



FreshBlood

CASualBot

Your Digital Ally For CAS
Support & Simplicity

Supported By Team: FlowCare



Patient Awareness & Need for Clear Insurance Guidance

Patients often lack clarity on what services **CAS** actually covers

High unmet medical needs: In **2023, 10.4%** of Romanians reported being unable to access care, mainly due to cost or lack of information, well above the **EU average of 3.6%**

The CAS Problem No One Talks About

Romanian clinics are overwhelmed by repetitive questions about CAS (Casa de Asigurări de Sănătate)

Patients are confused by complex bureaucracy

Front-desk staff burnout post-COVID



Solution: Cut Admin Time. Support Patients. Improve Flow

CASualBot is an AI chatbot designed for Romanian clinics and hospitals, scalable for future growth and enhancements.

By answering common CAS-related questions, it improves patient experience, eases pressure on staff, and supports digital transformation in a healthcare system still burdened by paperwork and bureaucracy.

It's fast, secure, customizable, and ready to make healthcare access simpler for everyone.

01.

Instant, accurate answers to frequently asked insurance-related questions without waiting or crowding front desks.

02.

Frees up administrative and medical staff to focus on high-value tasks.

03.

Fully secure and privacy-compliant.

How CASualBot Meets These Needs

- *Clear Insurance Eligibility*

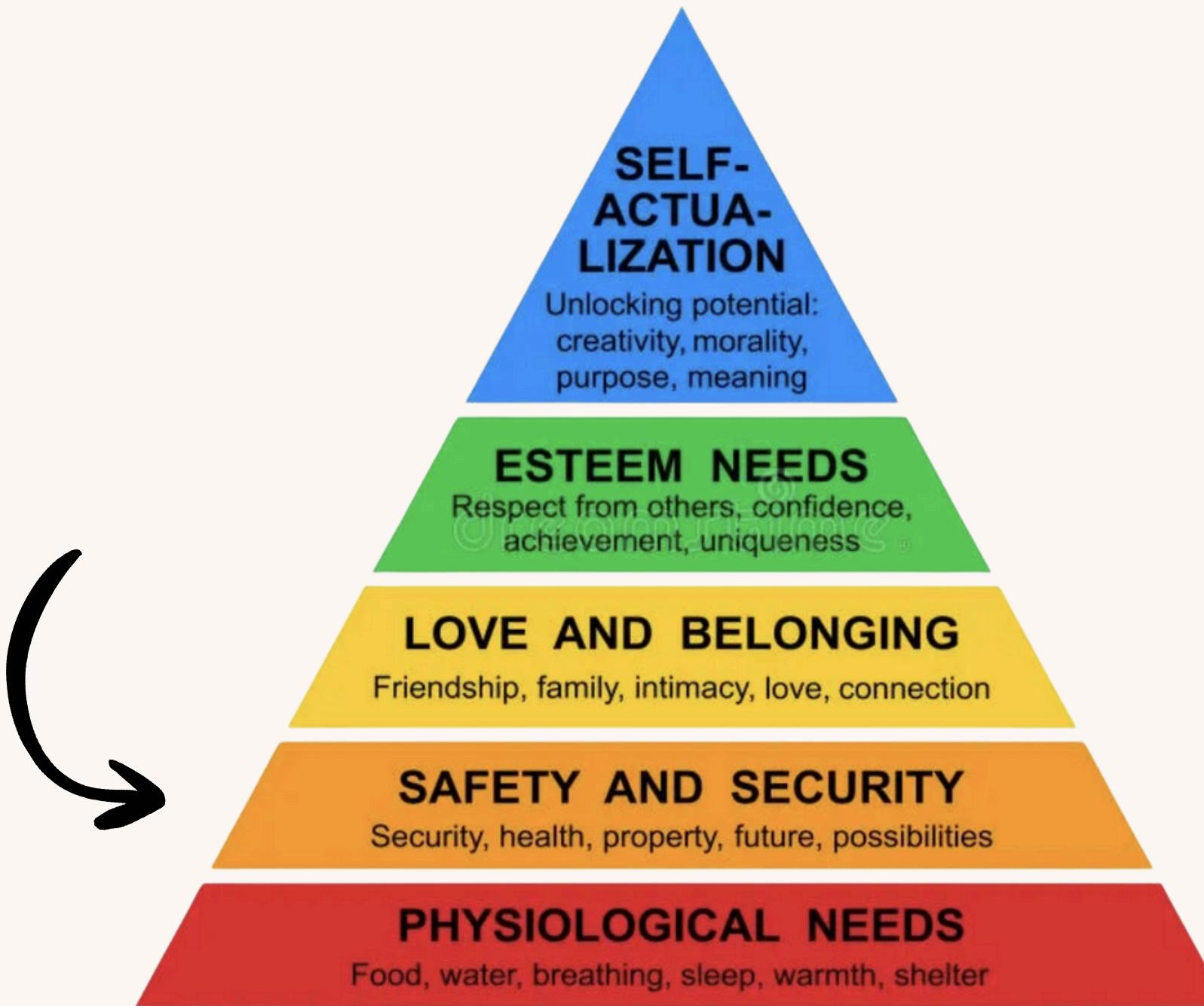
Patients asking: “Am I covered?”, “How many times can I use a medical prescription?”, “Is this service reimbursed?”
CASualBot delivers standardized, compliant answers, closing huge information gaps.

