

Medique: Digital Healthcare Queue Management

Medique is an innovative smart patient queue and clinic flow management platform designed to revolutionize the outpatient healthcare experience across India. By leveraging cutting-edge face recognition technology and mobile-based registration, Medique enables patients to wait from the comfort of their homes while providing clinics with real-time queue control and comprehensive analytics dashboards.

This platform addresses a critical pain point in healthcare delivery: the inefficiency of traditional waiting room systems that lead to overcrowding, extended wait times, and elevated infection risks. Through digital transformation, Medique creates a seamless bridge between patient convenience and operational excellence for healthcare providers.

The Healthcare Waiting Crisis

Current Challenges

Healthcare facilities across India face persistent operational challenges that directly impact patient satisfaction and clinical efficiency. Small clinics and government hospitals struggle with antiquated queue management systems that create bottlenecks and frustration.

The ripple effects of these inefficiencies extend beyond mere inconvenience, affecting patient health outcomes and clinic reputation.

Extended Waiting Hours

Patients routinely wait 2-4 hours in overcrowded waiting rooms with no visibility into their queue position

Infection Risk Exposure

Crowded waiting areas increase cross-infection risks, particularly concerning in post-pandemic healthcare settings

System Inefficiency

Manual token systems and paper-based tracking create fraud vulnerabilities and operational bottlenecks

Zero Transparency

Lack of real-time queue information creates patient anxiety and leads to frequent inquiries at reception

Medique Solution Architecture

Medique transforms traditional waiting rooms into digital ecosystems through an elegant two-step verification process. The system combines mobile application registration with advanced face recognition technology to create a fraud-proof, real-time queue management infrastructure.



Mobile Registration

Patients register via mobile app from home or clinic-based scanners upon arrival, automatically incrementing queue count



Face Verification

Entry scanner at clinic verifies patient identity through face recognition, ensuring queue integrity if user is already registered through mobile it will show user already exists.



Doctor Entry

Second scanner at doctor's cabin entry automatically decrements queue count upon patient entry



Real-Time Updates

System provides live queue position updates to all patients via mobile notifications

This seamless integration eliminates manual intervention, reduces fraud, and provides unprecedented transparency in clinic operations. The dual-scanner architecture ensures accurate tracking from registration through consultation completion.

Target Market Landscape

Primary Customer Segments

Medique addresses the needs of diverse healthcare facilities across India's fragmented medical infrastructure. Our primary focus encompasses establishments where patient flow management directly impacts operational efficiency and patient satisfaction.



Private Clinics

Small to medium independent practices seeking professional operational tools



Multi-Doctor Centers

Specialty centers managing multiple practitioners and complex patient flows



Government Hospitals

Public healthcare facilities serving high patient volumes with limited resources



Diagnostic Centers

Testing facilities requiring efficient sample collection and result delivery systems



Secondary User Ecosystem

Dual Value Proposition

Clinic Benefits

Optimized Patient Flow

Automated queue management reduces reception workload and eliminates manual tracking errors, enabling staff to focus on patient care rather than administrative tasks

Enhanced Satisfaction Metrics

Transparent wait times and reduced crowding significantly improve patient experience scores and online reviews, driving organic growth

Actionable Analytics

Comprehensive dashboard provides insights into peak hours, average wait times, and patient flow patterns for data-driven decision making

Professional Operations

Modern digital systems elevate clinic reputation and competitive positioning in increasingly tech-savvy patient markets

Patient Advantages

1

Wait from Home

Real-time queue visibility allows patients to arrive precisely when needed, eliminating hours of physical waiting

2

Complete Transparency

Live updates on queue position and estimated wait times reduce anxiety and improve planning

3

Infection Safety

Reduced waiting room density minimizes exposure to contagious illnesses, critical in post-pandemic healthcare

4

Ultimate Convenience

Mobile-first design enables registration, tracking, and notifications from anywhere, fitting healthcare into busy lives

Product Architecture

Software Suite

- **Web Dashboard:** Comprehensive clinic management interface with real-time queue monitoring and historical analytics
- **Mobile Application:** Patient-facing iOS and Android apps for registration, queue tracking, and notifications
- **Admin Panel:** Super-admin controls for multi-location management and system configuration
- **Analytics Engine:** Advanced reporting tools for operational insights and performance optimization

Hardware Components

- **Entry Scanner:** Face recognition device at clinic entrance for patient verification and check-in
- **Cabin Scanner:** Secondary verification unit at doctor's consultation room for automatic queue decrement
- **Connectivity Infrastructure:** Network equipment ensuring reliable real-time synchronization
- **Backup Systems:** Offline caching capabilities for uninterrupted operations during connectivity issues

The integrated software-hardware ecosystem ensures seamless operation across all touchpoints. Cloud-based architecture enables scalability while local caching guarantees reliability even in low-connectivity environments common in tier-2 and tier-3 cities.

Revenue Model & Pricing Strategy

Subscription Tiers

Medique employs a flexible subscription model designed to accommodate healthcare facilities of varying sizes and budgets. This tiered approach ensures accessibility for small clinics while providing enterprise-grade solutions for larger institutions.

