

# ULTIMATE SOLUTION

ENABLING A STEP CHANGE IN USER EXPERIENCE AND PERCEPTION TOWARDS HEALTH-TECH



The **BIG** Idea

Phase 1

DEVELOPING EXPERIENCE

Developing Shared Recommendations to users via an integrated stakeholder channel

Businesses registers on MedBlue App

Phase 2

HYPER PERSONALIZATION

Connecting stakeholders, business offering service & user looking for consultation

MedBlue highlights in-demand service

Phase 3

UNIQUELY FOR YOU

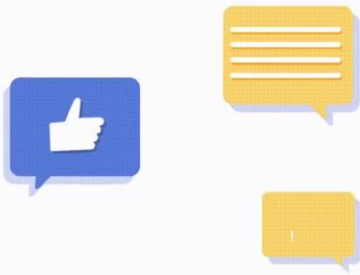
Ensuring reduced waiting time through streamlining the patients' preferences

Business chooses which service to offer

1



Understanding MedBlue



- **Above video highlights** how MedBlue aims to offer chatbot services to premium users

- **Average conversion rate for health-tech apps increases by 24.31%** with chatbot service

- **Add-ons** – Human-enabled, Instant AI-Assistance

2



Differentiating from Competitors



MedBlue offers personalized assistance to users

Businesses can set prices and users can negotiate

MedBlue will provide in-app recommendations

## INSIGHTS FROM RESEARCH

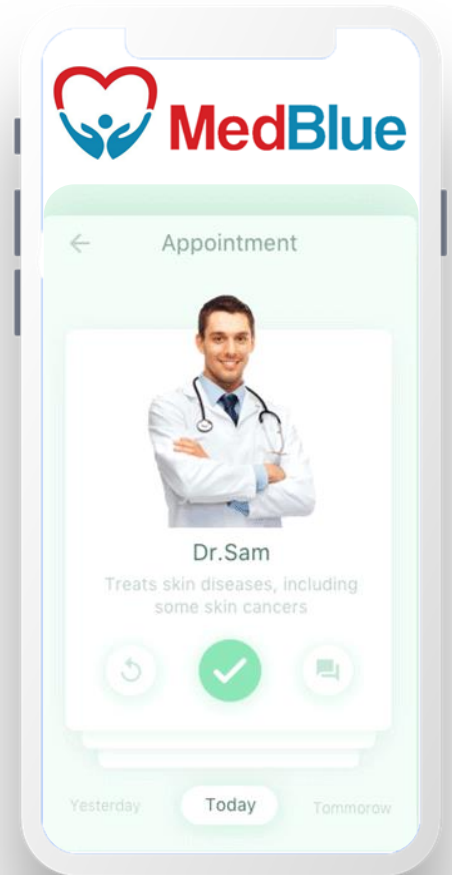
Average decrease in waiting  
**0-3 hrs.**

