

Simplify, Scale, and Heal Smarter with WhatsApp for Healthcare Sector

Empowering Healthcare Providers to do more—Engage, Assist & Automate. From Appointment Booking to Patient Follow-ups—Simplify Care Delivery via WhatsApp.



Meet **Anantya**—

The Evolution of Intelligent Business Messaging

Our Journey So Far



Over **1 Billion Conversations**
Delivered across industries.



Global Footprint with a strong presence in the Middle East, Asia-Pacific, and Africa — and growing.



Trusted by Businesses ranging from agile **Startups to Enterprise Giants.**



ISO-Certified Infrastructure, ensuring secure, compliant, and enterprise-ready deployments.



Recognized Technology Partner to leading telecom providers and marketing automation platforms.



Built for **Conversations**, Trusted for **Results**

Anantya isn't just a tool, it **powers conversations** that are **smarter, faster, and built to scale**.

What began as a WhatsApp API integration has evolved into a **dynamic, industry-agnostic engagement platform**, trusted by businesses worldwide to **simplify communication, personalize journeys**, and scale effortlessly. **Built for speed**, designed for **flexibility**, and driven by AI — Anantya transforms every **interaction into growth**, no matter the industry or geography.

✓ Customizable workflows

✓ Official WhatsApp Business Blue Tick

✓ Seamless Integrations

✓ AI-powered engine



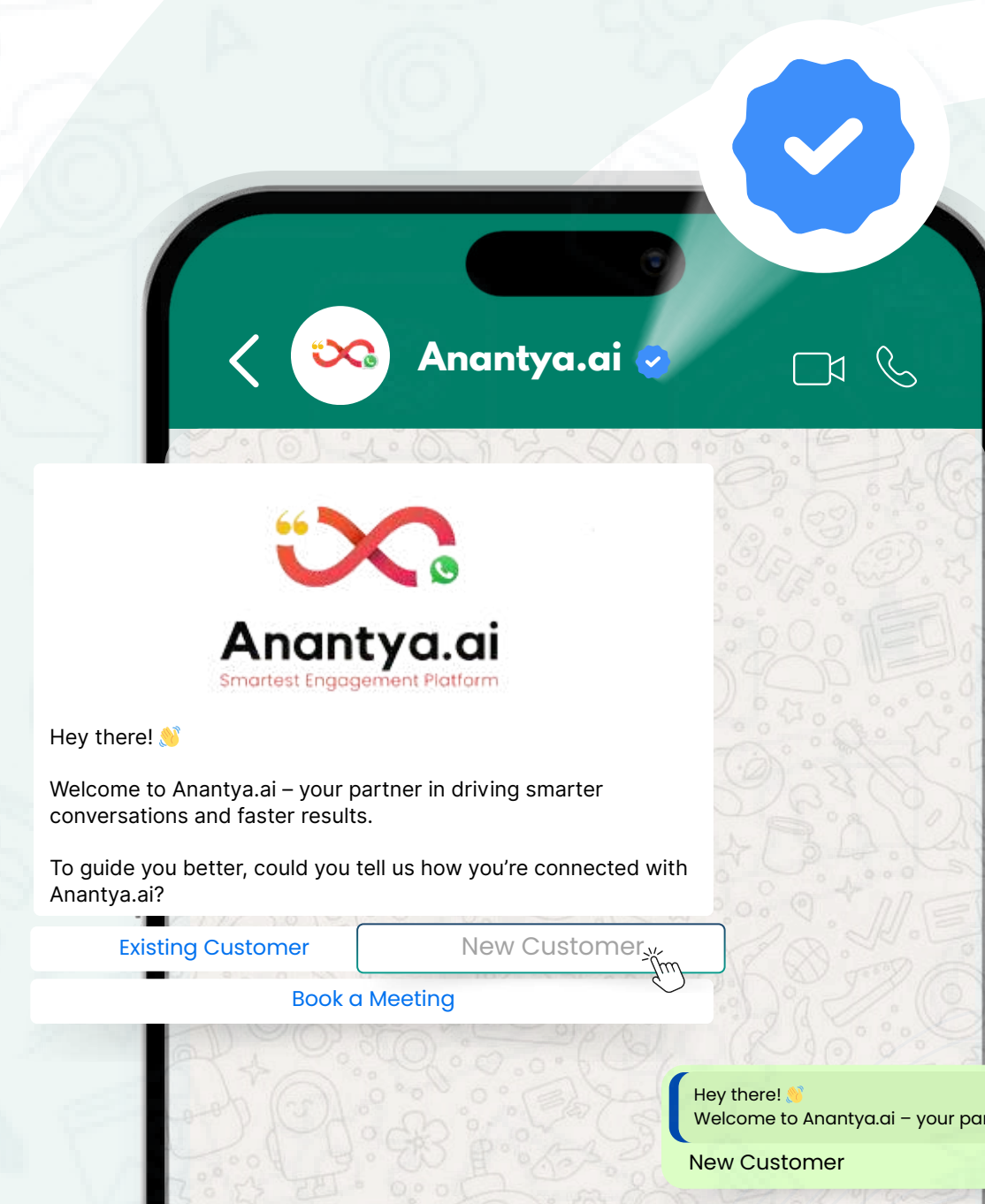
500+ CLIENTS ONBOARDED



3+ YEARS OF EXPERIENCE



20+ COUNTRIES SERVED



Healthcare Sector's Focus Areas:

Anantya.ai is **redefining how you connect with your patients**—using automated, personalised conversations that simplify appointment scheduling, medicine renewals, claims, and patient support.



**Book
Appointments &
Send Reminders**



**Share Reports
on WhatsApp**



