

# The Business Model Canvas










Designed for:

Designed by:

TEAM WHACK

Date:

Version:

<div>Key Partners</div> <div></div> <div><ul style="list-style-type: none"><li>• Tie-ups with Hospital Administration and Hospital Pharmacies</li><li>• Future tie-ups with the local pharmacies.</li><li>• Insurance Companies for advertisements of their plans</li></ul></div>	<div><div>Key Activities<div></div><div><ul style="list-style-type: none"><li>- Form Filling Online: Patient,Guardian,Doctor</li><li>- Check-box based system for symptoms</li><li>- Recommender System:Classification of Department, Severity of illness</li><li>- Medication Facility Medicine Packages created &amp; delivered</li></ul></div></div><div><div>Key Resources<div></div><div><ul style="list-style-type: none"><li>- Database of the hospital</li><li>- Patient Details (Medical Records)</li></ul></div></div></div></div>	<div>Value Propositions<div></div><div><ul style="list-style-type: none"><li>- improve efficiency and patient convenience.</li><li>- help medical personnel categorise patients to respective departments</li><li>- prioritize patients based on their symptoms.</li><li>- No any additional cost apart from software installation cost</li><li>- No need to carry prescriptions and and forms as all these things will be available readily and easily.</li><li>- Customers can get discounts for admitting through our service (customer incentive).</li></ul></div></div>	<div><div>Customer Relationships<div></div><div><ul style="list-style-type: none"><li>- Contact number of service</li><li>- Feedback Review System to improve our current system and add relevant features</li><li>- FAQs for general queries</li></ul></div></div><div><div>Channels<div></div><div><ul style="list-style-type: none"><li>- Get to patients by hospitals</li><li>- Through Social Media &amp; Press</li><li>- Digital Marketing</li><li>- Pitching the idea to the Hospital administration (Achieving optimization by reducing overhead costs)</li></ul></div></div></div></div>	<div>Customer Segments<div></div><div><ul style="list-style-type: none"><li>- Patients /Guardians (Target patients with age over 40 as they are more likely of having an illness)</li><li>- Hospitals in crowded regions</li></ul></div></div>
<div>Cost Structure<div></div><div><p>Internet connection</p><p>Software(product specific)</p><p>Laptop/Mobile</p><p>License version of developing software</p></div></div>		<div>Revenue Streams<div></div><div><p>Hospitals advertise their services on our platform and achieve competitive advantage over other similar hospitals</p><p>Incentive from what the patients pay to the hospital's pharmacy by admitting through our services</p><p>Yearly subscription charge for usage of software</p><p><u>Future:</u> Providing home deliveries by partnering with local pharmacies</p></div></div>		



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