

# Entrepreneurial Design Thinking

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## MED-E-SINN

OUR SOLUTION FOR PATIENTS IN  
RURAL AREAS

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## Content

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Content.....	3
1 Abstract (Naga Kausik Burra) .....	5
1.1 Introduction.....	5
2 What's happening? .....	6
2.1.1 Population in Germany.....	6
2.1.2 Computer and Internet usage .....	6
2.2 Stakeholders .....	7
2.3 The main problems.....	7
3 What is our goal? (Satvik) .....	8
3.1 Company philosophy and vision.....	8
3.2 Company goals .....	9
3.2.1 Target market .....	9
3.2.2 Industry.....	9
3.3 Our general persona.....	10
3.4 Case study.....	10
3.5 Which problems did we identify?.....	11
4 Business Model Canvas (Anita Abazi) .....	12
4.1 Customer Segments.....	12
4.2 Value Proposition .....	12
4.3 Channels .....	13
4.4 Customer Relationships.....	13
4.5 Revenue Streams.....	14
4.6 Key Resources.....	14
4.7 Key Activities.....	15
4.8 Key Partners.....	15
4.9 Cost Structure .....	16
5 med-E-sinn - Our solution (Anita Wagner) .....	17
5.1 What do we offer?.....	18
5.2 What is special about our offered services? .....	21
6 Why you should invest in our solution (Shubham Thakare).....	21
6.1 Marketing Plan .....	21

7	Conclusion .....	25
	Literature .....	<b>Error! Bookmark not defined.</b>
	Appendix.....	27

# 1 Abstract (Naga Kausik Burra)

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During the past decades in the health care industry, there has been much preference given to the urban areas. Now, the rural health became a new trend in this sector, which has been increasing rapidly. Information technology has started to indulge in the health care industry and taking an active participation in the growth of the industry. This approach is attracting people and the companies who want to enter the industry. Only those projects which are providing a meaningful solution to the billion-dollar question are being encouraged and funded, what is demotivating the companies to concentrate on rural health. A process is being followed by the companies or funding institutions where they start with problem identification, finalizing the extreme problems and provide a solution which is partially or completely related to information technology and people management. Our solution also follows the same structure, but a different approach, which will be explained in the later parts of the report.

## 1.1 Introduction

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Healthcare in rural areas has become a major concern. In any economy, there shouldn't be any difference between a rural and urban area, or it should already have been started to decentralize the development in every possible part of the country. This reduces not only the difference but also the living conditions in every corner of the country. This is only possible by providing almost all the facilities to the countryside, for example, education, IT, E-commerce, and the most important facility health care.

Now, the time has come to attract people to the so-called countryside. Germany has started this decentralization process long back by spreading the multinational companies or international standard companies, educational institutions and fast-moving consumer goods industries to every possible, necessary and resourceful parts of the country. Our idea, "Med-E-Sinn" is one such value-added proposition to demolish the barrier and makes no differences between rural and urban areas and make the life easier for the people who are already living in rural areas<sup>1</sup>.

The products and services offered by our company are involved with a wide range of unique methods starting from home-based techniques to the contemporary IT based useful techniques. These efficient methods help people of all ages in rural areas to get the most important health services, right at their doorsteps with just a few clicks away. The main aim of our company is to help people to stay healthy by giving value to their efforts. Online prescriptions,

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<sup>1</sup> Rivisteweb: <https://www.rivisteweb.it/doi/10.7384/76600> (Last access: 30.08.18)

health monitoring, being able to track their own health history keeps maintaining health much more fun. All this is possible, only with a team who is extremely talented, experiences and always keep rejoicing with out-of-the box ideas. Our only intention is to offer better service to people by getting involved personally in people's lives and analyzing their problems at a very basic level.

## **2 What's happening?**

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Before even developing a business model, it became extremely important for us to go through some basic information such as percentage of people living in rural and urban areas and the reasons, people live in rural areas, their motivation towards technology, internet usage and their involvement in technicalities, which will be explained in the following chapters.

### **2.1.1 Population in Germany**

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Most of the German population live in urban areas according to a survey conducted by the CIA (Central Intelligence Agency)<sup>2</sup>. Some people, though they work in a rural area, prefer to come back to a city or town for living. The reason for this could be predicted easily, the facilities are limited and the reachability during an emergency is also slow.

### **2.1.2 Computer and Internet usage**

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Computers, smartphones and the internet have become a compulsory household commodity these days. The demography according to a survey conducted by a company illustrates that there has been a steady usage of computers and internet in every household.

This clearly indicates that people are interested or motivated to use the technology and technical devices and from this, it can be concluded that, technical services, that too in an essential sector like health care, will be encouraged.<sup>3 4</sup>

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<sup>2</sup>CIA: <https://www.cia.gov/library/publications/the-world-factbook/fields/2212.html> (Last access: 28.08.2018)

<sup>3</sup>Deutschland in Zahlen: <https://www.deutschlandinzahlen.de/tab/deutschland/infrastruktur/information-und-kommunikation/computernutzung> (Last access: 28.08.2018)

<sup>4</sup> Deutschland in Zahlen (2): <https://www.deutschlandinzahlen.de/tab/deutschland/infrastruktur/information-und-kommunikation/internetnutzung> (Last access: 28.08.2018)

Therefore, we have seen here the opportunity to integrate the technologies so far that they support us in our general project to promote and simplify the health and its management of people in rural areas.

## **2.2 Stakeholders**

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In order to identify the problems, it is very important to identify the key players in the sectors or the stakeholders. The solution to the problem can be drawn easily by distinguishing the various sectors attached to it and checking if there are any necessary and possible improvements. This is one of the ways to solve the current problem.

The important stakeholders involved in any healthcare industry are as follows:

- Pharma companies
- Hospitals
- Doctors
- Insurance companies
- Medical devices
- Medical students
- Patients
- Clinics
- Information technology
- Transportation

The hospitals, Medical devices, Insurance companies, Doctors and Pharma companies play an important role in the medical field, according to a Swedish business article “German health-care opportunities”<sup>5</sup>.

