

The background of the slide is a light teal color. It features a stylized illustration of a woman with white hair in a ponytail, wearing a pink long-sleeved shirt, sitting in a blue office chair at a grey desk. On the desk is a large computer monitor displaying a male doctor in a white coat with a stethoscope, holding a green clipboard. To the left of the monitor are a green medicine bottle and a white box, both with a green cross symbol. In the bottom left corner, there is a small potted plant with green leaves. The word 'TELEHEALTH' is written in large, bold, black, uppercase letters across the center of the image, partially overlapping the monitor and the woman. Below the title, the tagline 'Bringing care to you, anywhere' is written in a smaller, italicized, black font. In the bottom right corner, the names and student IDs of the three authors are listed in a black font.

TELEHEALTH

Bringing care to you, anywhere

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INTRODUCTION

Telehealth is a platform where one can access health care services remotely.

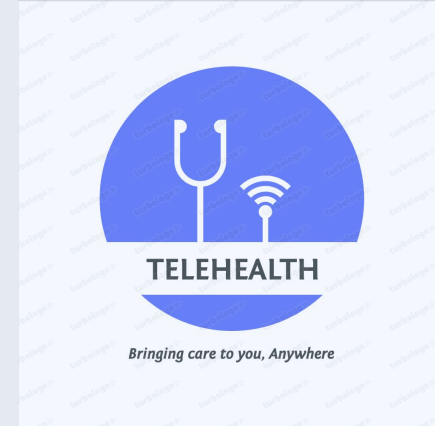
Project focuses to provide an overview of cost analysis on the whole team of the product.

Product Pricing:

FY	Total no of Subscribers	Price
2019	0	€5.00
2020	5000	€8.00
2021	9000	€11.00
2022	14000	€14.00
2023	17000	€17.00
2024	20,000	€20.00

PRODUCT ANALYSIS

- ❑ Ease of use.
- ❑ 24/7 Availability.
- ❑ HealthGPT.
- ❑ Multilingual support.
- ❑ Lab tests and Medicines delivery.
- ❑ Appointment scheduling and reminders.
- ❑ Secured messaging and file sharing.
- ❑ Integrate with wearable devices such as smart watches, fitness trackers.



GOALS AND OBJECTIVES



❑ Goal 1: Enhance Healthcare Accessibility

❑ Objectives:

- ❑ Ensure seamless access to online consultations with doctors for users in urban and rural areas.
- ❑ Enable the delivery of lab tests and self-help kits to users' doorsteps.
- ❑ Partner with pharmacies for timely and secure medicine deliveries.

❑ Goal 2: Increase Revenue

❑ Objectives:

- ❑ Increase sales by 15% in the next fiscal year through targeted marketing campaigns.
- ❑ Introduce two new product lines to capture untapped market segments.

❑ Goal 3: Enhance Customer Satisfaction

❑ Objectives:

- ❑ Achieve a customer satisfaction rating of 90% or above in customer surveys.
- ❑ Implement a customer feedback system to gather insights for continuous improvement.

❑ Goal 4: Expand Market Presence

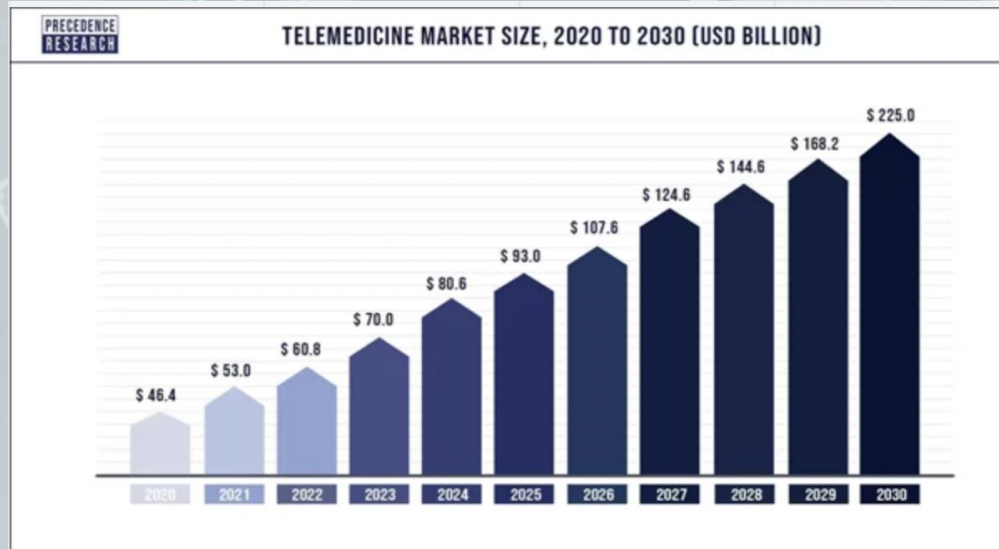
❑ Objectives:

- ❑ Enter two new geographical markets within the next 12 months.
- ❑ Develop partnerships with three key influencers to increase brand visibility.
- ❑ Increase online presence through social media advertising and SEO strategies.

MARKET ANALYSIS

Telemedicine market is expected to gain market growth in the forecast period of 2022 to 2029.

Europe market is growing with a CAGR of 8.8% in the forecast period of 2022 to 2029 and is expected to reach USD 6,309.21 million by 2029 from USD 3,244.14 million in 2021.



CLOUD vs HYBRID

- Promoting remote patient care and improving accessibility to healthcare services
- Can easily scale up or down based on demand.
- Offers encryption, data backups, and regular security updates to protect patient records
- Has a pay-as-you-go model, reducing upfront infrastructure costs

- Healthcare organization hosts and manages all the necessary hardware and software within their own facilities
- Scaling on-premise solutions can be costly and time-consuming
- Faces more challenges in terms of technical implementation, resource allocation, and staying abreast of evolving regulations
- Organizations need to invest in servers data centers, and maintenance, which can strain budgets

RISKS

- ❑ A security breach exposes patient records leading to legal actions, loss of trust from both patients and healthcare providers.
- ❑ System outages due to software glitches can lead to customer dissatisfaction, patient loss, and increased IT expenses to resolve issues promptly
- ❑ After the end of pandemic, people may go back to offline hospitals rather than finding online alternatives

MITIGATION

- ❑ Use end-to-end encryption for all communications and schedule quarterly security assessments.
- ❑ Use automated testing tools , engaging IT experts and having backup servers to solve the issue
- ❑ Spreading awareness amongst people, providing insurance coverage and also providing high-quality care standards in telehealth consultations

PEOPLE COST

Developers (Senior)	€204,000.00
Developers (Junior)	€144,000.00
IT support	€120,000.00
Customer care	€72,000.00
Sales and Marketing	€144,000.00
Product Owner	€84,000.00
Data analyst	€66,000.00

IMPLEMENTATION

Preparation :Months 1-6

Compliance and Testing :
Months 7-12

Launch and Ongoing Improvement: Months
13 and beyond

PLANNING

HARDWARE COST

Macbook Air M1	€4,796.00
HP Elitebook 630 G9	€3,354.00
Keyboard and Mouse	€287.88
HP Monitor (27 inch)	€1,727.04
HP Printer	€86.39
Headphones	€1,200.00
Projector	€400.00
Mobile Phones	€11,700.00
Router + LAN Cables	€80.00
Office Space	€1,280.00

SOFTWARE COST

Jira	€672.00
VS Code	€0.00
MongoDB	€640.00
Github	€0.00
Office 365	€60.00
AWS	€2,490.00
Domain Cost	€15.00
Misc	€400.00

BUDGET

Initial Investment: Allocate funds for project initiation, infrastructure setup, app development, and regulatory compliance.

ROI: Continuously assess ROI and profitability to ensure long-term sustainability

KPI

User Growth Rate (UGR):

- *UGR measures the growth in the user base over time.*
- KPI: 20% year-over-year user growth.
- This KPI represents the company's ability to attract and retain new users over the years.

