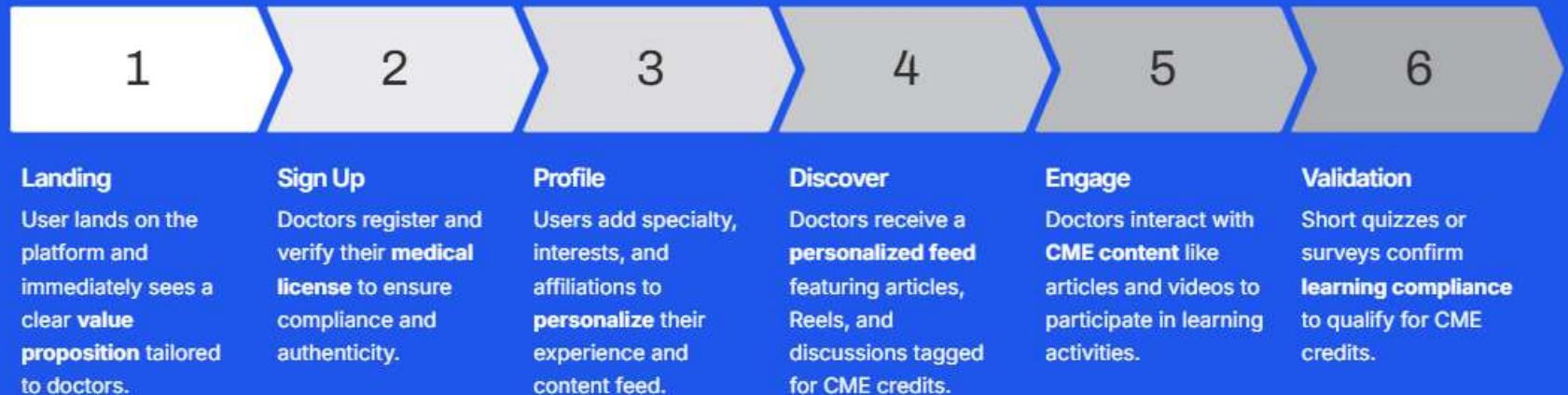# MedConnect: Professional Network & CME Platform

A niche, verified network empowering doctors with seamless CME credit earning and professional collaboration

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User Journey: Doctor's CME Credit Workflow

Step-by-step process for doctors earning CME credits on MedConnect

1	2	3	4	5	6

Landing

User lands on the platform and immediately sees a clear **value proposition** tailored to doctors.

Sign Up

Doctors register and verify their **medical license** to ensure compliance and authenticity.

Profile

Users add specialty, interests, and affiliations to **personalize** their experience and content feed.

Discover

Doctors receive a **personalized feed** featuring articles, Reels, and discussions tagged for CME credits.

Engage

Doctors interact with **CME content** like articles and videos to participate in learning activities.

Validation

Short quizzes or surveys confirm **learning compliance** to qualify for CME credits.

Admin Journey: Platform Management Workflow

Admin flow detailing platform operations with AI and human oversight

1 — Secure Login for Role-Based Admin Access

2 — Content Sourcing & Upload from Partners or In-House

3 — Tag & Categorize Content with Metadata Tags

4 — Approve & Schedule Content for Timely Publication

5 — Monitor User Activity Including Posts & Flags

Core Features & Differentiators

Verified Network

Ensures peer-only access for a **trusted medical community** and engagement.

Personalized Feed

Delivers **CME-tagged articles, videos, and discussions** by specialty.

CME Dashboard

Offers instant certificate generation and **credit tracking** tools.

Networking Tools

Includes groups, posts, video Reels, comments, and likes for **collaboration**.

Secure CMS

Supports content scheduling and **compliant metadata tagging** for admins.

AI Moderation

Uses AI flags in moderation queues to maintain platform **trust and safety**.

Analytics

Tracks **user engagement** and CME progress for platform improvements.

AI Learning

Curates monthly CME plans **tailored to goals and specialties** for retention.

Market Assumptions, Risks & Mitigation Strategies

Risk Category	Risk Description	Mitigation Strategy
Accreditation Risk	Delay/failure in CME accreditation	Partner with accredited providers early
User Adoption Risk	Low engagement or perceived gimmick	Gamified, seamless CME earning experience
Content Quality Risk	Low-quality/promotional content erodes trust	Rigorous editorial review + AI + human moderation
Monetization Misstep	Intrusive or biased sponsored content	Transparent labeling & user control over data

Strategic Stakeholder Alignment and Risk Handling

Balance growth and compliance between investors and product team

Address conflicts by defining staged milestones tied to user metrics and CME credits to ensure a balance between rapid growth and regulatory trust.

Ensure unbiased education through transparent partnerships

Create an advisory board of doctors to vet commercial partnerships and content, reconciling doctors' demand for impartial education with pharma's visibility goals.

Streamline compliance with 'Compliance by Design' approach

Implement parallel workflows and involve legal teams early to prevent compliance reviews from delaying product feature releases.

Personalized Learning Pathway: AI-Driven Innovation

AI-powered CME plans tailored to doctors' specialties and goals with dynamic progress tracking

1. AI Profile

Uses **specialty**, past CME, and interests to create a personalized monthly CME plan for doctors.

2. Content Tips

Recommends a mix of **articles**, Reels, and webinars that align with doctors' CME goals.

3. Progress

Tracks learning activity and adjusts **recommendations** based on individual progress.

4. Set Goals

Enables doctors to set specific **CME credit targets**, like '10 Cardiology Credits this quarter'.

5. Simplify CME

Reduces cognitive load by streamlining credit earning through effective **AI guidance**.

6. Boost Retention

Encourages active daily or weekly engagement to improve overall **learning outcomes**.

7. Career Help

Adds value beyond content by integrating **career development** features for doctors.

8. Monetize

Offers a premium subscription with **analytics** and guaranteed CME credit fulfillment.

Business Model & Revenue Streams

Detailed Revenue Streams and Financial Overview for MedConnect

Category	Description	Financial Details
B2B SaaS Subscriptions	Hospitals/Institutions pay annually per doctor for platform access	₹800–₹1,500 per doctor per year
Freemium + Premium Doctor Subscriptions	Basic free access; premium offers unlimited CME and analytics	₹300–₹500/month or ₹3,000–₹5,000/year
CME Provider Distribution Fees	Charge content providers revenue share for course distribution	20–30% revenue share
Sponsored Educational Content	Pharma/MedTech sponsorship with editorial independence and labeling	Not specified
Initial Investment	Focused on technology, compliance, content, and marketing in Year 1	₹1–1.5 Crore
Monthly Burn Rate	Covers team, cloud, marketing, and licensing expenses	₹11–18 Lakhs per month
Break-even	Expected after reaching 25,000+ active doctors	Within 24 months

Product Success Criteria & Growth Roadmap

Strategic milestones guiding MedConnect's growth and monetization phases

0-6 Months

MVP Launch & Validation

Target 1,000 verified doctors from initial specialties with >95% verification success, >50% WAU/MAU, strong CME completion rates, and minimal content takedowns to validate the platform's core value.

6-18 Months

Growth & Scaling Phase

Achieve >20% month-over-month user growth, increase engagement time, onboard initial partners, and maintain monthly churn below 5% to expand user base and platform ecosystem.

18+ Months

Maturity & Monetization

Reach targeted monthly recurring revenue ($X MRR) and lifetime value greater than 3x customer acquisition cost, become a top source for CME credits, and successfully launch a premium tier with high user and partner satisfaction.

Join us in realizing MedConnect's scalable, high-impact medical education platform

MedConnect's Growth and Impact