## **2.3 The main problems**

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After identifying the stakeholders, another way of finding the problems is to interact with the real-world people, who are living in the countryside and observing their life. Asking them a few questions and noting their problems is one of the effective ways of finding the problems that being faced by the people.

Out of all the problems, the medical related problems have been sorted as follows.

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<sup>5</sup> Opportunities in the German health care sector: [www.business-sweden.se/content-assets/b534a0e78c564b62a4bf784831c3d7f5/germany-healthcare-opportunities.pdf](http://www.business-sweden.se/contentassets/b534a0e78c564b62a4bf784831c3d7f5/germany-healthcare-opportunities.pdf) (page 7) (Last access:30.08.2018)

- Transportation – especially in the countryside where there often is no train and the bus come only every few hours this is a big problem which many people addressed during the survey
- Medical education (not enough knowledge about general medical issues)
- Waiting for appointments in clinics or hospitals
- Recommendations to hospitals in towns (due to lack of facilities)
- Medical equipment – the facilities are underequipped which means that many doctors cannot perform certain treatments and must send the patient to another doctor in a bigger city with more and modern equipment
- Lack of interest in the patient himself by doctors
- Aged people problems, like the inability to drive to the doctors by themselves (neither by bus or nor by car),
- Internet, computer and smart devices awareness – most of the people did not know that there are health devices or apps available
- Medical shops (only in few places)

### 3 What is our goal? (Satvik)

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Company mission statement

***med-E-sinn is an online website leading the way in providing you the most advanced essential health care***

***This website provides online doctor appointments, view of previous medical history, online prescriptions in emergency, e-monitoring facility and much more.***

#### 3.1 Company philosophy and vision

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- We are committed to "best outcomes and experience for users".
- Our patients need comes first.
- We help people to stay of become healthy.
- We are principled, open and honest to speak up and do the right things.
- We respect and value people at all levels.



- We will be responsible and take pride in our actions.
- We take initiative to respond fast with commitment.
- Continuously upgrade and innovate to exceed expectations.

We aim to be a global healthcare system provider that merges the best medical facilities with strong ethical principles and compassion. It provides the link between users and medical staff as the doctors, nurses and pharmacies.

### **3.2 Company goals**

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- To promote awareness of healthcare among all sections of people.
- To improve the development of high quality and community healthcare site.
- To develop norms and standards of the website.
- To upgrade the knowledge and skills to manage the online system through research.
- To raise equality and accreditation, health technology assessment of this professional network.
- To get immediate response for medical facilities to rural users who are in a long distance.
- To extend the availability of this network for many users in many places.
- Ability to understand health information and instructions from their healthcare providers.
- Primary care facilities along with emergency services and provides health promotions, disease prevention, health maintenance, health management and much more.
- Finding a way to simplify the current healthcare procedure for patients in rural areas.

#### **3.2.1 Target market**

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“med-E-sinn,” the health care management system is the right basis for creating facilitation for our target customers. The targets for our services include patient categories in rural areas particularly, elderly people, pregnant ladies, single parents, children and everyone who needs help.

Our provided management system is a web, app and computer-based system that enables the user to manage their own health and assists the users in making the functioning paperless.

This integrates the doctors of different practices or hospitals and patients. There will be a huge demand expected for this system.

We implement strategic plans for better performance and long-term success. We upgrade the skills to manage the online system by identifying the customer requirements.

To compete others, we advertise in social networks like Facebook, Instagram, twitter and more, which have famously accumulated repository of data, demographics and browsing histories to send ads, videos, questionnaires and messages. These influence customers' thoughts and actions. Which exact actions we will take and what kind of functionalities we would like to offer to our customer (patients and doctors) will be explain in the further chapters.

### 3.3 Our general persona

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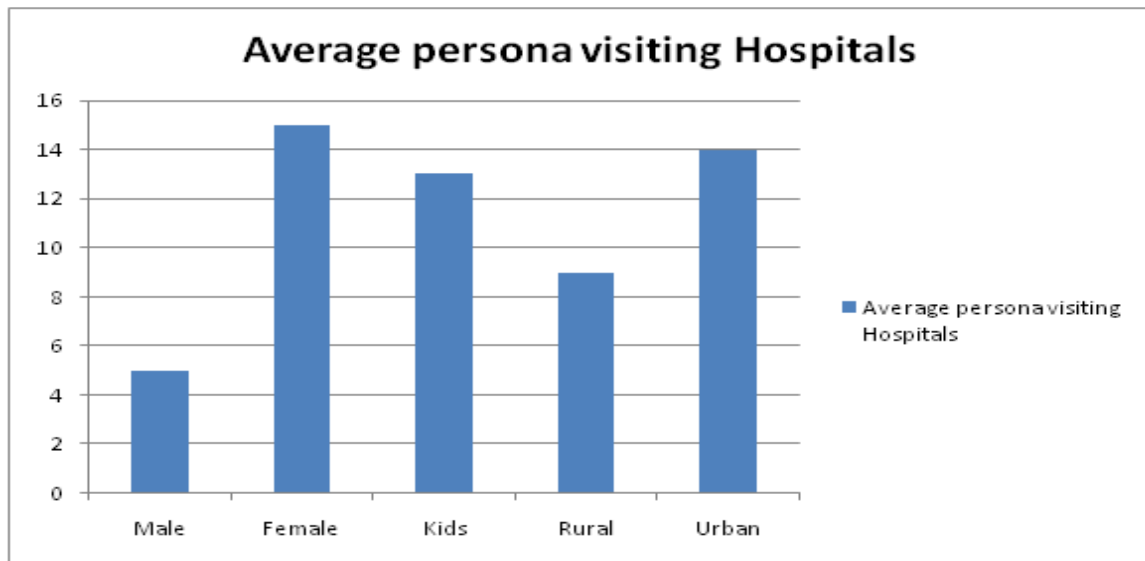


