



# Revolutionizing Health Care System

Theme: Are we ready for the next wave  
01/08/2021- Bangalore

Problem  
Description

Research  
and Insights

Our  
Solution

Business  
model

## Problem Description

*Are we going to the hospital as often as we used to go before the pandemic?  
"NO! surely we have reduced"*

As protecting ourselves from contracting the Covid-19 virus has become our utmost priority, not going to the hospital until the sickness is severe has become very common.

But doing so has resulted in serious health problems.

**Problem  
identification  
(Empathizing)**

**Urgent and  
important**

**Significance**



During preliminary research,

Our team came across Mr.Ram and his family.

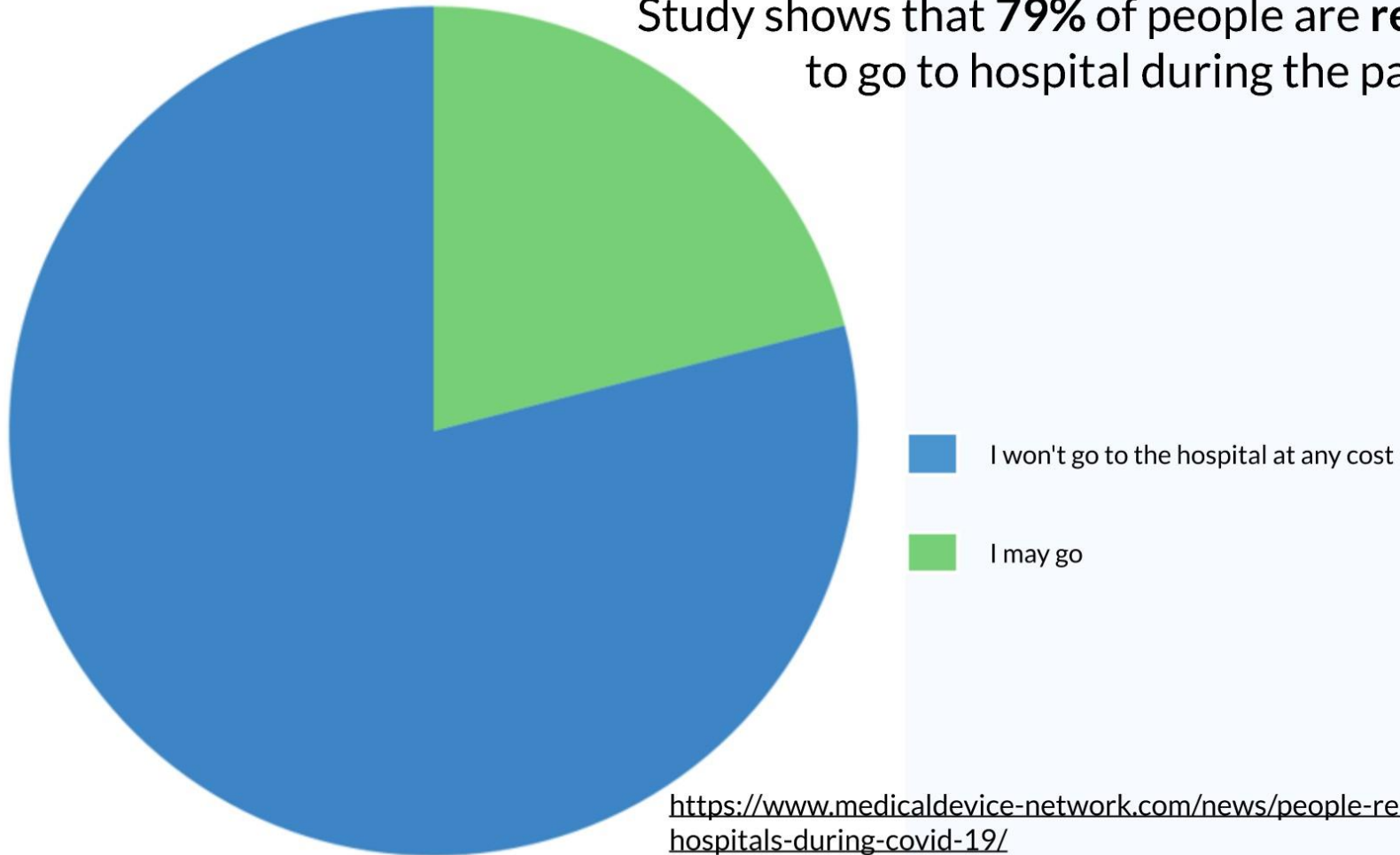


He is 65 years old man with history of hypertension and diabetes

**The active grandfather of the family is now bedridden and is being taken care by a home nurse.**

- He has not been seeing his doctor since the onset of pandemic
- He continued taking the medicine he was prescribed long ago.
- As his blood pressure and glucose level has not been monitored, they shot up and he had a stroke,
- Which led to paralysis.

