



Senior Care⁺

Your Health, Our Care

Group 2

EPM Batch 5



1. Problem Statement
2. Business Purpose, vision and mission
3. Market Research
4. User Persona
5. Pain point prioritization
6. Solution
7. Key Matrix
8. Prototype
9. Roadmap
10. Pricing Strategy

Agenda

Problem Statement

Why is it difficult for India's senior population to access healthcare facilities?



User Persona

1

Name: Ramesh Gupta



Personal

Hypertension and
Type 2 Diabetes

Personal

Age 61+ senior
citizen

Work Primary retired

Gender Male

Location Rural village
in uttarprades

Tool:

Basic, uses the phone
primarily for calls and
WhatsApp

Background

- Ramesh is a retired farmer living in a rural area with limited access to healthcare facilities.
- He has basic knowledge of using a smartphone, which his children bought for him to stay connected with them.

Goals And Needs

- Manage his chronic conditions effectively
- Access healthcare advice without traveling long distances
- Keep track of his medication and health appointments

Frustrations:

- Ramesh feels overwhelmed with health issue
- Unable to communicate with doctor due to language
- Worries for being burden on family
- Feel anxious and forget to take medicine

2

Name: Meena Bhatt



Personal

Hypertension, Thyroid
Disorder

Personal

Age 60+ senior
citizen

Work retired

Gender Female

Location Urban City,
Mumbai

Tool:

Intermediate, comfortable
using apps for various
purposes

Background

- A lively and social retired school teacher who enjoys learning new things. Meena is independent and resourceful but feels frustrated that arthritis is limiting her freedom. She values staying active and informed about her health.

Goals And Needs

- Manage her arthritis pain and mobility
- Access specialist consultations without leaving home
- Stay informed about her health condition and possible treatments.

Frustrations:

Meena feels disheartened when she's unable to move as easily as before.

She gets irritated by long clinic wait times and feels anxious about finding trustworthy health information. She dislikes when apps are overly complex and not tailored to her needs.

3

Name: Arjun Rao



History of heart
disease, Diabetes

Personal

Age 60+ senior
citizen

Work Primarily retired,

Gender Male

Location Suburban
Area,
Bengaluru

Tool:

Advanced, regularly uses
health and fitness apps

Background

A proactive and disciplined retired engineer who enjoys staying updated on the latest health trends. He is meticulous about tracking his health and is tech-savvy enough to explore advanced apps and devices.

Goals And Needs

- Regularly monitor his heart health,
- Aware of any potential health issues
- Receive Personalized health advice to maintain a Healthcare

Frustrations:

- Uneasy when he can't find accurate, reliable health information.
- He gets frustrated by apps that overwhelm with unnecessary features or data. He also worries about not catching early signs of health issues



Pain points

- Limited Access to Healthcare
- Language Barriers
- Difficulty Managing Chronic Conditions
- Forgetting Medications & Appointments
- Lack of Preventive Care Awareness
- Lack of Specialist Care in Remote Areas
- Scattered Medical Records
- Digital Illiteracy
- High Healthcare Costs
- Unawareness of Health Schemes

Business Purpose, Vision and Mission



Purpose of the product:

The product aims to improve the quality of life for elderly individuals by offering accessible, continuous healthcare support and empowering them to proactively manage their health.



Product Vision:

Our Vision is to one platform to make healthcare accessible to all individuals in India, regardless of their location and improve overall well-being and quality of life.



Product Mission:

We are committed to helping individuals lead healthier and happier lives by providing them with convenient and affordable healthcare solutions.