Figure 1: Average persona visiting hospitals (Source: Washington Post [https://www.washingtonpost.com/news/to-your-health/wp/2014/05/22/how-many-patients-should-your-doctor-see-each-day/?noredirect=on&utm\\_term=.8ed5de4b89a5](https://www.washingtonpost.com/news/to-your-health/wp/2014/05/22/how-many-patients-should-your-doctor-see-each-day/?noredirect=on&utm_term=.8ed5de4b89a5); Ärzteblatt <https://www.aerzteblatt.de/int/archive/article/193515>)

From the references, simple calculation is made for easy understanding and formed bar graph about people visiting hospitals. The above bar graph represents average number of males, females, kids and persons from rural and urban areas visiting the hospital per day.

These are 5% male, 15% female, 13% kids, 9% rural and 14% urban people. On an average there are 19-25 people visiting hospitals per day. A reason why more urban people than people from rural areas visit the hospital per day could be the distance to the hospitals. Many do not have the time or a way to get to the hospital and visit their hometown doctor instead.

### 3.4 Case study

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All the problems mentioned above need to be addressed and solved. To do that and to get a good overview, we created a general persona on an average as sample and portrayed all the relevant problems to it. But, first we need to understand the lifestyle (average of all the information collected) of the persona and then the problems will follow.

1. Name: Nina Hoffmann
2. Gender: female
3. Age: 35
4. Residence: Mendig (countryside)
5. Children: 3 (11, 8 and 5 years old)
6. Marital Status: divorced, single parenting
7. Income: 2000 – 2500 Euro
8. Vehicle: no care

Nina got a health issue and she has to travel quite a long distance to reach the hospital. Because she has no own car she needs to take the bus or train, which makes travelling more complicated. If she needs to take on (or all) of her children to the doctors or hospital this can take up quite some time, which she actually does not have because she needs to work. She needs to wait for the doctor for a long duration. Sometimes she sits at the doctor's for up to three hours until she can enter the treatment room for about 5 minutes to get a quick council on a health issue. At some points doctor advised to consult other specialist doctor after the checkup. While trying to book an appointment, Nina often cannot reach anyone or has to wait on the telephone in a waiting loop. Making an appointment can be very time consuming as well. So, Nina faced some problems like waiting for the doctor in the waiting room for a long time, less frequency of transportation, long duration to get an appointment or to reach the doctor.

### **3.5 Which problems did we identify?**

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The identifies problems are as follows.

1. Long distances to travel
2. Less transport options from country side
3. Duration of waiting for the appointment
4. Difficulties scheduling appointments
5. Driving to the doctors for a simple referral to another doctor

## 4 Business Model Canvas (Anita Abazi)

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In the following section we want to introduce to you our business model canvas which will present our business idea in more detail.

### 4.1 Customer Segments

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The key to success is aiming to sell our product or services to the right segment of customers. It is one of the most important building blocks in the business model canvas in order to approach or address the right clients. Customers can be categorized based on the needs they share or through demographics such as age, profession, or gender, etc. With our business we want to target multiple groups through our product and services. Therefore, the customer groups have a particular need which justifies the development of our product to match this demand.

By considering all this, it is important to mention that there is a lack of medical services in the countryside. People living in rural areas have to travel a long distance in order to see the doctor. Either they get an appointment after weeks and months or they are referred to other doctors which is very time consuming, what we already mentioned. Then there is the issue of inability. Neither good public transport connections from the countryside to big cities nor are sick or old people able to drive themselves to a doctor. Furthermore, the provided services are also advantageous for busy people which will be outlined more in detail in the next part of value proposition.

### 4.2 Value Proposition

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A value proposition makes up why our customer should pick the offered services and our product. So, med-E-sinn's Business Model Canvas value proposition provides the customer with a unique value.

The unique value we provide over our competitor includes for instance the accessibility. A 24/7 service is provided by our product. Self-care at home where you can get e-consulting makes it easier. That is why the service comes along with convenience. A further positive aspect is the tempo of procedure, so the speed. There is no need to worry about transportation or getting an appointment because the service can be used directly online. Since the portal provides customized care where your own medical history can be recorded and tracked, customization plays a major role, too. Another aspect is the cost-effectivity. On the one hand much can be saved such as employees (nurses, doctors) or even facilities since the Ask-Sheldon function and the online portal is implemented. On the other hand, one saves time.

The problem the customer is facing is resolved by the offered services and with them the provided values. All in all, med-E-sinn and its services assure health quality and facilitate and relieve the patients' life including the care takers and family members.

### 4.3 Channels

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The purpose of the channels is the communication between our company and clients. It serves to provide our customers with the opportunity to learn more about our services and to purchase the product. Providing the customer with value proposition and after sales services is here the main task. The customer segments need separate distribution channels to be reached. First, there is the Website, e.g. portal, where all services can be used. Here, own profiles can be created which include your medical history and current health status etc. Then, there is the application for your mobile phone which basically consists of the same functions as the portal. Furthermore, med-E-sinn can be reached through social media like Facebook and Twitter as well. Through the life-chat function *ask Sheldon*, the client can directly gain valuable advice. In order to teach customers about the product,

- Retail
- Direct sales
- E- commerce
- Wholesale
- Inside sales force
- Outside sales force
- Outside sales force
- OEMs

serve as channels as well.

### 4.4 Customer Relationships

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The Customer Relationships illustrate the way we develop relation with our customer segments. It is important to clarify the type of relationship that need to be established with each customer segment. They are established through different channels and can "range from per-

sonal to automated, from transactional to long-term, and can aim to acquire or retain customers. The type of customer relationships you put in place deeply influences the customer experience.”<sup>6</sup>

The groups mentioned in the previous part require relationships of different kinds, therefore, a self-service via web, a one-to-many relationship, here patient to Doctor, nurses, or Sheldon is provided, as well as communities and a contact person are included.

