

The background is a light pink color with a repeating pattern of faint, stylized medical icons. These icons include syringes, heart monitors, pills, and crosses, all rendered in a light pink outline style. The icons are scattered across the entire background, creating a subtle medical theme.

♥pink.

Practice Management made easy with **Pink Health**

White-labeled, integrated
platform designed for
doctors in India



E-prescriptions
(eRX)



Video
Consultations



CRM
healthcare



POS
Capabilities



Appointment
Management

The Problem



Increased volumes and wait time



Huge amount of coordination required



Difficult to follow-up



Move towards online consultations



Retaining patients became difficult



Softwares require heavy investment

Competitive Analysis (Full View)

	Get Timely	Get Weave	Mangomint	Brave Care	Continuos Care	Nabla	Health Plix	Even	Eka Care
USP	All-in-one appointment scheduling software with integrations, reporting, and analytics features.	All-in-one communication and engagement platform for dental and optometry practices, combining appointment scheduling, patient communication, and business analytics.	All-in-one salon and spa management software with features for appointment scheduling, POS, inventory management, and more.	Pediatric urgent care clinics with a focus on accessible, compassionate, and comprehensive care for children.	AI-powered virtual healthcare assistant for personalized healthcare experiences.	Advanced data analytics platform for supply chain visibility and risk management.	Virtual care platform that connects patients with doctors through video consultations and offers a wide range of healthcare services.	Integrated healthcare platform that provides virtual healthcare services for employees.	AI-powered virtual healthcare assistant for personalized healthcare experiences.
Manage appointments	Available	Available	Available	Available	Available	N/A	Available	Available	Available
Video Consultations	Available	Available	Available	Available	Available	Available	Available	Available	Available
Pre-health checks	N/A	N/A	N/A	Available	N/A	N/A	Available	N/A	N/A
Patient history (CRM)	Available	Available	Available	Available	N/A	Available	N/A	Available	Available
Diagnosis & e-Prescription	N/A	N/A	N/A	Available	Available	Available	Available	N/A	Available
Post consultation	Available	Available	Available	N/A	Available	N/A	Available	N/A	Available
POS	Available	Available	Available	Available	Available	N/A	N/A	Available	Available
Pharmacy Tied Up									
Membership	Available	Available	Available	N/A	Available	N/A	N/A	N/A	Available
White labeling	Available	Available	Available	N/A	Available	N/A	Available	N/A	Available
Features & USP	Online Booking	Online Scheduling	Online Booking	Online Scheduling	Online Scheduling	AI Based	AI Based	AI Based	AI Based
	Calendar Management	2 Way Texting	Calendar Scheduling	Pediatric Special	Telemedicine	Video Consultation	Appointment Scheduler	Appointment Booking	Appointment Booking
	Client Experience	Reminders	Client Management	Telehealth	Remote Monitoring	Prescription Generation	Remote Consultations	Telemedicine and Virtual Care	Telehealth and Video Consultations
	POS	Digital Form Builder	POS	Same Day Appointment	EHR Integration	EHR Integration	Rx on-the-go	EHR Integration	EHR Integration
	Reporting & Analytics	Reporting & Analytics	Report Generation	Wellness Exams	Chronic Care Management	Appointment Booking	EMR on Mobile	Analytics and Reporting	Medication Reminders and Tracking
	Marketing Tools	Weave Phone System	2 Way Texting	Accepts all Major Insurances	Video Consultation	Appointment Type Selection	EHR Integration	Virtual Healthcare Services	Personalized Care Plans
	Payments & Deposits	Team / Employee Chat	Integrated Form	Virtual Care	Practice Management	Doctor's Availability	Video Consultation	Health Tracking and Monitoring	Analytics for Data-Driven Care
	Shopify Online Stores	Easy Payment System	Retail & Inventory	Evidence Based Care	Patient Marketing	Q/A Response	Digital Prescription	Employee Engagement Features	Advanced Health Monitoring
	Staff Management	Insurance Verification	Membership & Packages	Chat with Nurse Team for Primary Care	Healthcare Services		Patient Follow up and Reminders	Free Lab Tests	Health Tips and Recommendations
	Stock & Inventory	Multi-Location Call	Mobile App	Vaccinations	Access to Patients' Personal Health Records		Data Driven Decisions	24x7 Personal Care Team	Personal Health Records Management
	App Integrations	Pre-Defined Email Templates for Marketing	Different Integrations in System	In-House Lab	Multi Language Support			CRM	Collaboration Among Care Team Members
	Digital Consultaion	CRM	Payments		Billing & Reports				Self Health Assessments
	CRM		Point of Sale		Patients' Health Journal Entries				CRM
			Express Booking						
			Staff Management						

Market Research

Key findings



No reliable solutions out there



No prescription generation leading to information loss



Directory of doctors focused on patients



Custom designed platforms - low quality and unreliable

What's missing?