**Automate
Prescription
Refills**



**Collect Digital Consent
& Patient Documents**



**Enable 24/7 Multilingual
Patient Support**

Anantya.ai empowers healthcare industry to **serve faster and smarter** by turning WhatsApp into a powerful **patient engagement assistant**. Our WhatsApp API **streamlines** onboarding, claims, renewals, and support—making **patient journey seamless and hassle free**.



DID YOU KNOW??

Reimagine Patient Journeys—Powered by WhatsApp

98% of WhatsApp messages are opened, compared to just 20% for **email**

50% **reduction** in operational delays through smart automation on WhatsApp.

70% **of routine patient queries** can be handled instantly by a chatbot

90% of users **respond** to something within the first hour **on WhatsApp**



Apollo Hospitals

Monday

Hello Rahul! 🙌

Welcome to MedEase's official WhatsApp Assistant.

We're here to make your healthcare journey smoother, smarter, and stress-free. 😊

Would you like to explore your options today?

Sure

Not Today!



Sure

How can we assist you today?

Understand Your Health Coverage & Benefits ☒

Learn About Preventive Care & Wellness Tips ☐

Raise a Concern or Share Medical Feedback ☐

Just choose an option of your choice!



Challenges Faced in Patient Support



**Long Wait Times &
Manual Booking**



**Inconsistent Health
Record Collection**



**Missed Appointments
& No-Shows**



**Limited Staff for
Routine Inquiries**



**Low Engagement in
Follow-Up Care**



**Language Barriers in
Patient Communication**



Key Features Tailored for Healthcare

Frictionless Appointment Booking & Care Navigation

Feature: **Interactive Templates & Smart Flows**

- Allow patients to **choose appointment slots**, submit medical history, or explore your services via buttons.
- Use **rich templates** to reduce form drop-offs.

