**MEDULANCE CASE STUDY**

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**ABOUT:**

* Medulance is an integrated emergency response support provider, ambulance booking and tracking system designed to provide first-point medical attention.
* Medulance was started in the year 2017 to make finding an ambulance as easy as finding food or taxis these days to assist lives.
* **Pranav Bajaj**, Co-founder, Medulance Healthcare drives partner acquisition and growth at Medulance. Born and raised in Delhi, an alumnus of Modern School, Pranav pursued his graduation in Finance from Shaheed Sukhdev College of Business Studies.
* **Ravjot Singh Arora**, Co-founder handles the Technology & Operations at Medulance. Ravjot brings in new ideas and technological integrations while directing the operational aspects to ensure effective working at Medulance.

**GOALS:**

* **Medulance’s mission is to assist lives by minimizing medical emergencies and responding to them, when they arise.**
* Its values – such as empathy, transparency, professionalism, innovation and commitment - serve as a compass for its actions and influence how the team engages with its ecosystem.
* **Medulance’s USP lies in its integrated Emergency Management Technology & highly skilled front-line staff** which helps in reducing response time and improving the patient admission process.

**PROBLEMS FACED:**

* Severe lack of awareness and facility of First Aid communication.
* Inability of a person to have a top of mind recall of emergency numbers.
* High response time.
* Large number of calls being missed.
* The unorganized nature of the emergency & ambulatory services sector.
* The lack of technology.
* The absence of standard practice in ERS, affecting serviceability & customer experience.

**SOLUTIONS:**

* End to end emergency response service.
* GPS enabled high quality ambulances.
* Emergency Management Technology.
* Trained Drivers and certified Paramedics..
* Wide geographical coverage across 22 cities in India - All metros & Major tier 2 cities.
* Dedicated Helpline Number.

**IMPLEMENTATIONS:**

* **Partnership with the Government of Delhi on a fast-track PPP model**: Medulance has partnered with the Directorate of Health Services (Government of Delhi) on a fast-track public private partnership model. The empanelment is to provide 100 Basic Life Support ambulances to pick up Covid-19 suspected / positive cases.
* Medulance assists **300+ COVID positive or suspected patients daily**and has **assisted 40000+ COVID suspected or positive patients till date under this partnership**.
* Team Medulance has been able to consistently provide **an average response time of under 25 minutes**using its efficient dispatch technology.
* Medulance ambulances are **stationed at different locations identified on the basis of emergency data**.
* Medulance is also providing **safety kits as well as fumigation services for their ambulances.**

**RESULTS:**

* **Assisted 3 lakhs+ lives till date.**
* **Assisted 70,000+ COVID positive/suspected patients.**
* **Onboarded 40+ corporates.**
* **Cater to a subscriber base of 30 lakh+ people.**

**FUTURE PLANS:**

* Over the next 2-3 years, as the demand for emergency response systems increases, Medulance is planning to expand its fleet to over 20,000 ambulances in 1,000 cities.
* The end goal is to have the maximum number of ambulances per pin code to ensure faster response time.
* In the next 2-3 years, there is a plan to actively grow hospital partnerships by providing technology for quality care through our 5G ambulance.

**REFERENCE:**

For more information about [X], please see the [Organization name] website at: <https://medulance.com/>

Information regarding [X] is available from [Organization name], at: <https://yourstory.com/companies/medulance>