Study shows that **79%** of people are **reluctant** to go to hospital during the pandemic



<https://www.medicaldevice-network.com/news/people-reluctant-to-visit-hospitals-during-covid-19/>

## Research

Journals



Articles



## User Research

Telephonic interviews



Patients - sample size - 50

Doctors - sample size - 5

User

Persona  
Mapping  
(Defining)

# User

People with a chronic medical condition that requires periodic medical attention.

## Classification

### Age

Middle age (45 - 60 years)  
Senior people ( 60+ years)

### Economic status

Middle Class

# Personal level



*Rajkumar is 60 years old, he has been diagnosed with diabetes since he was 45, before the pandemic, he used to visit the hospital once every 2 months. He lives by the money he gets from his rented-out shop.*

## Use case :

Making a solution with no added cost than that already exists and is not time-consuming.

## Pains:

- A blood test before breakfast, 2 hrs after breakfast, and then consult doctor later that day or next day.
- Since it is not safe for him to wait in the hospital in the meantime like he used to do before the pandemic, he travels back and forth 3 times, which is very expensive and time-consuming.

## Gains:

- He wants to get treated without spending for the travel expenses.
- He doesn't want to wait at the hospital for too long.



# Personal level



*Vineeta Singh is 46 years old, homemaker, her husband is an engineer at The Indian Air Force. She has been diagnosed with hypertension for the past 15 years. Doing yoga and managing the household is her routine.*

## Pain:

- Used to get check-ups at least once in 3 months
- During Covid-19, she has not visited the hospital for regular check-ups.
- Anxiety and fear to go the hospital
- Having to follow old medications
- Unable to convey all symptoms in online sessions.
- Elder people in the family are very scared of corona and has not taken any health checkup.

## Gain:

- Wants to protect herself from contracting Covid-19 virus during her visit to the hospital for health checkups..
- Checkups at home for the whole family
- Service that takes the patient to the hospital and gets them checked up and drops them home.
- Health checkup reminders.

## Use case :

Making a solution with Covid norms, making sure she gets regular checkups.  
Health check-up packages, home or mobile health care services , easy accessibility to check- up records.

# System level

Medical professionals say that

In the pandemic patients are,



- Not taking frequent checkups, hence their condition worsens
- Tele-consultation and online treatments are not effective enough
- Communication is possible when the patient is not physically present.

# Planet level

Masks are now a legal requirement in many public spaces around the world.

Despite millions of people being told to use face masks, little guidance has been given on how to dispose of or recycle them safely.

As India is beginning to lift lock down restrictions, billions of masks will be needed each month.

Without better disposal practices, an environmental disaster is looming.



*We need jellyfish not mask*

# Our Solution ( Ideation)



Healthcare at Home

Our aim is to provide healthcare services, while reducing footfalls in the hospital

Innovation

UI & UX  
(prototyping)

Testing  
(Analyzing)