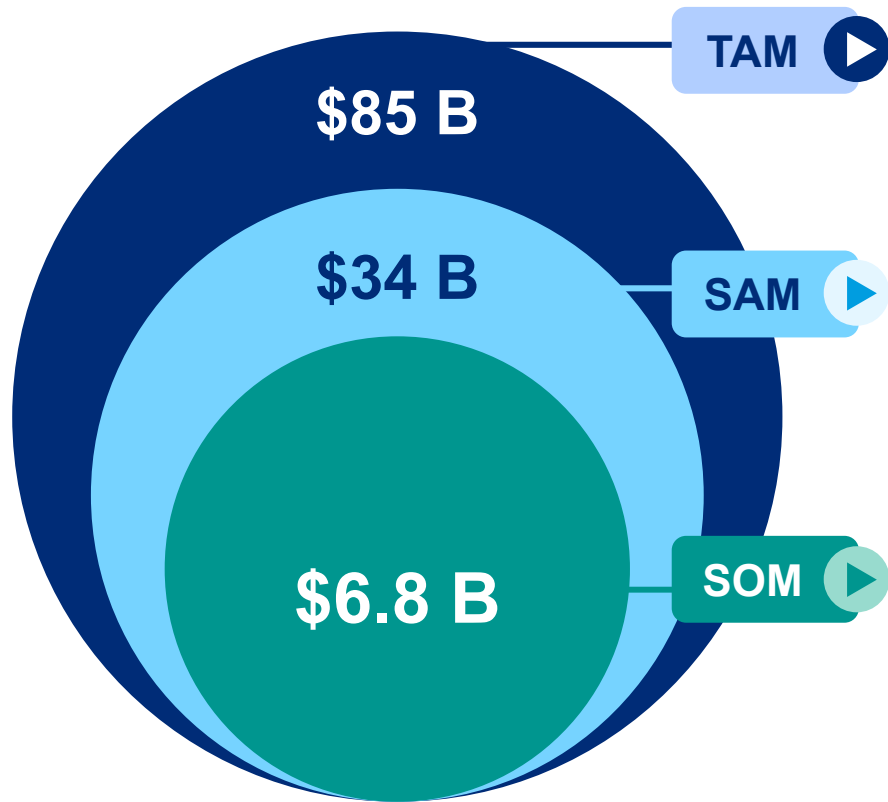
Solution That We Are Offering

- 1. Comprehensive Health Management:** Unified platform for managing multiple chronic conditions.
- 2. Senior-Friendly Design:** Simple interface with large text and voice commands.
- 3. Personalized Care Plans:** Customizable health plans, reminders, and alerts.
- 4. Telemedicine Integration:** Remote consultations with healthcare professionals.
- 5. Medication Management:** Automated reminders, dosage tracking, and refill alerts.
- 6. Emergency Assistance:** Emergency button for quick access to help.
- 7. Continuous Health Monitoring:** Integration with wearable devices for real-time tracking.
- 8. Support Network Connectivity:** Remote monitoring for family members and caregivers.
- 9. Localized Content:** Multilingual support and culturally relevant information.
- 10. Privacy and Security:** Secure data handling and privacy controls.

Business Model Canvas

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
<ol style="list-style-type: none"> 1. Hospitals and Clinics 2. Healthcare Providers 3. Ole age Homes / Caregiver agency's 4. Government Health Schemes 5. Pharmacies 6. Wearable Device companies 7. Tech Supporters 8. Insurer comapny 	<ol style="list-style-type: none"> 1. App Development and maintenance 2. Customer support 3. Partnership with healthcare providers 4. Data Mangment 5. Expansion 	<ul style="list-style-type: none"> • For Elderly Users: “A simple, reliable way to manage your health from the comfort of your home.” • For Caregivers: “Track your loved one’s health, medication, and appointments—all in one place.” • For Healthcare Providers: “Expand your services to reach the elderly through telemedicine and continuous monitoring.” 	<ul style="list-style-type: none"> • Personalized health insights and recommendations • 24/7 customer support • Regular updates and notifications • Community engagement through health tips and challenges • Feedback-driven improvements 	<ol style="list-style-type: none"> 1. Elderly population 2. Chronic Disease Patients 3. Urban Young Professionals 4. Urban Families with Children 5. Rural Residents 6. Women (Reproductive Age and Pregnant) 7. Tech-Savvy Individuals 8. Lower income group
		Key Resources	Channels	
		<ul style="list-style-type: none"> • Development Team • Healthcare Data and Content • Technology Infrastructure • Partnerships with Medical Institutions • User Data and Feedback 	<ol style="list-style-type: none"> 1. Mobile App (iOS, Android) 2. Social Media 3. Partnerships with healthcare providers 4. Online &Offline Marketing 5. Integration with wearable devices 	
Cost Structures		Revenue Streams		
<ol style="list-style-type: none"> 1. App Development and Maintenance Costs 2. Marketing and User Acquisition Costs 3. Partnership Management Costs 4. Customer Support and Operations 5. Data Security and Compliance Costs 		<ol style="list-style-type: none"> 1. Subscription Fees (Freemium Model) 2. Transaction Fee (Commission from appointment bookings, online consultations, and medicine delivery) 3. Partnerships with Pharmacies and Diagnostics 4. Advertising 5. Premium Services: 		

TAM, SAM and SOM Analysis for Consumer market



Elderly Population: 150 M

Average Healthcare Spend per Elderly Person: \$550 per person
(all healthcare service like hospital treatments, medication, home healthcare, diagnostics, and insurance premiums.)