Revenue Growth Rate (RGR):

- *RGR measures the growth in revenue generated by the platform.*
- KPI: 30% year-over-year revenue growth.
- This KPI reflects the company's financial success and increasing market demand for its services.

User Satisfaction Index (USI):

- *USI measures user satisfaction through surveys and feedback.*
- KPI: Maintaining a user satisfaction score of 85% or higher.
- This KPI ensures that users are content with the services provided.

IT Infrastructure Scalability (IS):

- *IS measures the platform's ability to scale its IT infrastructure to accommodate increasing demand.*
- KPI: Successfully handling a 50% increase in daily consultations without performance issues.
- This KPI demonstrates the platform's adaptability and readiness to grow.

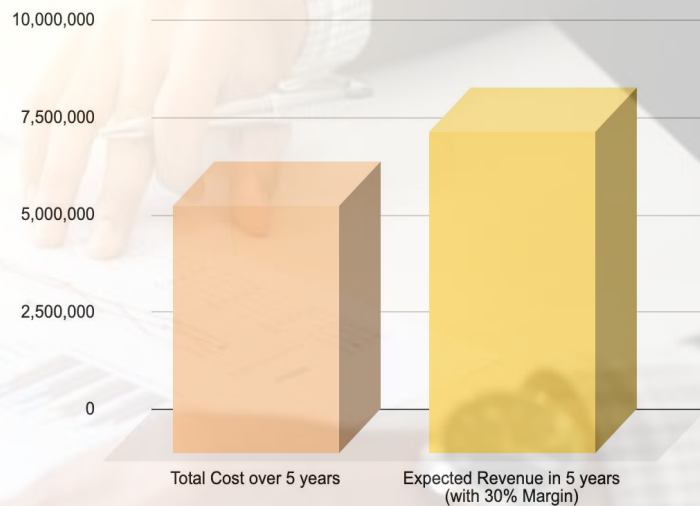
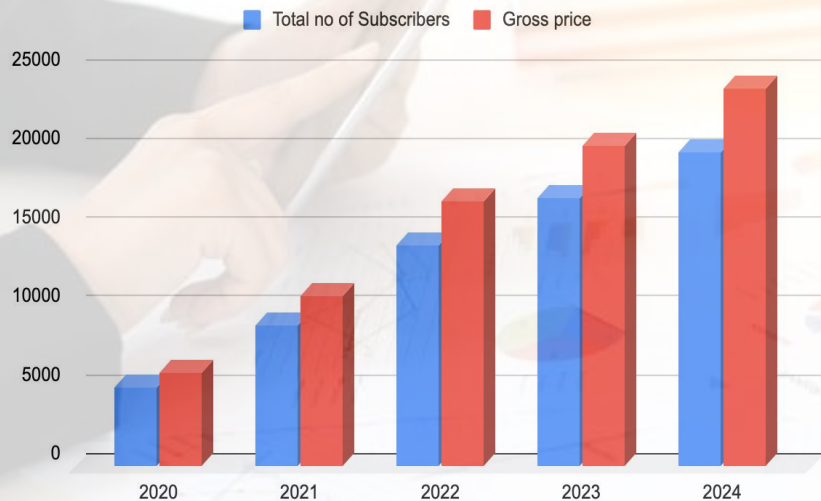
Market Share (MS):

- *MS measures the company's share of the telehealth market in the regions it operates.*
- KPI: Capturing 10% of the telehealth market share in the target regions (India and Germany).
- This KPI reflects the company's competitiveness and market penetration.

SUMMARY

Below are our subscriber counts year by year along with revenue and costs:

Total no of Subscribers and Gross price



LIST OF SOURCES

- <https://www.databridgemarketresearch.com/reports/europe-telehealth-market>
- <https://www.elinext.com/industries/healthcare/trends/telemedicine-market-in-germany-france-norway-research/>
- <https://docs.google.com/spreadsheets/d/1eIHB6Lx9YB8bEu2AGU1QTXuoGkmR-1AtIpLVJruOIGQ/edit#gid=1671107855>
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THANK YOU