
PM School Teardown

Orange Health



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Product Overview



1mn downloads

500k MAU

Downloads Last 30 Days

32,408

Monthly Visits

335,543

Rating

4.8 stars on app

Product

It is an on-demand diagnostics service provider that offers diagnostic services. The company also offers health checkups, vaccinations, and telemedicine services.

Vision

Our vision is to make healthcare seamless for consumers in their homes by enabling doctors to treat their patients in real-time.

USP

Orange Health Labs offers at-home collection of samples on-demand within 60 minutes and delivers test results twice as fast as the industry norm, across the top cities in India

Problem Statement

Objective

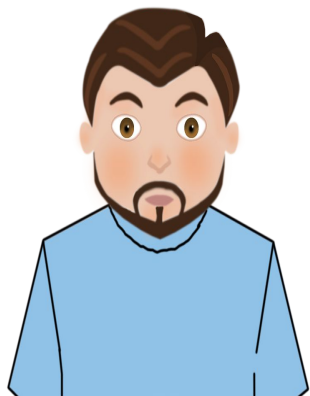
- 1) Understand mental model of existing users to upsell them the insurance product
- 2) Understand users who are looking for insurance plans online
- 3) Think of new features
- 4) Figure out monetisation strategy
- 5) GTM plan to launch the new in app features
- 6) Define success metrics

You have noticed your target audience can very well be benefited with mediclaim/health insurance products apart from the existing healthcare services provided on the platform currently. So, you need to design and roll out affordable health insurance plans with convenient medical coverages and pocket friendly premiums to them as well. To achieve this you might want to collaborate with existing insurance brokers (like Acko) in the market and help in flexible premium repayment schedules for easy and fast adoption by users.

Value generated by solving this

- 1) Generate new revenue streams - by extending to existing users and getting new users on platform for insurance product
 - 2) Increase CLV of customers once they are on insurance plans
 - 3) Increase CSAT by providing comprehensive healthcare solution
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User Persona - Existing user



- Name: Rahul
 - Age: 27
 - Occupation: Software Engineer
 - Health: Rahul is generally healthy, but he wants to make sure that he stays healthy and prevents any health problems from developing. He also wants to be able to get quick and easy access to healthcare services when he needs them.
 - Online Health Habits: Rahul uses the internet for a variety of purposes, including booking travel, shopping, and managing his finances. He is also interested in learning more about health and wellness, and he often reads articles and blog posts on the internet about these topics.
 - Goals: Rahul's goals are to stay healthy and prevent any health problems from developing. He also wants to be able to get quick and easy access to healthcare services when he needs them.
 - Pain Points: Rahul's pain points are the time and effort involved in booking pathological tests and health checkup tests at a traditional clinic. He also doesn't like having to wait long for his results.
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User Persona - Existing user

Context

He relies on Orange Health Lab to book lab tests and health checkups and he trusts the platform.

Beliefs

He and her family's health can be managed online through safe platforms that give services that are verified

Goals

Wants easy to access, quick, reliable health services while at the same time minimising the amount to be spend for the same

Behaviour we want him to perform

Purchase the newly launched health insurance plans from the platform

How can we achieve this ?

Convey to him how purchasing the plan can save her recurring costs of lab tests, health checkups and even hospital consultations.
Nudge him to buy the plan on CTA touchpoints on the app

User Persona - New user

- Name: Meena
 - Age: 32
 - Occupation: Working as a product manager
 - Health: Meena is generally healthy, but she is aware that healthcare costs are rising rapidly in India. She is also aware of the importance of having health insurance in case of an emergency.
 - Online Health Insurance: Meena is thinking to opt for an online health insurance plan because she wants the convenience of being able to purchase and manage her policy online. She is also interested in getting the best possible price on her health insurance plan.
 - Goals: Meena's goals are to protect her financial future in case of a medical emergency and to get the best possible price on her health insurance plan.
 - Pain Points: Meena's pain points are the complexity of health insurance plans and the difficulty of comparing plans from different insurers. She is also worried about getting the right coverage for her needs.
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User Persona - New user

Context

She is looking actively for health insurance policies to safeguard her future expenses

Beliefs

Health insurance plans are difficult to compare and choose from. She wants an online platform for policy because she thinks it will be easy to manage

Goals

Get guidance to choose the best plan for her needs at the best price. Easy to manage digital platform to manage her policy

Behaviour we want her to perform

Purchase the newly launched health insurance plans from the platform

How can we achieve this ?