$$150 \text{ Million} \times 550 = \$85 \text{ B}$$

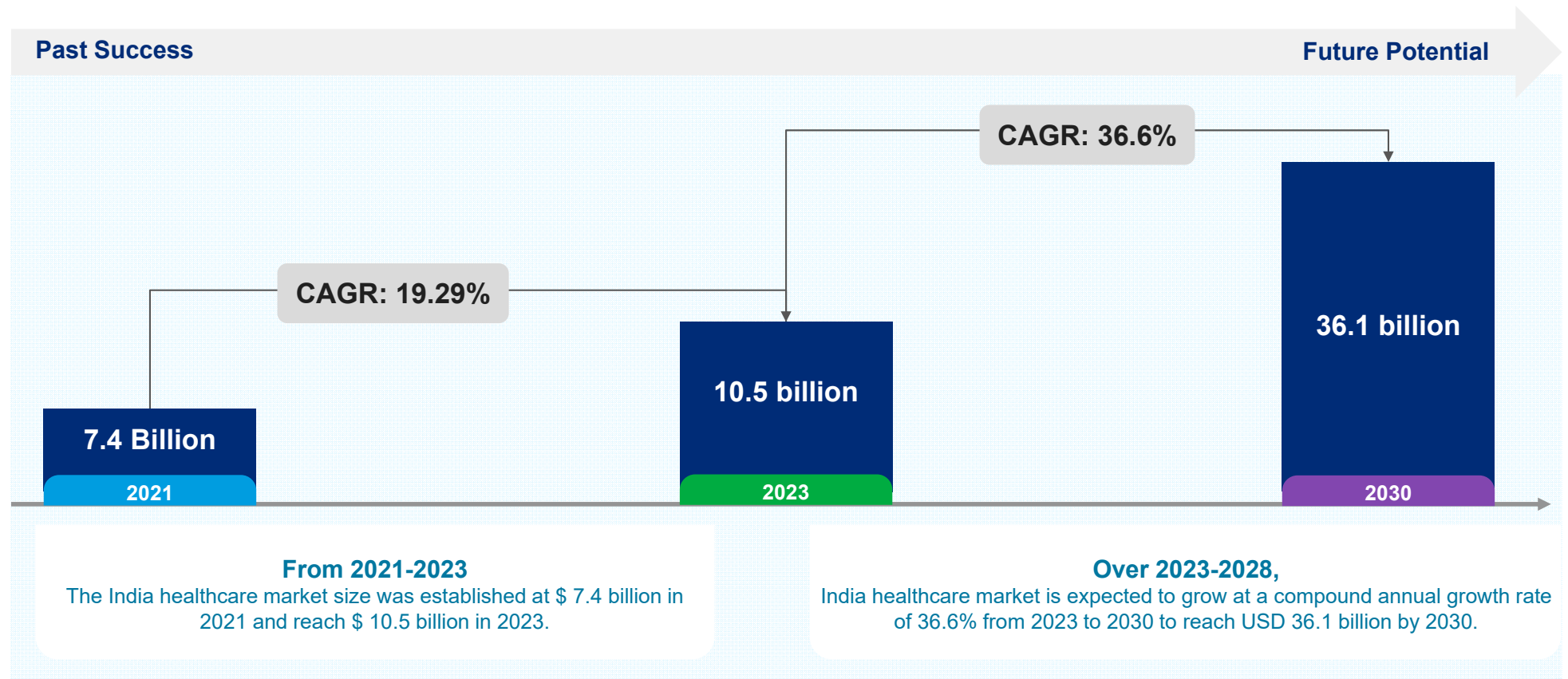
Estimate 40% of the TAM can be effectively served (Based on infrastructure and access to services,)

- $\$85 \text{ B} \times 40 \% = \34 B

Estimate 20% of the raised of digital health Given competition from both private healthcare providers and government initiatives (if any), and the rise of digital health (telemedicine, health apps, etc.)

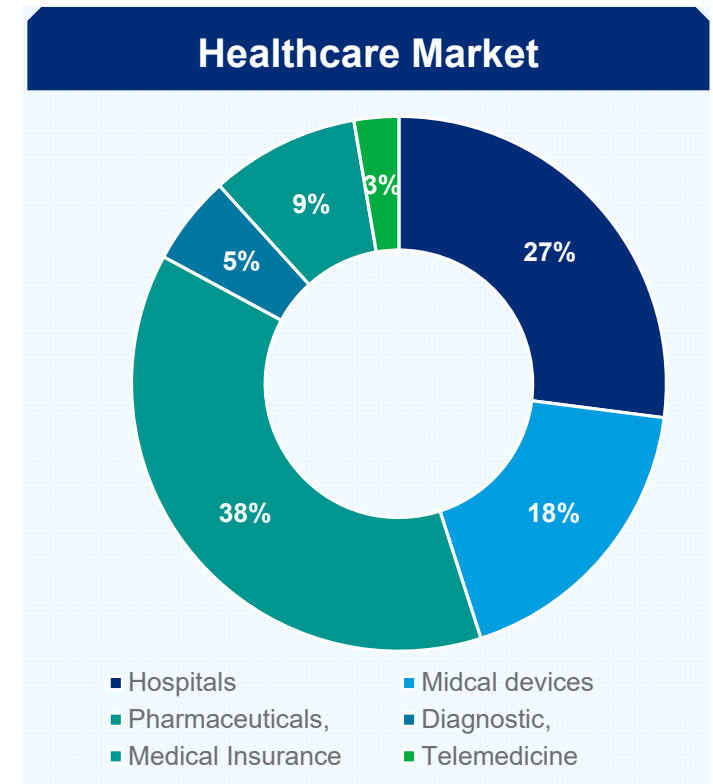
$$\$34 \text{ B} \times 20\% = \$6.8 \text{ billion}$$

