post treatment care

Post treatment care plan is often developed to ensure accelerated recovery and prevent relapse.

NCD's

- One of the major challenges for public health in the 21 st century.
- Accounts for 71% of global deaths each year.
- Accounts for 63% of deaths in India each year i.e around 5.8 million people
- 1 in 4 Indians are at high risk of dying because of NCD before the age of 70.



Overburdened hospitals

Lack of Preventive care systems

Untrusted Information

Fear and Depression

Issues at hand

Why do we need Phoenix?

What is Phoenix

What is it?

Phoenix is a **digital** health and **rehabilitation** platform that provides services such as **personalized health** plan, one-on-one patient **interaction** and **feedback**, regular checkups and continuous **monitoring** with the support of **allied** healthcare ecosystems.

Phoenix takes a **holistic** post treatment-care tracking approach to keep users healthy, and motivated thereby accelerating recovery and preventing relapse.

How does it work

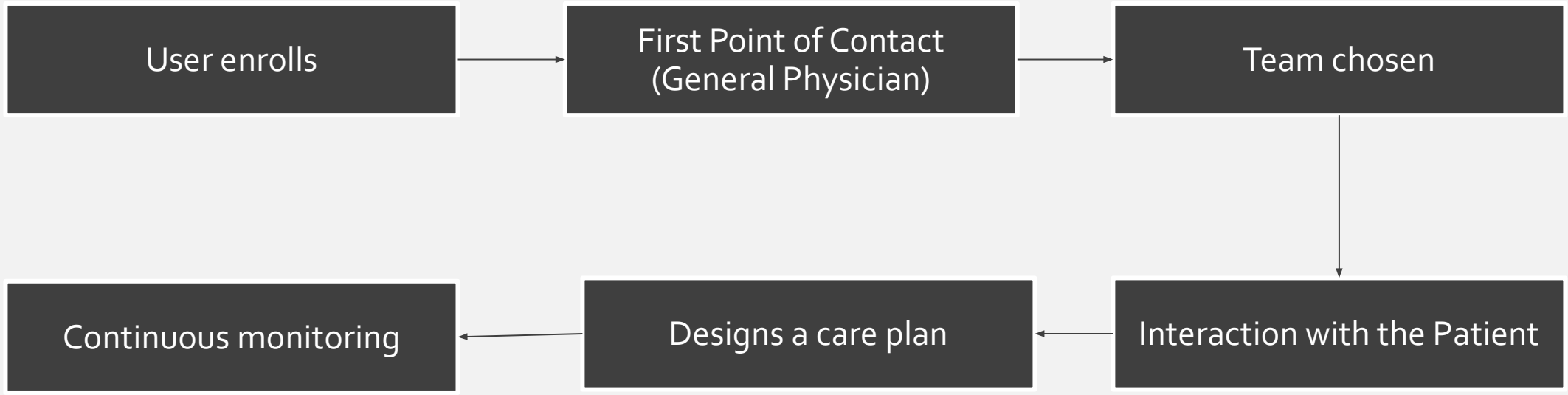
Get consent from patient to access their data

