



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.



#startupindia



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.



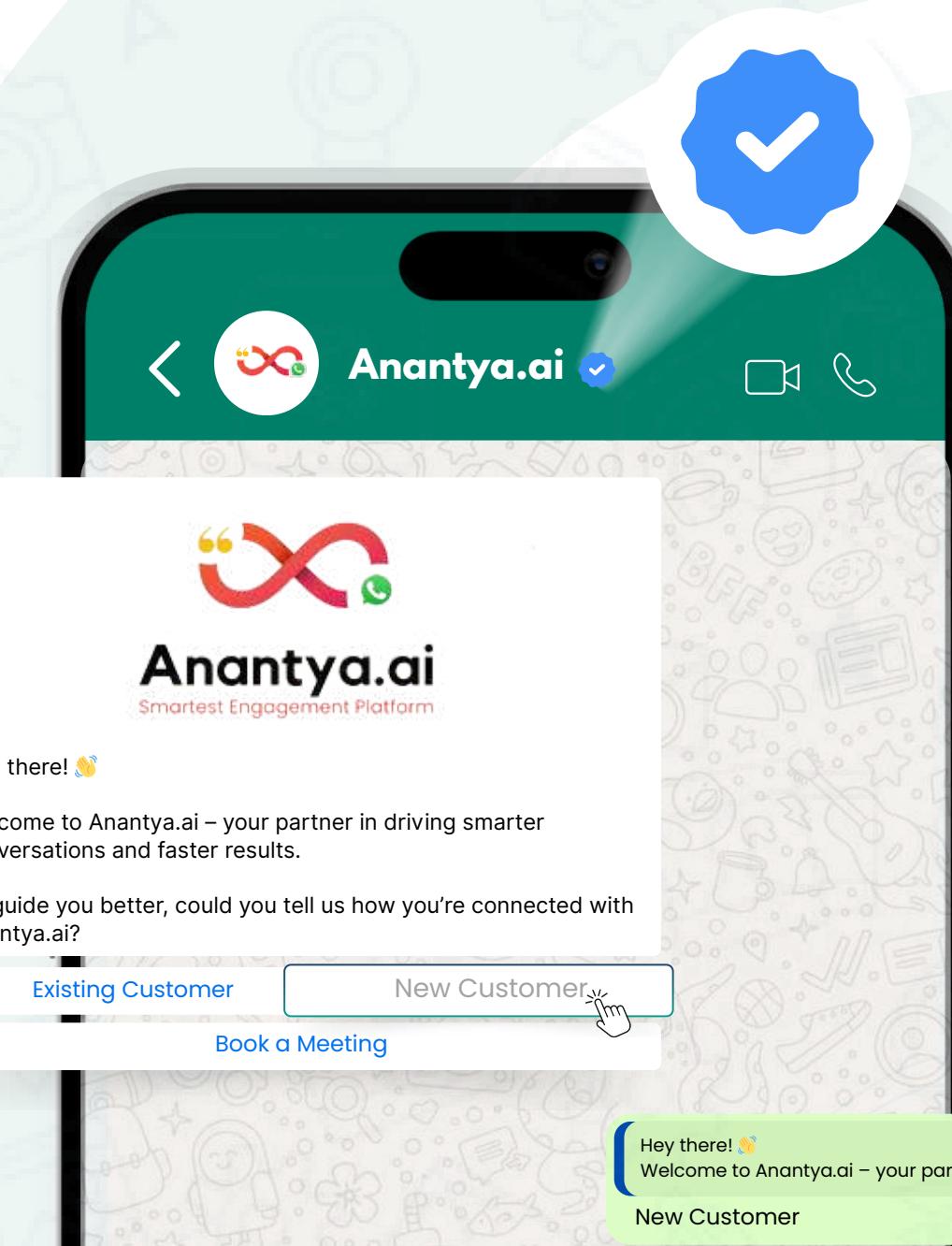
Built for Conversations, Trusted for Results