#### **4.5 Revenue Streams**

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We have evaluated the worth of the value we provide to each customer segment. We came to the conclusion that an accurate evaluation of this worth will result in multiple revenue streams being gained from a customer segment. Not the profit but the cash we make is meant. Revenue streams need to be as clearly defined as possible. We do not want to release the pricing and projected lifecycles now however we just want to mention the sources for our various revenue streams which include:

each consumer group is able to pay for a different version of the product or service, tailored to their preferences, therefore we suppose that through subscription, hospitals, marketing of different insurance companies or medicines, as well as the resell of features like more wide-ranging functionalities or services in the application, and the selling of health watches lead to a higher revenue stream.

#### **4.6 Key Resources**

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Key resources depict the main inputs that our business uses to create its value proposition, in order to service the customer segments and deliver the product. Key resources define what kind of materials are required, what kind of equipment is needed and skilled people or professionals we cannot do without. In bringing the value proposition to life for the chosen customer segment and for defining the minimum we need to have to deliver to our clients it is relevant to differentiate between physical, intellectual, human, and financial resources.

Here, we are talking about the business development team which includes the programmer or web designer, as well as doctors and nurses for an emergency. The IT-Infrastructure and the

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<sup>6</sup>Strategyzer: <https://strategyzer.uservoice.com/knowledgebase/articles/1194373-how-do-i-use-the-customer-relationships-building-b>"<https://strategyzer.uservoice.com/knowledgebase/articles/1194373-how-do-i-use-the-customer-relationships-building-b> <https://strategyzer.uservoice.com/knowledgebase/articles/1194373-how-do-i-use-the-customer-relationships-building-b>

technical expertise illustrate major key resources as well, since they form the basis of the whole business idea.

These are the main assets that our company requires to create the end product, and these are usually differentiated from the key resources being utilized by your competitors.

#### **4.7 Key Activities**

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The most important tasks we must carry out in order to fulfill our business purpose are collected in the key activities block. They are relevant for fulfilling our value proposition (like the key resources), reaching our customer segments, sustain the customer relationships, and last but not least create long-term revenue streams.

That is why our business provides medical e-services focusing on patient care. We offer a tracking system which means that treatment protocols can be generated in your personal profile. Furthermore, your health status is monitored 24/7 through the health care watch. So, we check the patient's state of health during the whole time and we alert the patient when his health values exceed a limit. Another key activity is that med-E-sinn enables appointments online with the doctor (e-appointments) and gives the opportunity to get tips and advice from Sheldon, our AI. Ordering e-prescriptions also counts to our main activities. The Dr. just approves the medicine you need and the order is on its way to you.

#### **4.8 Key Partners**

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After having evaluated our value proposition and key resources it is important to find key partners who are able to fulfill existing gaps. When forming partnerships, it is quite significant to define expectations in order to create a sustainable relationship. That is why we shared our expectations openly with them because we take the view that for a successful business there needs to be transparent gains and profit. In this way we can optimize our resource utilization, create new resource streams or reduce risks while dividing responsibility. This leads to a more effective business and results in a win-win situation.

Doctors who are responsible for the consulting and treatments, the management team which include the IT-Service and the Back-Office Admin who are accountable for the IT-infrastructure, healthcare facility like practices, hospitals, clinics, or labs for instance, and care takers or family members, pharma and insurance companies belong to our key partners.

#### 4.9 Cost Structure

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The cost structure includes all the costs that our business will incur if it opts for the aforementioned business model. It will take not that much to create the good and services we have promised in our value propositions. The cost of creating and delivering the value proposition, creating revenue streams and concentrating on long-term customer relationships contribute to the cost block. They represent a financial investment. Since we have effectively figured out our key resources, activities and partnerships the abovementioned costs are easy to calculate.

The personnel such as the management team members, as well as the employees of the IT-service who support when having technical issues, consultancy fees for the health professionals like doctors and nurses, and costs for the web development and design incurred.

So, we neither have a cost stream which cannot be matched to a key activity neither our key activities block is missing an essential activity.

By matching our customer segment to the value proposition we offer, med-E-sinn can achieve a more lucrative revenue stream. Hence, we understood the trade-off between different customer segments and selected which segment we want to target. Next, we created a value proposition and employed a business model best suited to servicing our chosen customer segment's needs. In this way, success will be guaranteed.<sup>7</sup>

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<sup>7</sup> Cleverism: <https://www.cleverism.com/lexicon/business-model-canvas/>



## 5 med-E-sinn - Our solution (Anita Wagner)

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We, med-E-sinn, would like to offer a special service: a website and application to manage the most important asset human beings can have – their health.

We build up a prototype website which contains different features working together and which can currently be reached under "<https://satvik1922.wixsite.com/medesinn>". We also provide an application for Android and iOS, as well as smart watches which are linked to the customers profile and has a special importance which will be explained in the following. All of the offered features should help the customers to keep track on their own health, coordinate, manage and perform their doctor's appointments just as ordering prescriptions more easily, retain control and reflect their own medical history and past (or ongoing) treatments and look for advices or home treatments.

By combining all of those different things we seek to be the *single point of contact and information* where the doctors and their patients meet. Within our website/application they are able to work together on the patients' health. The patient (our main customer) and moreover the individual himself/herself will be able to have every health-related information gathered within only one source and is able to manage it more effectively.

This website has been designed by us and built by our own software developers. The according servers are hosted by ourselves, which means that we are not dependent on any software or hardware suppliers. Any feature which will be advanced or implemented in the future will be developed by our own employees, which means we are independent of any contributors and are able to respond quickly in emergencies or cases of error.

