

Customer Value Proposition

Our Propositiion

Anytime, Anywhere. Everyone.

Professional Guidance

The most reliable health information and quality health products delivered by a trusted professional network of Thailand's best hospitals

Accessibility & Convenience

Deliver hyper personalized information that our patient customers desire based on personal preferences and backed by an intelligent digital platform

Speed & Responsiveness


Ensure consumer delight with timely responses to queries and follow-ups, with transparency on all of our platform services (time, doctor availability, price etc.)

Empathetic Support

Designing customer centric services that offers meaningful, reassuring and humanized experience with every interaction


Quality You Can Afford

Provide high quality services at reasonable cost to avoid financial shocks where possible and reach all of our customers




Professional Guidance

Curating access to **accurate health information** and **quality health products** based on decades of experience by a **trusted professional network**




Accessibility and Convenience

Providing **relevant** information to our patient customers "anywhere anytime" based on **personal preferences, interactions**, and an intelligent digital experience




Speed and Responsiveness

Providing **rapid responses** to **customer queries** and follow-ups, with transparency on doctor availability



Empathetic Support

Designing services from our patient's points of view, with an experience that is jargon-free, reassuring and **emphasises human touch**



Quality you can afford

Providing high quality services at reasonable cost to avoid financial shocks where possible

Notable Quotes from Customer Interview [\[Sprint 0\] Research Synthesis](#)

Professional Guidance	Accessibility and Convenience	Speed and Responsiveness	Empathetic Support	Quality you can afford
"It's important for me to know the qualifications, ratings and reviews of the doctors for me to make an informed decision"	"I want to search and select a doctor of my choice. I love the idea that a doctor is always there for me"	"Having a teleconsult journey would definitely make my life easier, I can save on waiting time and get medication delivered to me"	"I am constantly worried about my health, i want to get tips and knowledge on how to improve my health"	"I trust the BDMS network such as Bangkok Hospital & Samitivej Hospital"

"I can consult the same doctor online and offline, knowing that my usual doctor is there for me"	"I can leverage this platform for emergency cases off working hours - late at night or early in the am"	"This is definitely faster than going to the hospital and queue, hospital visit usually takes up at least half a day"	"I would love it if the virtual doctor were the same as my 'real' doctor since they already know my medical history"	
	"I see the platform as an integrated platform [to the hospital & pharmacy], which makes my life easier and more convenient"	"My expectation is that the delivery will be within the day itself"		
	"I see the platform as an integrated platform, which makes my life easier and more convenient"			