

Business Model: Healthcare Booking Platform in Algiers, Algeria

Mission

To enhance access to healthcare services in Algiers by providing a seamless, efficient, and reliable digital platform where patients can easily find, book, and consult with healthcare professionals.

Vision

To become Algeria's most trusted healthcare booking platform, ensuring every patient can conveniently connect with medical professionals, improving healthcare accessibility and efficiency nationwide.

Business Model Canvas

1. Customer Segments

- Patients: Individuals seeking medical consultations, diagnostics, and specialist care.
- General Practitioners & Specialists: Healthcare providers looking to optimize appointment bookings.
- Clinics and Hospitals: Institutions aiming to improve patient scheduling and service efficiency.
- Insurance Companies: Potential future partnerships for integrated healthcare solutions.

2. Value Propositions

- Easy online appointment booking and rescheduling.
- Reduced patient wait times and improved doctor availability management.
- Secure digital platform ensuring data privacy.
- Verified doctor reviews and ratings to enhance patient trust.
- Optional telemedicine feature for remote consultations.

3. Channels

- Mobile App (iOS & Android) for patient and doctor access.

- Website for browsing, booking, and managing appointments.
- Social media marketing (Facebook, Instagram, LinkedIn).
- Partnerships with hospitals, clinics, and pharmacies.

4. Customer Relationships

- 24/7 customer support and chat assistance.
- Loyalty programs and referral incentives for users.
- Personalized appointment recommendations based on patient history.
- Continuous engagement through newsletters and health tips.

5. Revenue Streams

- Subscription fees for doctors and clinics.
- Commission per confirmed appointment.
- Sponsored listings for healthcare providers.
- Corporate partnerships and insurance integrations.
- In-app advertising for relevant healthcare services.

6. Key Resources

- Secure and scalable online platform.
- Database of healthcare professionals and patient records.
- Marketing and sales team for customer acquisition.
- Technical team for platform development and maintenance.

7. Key Activities

- Developing and maintaining the booking platform.
- Onboarding healthcare professionals and clinics.
- Marketing campaigns to attract patients.
- Ensuring legal compliance with Algerian healthcare regulations.
- Providing customer support and managing data security.

8. Key Partnerships

- Private and public hospitals.
- General practitioners and specialists.
- Insurance providers for future integrations.
- Government and regulatory health bodies.
- Digital payment service providers for secure transactions.

9. Cost Structure

- Platform development and server hosting.
- Marketing and customer acquisition.
- Doctor onboarding and partnerships.
- Legal and compliance costs.
- Operational costs including customer support and maintenance.