Increase in health-tech app users  
**37% users**

Estimated decrease in the costs  
**INR 8/hr.**

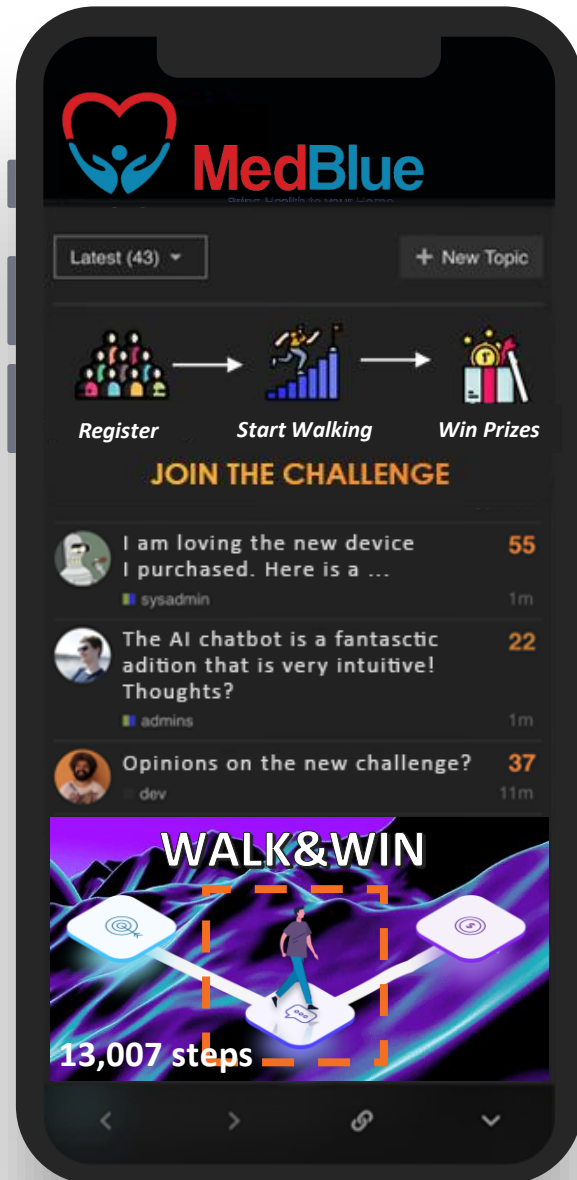
Consultation guidance for patients  
**3X rise**

Estimated rise in business  
**5X increase**



# GAMIFICATION: WALK&WIN

#WALKANDWINCHALLENGE IS A GAMIFICATION PLAN TO ENCOURAGE USER PARTICIPATION



Personalization  
**45%** Users

User Adaptability  
**37%** Users

User Engagement  
**3X** Likely

Product Guidance  
**5X** Convenient

Source: Bain & Company

## 1 The Walk&Win Challenge

**8/10** Users  
Intrigued & interested by **WALK&WIN**

- A **special step counter** will be introduced in the app

People in select cities will participate, where top 10 users will receive prizes

- The **first Sunday** of each month, will be celebrated as **#WalkAndWinChallenge**

- To connect with **B2B consumers**, **Business-wise competition** may also be organized

## POTENTIAL

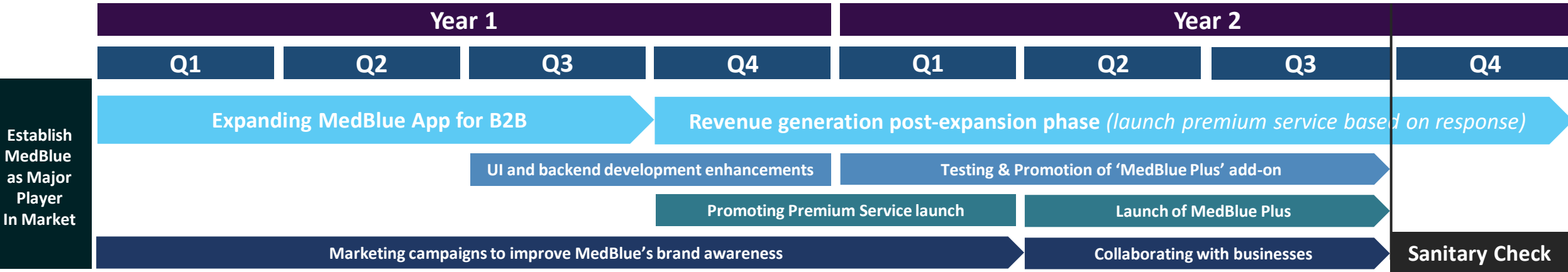
Customers will be awarded **extra rewards & prizes** for inviting their friends, leading to a **Broadened reach** of the company

## BENEFITS

- **Increased Time** on App
- **Rise in user loyalty and retention**
- **Satisfies social needs** of customer