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



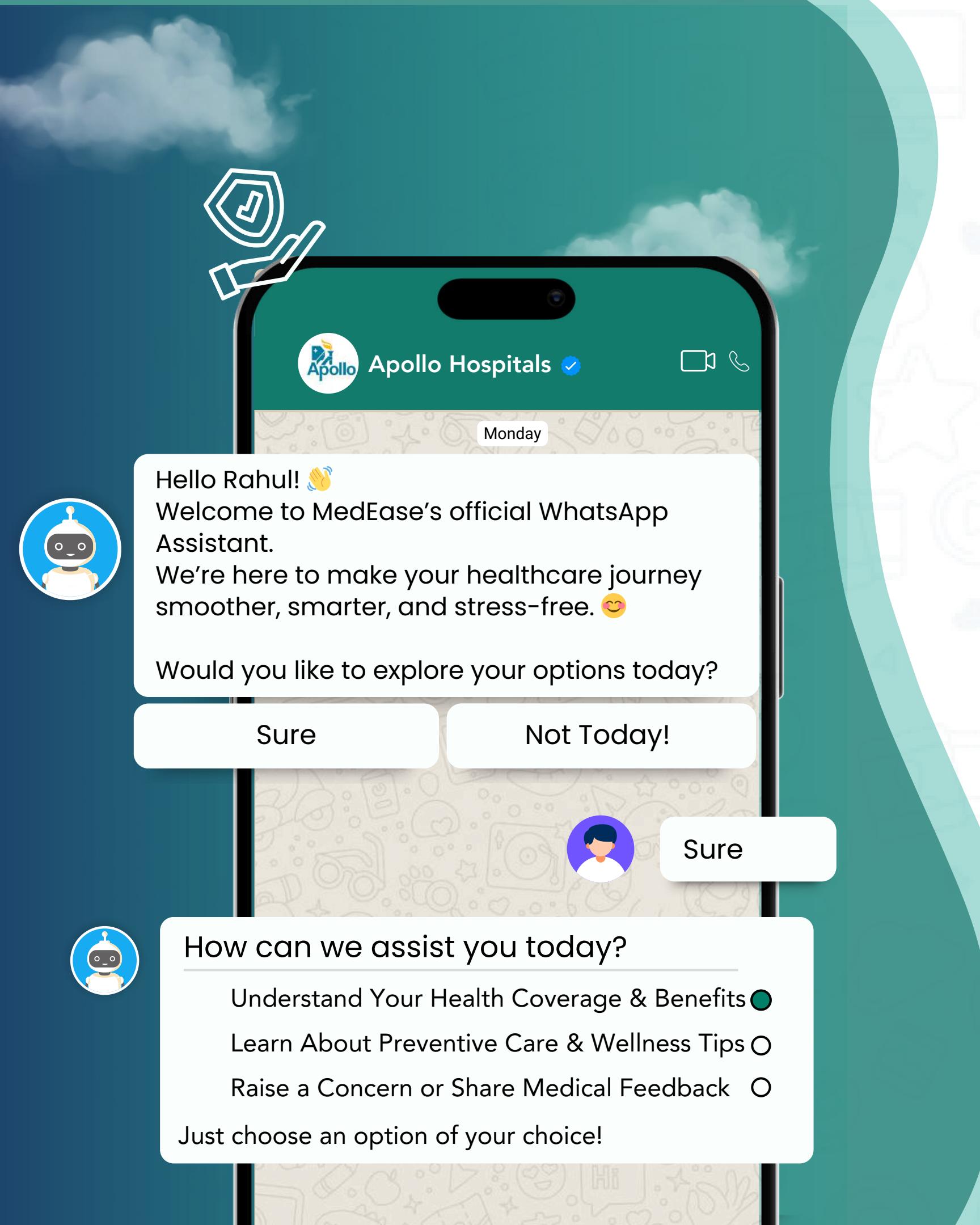
Collect Digital Consent & Patient Documents