Always-On Communication, Any Channel

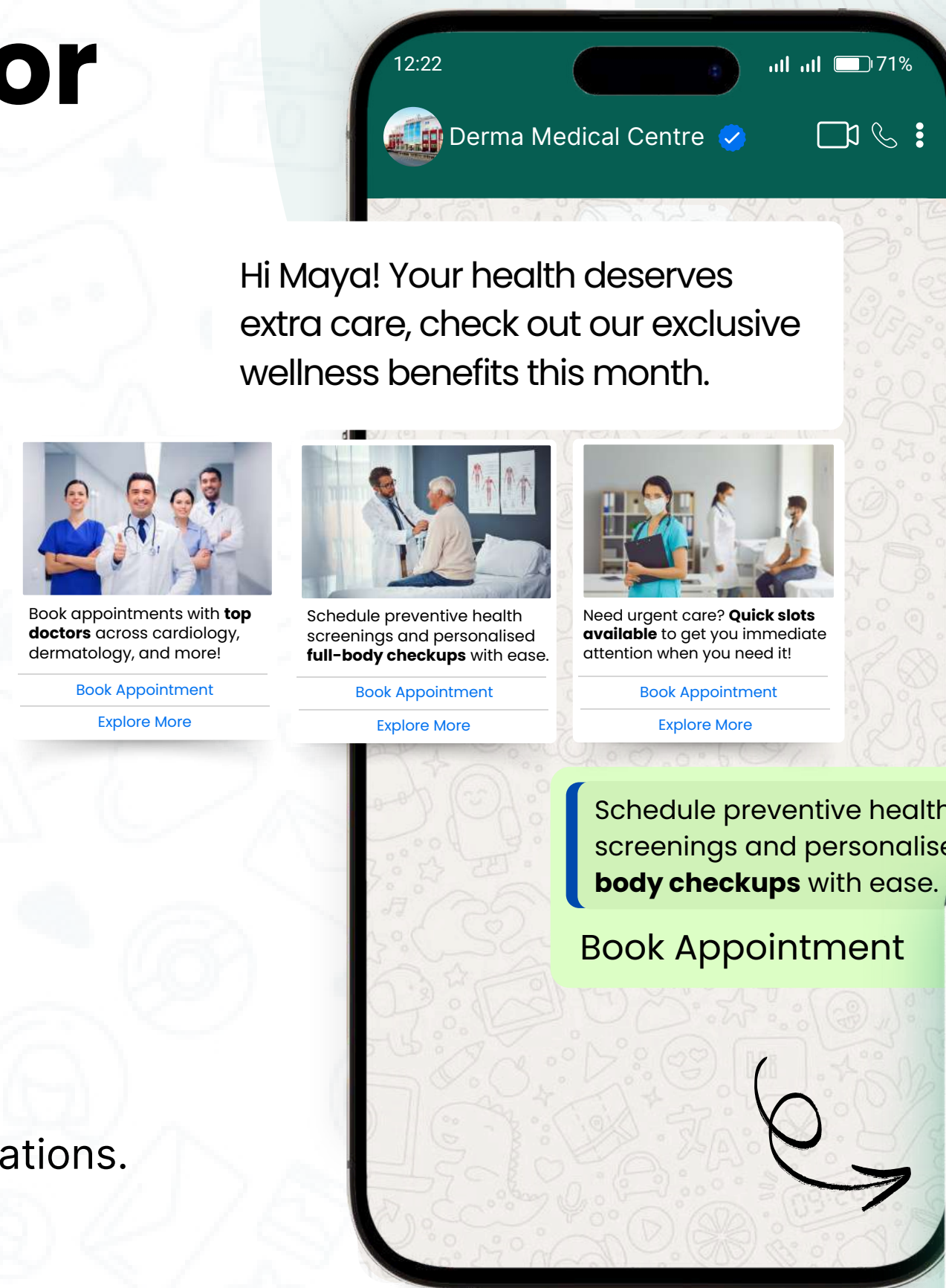
Feature: **Omnichannel** (Website, SMS, Live Chat, WhatsApp)

- Let **interested customer choose their channel** — chatbot continues the journey across platforms.

Ads for Health Camps or Promotions

Feature: **Click-to-WhatsApp Ads (CTWA)**

- Turn awareness campaigns into real-time WhatsApp conversations. Engage instantly & convert interest into appointments faster.



Automated Prescription Reminders & Appointment Nudges

Feature: **Chatbots & Automations**

- **Automate** appointment eligibility checks, patient FAQs & more.
- **Qualify** cases instantly and route only the critical ones to your staff.

Health Alerts & Appointment Reminders that get Seen

Feature: **Broadcast + SMS Fallback**

- Send **bulk health updates** or awareness messages to thousands — backed by SMS fallback for **100% delivery**.
- Add **personalization** boost patient response & attendance.