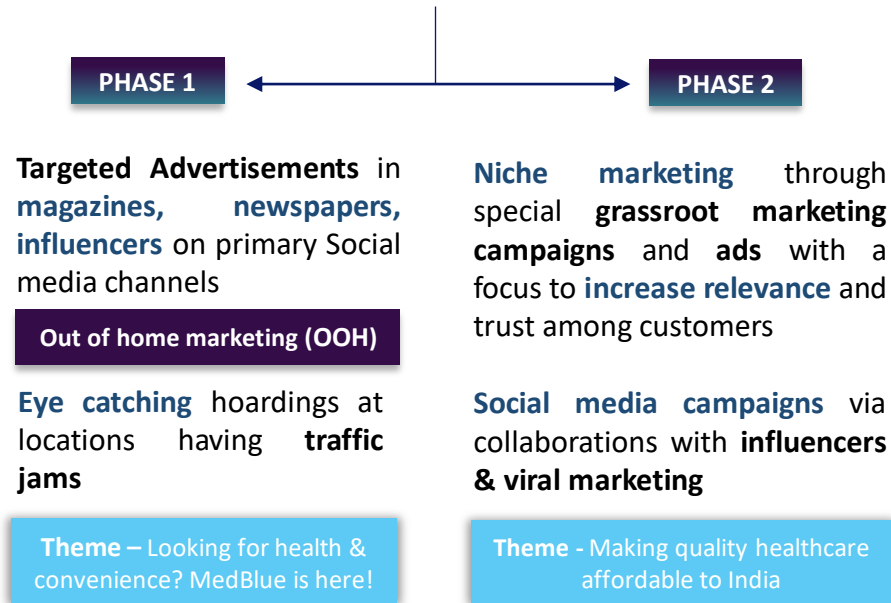
Scaled to a **community based challenge** where members can **form clans with close friends and family** and challenge other clans to be declared as **'The Ultimate Clan'**

# BUSINESS STRATEGY

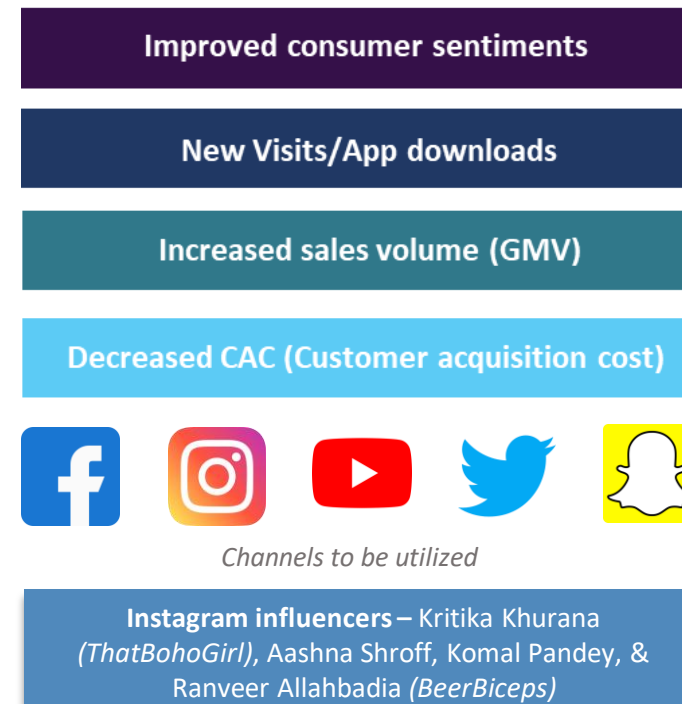


## 1 Increasing Reach through Mass Media

- **Expansive launch** covering major channels
- Going **grassroot** to increase the **relevance & resonance**



## 2 Overall Value Offered



- **Benefit:** Savings
- **Basic:** Quality products & service
- **Expected:** Smooth Healthcare journey
- **Augmented:** Enhanced customer experience
- **Potential:** Increased engagement

**Rationale** - Helping us in increasing the reach, relevance, resonance

**Micro influencers** - From Tier 1,2 & 3 cities