The customers access our website through a simple URL and with any device (desktop, tablet or smartphone) and any browser (Safari, Google Chrome, Explorer, etc.). They will be able to visit our Web App with their smartphone or download our Native App in any available App store (iTunes<sup>8</sup>, Google Play Store<sup>9</sup>, Microsoft store<sup>10</sup>, etc.).

Of course, we are dependent on the cooperating doctors. The more doctors join our network and accept to use our integration and offer online appointments, execute online prescription requests and upload results of treatments or diagnosis the more customers will be attracted to use our website and services.

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<sup>8</sup> iTunes: <https://itunes.apple.com/de/> (Last access: 20.08.2018)

<sup>9</sup> Google Play Store: <https://play.google.com/store> (Last access: 20.08.2018)

<sup>10</sup> Microsoft store: <https://www.microsoft.com/de-de/store/appsnext/windows> (Last access: 27.08.2018)

## 5.1 What do we offer?

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To realize our idea we offer different kind of features as the “eAppointments”, “eHistory” , “ePrescriptions”, “eMonitoring” and the “Ask Sheldon” functionality. What those features include and how customers can benefit from using this website or app and their features will be examined below (see attachments for examples of the user interface):

### **eAppointments – Book your next doctor’s appointments online**

Did you ever try to make an appointment with the doctor’s (during worktime) and got caught in the waiting loop or called outside business hours? We offer a functionality where customers can book their next appointment online with your desired doctor in no time by using the online booking. The only thing they will have to do is to select the doctor, the location, which treatment you need and the date and time which fits their busy calendar the best. This appointment can either take place in the doctor’s practice itself or they can simply video-chat with the doctor – of course depending on the treatment which is needed (e.g. consultation). We provide them a built-in video chat. It only takes a few clicks to get the needed advice. Especially if the customers do not have the time or the vehicle to drive to a doctor located many kilometers away just for a short consultation, this would be the perfect alternative. Also, you have the chance to search for more doctors who offer eAppointments in your area.

Main benefits:

- Get appointments within seconds, no matter what time it is (even at night)
- No more waiting in the waiting loop or discussing free slots with the receptionist
- Video chat with the doctor instead of having to drive there.
- Get referrals to other doctors or clinics via a video chat

### **eHistory – Supervise your own medical history and treatments**

Especially for people who have a complex medical history and health issues or serious conditions this feature will help them to stay in focus and keep an eye on all the treatments and consultations they got from their different doctors. Within this section your doctor who will upload all the needed information which also lies in your patient file. It can be seen as a “doctor’s diary” where every visit and outcome is noted. Normally the patient is not able to see or read what the doctor wrote in his notes. But with the help of this function the doctors can upload the treatment he has scheduled or the consultation he has given into their patient’s file. No need any more to call the doctor or his assistant again for asking when the last time was they met (to know when a follow-up should take place) or what exactly the doctor said, because the symptoms reoccurred.

Main benefits:

- Overview about all your treatments
- No inquiry's necessary
- Always know what the doctor diagnosed, treated or advised

### **ePrescriptions – Order your prescriptions online**

Just imagine you have a medication which you have to take every day and it's that time of the day that you have to take it again – but – you forgot to go the doctors to get a prescription for a refill and you do not have any pills left. You are at work and cannot leave until 5pm and the doctor is over 40km away and closes at half past 5pm. What do you do now?

With the help of the ePrescriptions feature, you do not have to worry anymore. You are able to reorder prescriptions which have been prescribed to you by the doctor before really quickly. The order which you send via our website will reach the doctor within seconds, he will only have to accept and sign the order and forward it to the pharmacy of your choice which will process and execute your order. They can either wait for you to come to pick it up after work or they can deliver it to your home, whatever you selected beforehand. This service is also extremely helpful if you are too sick or unable to drive on your own. Especially elderly people.

Main benefits:

- Too sick to drive? No car? No time to drive extra kilometers to the doctors just to pick up a prescription? Let the prescriptions get to you with just a few clicks.
- Receive prescriptions right in time with no effort.

### **eMonitoring – Monitor your day to day health**

This is where the previously mentioned smart watch becomes relevant. As of today, many people like to know their vital data and what their overall health is doing. They like to track their own progress or changes. With the help of wearing a smart watch it is now possible for them to integrate it into their daily life very easily. "med-E-sinn" collects all the data which the customer is willing to share (as the age, height, weight, etc.) and connects them with the data which is collected with the help of smart devices like smart watches. When connected to the patients account it collects all data about the heart rate, temperature, steps taken during the day, blood pressure, how many hours you slept and much more. This collected data gives you the opportunity to keep the control over your health. In cases of problems or unusual vital data, the website/app will give you the hint, that you should book an appointment with your doctor.

Main benefits:

- Precise health tracking.
- Receive notifications if your vital data deviate from the usual values or are alarming.

### **Ask Sheldon - Our medical AI will answer your questions**

The thing we would really like to invest time and money in is the Ask Sheldon functionality. The so called “Sheldon” is our AI (Artificial Intelligence) who helps the customers with managing their health and assists them by answering health-related questions. According to their overall health condition, monitored via your smart watch, Sheldon also analyzes them and gives recommendations on certain articles or reminds you that you have e.g. a high blood pressure and much more. If the customer would like, Sheldon could also schedule him a doctor's appointment when necessary and coordinate it with their private or work calendar. As an extra help, the customer can also select which symptoms he has and Sheldon will find diagnostics according to the given information.

Because Sheldon learns from official medical issues, published articles, databases and books, his knowledge gets bigger every day. We always try to find more reliable and valid sources he can learn from to extend his knowledge to help the customers to maintain their health.

Main benefits:

- Reminder for appointments or prescriptions.
- Helpful advices in cases of medical-related questions.
- Notifications and hints if the vital signs are alarming.
- Sheldon monitors and analyzes the given data to help you to get or stay healthy.

Within the website the customer has also the chance to search for health-articles and get home remedies for common problems, like lack of sleep, sunburns, wasp bites and much more.