Plan	Price (₹)	Features
Basic	999/month	Mobile app + digital queue management for single-doctor clinics
Pro	2,499/month	Full face recognition system + analytics + multi-doctor support for clinics with medium level patient flow
Enterprise	Custom	Government hospitals + multi-location chains + dedicated support

Medique's primary revenue streams include subscription revenue, appointment booking commissions, and AI departure alerts. The freemium trial model reduces adoption barriers while demonstrating clear ROI to prospects.

01

Subscription Revenue

Recurring monthly fees providing predictable revenue stream

02

Appointment Booking Commission

4-5% commission on appointments booked through the Medique app

03

AI-Powered Departure Alerts

future add-ons -Smart notifications telling patients exactly when to leave home to arrive at optimal queue position

Cost Structure Analysis

Fixed Costs

- **Cloud Infrastructure:** AWS/Azure hosting for application backend and database services
- **ML Hosting:** Specialized compute resources for face recognition model inference

Variable Costs

- **Hardware Procurement:** Face scanner devices purchased or manufactured per client installation
- **Installation Services:** On-site setup, configuration, and initial training for clinic staff
- **Customer Support:** Ongoing technical assistance and troubleshooting scaled to user base
- **Connectivity:** Internet/SIM card costs for hardware units in areas without clinic Wi-Fi

The cost structure is designed for scalability with high gross margins on software subscriptions offsetting hardware procurement and installation costs. As the customer base grows, economies of scale in hardware manufacturing and reduced per-unit cloud costs will significantly improve unit economics.

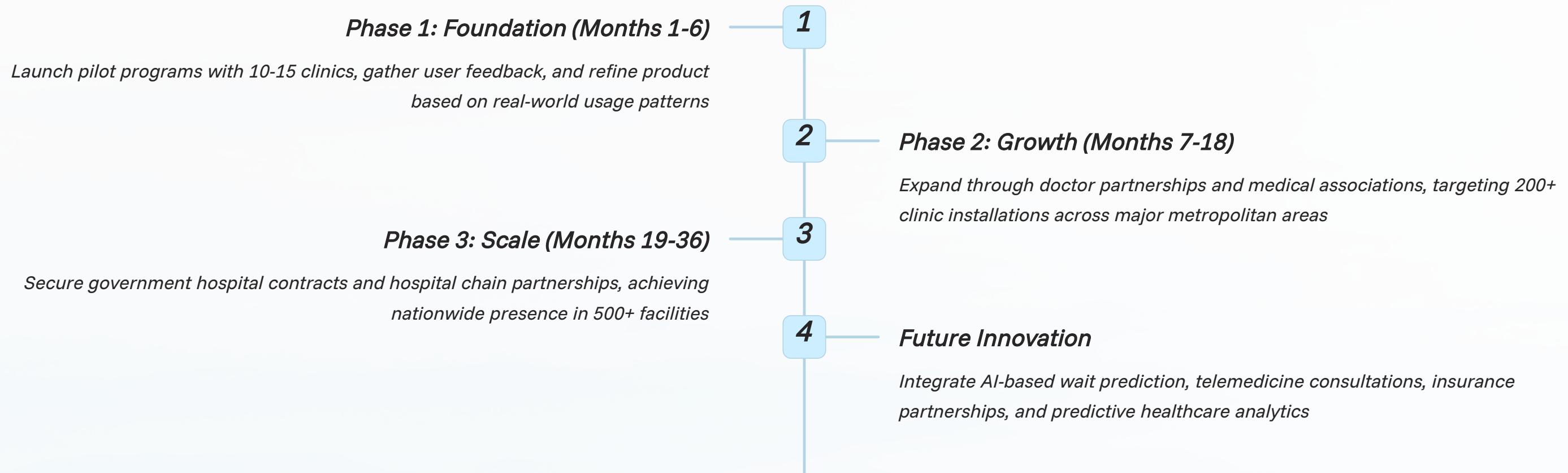
Cost Estimation (Per Clinic)

Below is a detailed breakdown of the estimated hardware and connectivity costs per clinic for implementing the Medique system.

<i>Raspberry Pi</i>	<i>2</i>	<i>5000-8000</i>	<i>10000-16000</i>
<i>Connectivity (4G SIM – Monthly)</i>	<i>2</i>	<i>300</i>	<i>600</i>
<i>Installation & Enclosure</i>	<i>2</i>	<i>1000-1500</i>	<i>2000-3000</i>
<i>Total Initial Hardware Cost (Per Clinic)</i>			<i>15000-20000</i>

These estimations highlight the initial investment required for each clinic, focusing on essential hardware and connectivity. The recurring monthly cost for connectivity is a minor component compared to the one-time hardware and installation expenses.

Vision: Redefining Healthcare Access



Mission Statement: Medique envisions a future where physical waiting rooms become obsolete, replaced by intelligent digital systems that respect patient time while empowering healthcare providers with operational excellence. By eliminating the inefficiencies of traditional queue management, we aim to transform outpatient healthcare delivery across India, making quality medical care more accessible, efficient, and patient-centric. Our technology will become the invisible infrastructure enabling millions of patients to reclaim hours lost to waiting, while helping clinics operate at peak efficiency.

- Strategic Impact:** Beyond operational efficiency, Medique addresses critical public health challenges including infection control and healthcare accessibility in underserved areas. By reducing waiting room density and enabling remote queue participation, we contribute to disease prevention while democratizing access to quality healthcare infrastructure previously available only to premium facilities.