- *Administrative Relief for Clinics*

With nearly 60% of patients expressing confusion and a 42% willingness to pay rather than wait for staff assistance, clinics can redirect staff away from repetitive questions.



Maslow's hierarchy of needs



In the hierarchy of human needs, access to healthcare falls at the **base of the pyramid**, just above basic survival. Yet in Romania, even this foundational level is **disrupted by administrative confusion, lack of clear insurance information, and bureaucratic friction**. When patients **struggle to understand their CAS rights, eligibility, or access procedures**, their most basic health-related needs remain unmet.

CASualBot addresses this gap. By providing instant, accurate answers to essential insurance questions, we help restore trust, clarity, and access, **empowering patients at the very first level of healthcare support**.

What CASualBot Does NOT Do

- It does NOT offer medical diagnoses
- It does NOT replace medical consultations
- It is NOT a government tool
- It does NOT store or process medical records



User Persona:

The Time-Strapped Urban Mother



Name: Ana

Age: 30

Location: Urban

Occupation: Employee in a mid-sized
company

Family: Has a young child

- Has limited free time due to work and family responsibilities
- Finds it difficult to go to CAS offices with a child
- Uses the internet daily but prefers quick, clear solutions
- Dislikes navigating outdated or bureaucratic websites
- Avoids one-on-one conversations or phone calls with front-desk staff

Cost Structure – What It Takes to Run CASualBot

To run and scale CASualBot efficiently, we estimate the following monthly costs:

- Cloud infrastructure & AI API usage: €100–200/month,
- Development & maintenance team: €2,000–3,000/month
- Legal & Compliance: ~€200 per month for ongoing legal advisory and data privacy audits to ensure regulatory alignment.
- Sales & marketing efforts: €300–500/month
- Partnerships & licensing fees (e.g., Telios Care): Variable cost



Revenue Model – Scalable Monthly Subscriptions (B2B SaaS)

CASualBot is offered as a monthly subscription for clinics and hospitals, with tiered pricing based on features and customization needs.

Basic Plan

Price:€150

Features:

Preloaded CAS Q&A flows
Website integration

Premium Plan

Price:€300

Features:

