Create product road map

User stories. Create a story through the eyes of a doctor / patient / organization about a problem they have and how we could solve that problem

Automatic appointment notification and confirmations through dialm

How to generate revenue:

1. Ad based?
2. Health practitioners
   1. Premium features
3. Hospitals and Institutions (Insurance)
   1. Blocks of users
   2. Support
4. Countries

Widgets

**Questions:**

We need “account manager’s” for one physician account. People who work for the physician and can use the physician’s account to a degree. They need to have different roles.

* Nurse
* Hospital administrator
* Office manager
* Secretary

How to get people involved?

What’s the ratio of patients to physician?

What’s the ratio of physician to patients?

How many times does the average person go to their doctor?

What do they do at the doctor?

* Helps us answer what average revenue per hospital, physician and patient
* Helps us answer when the system will be profitable
* Helps us figure out how much to charge for features
* Helps us determine the conversion rate of physicians to patients over time

Ask Theresa how the law firms have moved from paper-based to digital copies? Trying to determine how to get doctors with a paper based office to convert.