Patient Journey & Status Tracking Made Simple

Feature: **LMS & Smart Labels**


- Automatically **tag patients** by Condition, Treatment, or Urgency, etc.
- **Organise** patients by Region, Doctor, or Medical Case.


Collect Consultation Fees & Medical Payments Instantly




Feature: **Integrated Payment Links on WhatsApp**


- **Use UPI/payments** within WhatsApp for consultation fees, medicine charges, or payment for tests with **zero redirects**.


Different Payment
Methods to Choose from


 Send to Fortis Healthcare


 Razorpay




 Paytm


 NET BANKING


 DEBIT/CREDIT CARD

TOTAL
 Rs. 4500.00

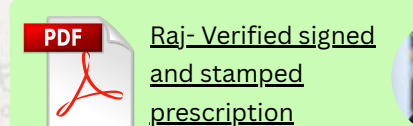
Select and Continue



Hi Raj,
Welcome to FORTIS! 🤖
To move ahead with your medicine dispatch, please submit your signed and stamped prescription.

12:22 pm

[Click to submit](#)



Confirmed! Your submitted prescription is verified.
Please click on the link below pay the medicine charges-

8:26 PM

[Pay Medicine Charges](#)



Payment received **successfully!**

8:26 PM

Your medicines will be delivered by EOD! May I help you with anything else?

[Options :](#)

9:00 AM

- Track Medicine delivery ☐
- Changes/verify delivery address ☐
- Download Payment receipt ☐
- Talk to an Agent ☐



Smarter Engagement Starts on WhatsApp

Instant Patient Engagement

Automated responses for appointment queries, report acknowledgements, prescription updates, and common FAQs.

Seamless Appointment Coordination

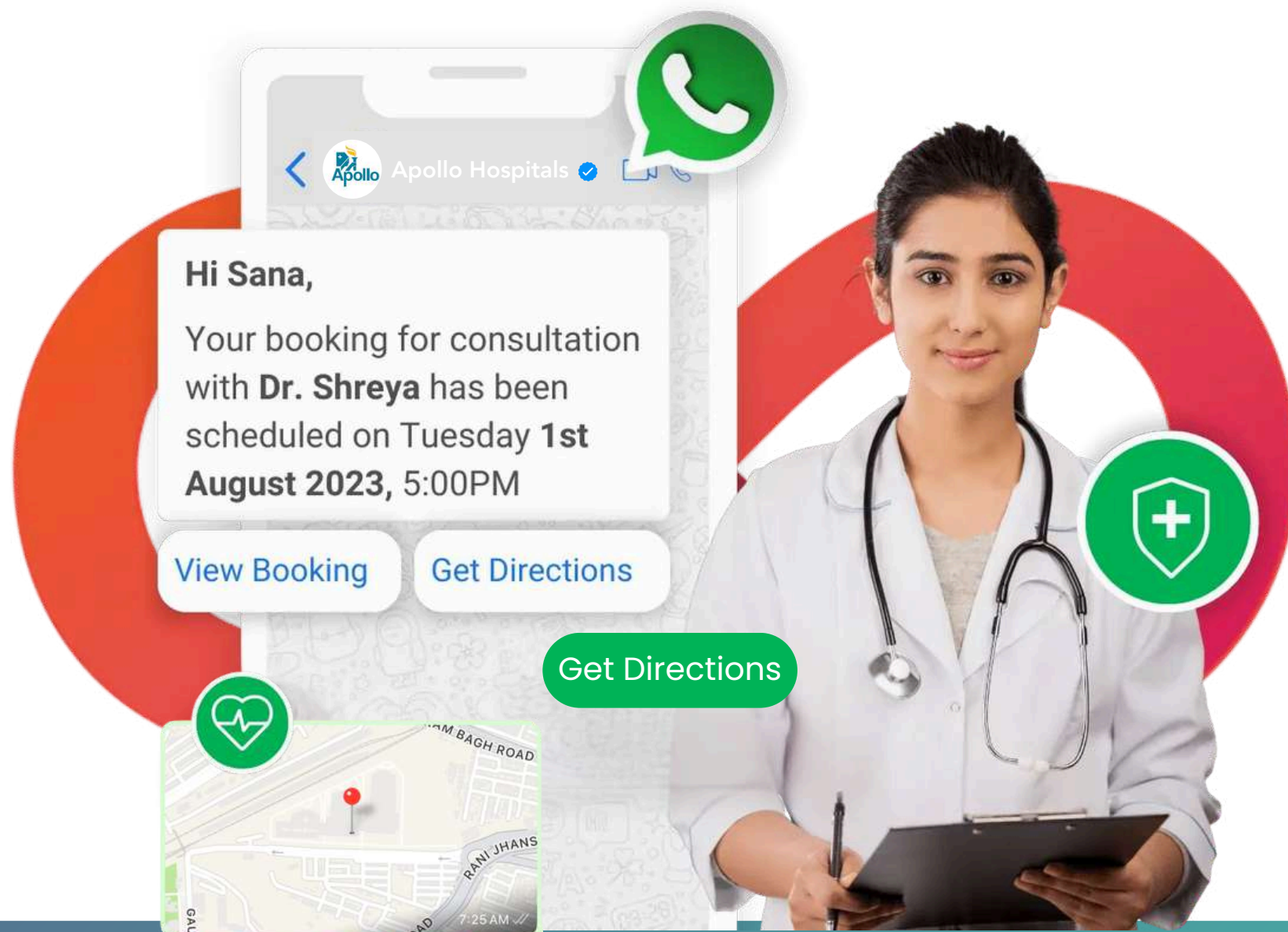
Auto-schedule medical checks, send reminders, and reschedule appointments or callbacks—all via WhatsApp.