Market size of Telemedicine in India



The Healthcare Market Functions Through Five Segments

Hospitals	▶ Government Hospitals Private Hospitals
Pharmaceutical	▶ This includes research, develop, manufacture, and distribute medications and pharmaceutical products
Diagnostics	▶ It comprises businesses and laboratories that offer analytical or diagnostic services, including body fluid analysis
Medical equipment and supplies	▶ it includes establishments primarily manufacturing, medical equipment and supplies, e.g. surgical, dental, orthopaedic, ophthalmologic, laboratory instruments, etc
Medical Insurance	▶ It includes health insurance and medical reimbursement facility, covering an individuals hospitalisation expenses incurred due to sickness
Telemedicine	▶ Telemedicine has enormous potential in meeting the challenges of healthcare delivery to rural and remote areas besides several other applications in education, training and management in health sector



Target Audience

Phase - I

- Tier 1, 2 Elderly (60-80+ years)
- Caregiver, Families
- Hospitals and Insurance company

Phase - II

- Tier 3/Rural Residents: All age group
- Women (Reproductive Age) and pregnant Women: 18-45 Year
- Chronic Disease Patients: 30+ Year
- Technology-Savvy Individuals
- Lower Income Groups

Customer Segmentation

Primary Segment

Segment	Demographics	Specific Needs	Wants
Seniors (Elderly Population)	60-75 Years	More active, early-stage chronic conditions, basic tech comfort	Health tracking, medication reminders, telemedicine
	75+ Years	Limited mobility, managing multiple health issues, low tech comfort	Continuous health monitoring,






Secondary Segment

Segment	Demographics	Specific Needs	Wants
Caregivers	Family Members	Managing elderly loved ones' health, need real-time updates	Health monitoring, reminders, communication with doctors
	Professional Caregivers	Managing multiple patients, need centralized health data and reminders	Organized health data, patient-specific alerts, health trend tracking
Healthcare Providers	Doctors and Specialists	Offering services to elderly patients, need telemedicine tools	Access to patient health data, efficient telemedicine services
	Hospitals & Clinics	Serving elderly patients, need to manage patient load remotely	Telemedicine, managing chronic diseases, streamlined consultations