Custom flow editor
Usage analytics dashboard

Enterprise Plan

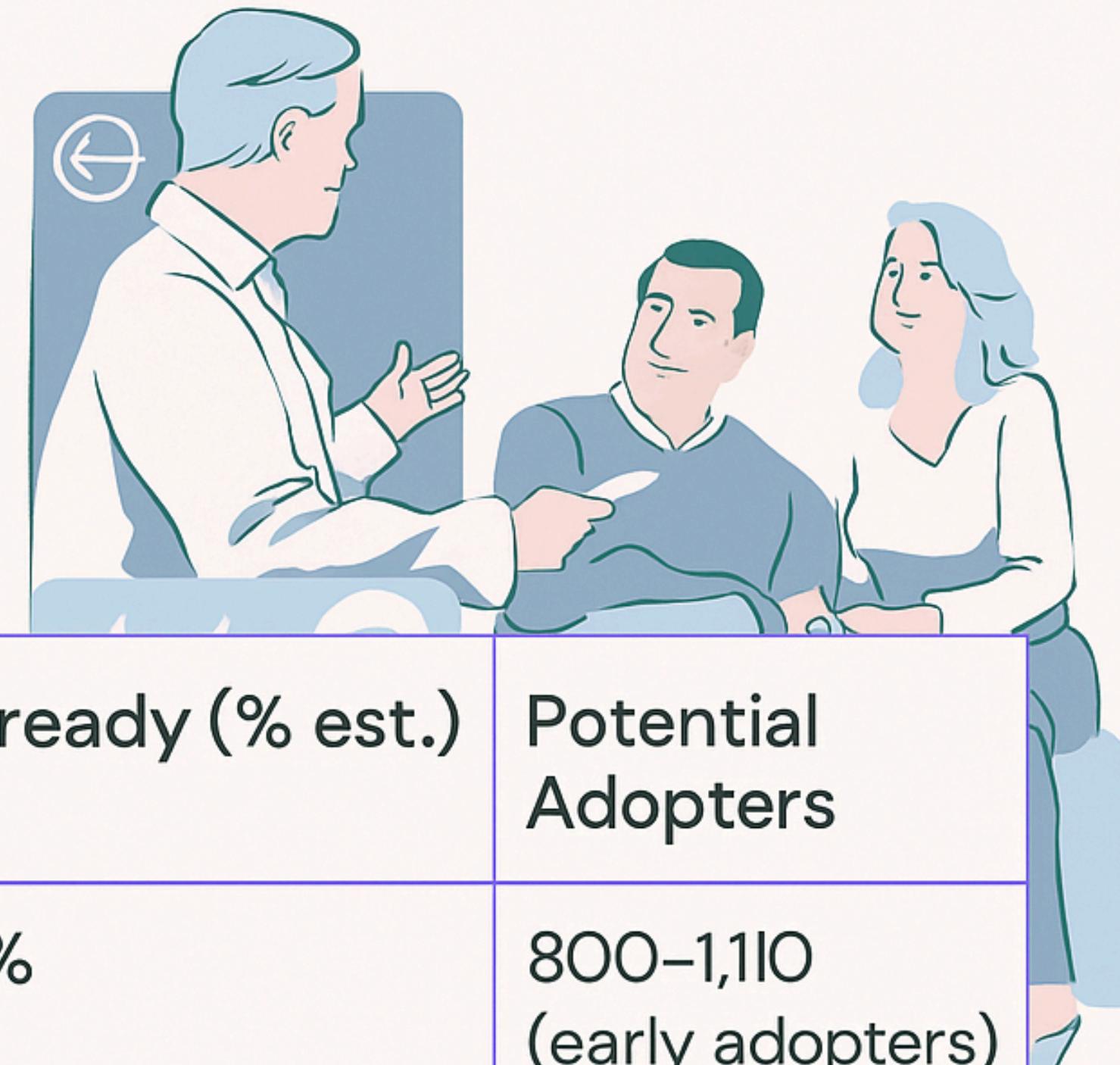
Price:€350

Features:

English version
International use

Healthcare Infrastructure in Romania

Romania has **558** Hospitals and
2,200 Medical Offices



Facility Type	Total Units	Digital-ready (% est.)	Potential Adopters
Private Clinics	~2,200	40-50%	800-1,110 (early adopters)
Hospitals	~558	25-35%	~120
Telios Partners	~150+	80% (early adopter)	~120

Proof of Market Readiness Based On Telios Care's Statistics

350,000 + users

97% found a chatbot

usefull



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Thank you very much!

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