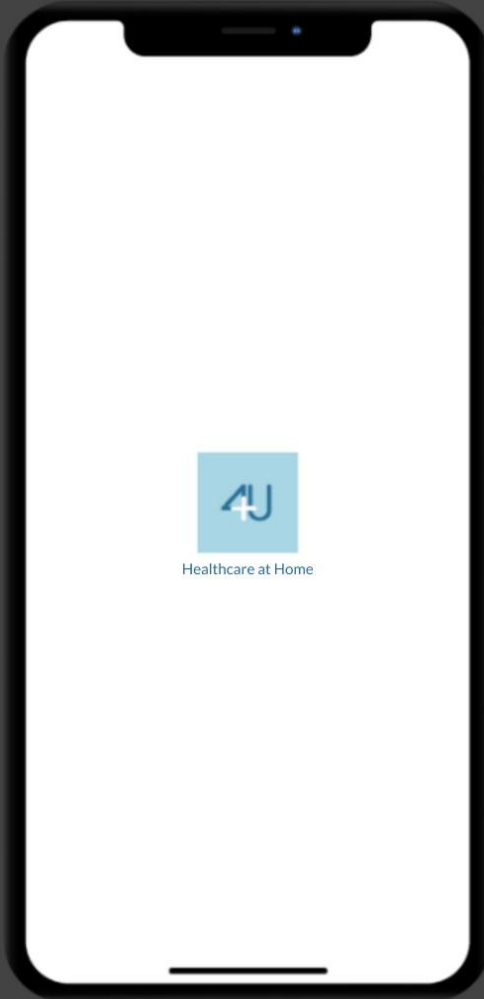
Impact

Sustainability

# Innovations

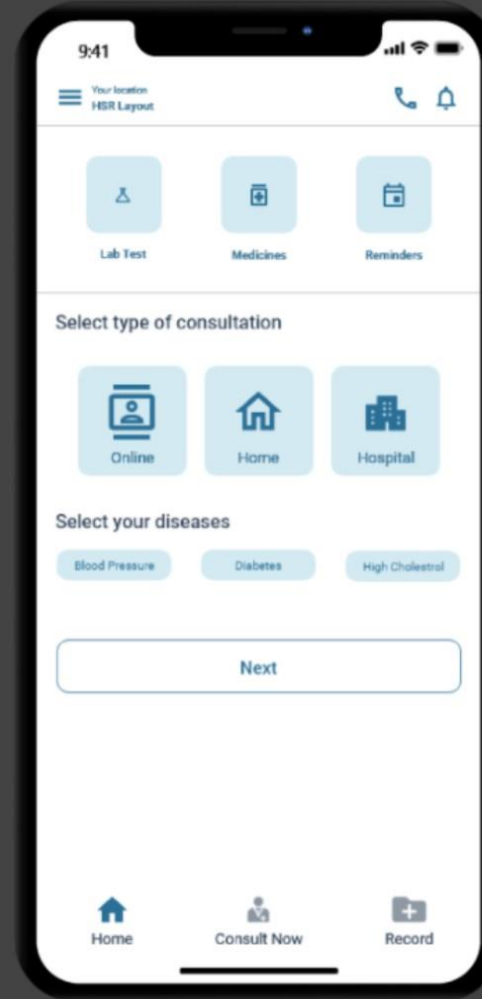
Our application helps hospitals to give certain medical services at home

- So now your tests can be taken at your home, at your own convenience
- Based on test results, recommendations will be made on mode of consultation
- Medicine delivery , treatments given at home
- Periodic check-up remainder
- Pickup and drop of patients for consultation
- Tracking patients and doctor



Mockup 1 (Screen)  
Action - Splash  
Screen

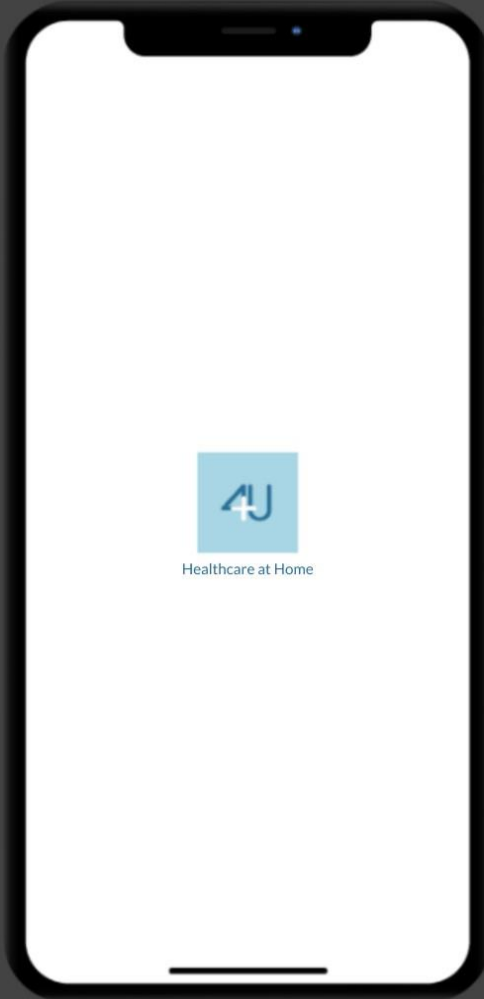
This is the splash  
screen.