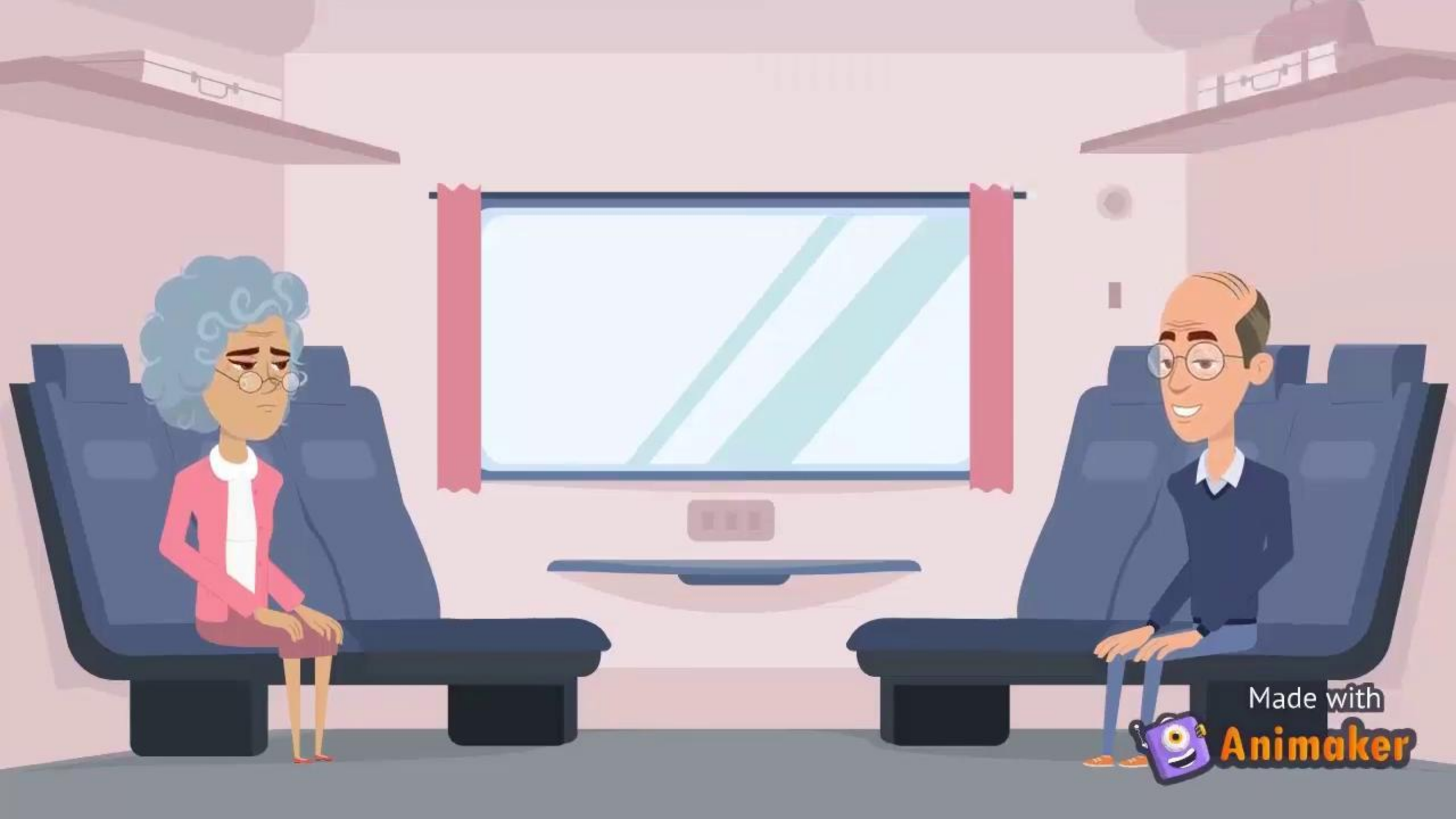
Allow patient to choose from Allied healthcare ecosystem