Patient Registration & Support

Share consultation details, explainer videos & care instructions instantly on WhatsApp—making the registration process easier.

Medical Document Collection & Verification

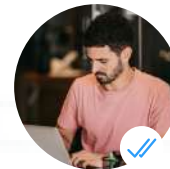
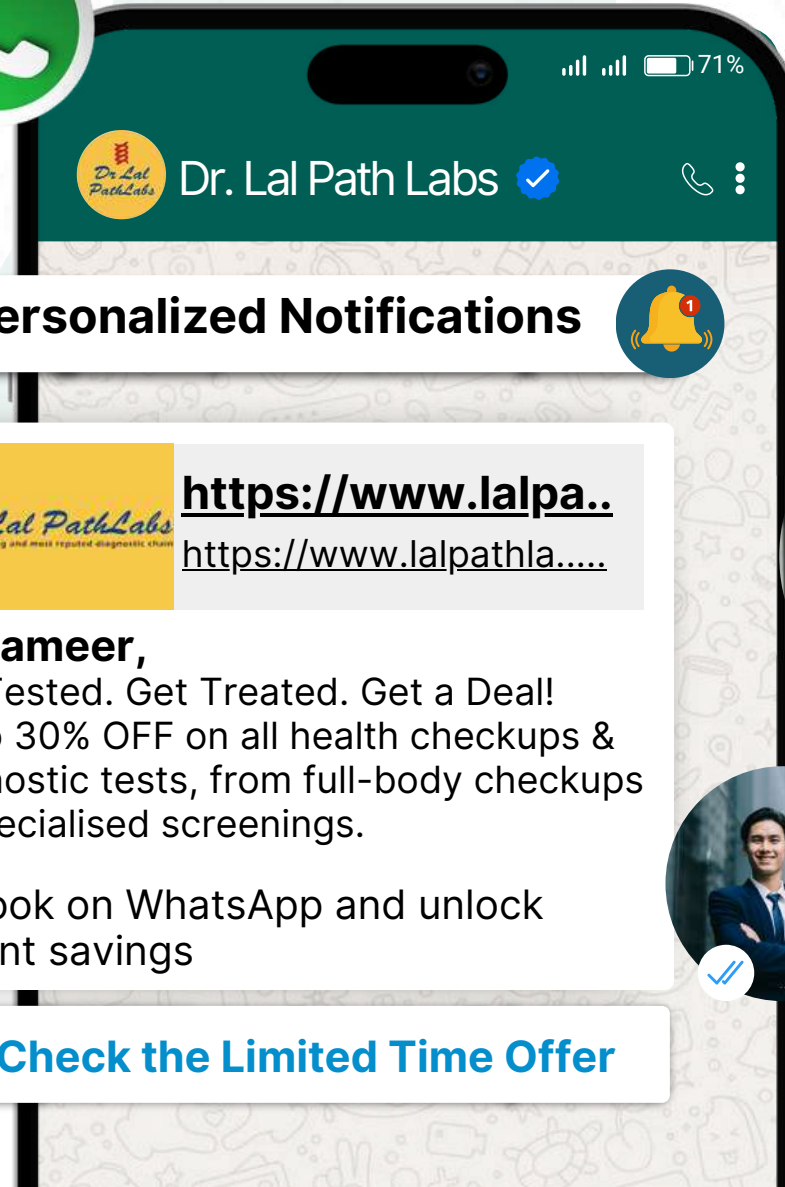
Securely collect prescriptions, lab reports, consent forms, insurance proofs, and ID documents—directly on WhatsApp.