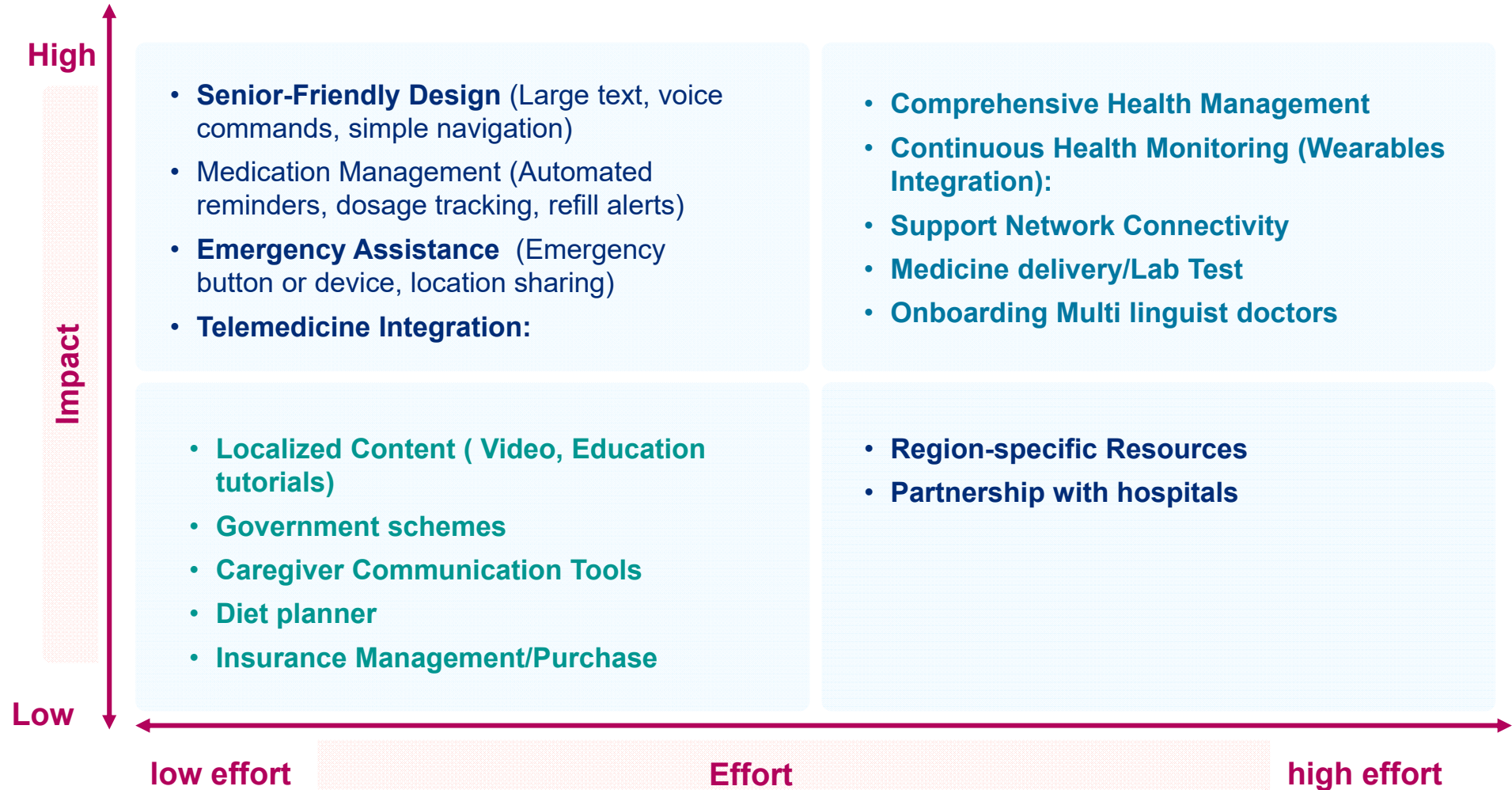
Features List

1. **Comprehensive Health Management:** Unified platform for managing multiple chronic conditions.
2. **Senior-Friendly Design:** Easy-to-navigate interface with large text and voice commands.
3. **Personalized Care Plans:** Customizable health plans, reminders, and alerts.
4. **Telemedicine Integration:** Remote consultations with healthcare professionals.
5. **Medication Management:** Automated reminders, dosage tracking, and refill alerts.
6. **Emergency Assistance:** Emergency button for quick access to help.
7. **Continuous Health Monitoring:** Integration with wearable devices for real-time tracking.
8. **Support Network Connectivity:** Remote monitoring for family members and caregivers.
9. **Localized Content:** Multilingual support and culturally relevant information.
10. **Privacy and Security:** Secure data handling and privacy controls.
11. **Diet planner**
12. **Calories Tack**
13. **Insurance integration and partnership**
14. **Mental Well being**

Competition analysis

			
 Health Management Facility	Yes	No	No
 Senior-Friendly Design	No	No	No
 Personalized Care Plans	Limited	No	No