Design a care plan and keep check on the patient

Allow patient to patient interaction real time

Phoenix - at a glance

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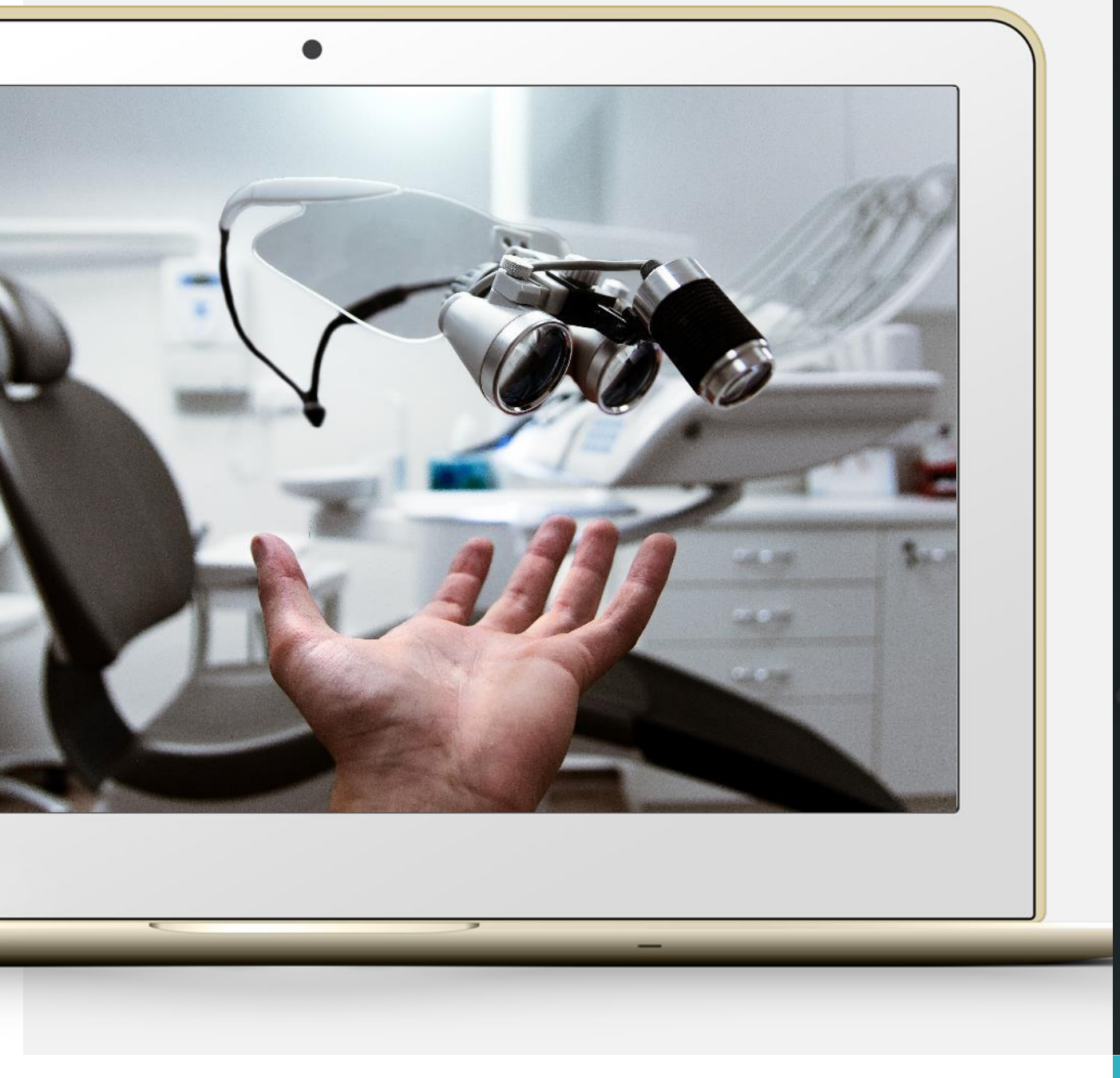


Value proposition

What makes Phoenix unique?

Phoenix - USP

- One stop solution for linking treatment and post treatment plans
- Personalized post-care plan
- Seamless way of tracking medical history

Business Model

Business Model Overview

Our target audience?