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**

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

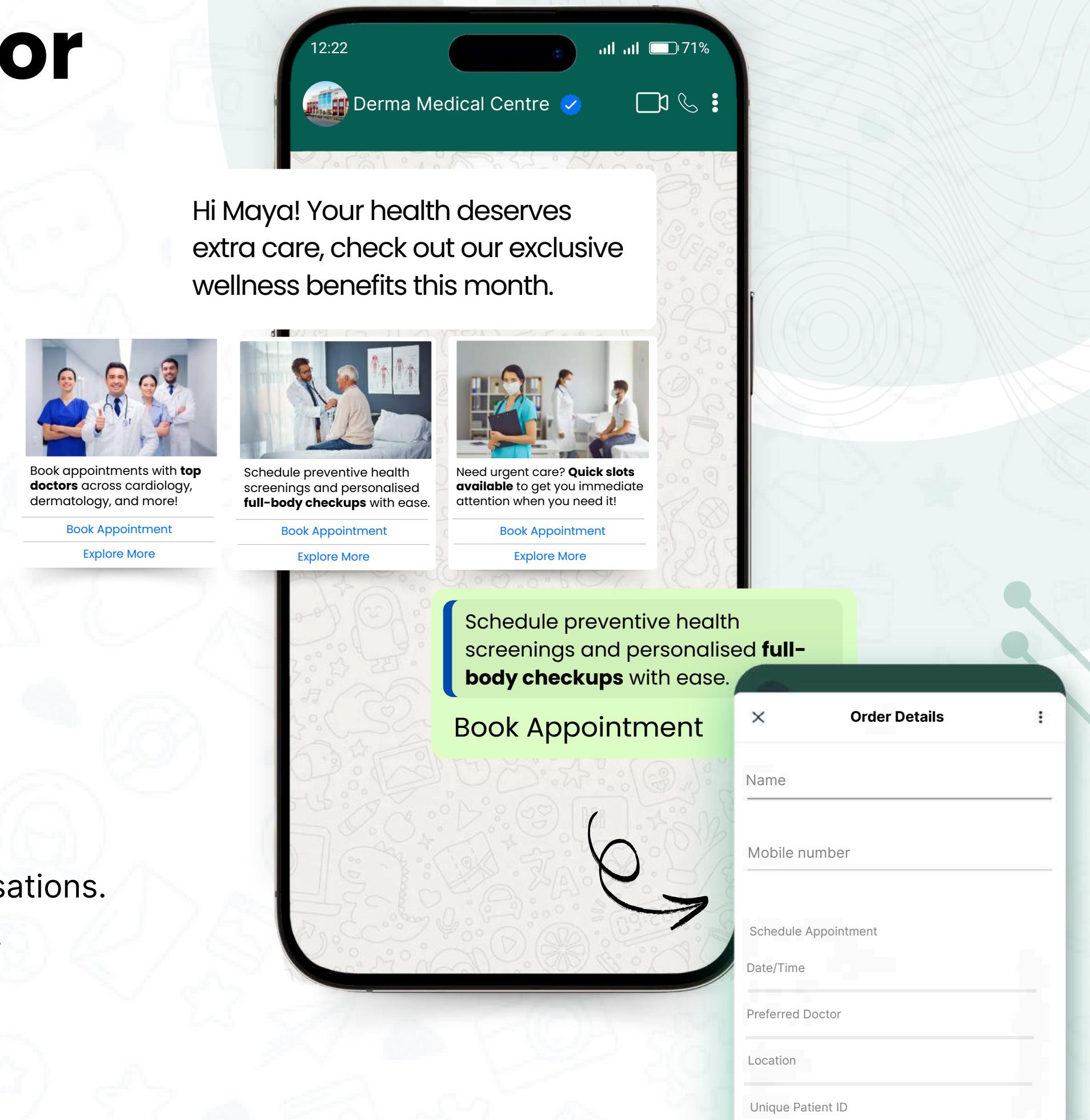
Feature: **Omnichannel** (Website, SMS, Live Chat, WhatsApp)