 Telemedicine Integration	Yes	Yes	Yes
 Medication Management	Yes	No	Yes
 Emergency Assistance	No	No	No
 Continuous Health Monitoring	No	No	No
 Support Network Connectivity	No	No	No
 Localized Content	Limited	No	Limited
 Privacy and Security	Yes	Yes	Yes

Feature Prioritization Matrix



SWOT Analysis



Strengths

1

- Provide 360° Healthcare solution
- Available in multiple languages and voice commander (Both)
- Integration with wearables devices
- Caregiver access.



Opportunities

2

- Aging population
- Partnerships with healthcare providers and government schemes.
- Expansion into underserved rural markets
- Increased focus on preventive healthcare.



Weaknesses



3

- Dependence on internet
- High development and integration costs
- Need for continuous updates and maintenance.

Threats



4

- Competition from other healthcare providers
- Regulatory hurdles
- Hesitant to adopt new technology.
- Security risks.

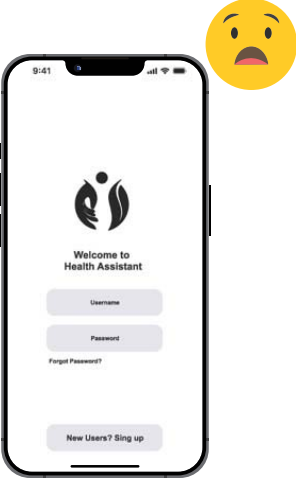
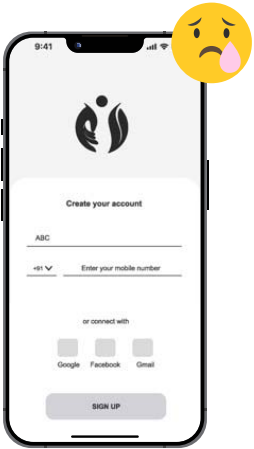
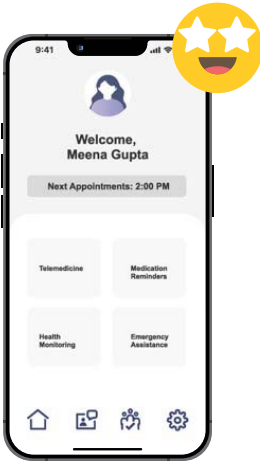
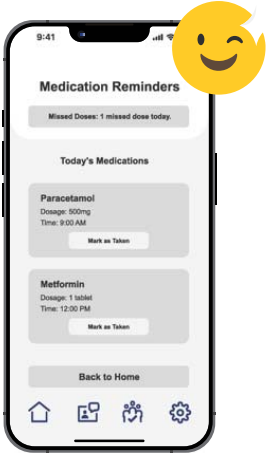
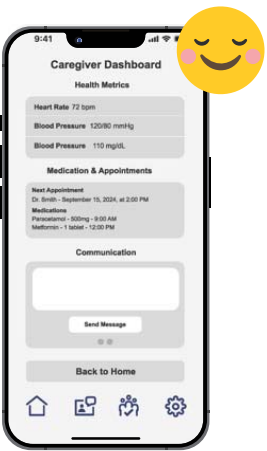
Pain-point prioritisation