Bonus: Integration Possibilities

Seamlessly integrates with hospital information systems (HIS), electronic medical records (EMR), lab management software, CRMs, and patient engagement platforms like





Agent Response Time

50 Sec

Sent to

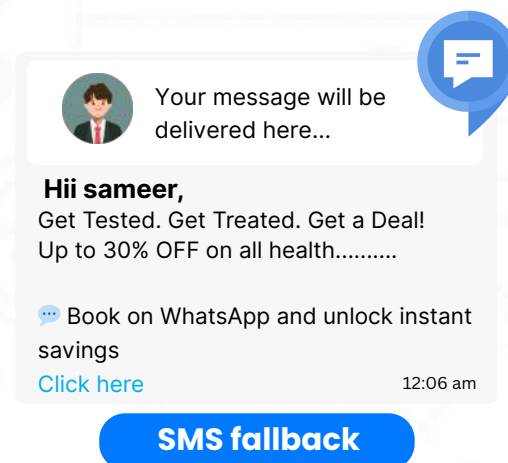
855+ Patients

✓ Delivered

85%

❗ Not Delivered

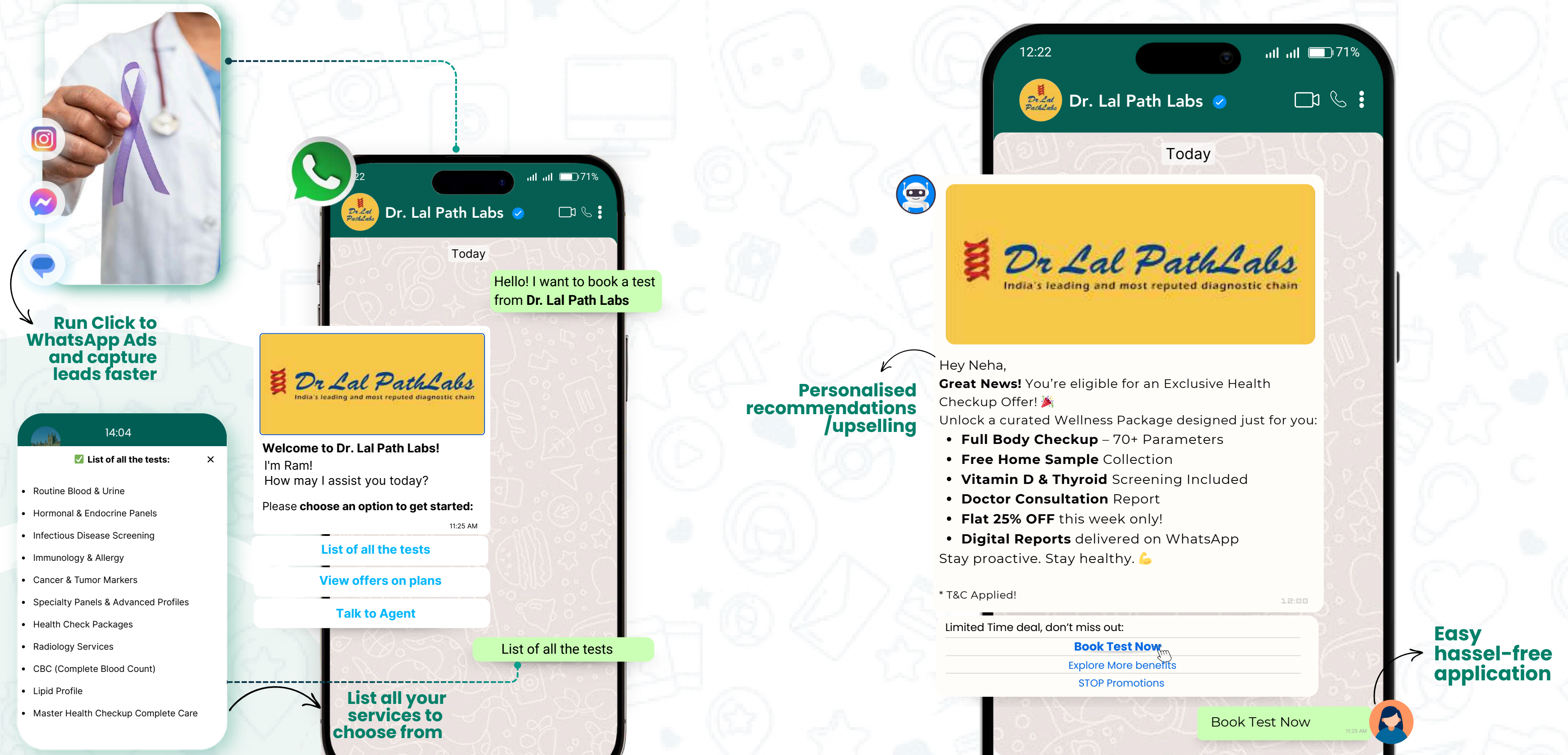
15%



Benefits of WhatsApp Support for Healthcare

- **24/7 Smart Support**– Answer FAQs, track claims, send appointment status—all with AI-powered instant replies, anytime, anywhere.
- **Higher Response Rates**: 98% open rates and real-time replies make WhatsApp the most effective channel to reach and retain.
- **24/7 Availability**: AI-powered chatbots ensure round-the-clock support and assistance.
- **Simplified Claims & Medicine Renewals**: Automate reminders, collect documents, and guide users step-by-step—all in a single, intuitive conversation.
- **Personalized, Multilingual Experience**: Engage patients in their preferred language with contextual responses tailored to them.
- **Secure & Verified Communication**: End-to-end encryption via WhatsApp Business API ensures all interactions are secure & trusted.

Patient Engagement, fully on Autopilot



Smart Patient Support, One Chat Away

Personalise communication



Welcome Sana! 🙌
From instant appointment bookings to lab report sharing, prescription reminders, and digital consultations—we've got your care journey covered, right here on WhatsApp!