- 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

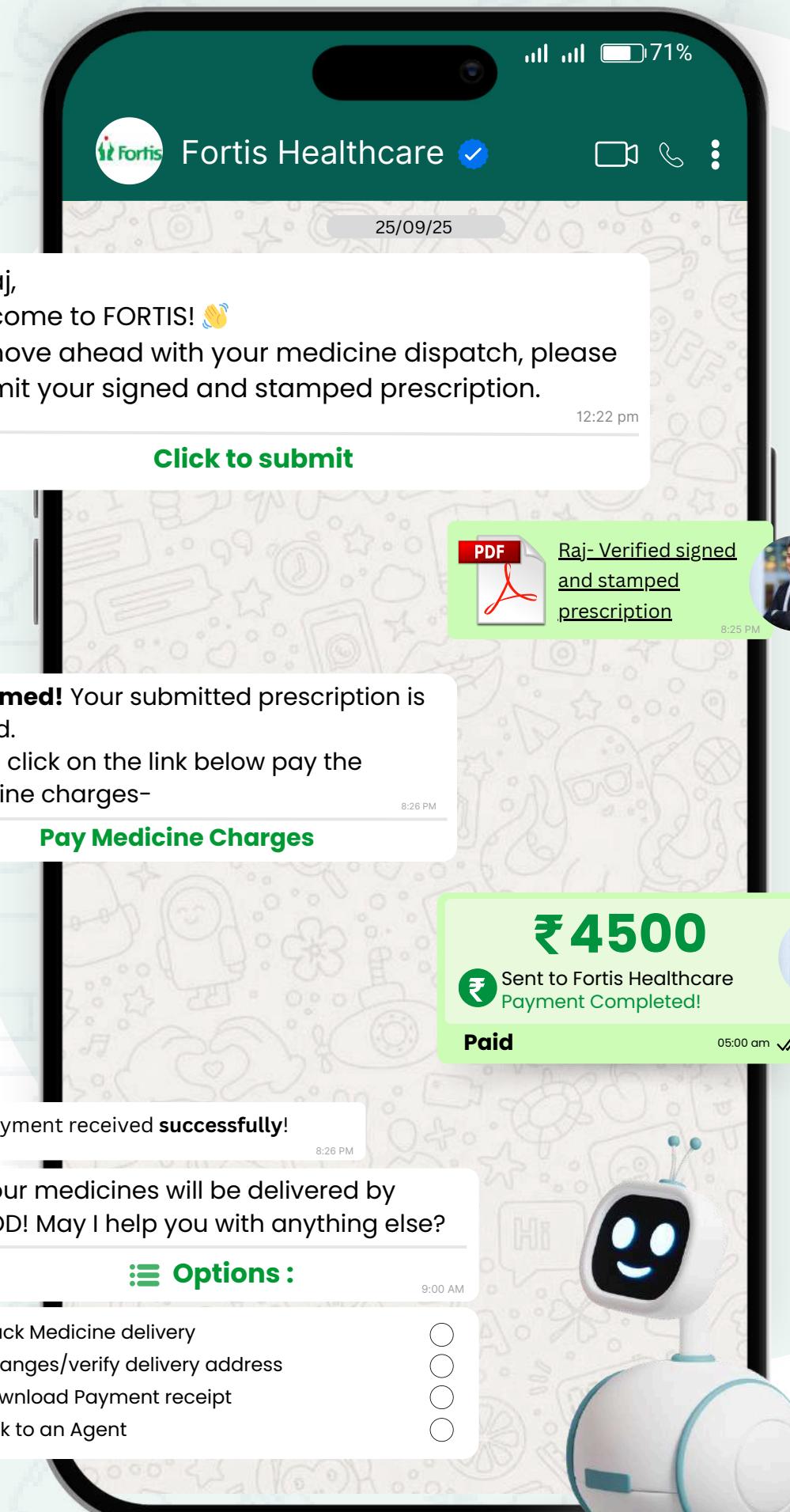
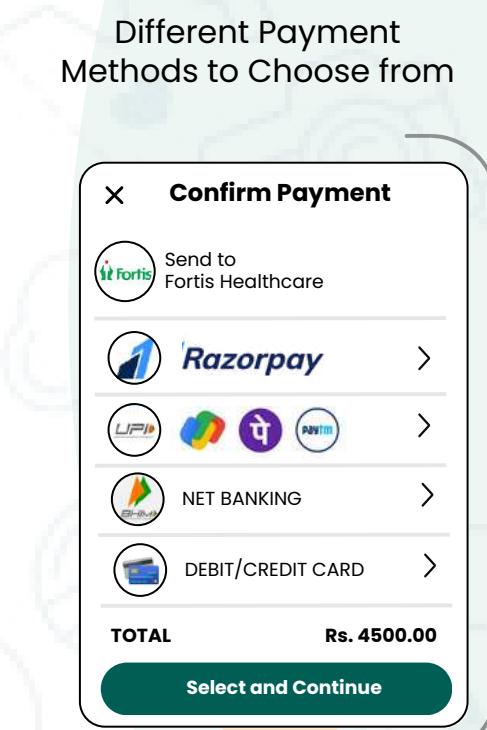
Feature: LMS & Smart Labels