Pain-point	Method (MoSCoW)	Reason
Limited Access to Healthcare	Must Have	Telemedicine is crucial for rural access.
Difficulty Managing Chronic Conditions	Must Have	Continuous health management is vital for elderly users.
Forgetting Medications & Appointments	Must Have	Reminders support daily healthcare routines.
Digital Illiteracy	Must Have	Simple design is essential for elderly usability.
Lack of Specialist Care in Remote Areas	Should Have	Telemedicine with specialists can be added later.
Scattered Medical Records	Should Have	Centralizing medical records helps long-term care, but initial focus should be on real-time health management.
Unawareness of Health Schemes	Should Have	Government schemes can be considered later.
High Healthcare Costs	Could Have	Cost transparency and financial aid integration can be addressed later
Language Barriers	Could Have	Localization can be added in future releases.
Lack of Preventive Care Awareness	Won't Have	Educational content on preventive care is valuable, but not a critical feature in the first phase.

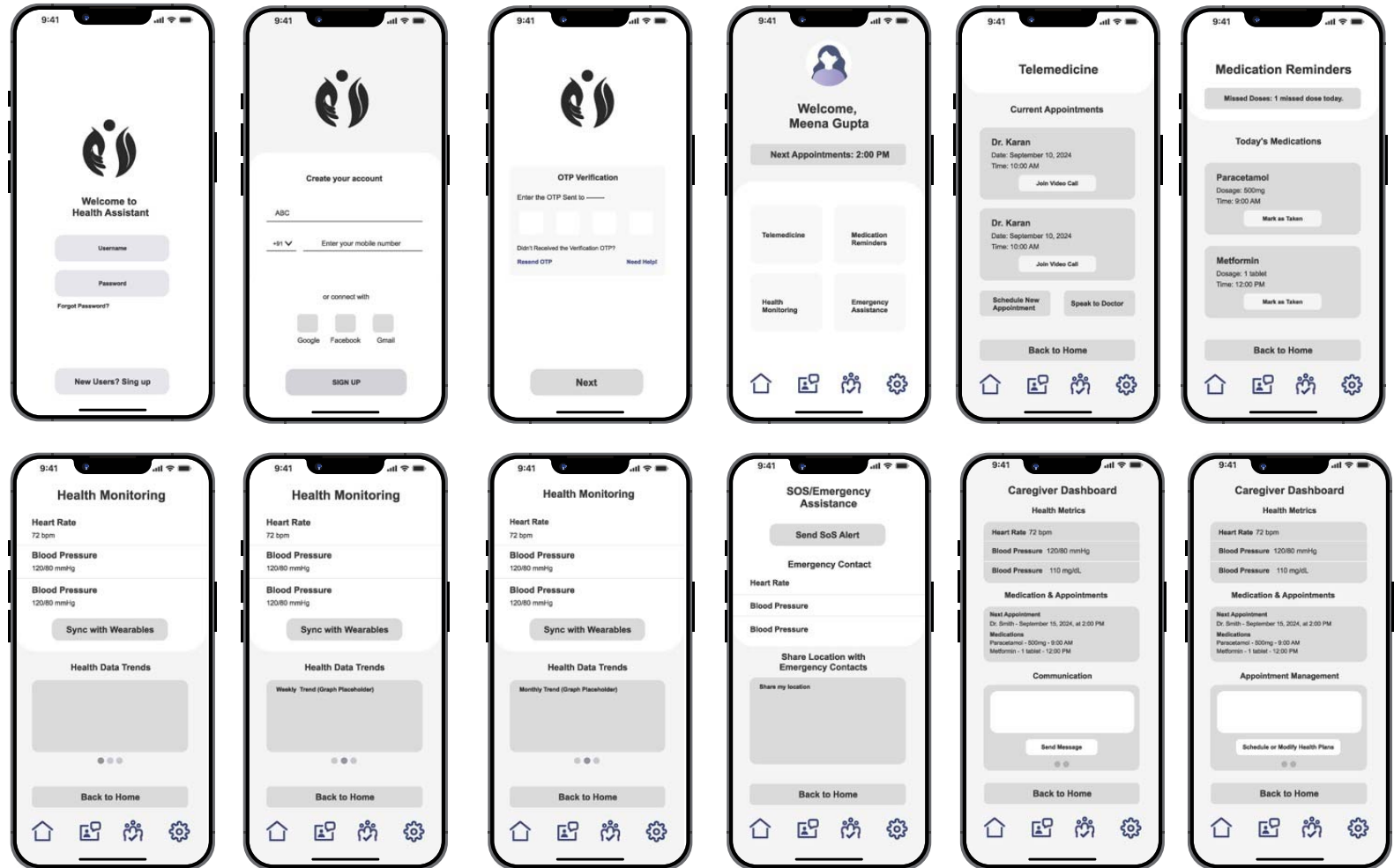
Rice Method

Feature	Reach	Impact	Confidence	Effort	Score (R × I × C ÷ E)
Senior-Friendly Design	5	5	5	3	41.67
Personalized Care Plans	4	5	4	3	26.67
Telemedicine Integration	4	5	4	4	20
Medication Reminders	5	4	5	2	50
Wearable Integration	3	4	3	4	9.00
Emergency Assistance	5	5	5	3	41.67
Family/Caregiver Access	4	4	4	3	21.33
Health Monitoring	5	5	4	4	25.00
Educational Content	3	3	4	2	30.00
Localized Content	4	4	5	3	26.67
Privacy & Security	4	5	4	4	20






User journey

	Install App	Onboarding	Home Page	Medication	Caregiver
User Goal	Convince users to download the app quickly and effortlessly.	Ensure users understand app functionality and benefits in a few steps.	Help users easily access the app's core features and feel in control.	Ensure users consistently track and manage their medications.	Encourage users to leave feedback and help improve the product.
Story boarding					
Opportunity	<ul style="list-style-type: none"> • Capture user attention via visuals and messaging. 	<ul style="list-style-type: none"> • Simplify initial experience. • Educate users on core app features. 	<ul style="list-style-type: none"> • Highlight main features. • Provide personalized recommendations. 	<ul style="list-style-type: none"> • Provide automated reminders. • Simplify medication management. 	<ul style="list-style-type: none"> • Encourage reviews via incentives. • Gather insights to improve the app.
Problem	<ul style="list-style-type: none"> • Low awareness about app benefits. • Unclear app value proposition. 	<ul style="list-style-type: none"> • Complex user interface. • Overwhelming number of features. 	<ul style="list-style-type: none"> • Users struggle to find key features. • Poor UI causing confusion. 	<ul style="list-style-type: none"> • Forgetting to take medications. • Poor medication tracking habits. 	<ul style="list-style-type: none"> • Users don't feel motivated to give feedback. • Low engagement post-usage.

Prototype



MVP Prioritization Core key features that align with the Product Vision

	 Senior-Friendly Design	 Telemedicine Integration	 Medication Reminders	 Emergency Assistance (SOS)	 Health Monitoring
Why	Accessibility is key for elderly users, ensuring they can easily navigate the app.	Enables access to healthcare professionals, reducing the need for physical hospital visits.	This help users manage chronic conditions and ensure they follow prescribed treatments.	Provides a sense of security by enabling users to get immediate help during emergencies.	Essential for elderly managing chronic diseases like diabetes, hypertension, or heart disease.
Implementation	<ul style="list-style-type: none"> • Large buttons, simple icons. • Easy-to-read fonts and colour contrast. • Voice command integration. 	<ul style="list-style-type: none"> • Video call and chat features for consultations. • Scheduling appointments with doctors. • Basic health record sharing during telemedicine sessions. 	<ul style="list-style-type: none"> • Notifications for medication intake. • Integration with daily routines (custom reminders). • Visual and sound alerts for reminders. • Lab Test (Home Visit) 	<ul style="list-style-type: none"> • One-tap SOS button to notify caregivers or healthcare providers. • GPS tracking to share location with emergency contacts. 	<ul style="list-style-type: none"> • Basic health data tracking (e.g., blood pressure) • Sync with compatible health monitoring devices. • Graphs and simple visuals to track health trends.