- Patients
- Hospitals
- Insurance buyers

Reaching target audience

- Tie up with hospitals
- Medical covers through corporate firms
- Insurance plans

Approach to roll out model

Affiliates

Partner with hospitals ,diagnostic, pharma institute to share medical data with consent

Membership

Freemium mode of membership

Insights

provide premium insights from the data shared by the members

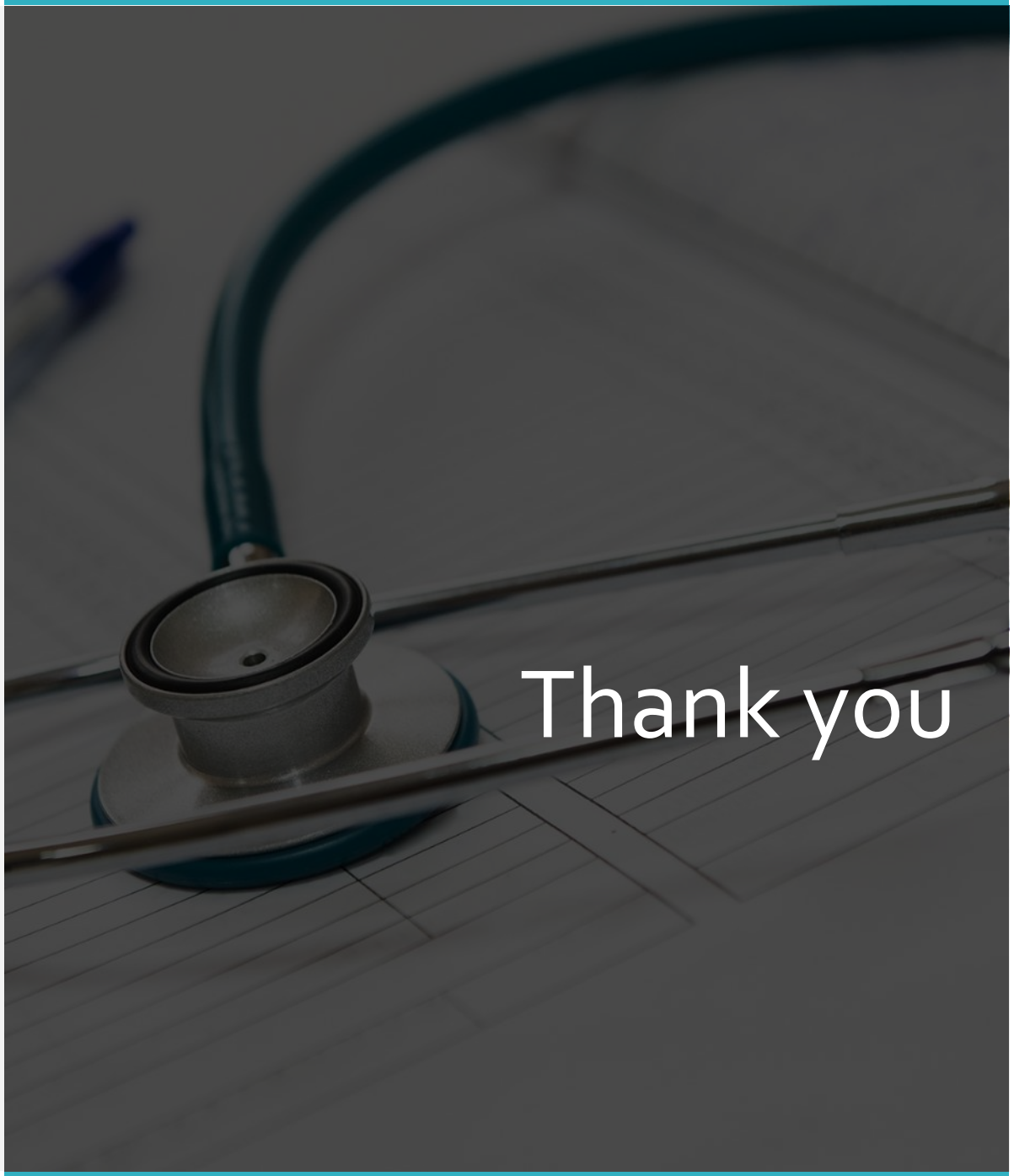
Benefits & Challenges

Auxiliary Benefits

- Acquisition of data for research purposes
- Data analytics and Trends
- Connecting Allied health care sector with patients

Challenges

- Data Security
- Compliance
- Validating AYUSH support systems
- Widespread adoption


Thank you