So, the customer has the chance to book his appointment online to talk about his collected health data and overall health condition, later on read about what the doctor advised to him in his own treatment-history and is able to get the prescription delivered to his home without having to drive there. Sheldon retains the overview by connecting all selected data and giving advices according to it and keeps watching over the customers and their health.

## 5.2 What is special about our offered services?

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All the known and countless online website providers like "Jameda"<sup>11</sup>, "doctena"<sup>12</sup> or "Arzttermine.de"<sup>13</sup> only offer one or two features like the online booking of doctor's appointments or searching for a new doctor. Furthermore, health monitoring app providers also only concentrate on just some aspects. They specify themselves in either tracking OR managing the health or giving advices about home remedies, but not all of it. We provide a wide range of functionalities that all work together. As said, we want to be the single point of contact and information for our customers, so they do not have to download and use 5 different apps to manage their health. By incorporating an AI like we do gives us an extra advantage, which means that the combination of all our provided features is our Unique Selling Proposition. Furthermore, we combine known features with new functionalities like adding a video-chat to talk to your doctor directly without leaving the house or by offering the order of prescription online and moreover by using our AI Sheldon, we solve many problems for people in rural areas.

## 6 Why you should invest in our solution (Shubham Thakare)

### 6.1 Marketing Plan

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The health care system is an important and big industry in Germany. Day by day people are focusing more on health as compared to other things. Existing systems do not have enough capacity to provide good service or product to a large-scale problem. So, it is growing very fast as health is an important part of human life. Out of the total size of the target market, around 60% is realistic for us to obtain and provide them with a good product or service. As target market trends are growing in the countryside of Germany. They are process be too fast and quick. Costumers want more secure and simple products which they can use in their daily life and which probably makes them pay more for good services.

Marketing is arguably the most important activity for any small business, but especially in launching a new product it is necessary. Regardless of the quality of your product, if no one

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<sup>11</sup> Jameda: <https://www.jameda.de/termine/> (Last access: 27.08.2018)

<sup>12</sup> doctena: <https://de.doctena.de/> (Last access: 27.08.2018)

<sup>13</sup> Arzttermine.de: <https://www.arzttermine.de/> (Last access: 27.08.2018)

knows about what you offer, they will not buy it. The trick to successful marketing is to focus on what the customer wants. To do that you need to understand your market and customers, create materials that also speak to your market and customers.

### **Situation Analysis**

- Every age group level depends on the health care system that they have their own private or public health insurance
- Our product purchases are more likely by consumers in the countryside of Germany
- Now days lack innovation in products found out where they just depend only on the online appointments
- We have extensive experience in our product in research, innovation and artificial intelligence

### **Marketing Strategies**

We will introduce a new product, the innovative med-E-sinn, using penetration pricing, extensive advertising, and expanded distribution of health watches in order to increase our revenues and growth rate.

### **Action Plan**

"med-E-sinn" has strong product benefits compared to current market offerings. To achieve our objectives, we will offer our unique product and health watch in a variety of designs at a suggested retail price or less compared to the existing market. The use of the website is completely free of charge at the beginning to attract more customers and to extend the user base and network. The bigger the network value, the more value or product/website/app gains. The development is mainly refinanced through the placement of health-related advertisements.

Our distribution of health watch will cover about 20 percent of the market. We will increase our sales force by 10 persons and add a sales trainer to support our market plan. Advertising for about 250.000 to 500.000 euro at the beginning will emphasize the unique design of the health watch and unique website and service provided by our med-E-sinn product. This and internet advertising will be scheduled two-thirds in the first six months of the campaign. To achieve consumer awareness in the first year, our advertising voice share will be considerably higher than that of the other marketing plan.

There are many types of barriers to entry which exist, dependent on the type of industry and market that you are intending to enter. Many industries are tightly bound by regulations relating to licenses, permits, and policies such as health and safety. The first barrier is some startup cost, but many industries necessitate extensive capital, including, but not limited to, infrastructure, equipment, permits & licenses, or a minimum number of employees. It is important to anticipate potential additional costs to open a business before it gets started. For this, we are financially supported by our university giving us some money to start. The use of main distribution channels can be a significant barrier to entry. When these channels are either exclusive or expensive, it can greatly impede newcomers to a certain industry. As we are focusing on new innovative technology like artificial intelligence, machine learning, and data analytics. It is also the barrier of the product take these innovative technologies for implementation. For this outsourcing domain specific consultant company with deal with innovative technologies like artificial intelligence, machine learning, and data analytics. For good startup, a good team is required. We will include people from all departments which means legal, sales, marketing, developer, finance professional and consultants. Always keeping the focus on employee education and their improvement in all aspects. Firstly, we will focus on digital advertising instead of other marketing options. Digital marketing is cheap just like other marketing options like facebook<sup>14</sup>, twitter<sup>15</sup>, Instagram<sup>16</sup> and LinkedIn<sup>17</sup> because those are popular among the people. We will use those free platforms to promote our idea and to show the customers what their possibilities and advantages are.

### **Our immediate goals and next steps**

An immediate goal is to capture market size by using good marketing skills and strategies. Our focus will be to register as many target customers in a short time possible. At least for 2 years our strategy will be to acquire more and more target customer to expand the network. Next steps will be providing new services like an alternative way of transportation to our registered customers.

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<sup>14</sup> Facebook: <https://www.facebook.com/> (Last access: 31.08.18)

<sup>15</sup> Twitter: <https://twitter.com/> (Last access: 31.08.18)

<sup>16</sup> Instagram: <https://www.instagram.com/> (Last access: 31.08.18)

<sup>17</sup> LinkedIn Germany: <https://de.linkedin.com/> (Last access: 31.08.18)

### **What are our long-term goals and next steps?**

Long-term goals will be to make our product scalable. More focus will be laid on the innovation (especially expanding the knowledge of our AI Sheldon), research, and education to employees. We want our company to be recognized as one of the main players within the health care system industry, especially for countryside peoples.

