

University Mobile Challenge 2013

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Application Name: EASYMED

Introduction:

What is the meaning of all luxuries in life without health? Yes, we present "EASYMED", giving back what we deserve. It's an application whose central idea is to reduce the hassle that a patient goes through during a hospital visit. Right from making an appointment and waiting for its confirmation to booking and travelling to the hospital and purchasing the prescribed medicines. Booking and confirmation of the appointment are rightly notified by the app. We've featured a digital description, which is forwarded to the pharmacy and medicines are rightly delivered. An optional Taxi service for commutation is also on the cards.

Why EASYMED?

Getting an appointment with the doctor or hospital of your choice is a painstaking task in today's life where time is very precious.

Usual way: Call the hospital reception, request to connect to respective department and request for an appointment. Next, you set a reminder on your phone for that particular date and make yourself free or do it all over again for re-scheduling the appointment. Once you've got the appointment, make arrangements for travelling to the hospital with your medical history documents. After consultation, pay the hospital. Next, purchase the medicines from the hospital pharmacy. Finally, you make your way back home. Complicated?

EASYMED way: Fire up the application, search for the hospital/ doctor of your choice. Select the option to make an appointment. You can specify the favourable date and time slot. The request is sent to the hospital for confirmation. Upon confirmation, you're notified on the app (home screen notification). And you're provided with an option to avail a taxi service. If you opt for one, a taxi will wait at your doorstep to take you the hospital in time. You visit the doctor. You're prescription is made into a digitalised one. The same is sent to the hospital pharmacy with your UNIQUE code and when you get to the chemist, just take away your medicines and head back to taxi waiting to take you home. Comfortable!

How EASYMED works?

When you download the application, you are asked to create user profile and set up your account. Complete your profile, with your personal details as well as the list of previous illness/ diseases, allergies, emergency contact numbers, family doctor contact details. Next, you're taken right into the application. Select the option to make an appointment with the doctor. You can select by doctor or select by hospital from a scroll down list. Specify the date and time slot for the visit and confirm. Once you've requested for an appointment, a request is sent to EASYMED server with the necessary information like date/ time slot, patient name, illness. The EASYMED server forwards the request to the respective hospital. Next, the authorities at the hospital respond to the appointment request through the EASYMED web portal. Once the hospital confirms the appointment, the EASYMED server

sends a notification to the user's device through the application (Home screen notification). Next, the user is asked if he/she wants to avail the taxi service. If no, then the user makes his/ her own arrangements. Else, user is asked for pick up location. The user can either choose the default address stored in the profile or the current location (if different) or can specify any other location. Next, the app sends a request with the appointment as well as pick up location details to the EASYMED server. The EASYMED server then forwards the Appointment and pick up location details to the Taxi service provider. From here on, the taxi service provider plans out the whole journey between the hospital and the user location. Updates with taxi driver name, contact number and car plate number are sent to EASYMED from the taxi service provider, which is rightly notified to the user in the application on his/ her phone. Next, the user makes the journey to the hospital. After the doctor's visit, the conventional prescription is converted into digital prescription through the web portal. The same is sent to the hospital pharmacy along with the user number. The user just needs pass by the pharmacy, pick the medicines and walk towards his taxi and head back home.

Payment modes:

- 1) The user can pay by cash at each stage of the process (taxi, hospital fees, and medicines).
- 2) The user can opt to pay by credit card. (Credit card sign up required during the profile creation).

Note: EASYMED will have tie-up with hospitals as well as the taxi service provider. EASYMED server gets updates after each stage of the process is completed.

VALUE PROPOSITION

1. USER

- a. Functional: Consultation, medicines and transportation services available with assured safety, care and responsibility from EASYMED. User gets regular supply of medicines with the comfort of home. Regular scheduled visits.
- b. Economic: No haggling for transportation with local, unregistered or unreliable service providers. No money need to be spent for taxi services on the spot. User need not spend for additional transportation for buying medicines.
- c. Psychological: Peace of mind for the user, their children and family members.

