

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

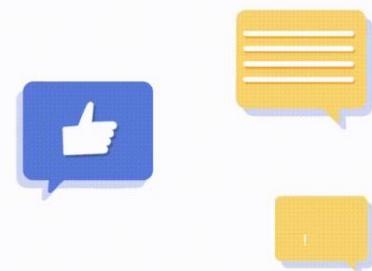
Ensuring reduced waiting time through streamlining the patients' preferences

Business chooses which service to offer

1



Understanding MedBlue



2



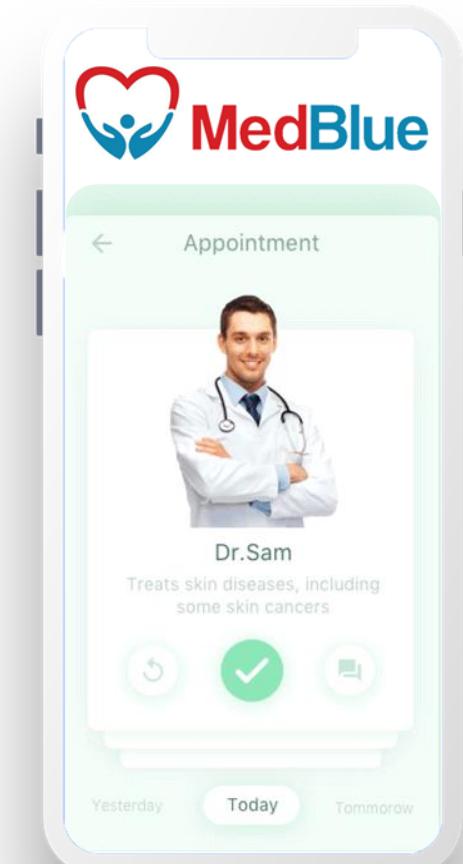
Differentiating from Competitors



○ MedBlue offers personalized assistance to users

○ Businesses can set prices and users can negotiate

○ MedBlue will provide in-app recommendations



• 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

INSIGHTS FROM RESEARCH

Average decrease in waiting
0-3 hrs.

Increase in health-tech app users
37% users

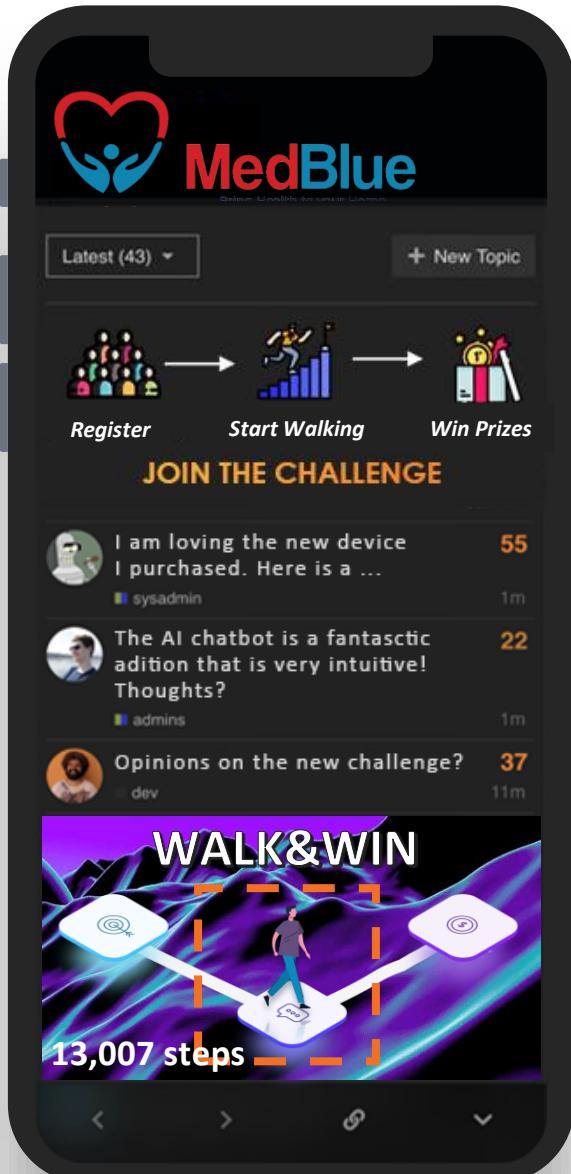
Estimated decrease in the costs
INR 8/hr.

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

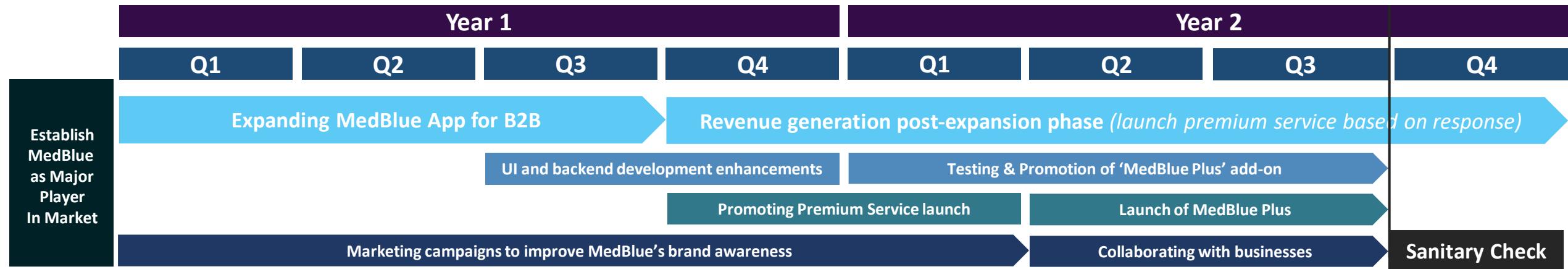
- Increased Time on App

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**

PHASE 1

Targeted Advertisements in **magazines, newspapers, influencers** on primary Social media channels

Out of home marketing (OOH)

Eye catching hoardings at locations having **traffic jams**

Theme – Looking for health & convenience? MedBlue is here!

PHASE 2

Niche marketing through special **grassroot marketing campaigns** and **ads** with a focus to **increase relevance** and trust among customers

Social media campaigns via collaborations with **influencers & viral marketing**

Theme - Making quality healthcare affordable to India



2 Overall Value Offered

Improved consumer sentiments

New Visits/App downloads

Increased sales volume (GMV)

Decreased CAC (Customer acquisition cost)



Instagram influencers – Kritika Khurana (*ThatBohoGirl*), Aashna Shroff, Komal Pandey, & Ranveer Allahbadia (*BeerBiceps*)



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