

CAREMORE COST & PROFIT ANALYSIS

by RojakUni



Note: All the calculations are based on 1 million users.

1. Website Hosting Services

Hosting

- Storage: 1 GB → RM 0.12
- Data Transfer: 10 GB → RM 6.75

Authentication

- First 50,000 users: free
- Next 950,000 users: \$0.0032/user → \$3,040 = RM 13,680 (using \$1 = RM4.5 exchange rate)

Firestore

- Reads: 100 million → RM 270
- Writes: 50 million → RM 405
- Storage: 5 GB → RM 4.05

Cloud Functions

- Invocations: 10 million → RM 176.40

Total Monthly Cost

$RM\ 0.12 + RM\ 6.75 + RM\ 13,680 + RM\ 270 + RM\ 405 + RM\ 4.05 + RM\ 176.40 =$
RM 14,542.32

Total Annual Cost

$RM\ 14,542.32 \times 12 = \mathbf{RM\ 174,507}$

Scalability:

Malaysia's estimated population is approximately **36 million** people, so this is definitely scalable as when we expand the web hosting users limit, the cost per user will definitely be lower

2. Patient Site Appointment Booking Cost

We assume that we are using GPT 4o mini for the process of email writing and handling from patient and clinician site, since it's more cost effective

GPT 4o mini Pricing

Input tokens: \$0.15==RM 0.68 per 1 million tokens

Output tokens: \$0.60==RM 2.7 per 1 million tokens

For patient appointment booking:

Input: no need since it's filled by patient

Output: writing an email

Hi, I would like to book a medical appointment for this Friday, 24th May 2025, preferably in the morning around 10:30 AM if there's an available slot. I've been experiencing persistent headaches, occasional dizziness, and mild nausea for the past few days. The symptoms started around last weekend and have gradually become more uncomfortable, especially in the evenings. I haven't taken any medication yet except for some paracetamol. I'm a bit concerned since I also feel slightly disoriented at times. This might be related to my sinus issues, but I'd rather get it checked by a doctor just to be safe. Please confirm the appointment time or let me know if there's a different available slot. I prefer a physical consultation, but I'm also open to an online session if necessary. Thank you!

Can you trust that this entire email with THAT MUCH DETAILS only cost consumes 150 tokens.

$$\left(\frac{150}{1,000,000} \right) \times 1.8 = 0.00027$$

Final Answer: 0.00027

It only cost that much of money, so even if the patient wanted to book **100 appointments** in a month, it only cost not more than **RM0.03/patient on appointment booking**

Total Annual Cost

RM360000(100 booking/user/month)

3. Patient Site Pre-diagnosis cost

GPT 4o Pricing

Input tokens: \$2.50 per 1 million tokens

Output tokens: \$10.00 per 1 million tokens

Why don't you use gpt 4o mini or other cheaper models? Throughout our entire design, we need to have an LLM with arguably the strongest processing power, so that it can process data from RAG knowledge base and analyse together with user input, for the most accurate response, since pre-diagnosis is a vital aspect that we need to take care of.

1. User Input

- Input: ~100 tokens (e.g., "Summarize this report and relate it to policy X")

2. RAG Retrieval - can expand to larger data center(with more reference)

- The system retrieves ~5 relevant documents/snippets.
- Each document is ~300 tokens.
- Total retrieved: $5 \times 300 = 1,500$ tokens

3. Prompt Construction

- Final prompt = user input + context = $100 + 1,500 = \sim 1,600$ tokens
-

4. GPT-4o Response

- Response: ~500 tokens

5. Total Tokens per Query

- **Input:** ~1,600 tokens
- **Output:** ~500 tokens

Let's say a user makes 10 queries/day – it would be:
=RM 12.15 per user=RM121500000per 1 mil user per month

Total Annual Cost

RM145800000(10 question per day/user)

4. Clinician Site Appointment Handling cost

Uses agentic AI workflow, where it seems there's a massive use of gpt model in the workflow, it CONSUMES VERY LESS token per LLM as they have different task, and their job is just to finish up simple task.

Some technical:

Q: Why datetime extractor LLM needed when u have a node named field extractor:

A: Its just a javascript code that helps TURN the data field to CORRECT json format for the compare/booking process on the upcoming nodes, but it does not possess the ability to READ and ANALYSE an email!

For cost effectiveness, we have decided to use LIGHTER MODEL(like deepseek/ gpt 4o mini) for the classifier LLM, so the cost will be much lower, because gpt 4o mini is stable and are able to done task like classify and simple analysis.