2. Children/Family Members of the user

- a. Functional: Assured safety and continuity in medical consultation and treatment. Regular update on patient's treatment schedule and whereabouts during the travel and consultation process.
- b. Economic: Value for money services by EASYMED.
- c. Psychological: Peace of mind.

3. Hospital

- a. Functional: Regular patient visits assured, regular purchase and continuity of treatment assured, increased patronage for hospitals and its services. Substitution by local pharmacies prevented.
- b. Economic: Patients would buy the medicine ONLY from the hospital.
- c. Psychological: Assurance of patient's safety and treatment continuity while the patient is away from the hospital.

4. Taxi Service providers

- a. Functional: Assured trips booked in advance.
- b. Economic: No cash handling by taxi drivers. Cash gets credited to taxi service provider's account to members account.
- c. Psychological: Enhances reputation of being reliable service providers.

5. Community

- a. Functional: Assured citizen safety.
- b. Economic: Better quality of life of sick people brings down the burden of community due to them.
- c. Psychological: Sense of safety and security.

6. Investors

- a. Functional: Assured member population due to increasing aging population.
- b. Economic: Regular steady income. Major Capital investment only once -application development and establishment. Additional revenue generation through advertisements.
- c. Psychological: Opportunity to fulfill a part of Corporate Social Responsibility - Can offer free services or zero service charge to lower income group members.

Platform: Android

Version: 2.1 – 4.0.1

Environment: Eclipse

Business Model:

EASYMED is essentially developed on ANDROID. As the name goes, the application will fall rightly under the 'FREE APPS' category. The Idea here is to get as much many users as fast as possible since FREE apps drives more crowd to try out a new application.

How we plan to make **MONEY?**

- 1) IN-APP subscription model.
- 2) Advertisements.

IN-APP subscription model:

In-app subscription model has been a successful business model with a lot of apps making customizations to the same. In EASYMED, the users will be asked to purchase the subscriptions to use the complete features of the app.

In-app subscription: \$3 USD

The Application will have a 15 day FREE trial period from the day of download.

Advertisements:

Well, advertisements are what make the quick easy bucks. We, at EASYMED, are using the advertisement model in the following scenarios.

- 1) Pulling USERS to the APP.

In the initial months, when the app has just been published, EASYMED banner ads will be placed in some of the most used applications in the Android market. (Banner ads will link to the Google play link of EASYMED app). Cost to be covered as part of the establishment cost. Here, CPI (cost per installation) model of advertising is to be considered.

- 2) Making the bucks!

Once the application receives an appreciable number of downloads, the point (1) will no more be in function. Instead, EASYMED will open itself for others to advertise on it. The app will work with Google AdMob under this advertising scheme.

How to get the word about EASYMED around?

In other word, how to make the news about EASYMED viral?

- 1) Social Media: One of the most effective ways to breakout news.
Facebook: Dedicated fan page for EASYMED
Twitter: Promoted hash tag running competitions/quiz offering exciting prizes.
Youtube: Promoted Video (\$26 USD with CPV advertisement module)
- 2) Get major Technology blogs/ websites to review your application (paid).
Eg: TechCrunch, C|Net, Mashable etc.

Why?

Even though getting a paid review is not a cheap affair, but it has a lasting effect. Featuring on the home page of a major blog/ website will assure you of a minimum of 10-15k reads a day and this will continue for couple days. Now, the other relatively smaller websites will also write an article on their site so as to break the news to their users. And today's world is built around social media where the sites as well as the authors, who have huge number of followers, tweet/ status update about their articles. So, end up paying very less for what you get out of it.

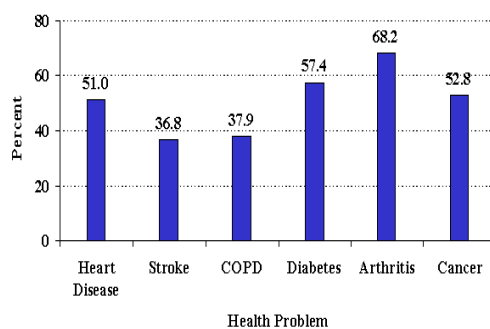
3) Live Promo Event.

NOTE: Discount offers to be provided in the launching month and during all kind of promotions.