How may I assist you today?

List

Please choose an option to get started:

- Explore Health Checkup Packages
- Get a Recommendation
- **Schedule a Doctor Consultation**
- Track Appointment / Report Status
- Upload Medical Documents
- Schedule Sample Collection
- Browse Treatments & Services
- Talk to a Care Coordinator

List services to choose from

Hello, I need to book doctor's appointment

Seamless Support, Instant Answers

AI
Smart recommendations

Sure! To help our doctor prepare better for your consultation, could you please upload any of the following:

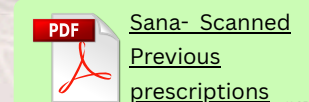
1. **Previous prescriptions**
2. **Lab reports**
3. **Your health summary (if available)**

Thanks, Sana! 🙌
Your prescriptions have been received securely. 🔒
I'm now reviewing them to match you with the most suitable doctor for your consultation.

While I process it, would you like to:

- [Track review progress](#)
- [Get a call from a care coordinator](#)
- [Schedule an appointment](#)

Schedule a Doctor Consultation



Easily upload supporting documents

Schedule an appointment

Book Appointment

Select Date
dd-mm-yyyy

Preferred Time Slot
hh-mm

Preferred Doctor-
Not Mandatory

Any special requests-

Brands that trust in us...





Get In Touch With Us!

We'd love to know your Whatsapp Use-Case and help your Business Grow using Whatsapp!



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