Reach through marketing channels and position the product as an easy to manage and compare health insurance plan

Possible brokers

Acko

Digit Insurance

Even

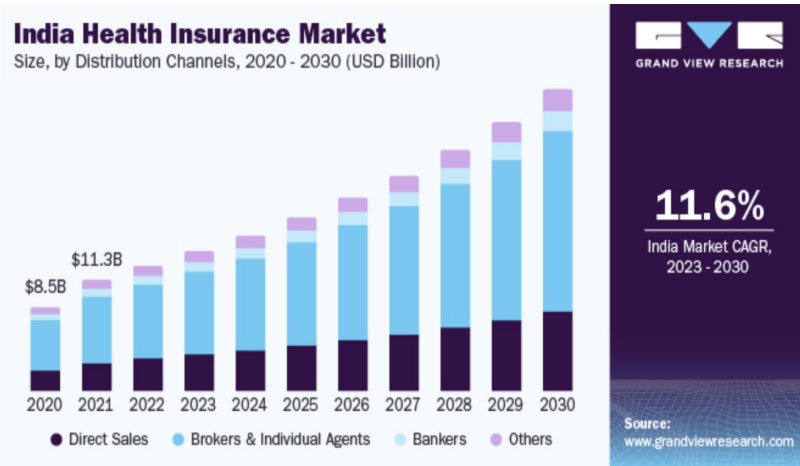
Insurance plans

Sell white labeled insurance plans by other insurance brokers under the name of Orange Health Labs

What benefit insurance brokers will have ?

- Get existing and new user base of Orange Health Labs
 - Leverage Orange Health Lab's ecosystem of lab infrastructure, doctor prescription (Orange Doctor)
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Monetisation strategy



Commissions

Orange Health can charge a commission on sales of health insurance plans by collaboration partner like Acko, Digit etc through its platform

The commission rate can vary depending on the type of plan and the insurer

Advertisement

Orange Health can sell advertising space on its platform to insurance companies and other healthcare providers.

Orange health can use existing user base's transaction history and suggest suitable plans accordingly. A insurance broker can pay extra to advertise their brands and reach top of search results or suggestions


Product features


[<](#) **Test** [Need Help?](#)


Lipid Profile


Also Known as Serum Lipid panel

A lipid profile is a group of blood tests that measures the levels of different types of lipids (fats) present in the body, including cholesterol and triglycerides. This profile is typically used to assess an individual's risk of developing heart disease.


 Testing for **7 parameters**

 Reports within **6 hours**

 No fasting required

 Recommended for everyone

Sample(s) required

 Blood


Tests Included

7 tests

Save 15% on 1st Order above ₹1000 | Use: ORANGE15

₹409 [Add to Cart](#)

OR

 Pay Rs 0 with insurance cover

Nudges for existing users to buy plan

[<](#) [FAQs](#)

Quote


Checkout

Health info


Approval

Get started with Orange health

Let's personalize your coverage

Need personalised quote ?
Talk to us now 

Who in your family needs coverage?

Select family members 

Follow your policy's progress

Your phone number

+91

[See your plans](#)

By clicking on the button above I agree to all [T&Cs](#)

Easy in app assistance to choose their health plan

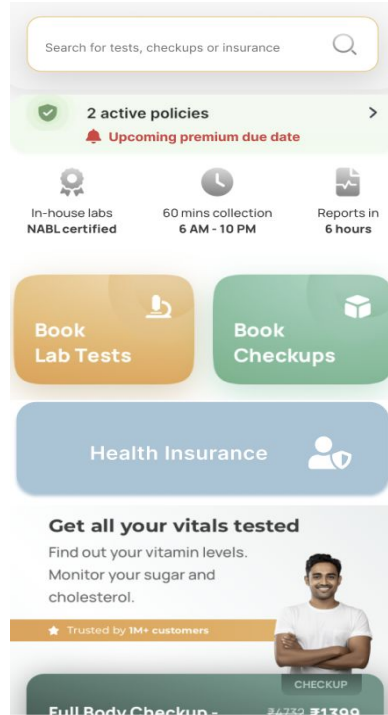
Product features

< FAQs

Your Orange Health plans
A side-by-side review

Other Market Plans	Orange Standard Health Plan	Orange Platinum Health Plan
HOSPITAL BILLS		
They Pay ~85%	Orange pays 100%	Orange pays 100%
WAITING PERIODS		
30 days initial	30 days initial	None initial
2 years Specified illnesses	2 years Specified illnesses	None Specified illnesses
4 years Pre-existing diseases	4 years Pre-existing diseases	0-4 years Pre-existing diseases (based on health evaluation)
ROOM RENT LIMIT		
Pay extra for room upgrades	No Room rent limit	No Room rent limit
COPAY		

