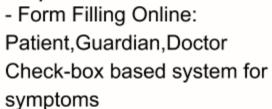
# The Business Model Canvas

### **Key Partners**



- Tie-ups with Hospital Administration and Hospital **Pharmacies**
- Future tie-ups with the local pharmacies.
- Insurance Companies for advertisements of their plans

## **Key Activities**



- Recommender System: Classification of Department, Severity of illness - Medication Facility Medicine

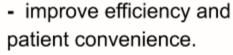
Packages created & delivered

#### **Key Resources**



- Database of the hospital
- **Patient Details** (Medical Records)





- help medical personnel categorise patients to respective departments
- prioritize patients based on their symptoms.
- No any additional cost apart from software installation cost
- No need to carry prescriptions and and forms as all these things will be available readily and easily.
- Customers can get discounts for admitting through our service (customer incentive).

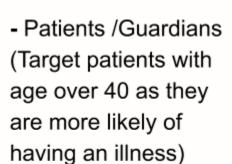


- to improve our current system and add relevant features

# Customer Relationships

- Feedback Review System
- FAQs for general queries

# Customer Segments 4



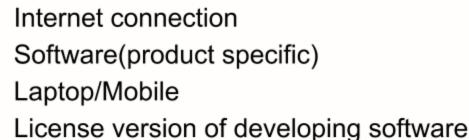
- Hospitals in crowded regions

### Channels



- Get to patients by hospitals
- Through Social Media & Press
- Digital Marketing
- Pitching the idea to the Hospital administration (Achieving optimization by reducing overhead costs)

#### Cost Structure



#### Revenue Streams

Hospitals advertise their services on our platform and achieve competitive advantage over other similar hospitals

Incentive from what the patients pay to the hospital's pharmacy by admitting through our services

Yearly subscription charge for usage of software

*Future:* Providing home deliveries by partnering with local pharmacies