Mockup 2 (Screen)  
Action - Coming to  
the home screen

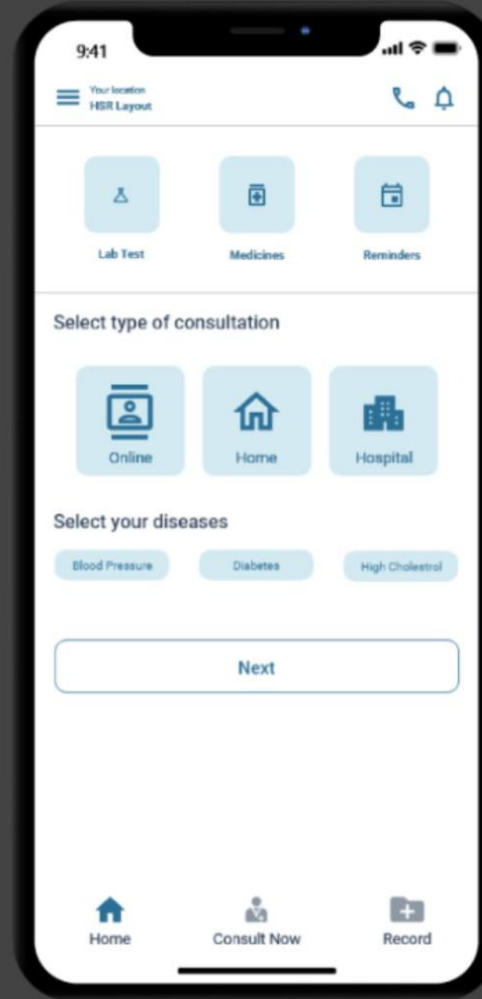
Once the user has  
done the sign-in or  
sign-up. It will come  
to the home screen.  
On the home  
screen, there are  
different actions  
that users can do.

Activate Windows  
Go to Settings to activate Windows.



Mockup 1 (Screen)  
Action - Splash  
Screen

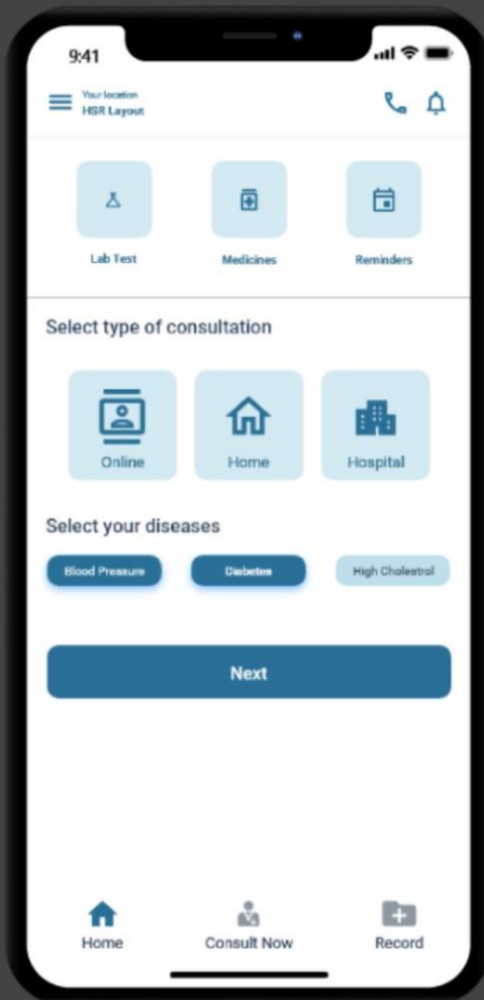
This is the splash  
screen.