Potential Market Size:

- 7 out of 10 deaths among around the world each year are from chronic diseases. Heart disease, cancer and stroke account for more than 50% of all deaths each year. (www.cdc.gov)
- Obesity has become a major health concern. One in every 3 adults is obese and almost one in 5 youth between the ages of 6 and 19 is obese.
- About one-fourth of people with chronic diseases have one or more daily activity limitations.
- Arthritis is the most common cause of disability, with nearly 19 million Americans reporting activity limitations.
- Diabetes continues to be the leading cause of kidney failure, non-traumatic lower-extremity amputations, and blindness among adults, aged 20-74.
- Excessive alcohol consumption is the third leading preventable cause of death in the U.S., behind diet and physical activity and tobacco.
- More than 43 million American adults (approximately 1 in 5) smoke. In 2007, 20% of high school students in the United States were current cigarette smokers.
- Binge drinking, the most dangerous pattern of drinking (defined as consuming more than 4 drinks on an occasion for women or 5 drinks for men) is reported by 17% of U.S. adults, averaging 8 drinks per binge.

Figure 4-2 Percentage of adults with a chronic condition who rated their health as good or better, Canada, 2000

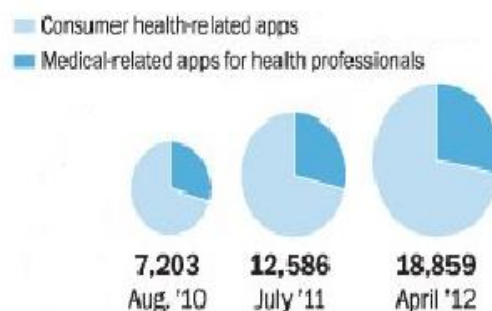


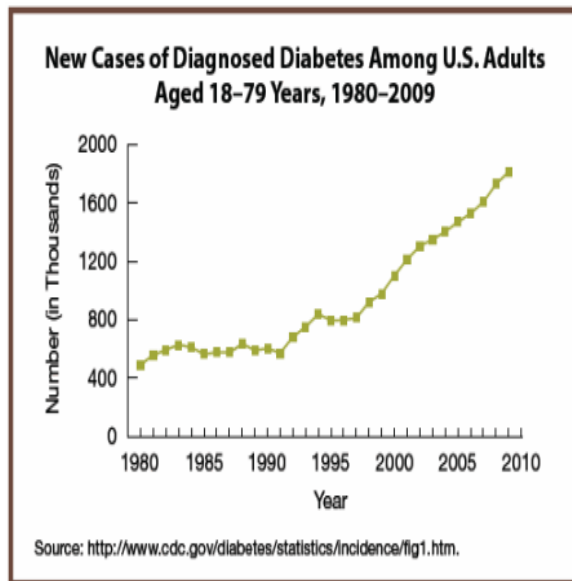
Source: Statistics Canada, Canadian Community Health Survey

The Growing Burden of Heart Disease and Stroke in Canada 2002

An explosion of apps

The number of health-centric apps has more than quadrupled since 2010.





With the growing number of people with diseases or disorder, there is always a great demand in the field of medicine. And EASYMED will provide the necessary comfort to the semi-sophisticated community. And also the survey proves that appreciable numbers of people use medical applications on their smartphones. And this adds a lot of scope to this app.

Competitor Analysis:

MedHelper has comprehensive prescription/medication compliance and tracking App designed to help individuals and caretakers manage the challenges of staying on time up to date and on schedule with very simple to very complex regimes. Easy to install and full featured MedHelper is ready to become your 24/7 healthcare assistant.

Platform: IOS/ Android/ Windows

DISADVANTAGES:

1. Option to take information from the phone contacts list should be added. Doctors and pharmacies info should not be duplicated.
2. There is no way to set reminder for the certain day of the week, let's say take pill on Mon, Wed, and Fri.
3. Track inventory does not work properly.
4. Strange bugs like incorrect information.
5. It randomly deletes some of the doses.

Total No. of downloads: 50000-100000

Even though MedHelper is a successful app, it's not a direct competitor to EASYMED. The functionalities are different. The essential features focus on different selling points.