Key Metrix

User Engagement & Adoption Metrics	Health Outcome Metrics	Business Metrics	Support & Accessibility Metrics
<ol style="list-style-type: none"> Monthly Active Users (MAU): Number of unique users actively using the app each month. Retention Rate: Tracks how many users continue using the app over a defined period (e.g., 30-day retention). High retention shows sustained value. User Acquisition Rate: Measures how many new users are joining the app, showing growth in user base. Session Duration: How long users stay engaged with app each session User Satisfaction: Gauges users' willingness to recommend the app to others, indicating overall satisfaction with the product 	<ol style="list-style-type: none"> Medication Adherence Rate: how regularly users are taking their medications as scheduled. Improvement here signifies the app's effectiveness in managing health conditions. Improved Health Metrics: Monitors improvements in critical health indicators (e.g., blood pressure, blood sugar) Emergency Response Time: Tracks how quickly emergency services or family members are notified in critical situations, ensuring timely help. 	<ol style="list-style-type: none"> Customer Acquisition Cost (CAC): Measures how much it costs to acquire a new user, useful for evaluating the efficiency of marketing strategies. Customer Lifetime Value (CLTV): Measures the total revenue generated from a user throughout their use of the app, highlighting the long-term value of customers. Churn Rate: Tracks the percentage of users who stop using the app over a given period. A lower churn rate indicates higher user satisfaction and retention. Revenue Growth: Tracks the growth in revenue generated through subscription plans, partnerships with healthcare providers, or other monetization strategies. Partnership Growth (Hospitals/Doctors): Measures the number of healthcare professionals, hospitals, and clinics partnering with the platform for telemedicine services. 	<ol style="list-style-type: none"> Response Time for Customer Support: Tracks how quickly users receive support when facing issues with the app. Fast response times indicate good customer service. Accessibility Score: Measures the app's usability for elderly users, including ease of navigation, legibility, and language support. User Feedback & Feature Requests: Monitors user-submitted feedback and requested features to continuously improve the app. Government Scheme Utilization: Tracks how many users are becoming aware of and applying for government healthcare schemes through the app, especially in underserved populations.

Product Roadmap



Pricing Strategies

	Target Users	Key Features	Price
 Freemium (Free Tier)	<ul style="list-style-type: none"> Elderly individuals with basic needs. Low-income people in rural and urban areas. 	Medication reminders. (Emergency Assistance (SOS), Basic health monitoring (manual input), Limited telemedicine consultations, Basic educational content)	Free
 Premium Subscription	<ul style="list-style-type: none"> Elderly with chronic conditions. Caregivers. people with higher income. 	Unlimited telemedicine consultations. (Personalized care plans, Wearable integration, Caregiver access, Advanced health insights, Priority support, Premium educational content)	₹299-₹499/month (\$4-\$6 USD)
 Pay-Per-Use	<ul style="list-style-type: none"> People needing occasional services. Individuals preferring a flexible payment option. 	One-time telemedicine consultation. - Purchase of detailed health reports for chronic conditions.	₹100-₹200 per use (\$1.5-\$3 USD)
 Corporate /Provider Partnerships	<ul style="list-style-type: none"> Hospitals. Healthcare providers. Pharmacies. Insurance companies. 	Bulk user licenses. - Pharmacy integration. - Insurance claims management and policy integration.	Negotiable B2B pricing
 Pricing Bundles	All Peoples.	Basic Bundle (Free): Essential features. - Health Plus Bundle: Unlimited telemedicine, care plans, wearable integration, etc.	- Free for basic. - ₹999 for Health Plus

GTM Strategy

GTM Overview <p>A Go-to-Market Strategy is primarily targeting the Senior people 60+ (including urban and rural, suburban location) and then caregiver and family members who are looking for reliable and easy to use services.</p> <p>Our app will provide a services which is easy to use, with clear purpose and empathetic messages that resonate with elderly and caregiver or family Members, Addressing their specific need and concerns.</p>	Goal <p>To successfully launch the healthcare app for the elderly, achieving widespread adoption and positive user engagement while generating sustainable revenue and maintaining high user satisfaction.</p>	KAP <ul style="list-style-type: none">• User Acquisition: Track the number of app downloads, sign-ups, and registrations.• Activation Rate: Measure the percentage of users who actively engage with the app post-registration.• Churn Rate: Analyse the rate at which users stop using the app and understand reasons behind it.• Revenue Metrics: Monitor monthly revenue, customer lifetime value (LTV), and customer acquisition cost (CAC).	Distribution Channels <ul style="list-style-type: none">• Direct-to-consumer (online) like Website with product info, app (Google Play, Apple App Store.), social media• Partnerships with hospitals, NGOs, and corporate clients such Corporates for employee health and insurance, Hospitals, retirement homes, elderly wellness centres	Marketing & Promotion <ul style="list-style-type: none">• Digital Marketing: Leverage SEO and paid ads targeting seniors, caregivers, and healthcare professionals.• Content Marketing: Publish blog posts, webinars, and videos focusing on elderly health and chronic disease management.• Referral Program: Provide discounts or free months for users referring new customers.• Events/Webinars: Host health-tech webinars and collaborate with healthcare organizations.
Sales Strategy <ul style="list-style-type: none">• Direct Sales: Approach hospitals, senior care centers, and healthcare professionals to promote the app.• Referral Program: Users receive discounts or benefits for referring others to the app.• Affiliate Partnerships: Collaborate with healthcare blogs, influencers, and senior care organizations to promote the app.		Customer Support <ul style="list-style-type: none">• Onboarding Support: Offer tutorials, video guides, and 24/7 support to help elderly users navigate the app.• Feedback Collection: Use in-app surveys and feedback mechanisms to gather insights for improvement.• Help Center: Provide a detailed FAQ section and troubleshooting guides for common issues		

Thank you