Mockup 2 (Screen)  
Action - Coming to  
the home screen

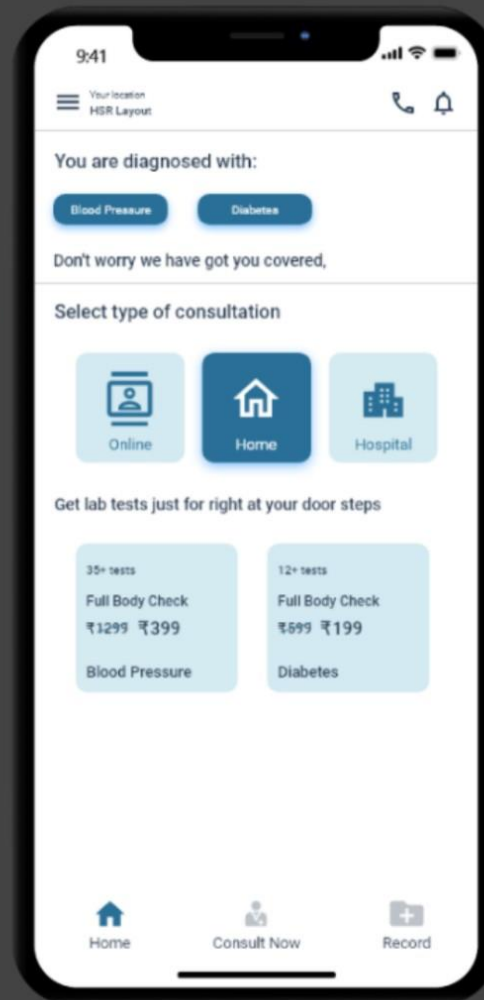
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Mockup 3 (Screen)  
Action - Select your diseases

First user need to select the diseases, once selected. User need to click on the Next button

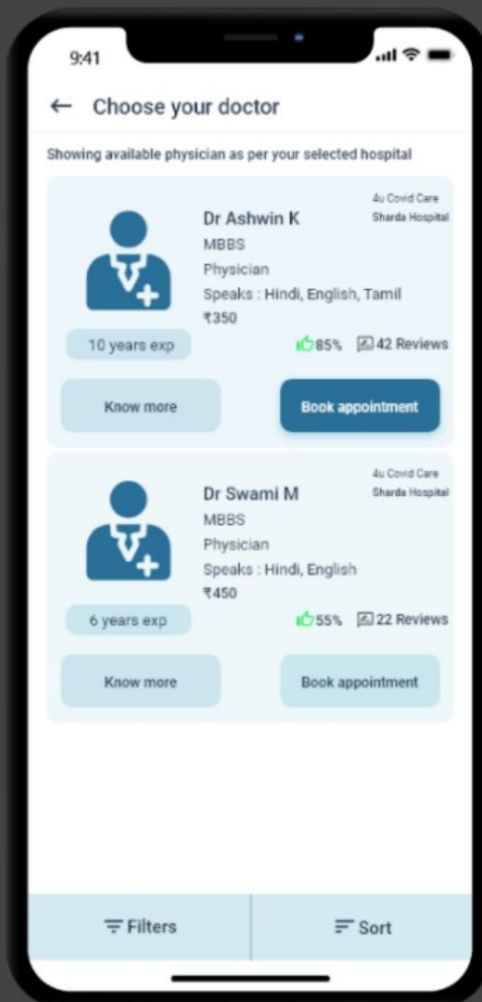


Mockup 4 (Screen)  
Action - Select mode of consultation

User need to select the mode of consultation mention in the application. In this screen, home consultation is selected.

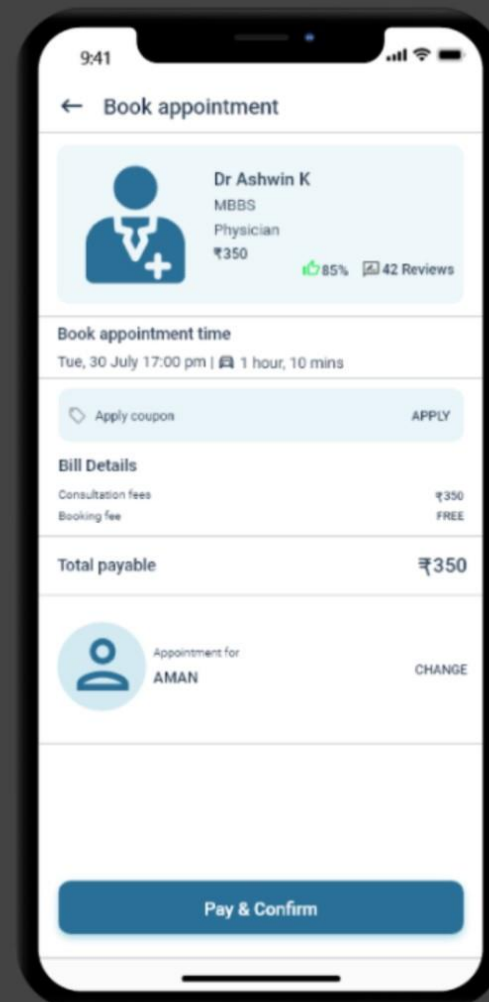
Activate Windows  
Go to Settings to activate Windows.