Press releases are an inexpensive way to get brand mentioned in major publications, and possibly pick up some inbound links along the way. Content marketing takes many forms, but none require significant investment. The simplest approach for us is to manage an on-site blog, adding new content a few times a day that informs or entertains readers in some unique and practical way. Infographics, videos and podcasts all belong to the content-marketing category as well.

Social media marketing is not easy but it is freely available. We will have to start by establishing profiles for business on major platforms like Facebook, Twitter and Instagram as mentioned before. We need to reach out to individuals, and make sure to stay connected.

Email marketing remains one of the most cost-efficient marketing strategies around, but you have to take care that it doesn't get out of hand and stays in the frame in order not to bug the customer.

To support and drive the company's web presence and social media marketing activities a digital PR and partnering program needs to be kicked off, not just to drive communications, traffic, networking and partnering but also to monitor conversations, word of mouth (WOM) and online reputation.

Semantic as well as algorithmic SEO initiatives must be applied from our side to ensure that Web presence, blog, digital PR and social media marketing activities have a solid technical underpinning and get effectively amplified with the network dynamics that the Internet can deliver.

Crowdsourced campaigns have become another key arrow in the Social marketing quiver. Large brands and SME's are tapping into the power of the Crowd for content-based campaign ideas as well as viral content development and marketing.

Advertising may include:

- Online
- Prints



- Radio
- Cable television
- Out-of-home

The best way to build and nurture an effective brand image is through a multidisciplinary approach that combines owned, earned and paid media in a coordinated, digital ecosystem constructed of PR, social, search and other elements.

Brand image is only as strong as team, and when developing and promoting image, this team can include customers. As to move forward with brand image, it can also engage consumers in efforts to advance it. Brand image should be clear and vivid, as well as unified across entire customer experience, more likely to attract and retain the target audience.

One major role in the 'brand' or 'corporate image' of a company is its identity. A logo identifies a company or product via the use of a mark, flag, symbol or signature. Brand identity is crucial, because that's what separates our company from our competition.

## 7 Conclusion

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The best option is a Freemium for our product, which means the customers do not have to pay for the usage. If we choose to offer a Premium product, then we will have to consider to offer a Free Trial for our Premium product, but we don't have to. Freemium is a marketing model that should really be considered a business model, where we give away access to some or all of our product for free forever, without a time limit. There may be other limits – features, usage, etc. – but there's no time limit; you can use the product for free, forever.

As we are offering free service or free trial options, we will provide the best user experience to our target customer where they will enjoy our product and service. We will try to gain the trust of our customers first. This is one of the most important things in the beginning as we think. After having a good experience with our product and service then around 50 % of total target customer will be joining our premium service that is they have to pay some amount per month for extra features and service will have given by our product.

We have tested our software by creating a graphical user interface website where customers are able to understand the actual working of our product. We have also tested our product with people from the countryside in Germany. We collected feedback from them and got to know their opinion about it.

We will encourage each and every part of the company to provide a good, simple and secure product and service. It will make it more scalable for everyone who is involved in it. We will focus on monthly review, feedback from the customer, building trust and creating the survey. In this way, we will encourage long-term contracts in order to create recurring revenues.

Research and development (R&D) will be essential in industries in which rapid change is taking place. Large-scale, quantitative market research focuses primarily on determining market size and price points.

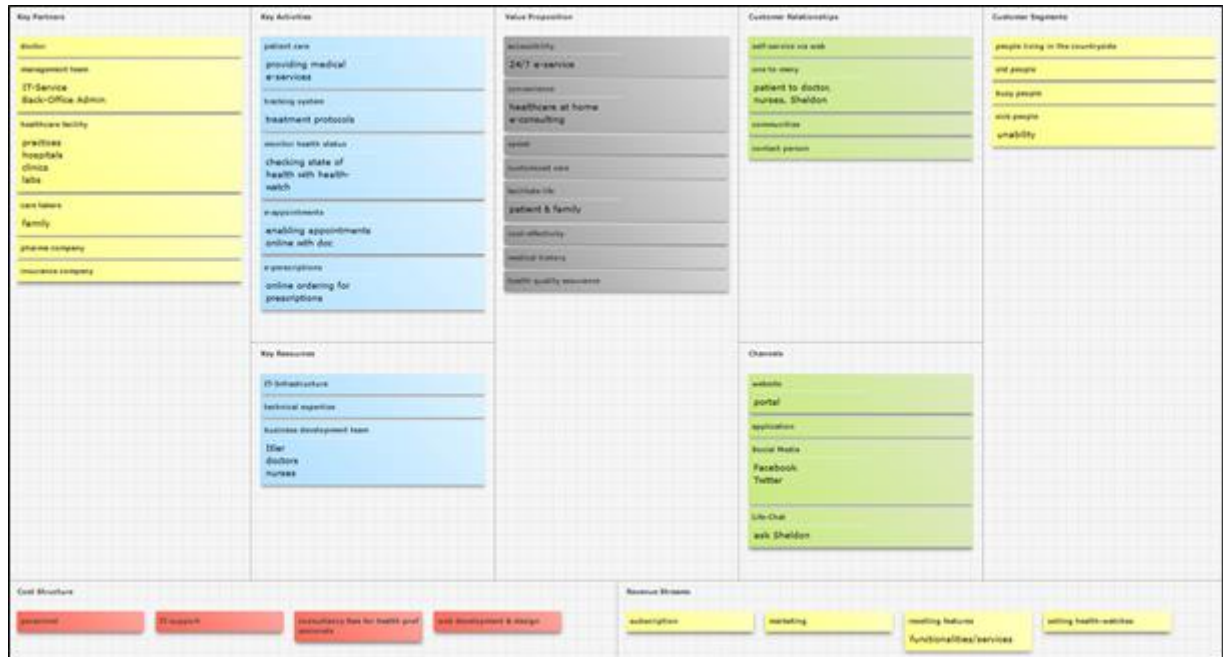
We will focus on quantitative market research to keep ourselves in competition for a long time. Also, keep our employee up to date knowledge which means employee education and training will be the first agenda of our company.