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

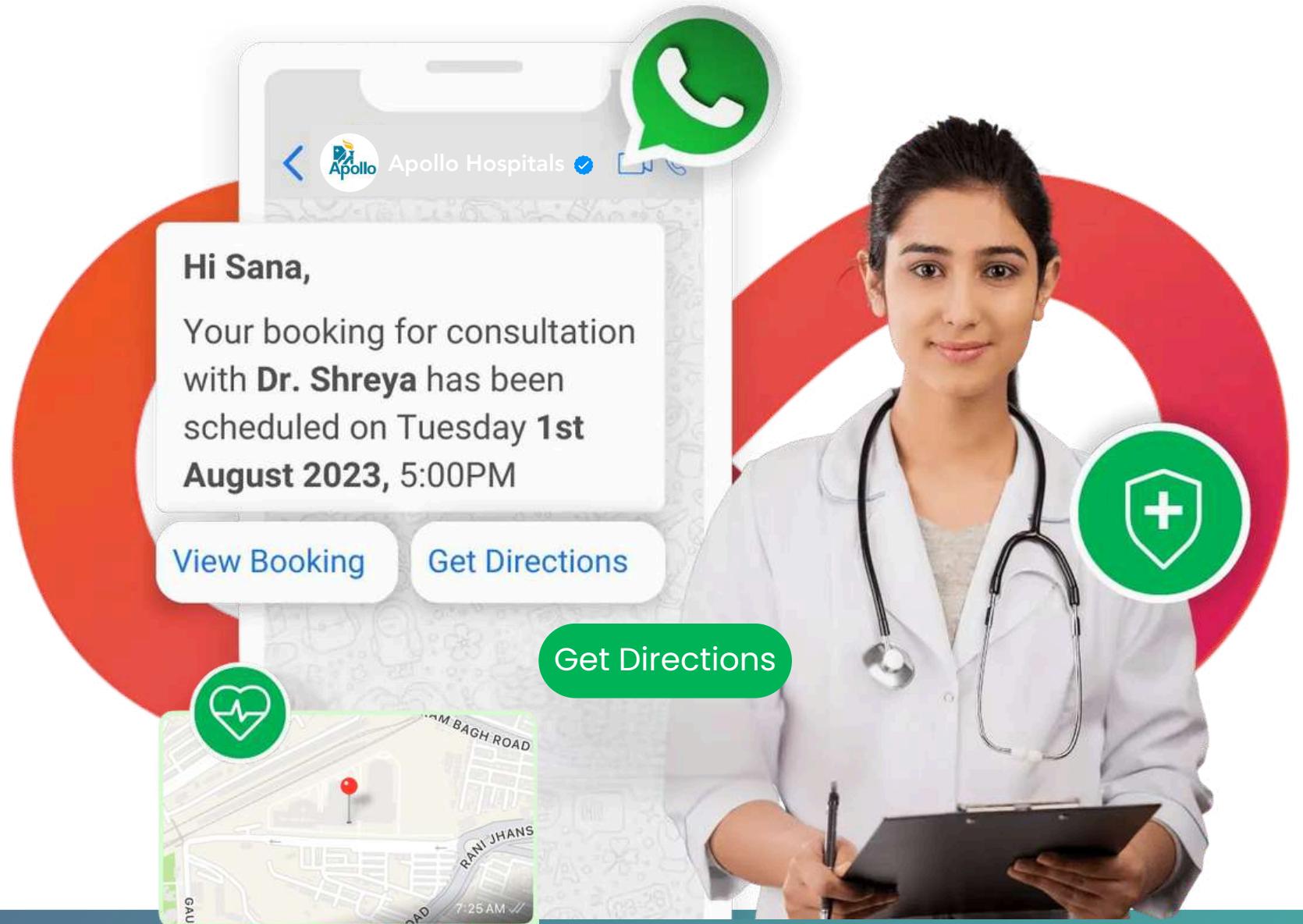
Collect Consultation Fees & Medical Payments Instantly