In the workflow, no matter the cancellation and the booking branch, two LLM and we'll still be using the 4o mini pricing above,

Total Annual Cost

RM360000 per year per 1 mil patient x 2 LLM

=RM720000 per 1 mil user(with 100 bookings per month-the most extreme case)

5. GPS Tracking: for emergency and hospital selection on patient site

Total Annual Cost

1,000,000 users×RM0.5(2 tracks per day)×12 months=**RM6,000,000**

6.Earnings

Introduction:

In today's digital economy, offering a free-tier plan is a powerful strategy for acquiring users at scale and building a loyal user base. However, sustaining platform growth and operations requires creative and ethical monetization approaches—especially for users who don't directly contribute through subscription fees. While free-tier users may not pay upfront, they still represent significant value in terms of engagement, data, influence, and reach. With a well-thought-out strategy, it's possible to generate substantial revenue from this segment while preserving user trust and experience. Below are several practical and scalable methods to monetize free-tier users—ranging from advertisements and affiliate partnerships to freemium upselling and sponsored content—each tailored to leverage the unique behaviors and needs of your platform's user base, including both the general public and healthcare professionals.

Calculations:

Healthcare Professionals

Doctors: About **1:412 ratio** → ~80,000 doctors → **0.24%**

Nurses: About **1:279 ratio** → ~118,000 nurses → **0.36%**

Pharmacists: About **1:1,653 ratio** → ~20,000 pharmacists → **0.06%**

Summed up: Total **0.66%** of the **total population**


Website Consumers Distributions(per 1 million users):

Healthcare Professionals: $1,000,000 \times 0.66 = \mathbf{6600}$

Normal Users: $1,000,000 - 6600 = \mathbf{993400}$

Pricing tier for Users:

Choose Your Support Plan
Join our mission to revolutionize healthcare through AI-powered solutions




Free Plan

Essential features for everyone to access quality healthcare

RM0/month

- ✓ Basic access to Dr. Universal AI
- ✓ Limited medical record storage
- ✓ Standard appointment scheduling
- ✓ Community support forums

[Get Started](#)




Basic Support

Perfect for individuals who want to contribute to our cause

RM25/month

- ✓ Access to Dr. Universal AI pre-diagnosis
- ✓ Basic medical record storage
- ✓ Email support
- ✓ Free Trial for 30 days
- ✓ Up to 60% discount for B40 families and individuals, contact us for verification!

[Subscribe Now](#)



Premium Support

Ideal for families and medical practitioners

RM40/month

- ✓ All features from Basic plan
- ✓ Priority appointment scheduling
- ✓ Unlimited medical record storage
- ✓ 24/7 phone and email support

[Subscribe Now](#)

Free Plan(RM0): Approximately 35% of your user base

Basic Plan (RM25): Approximately 45% of your user base

Premium Plan (RM40): Approximately 20% of your user base

1. Free Plan (35%)

- **Users:** $993,400 \times 0.35 = 347,690$
- **Revenue:** RM0

2. Basic Plan (45%)

- **Users:** $993,400 \times 0.45 = 447,030$
- **Monthly revenue:** $447,030 \times \text{RM}25 = \text{RM}11,175,750$
- **Annual revenue:** $\text{RM}11,175,750 \times 12 = \text{RM}134,109,000$

3. Premium Plan (20%)


- **Users:** $993,400 \times 0.20 = 198,680$
- **Monthly revenue:** $198,680 \times \text{RM}40 = \text{RM}7,947,200$
- **Annual revenue:** $\text{RM}7,947,200 \times 12 = \text{RM}95,366,400$

Sum of Annual Patient Site Revenue: **RM229,475,400**

Pricing tier for Clinicians:

Support Plans

Upgrade your plan to access additional features and premium support.




Free Support

Basic features for individual clinicians

RM 0/month

- ✓ Basic appointment management
- ✓ Patient records access
- ✓ Community support
- ✓ Limited analytics

Current Plan




Standard Support

Perfect for individual clinicians

RM75/month

- ✓ Priority appointment scheduling
- ✓ Enhanced patient records
- ✓ Basic analytics dashboard
- ✓ Email support

Upgrade Plan



Enterprise Support

Perfect for hospitals and healthcare organizations

Contact Us for pricing

- ✓ All features from Standard plan
- ✓ Custom API integration
- ✓ Dedicated account manager
- ✓ Staff training and onboarding
- ✓ Custom reporting and analytics

Contact Sales

1. Free Support Plan (10%)

- Users: $6,600 \times 0.10 = 660$
- Revenue: RM0

2. Standard Support Plan (90%)

- Users: $6,600 \times 0.90 = 5,940$
- Monthly revenue: $5,940 \times \text{RM}75 = \text{RM}445,500$
- Annual revenue: $\text{RM}445,500 \times 12 = \text{RM}5,346,000$

3. Extra Earning through Enterprise Plan:

- Price: **RM500/month per clinic**
- Initial Adoption: **200 clinics (a conservative estimate for early adoption)**
- Annual revenue: $\text{RM}100,000 \times 12 = \text{RM}1,200,000$

Sum of Annual Clinician Site Revenue: **RM6,546,000**

Total Revenue

RM229,475,400 + RM6,546,000 = RM236,021,400

NET PROFIT:

RM363,000,000 - RM 174,507 - RM360000 - RM145800000 - RM720000 - RM600000

=RM88,366,893

$$\text{ROI} = \left(\frac{\text{Net Profit}}{\text{Investment}} \right) \times 100\%$$

Return of Investment=(88,366,893/147,654,508) =59.85%