By the selling of health watches lead to a higher revenue stream. Furthermore, your health status is monitored 24/7 through the health care watch. We also provide an application for Android and iOS, as well as smartwatches which are linked to the customer's profile. With the help of wearing a smartwatch, it is now possible for them to integrate it into their daily life very easily.

By integrating the functions mentioned above into our system we can solve some problems in rural areas and will continue to work to improve the situation and provide even more services in the future.

# Appendix

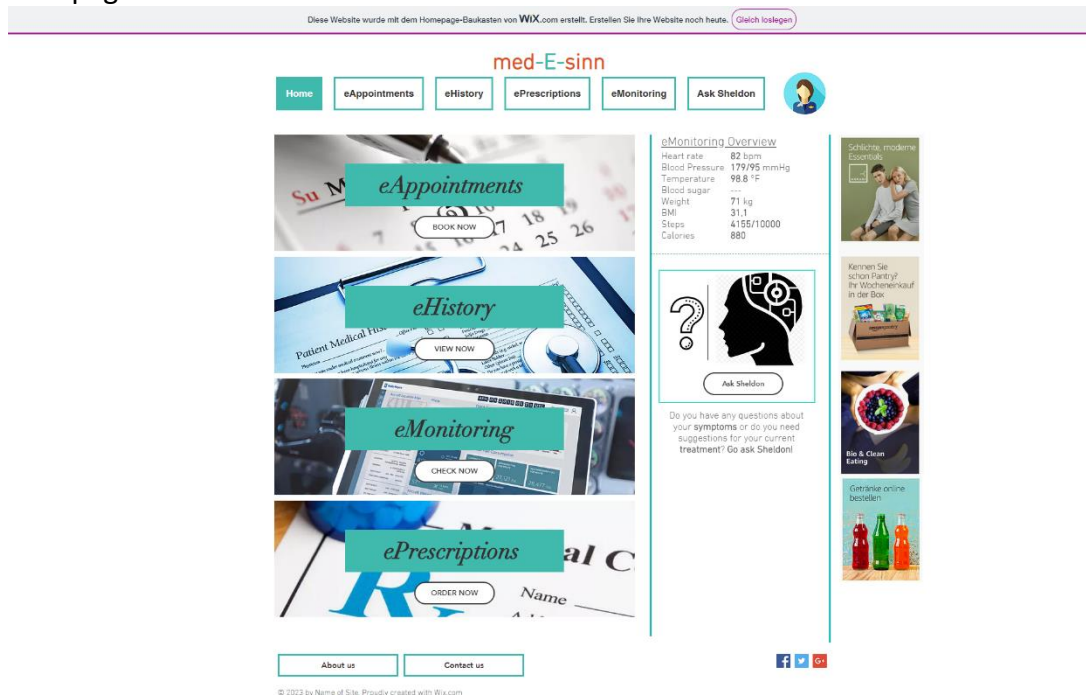
## A Business Model Canvas



## Screenshots of the med-E-sinn website

Reachable under <https://satvik1922.wixsite.com/medesinn>:


## Hompage of med-E-sinn



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### Book Your Online Appointments




August 2018

Mon	Tue	Wed	Thu	Fri	Sat	Sun
30	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

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### Your medical history

#### X-ray of the left wrist


25.03.2018

Treatment through:  
Dr. Miller

Radiology

After an accident on the bike we had to perform an X-ray of the patients left wrist. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea et rebum eirmod tempor invidunt ut labore et dolore...

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#### Influenza vaccination

25.03.2018

Treatment through:  
Dr. Smith

The patient came in to get an influenza vaccination. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren est Lorem amet...

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#### Severe Headaches




25.03.2018

Treatment through:  
Dr. Smith

The patient complains of severe headaches. After the examination At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat...

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## med-E-sinn




### Order Your Prescription

Those are the prescriptions your doctor prescribed for you.

Last prescribed: By:

 Ibuprofen Heumann 600 mg film coated tablets	2018/01/21	Dr. Miller
 Paracetamol Ratiopharm 500 mg tablets	2017/11/01	Dr. Smith
 Methionine 200mcg 100caps Antibiotics	2017/11/01	Dr. Smith
 Perenterol forte 250mg 100 pcs	2015/09/10	Dr. Miller
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## med-E-sinn

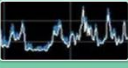
### Your Health Monitoring

General Information


Name: Nina Daun  
Age: 35  
Height: 162 cm

Your data is connected to your smart watch. 

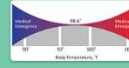
Heart rate  
82 bpm




Bloodpressure  
179/92 mmHg




Temperature  
98,8 °F




Blood sugar




Weight  
71 kg




BMI  
Obese 31,1



Steps  
4155 / 10000 steps per day



Calories  
880 burned Calories today




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## Feature “Ask Sheldon”

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med-E-sinn

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Ask Sheldon Your Questions




What are your symptoms?

- ☐ Fever
- ☐ Shortness of breath
- ☐ Coughs
- ☐ Itching
- ☐ Back pain
- ☐ Headaches
- ☐ Migraine
- ☐ Limb pain
- ☐ Chronic pain
- ☐ Dehydration
- ☐ Weight loss
- ☐ More...


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**Treat your heel pain**

It might feel like you're being stabbed in the heel of your foot. Learn how to treat it...




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How to make your own fresh and healthy citrus tea with only three ingredients. Read more...



**Sunburned?**

How to make your own Aloe Vera cream to treat your sunburns. How? Read this...






**New fruit diet**

The newest and most successful way of losing weight for the summer. The best recipes here...

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