Feature: Integrated Payment Links on WhatsApp

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



Smarter Engagement Starts 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  

Instant Patient Engagement

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

Seamless Appointment Coordination

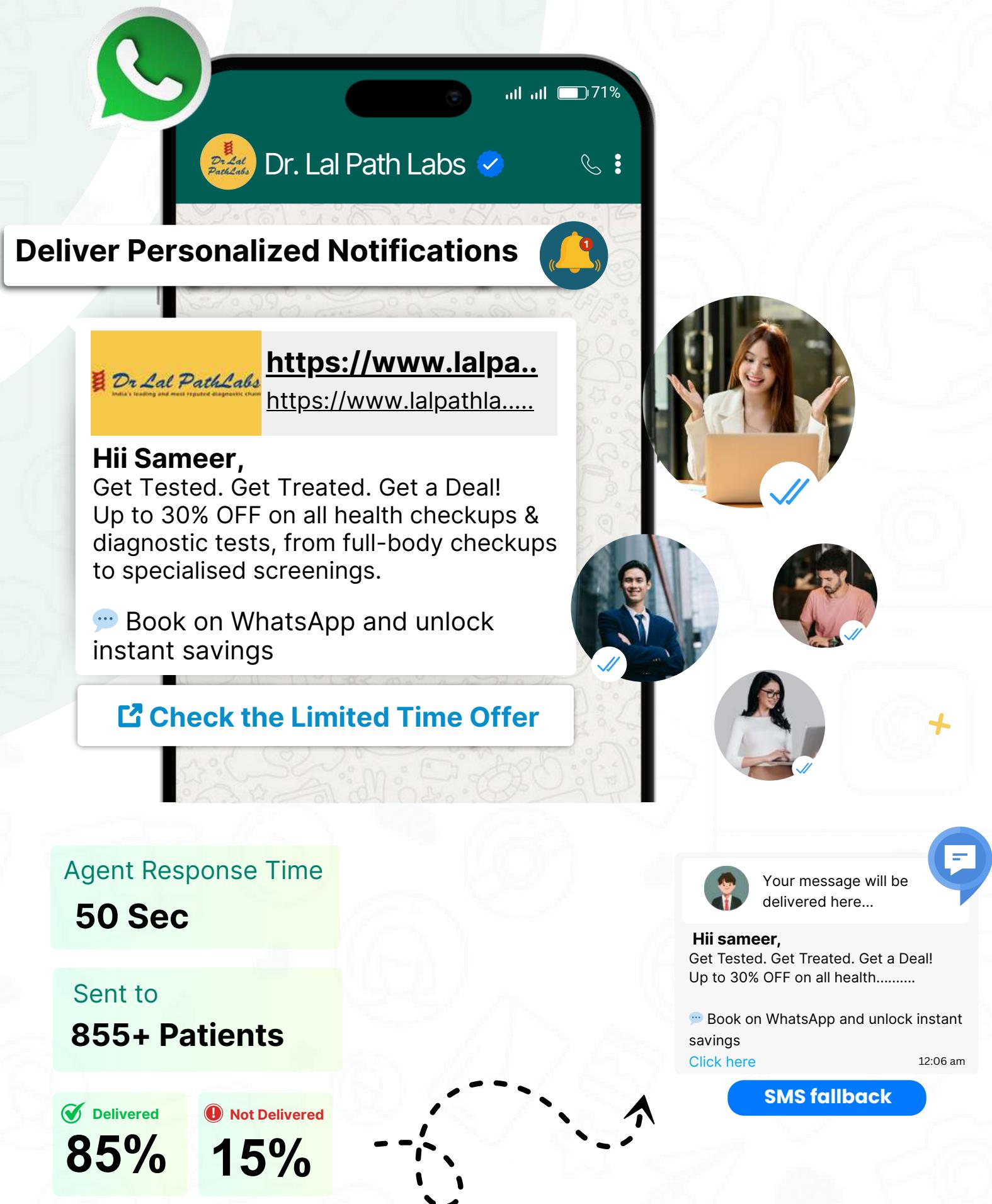
Auto-schedule medical checks, send reminders, and reschedule appointments or callbacks—all via WhatsApp.

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.



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

Run Click to WhatsApp Ads and capture leads faster

List all your services to choose from

List of all the tests:

- Routine Blood & Urine
- Hormonal & Endocrine Panels
- Infectious Disease Screening
- Immunology & Allergy
- Cancer & Tumor Markers
- Specialty Panels & Advanced Profiles
- Health Check Packages
- Radiology Services
- CBC (Complete Blood Count)
- Lipid Profile
- Master Health Checkup Complete Care

Personalised recommendations /upselling

Hey Neha,
Great News! You're eligible for an Exclusive Health Checkup Offer! 🎉
Unlock a curated Wellness Package designed just for you:

- Full Body Checkup** – 70+ Parameters
- Free Home Sample Collection**
- Vitamin D & Thyroid** Screening Included
- Doctor Consultation Report**
- Flat 25% OFF** this week only!
- Digital Reports** delivered on WhatsApp

Stay proactive. Stay healthy. 💪

* T&C Applied!

Limited Time deal, don't miss out:
[Book Test Now](#)
[Explore More benefits](#)
[STOP Promotions](#)

Easy hassel-free application

Smart Patient Support, One Chat Away

Personalise communication

Fortis Healthcare

Today

Hello, I need to book doctor's appointment

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

Seamless Support, Instant Answers

AI Smart recommendations

Easily upload supporting documents

12:22 71%

Today

Schedule a Doctor Consultation

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)

PDF Sana- Scanned Previous prescriptions

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 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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