Mockup 4 (Screen)  
Action - Select your doctor

The application will show the available doctors based on selected diseases. User can also select a particular hospital doctors under filter option. Once the doctor is selected, click on book appointment.



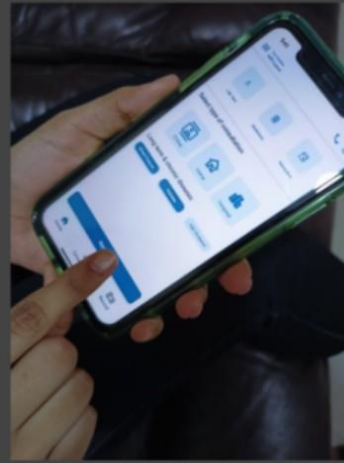
Mockup 5 (Screen)  
Action - Confirmation and Proceed to Payment

The screens show the details of the selected doctor, appointment details, Bill details, If the user has a coupon they can apply it.

User can check the basic detail on this screen and if any changes need to be done, they can go back and do. If not proceed to payment screen.

Activate Windows  
Go to Settings to activate Windows.

# Testing



Activate Windows  
Go to Settings to activate Windows.

## Impact of the solution on the user

- Medical attention at the comfort of your home.
- Avoid the risk of contracting Covid-19 virus
- Regular health checkups
- Maintain long-term health

## Quantization of the impact

- 11.38 crore households or 54.7 crore individuals.
- 18.5% of people fall under the user age group
- Approx **10.1 crore people**

## Our step towards sustainable future

- People who step out of the house for regular checkups are expected to wear masks and many are not consciously disposed.
- Sometimes other medical waste such as syringes, needles, sugar testing strips, etc which are used at home are also not consciously disposed.

**4you takes care of this during every visit to the patient's house by carefully collecting & disposing medical waste and in turn reducing the environmental effect.**

# How are we different ?

Features	4U	Mfine	Practo	Apollo
Tests at home	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Online consultation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Hospital service	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quick booking	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Medicine delivery	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Treatment at home	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Medicine reminder	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Family members addition	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Periodic checkups reminder	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tracking patients, and doctor	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pick up and drop of patients for hospital consultation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Suggestion for consultations and medication after tests	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Certain medical services at home	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Execution

Business model canvas

Team








## Execution

Application and software service will be given to the hospital for free.

Hospital will use its own resources ( medically equipped vehicle, medical professional) for home service

The hospital shall be duly charged a 5 percent fee for each patient received



<p><b>Key partners</b> </p> <p>Hospital Pharmacy</p>	<p><b>Key activities</b> </p> <ul style="list-style-type: none"> <li>• Home test,</li> <li>• Various modes of consultation</li> <li>• Home treatment.</li> <li>• Service chain</li> <li>• Covid protocol</li> </ul>	<p><b>Value proposition</b> </p> <ul style="list-style-type: none"> <li>• Medical attention at the comfort of your home.</li> <li>• Avoid the risk of contracting Covid-19 virus</li> <li>• Regular health checkups</li> <li>• Maintain long-term health</li> </ul>	<p><b>Customer Relationship</b> </p> <p>App based Call based</p>	<p><b>Customer segments</b> </p> <p>People with a chronic medical condition that requires periodic medical attention.</p> <p>Age Middle age (45 - 60 years) Senior people ( 60+ years)</p> <p>Economic status Middle Class</p>
<p><b>Cost structure</b> </p> <ul style="list-style-type: none"> <li>• Marketing</li> <li>• Tech development and maintenance</li> <li>• Admin and general</li> <li>• Operational</li> </ul>		<p><b>Revenue streams</b> </p> <p>The hospital shall be duly charged a 5 percent fee for each patient received</p>		

# Team Members



**Harsaavarthini P**

Student

Product Management &  
Innovation Design



**Alkesh**

Student

Product Design



**Pushyami Goli**

Student

Product Design



**Madesh Raaju M**

Student

Graphic Design & Animation



**Dr. Ravi Lingannavar (Associate Professor at KLECET)**

Mentor