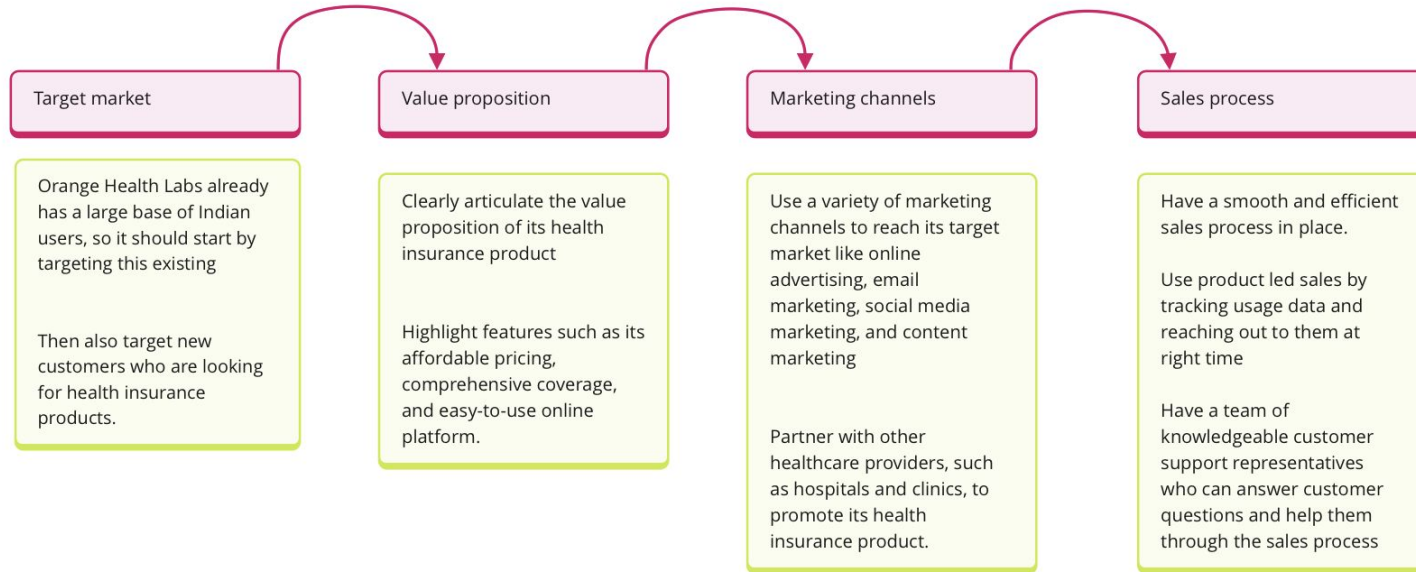
Easy to read comparisons of different plans



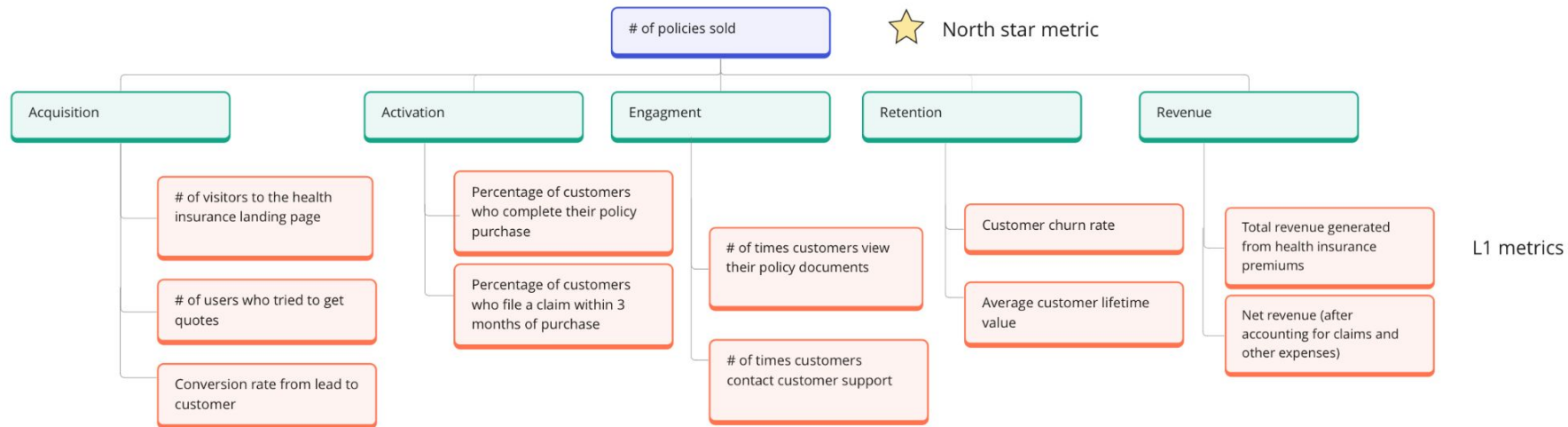
Once subscribed, give reminders on premium payment

Also give option for auto pay

GTM strategy



Success metrics



Thanks !