Continuity in Care

No option of meeting that particular doctor offline for a follow-up

Training & Support

No timely support provided for technical difficulties

Integrated

Complete solution for video consultations

Solution for Smaller Set-Ups

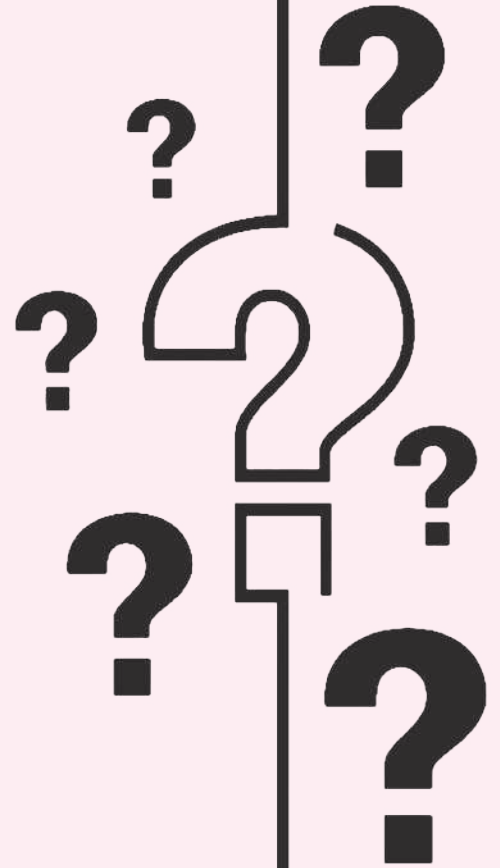
Invest huge amounts in developing their own platform

Challenges

Based on research insights, Doctors all over are faced with the following challenges:

- Increased volumes and wait time
- Consultations moved online
- Difficulties in retaining Patients
- Coordination issues with Staff

To get better understanding we need to talk to operations team of the existing hospitals and doctors into private practice.





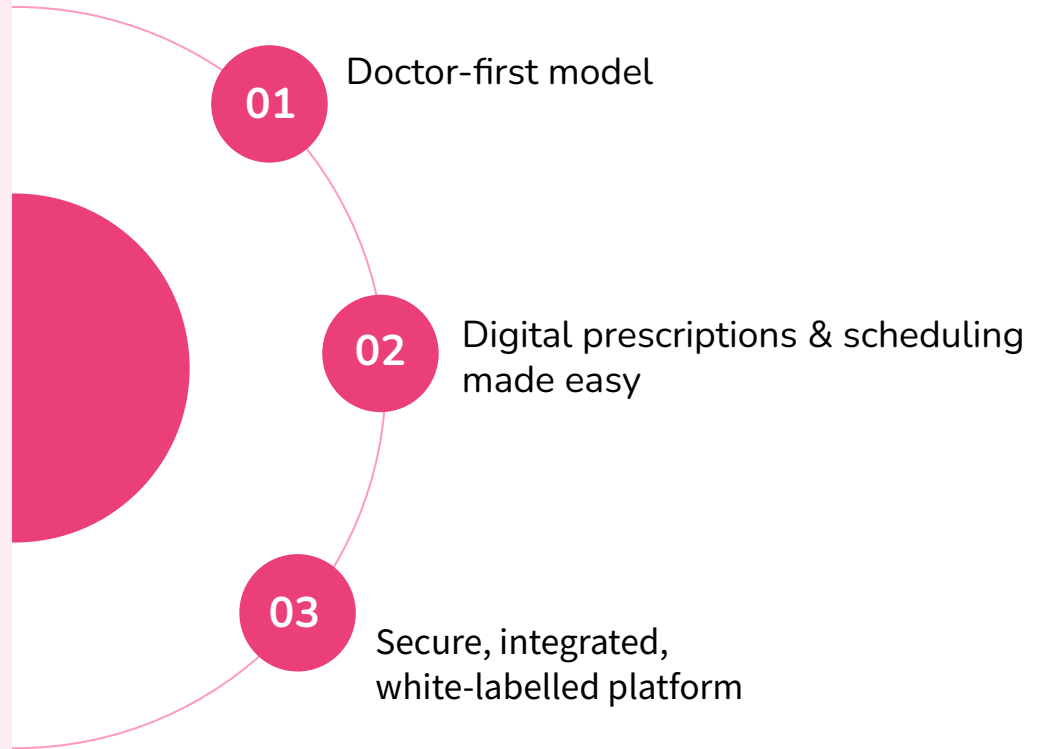
Opportunities

The advantages of using a white-labelled, integrated telehealth platform are:

- Doctor focused - convenient way to see more patients
- Onboard existing patients - build customer loyalty
- Easy to install and user friendly - quick adaptation
- White-label - strengthen brand reputation

Business Model

We want to make
consultations
easier



Market Segmentation

1

Doctors who are easily adaptable to technology



2

Doctors who have high repeat patients



Target Segment



30-45 years

Target Specialisations:

- Endocrinologists
- Psychologists
- Dermatologists

User Persona



Dr. Rajesh Patel

General Physician

Age - 39

Gender - Male

Marital Status - Married

Interest - Travelling, Reading

Location - Hyderabad

Empathetic

Trustworthy

Organised

Punctual

Practical

Compassionate

"Every patient deserves personalized, compassionate care and treatment of their unique needs."

Bio

Dr. Patel is known for his compassionate bedside manner and his ability to make his patients feel at ease during their visits. He is dedicated to providing the highest quality care possible in the field of medicine

Goals

- To provide personalized and high-quality care
- To build strong and lasting relationships with his patients
- To continue learning and staying up-to-date with the latest advancements

Tech Savvy

Internet



Social Media



Frustrations

- Limited time with each patient due to high patient volume
- Dealing with insurance companies and their paperwork is frustrating
- Follow up of inconsistent patients

Motivations

- Manage patients with ease through online booking and scheduling
- Automated and digital insurance procedures
- Follow up with patients with automation and reminders



MacBook



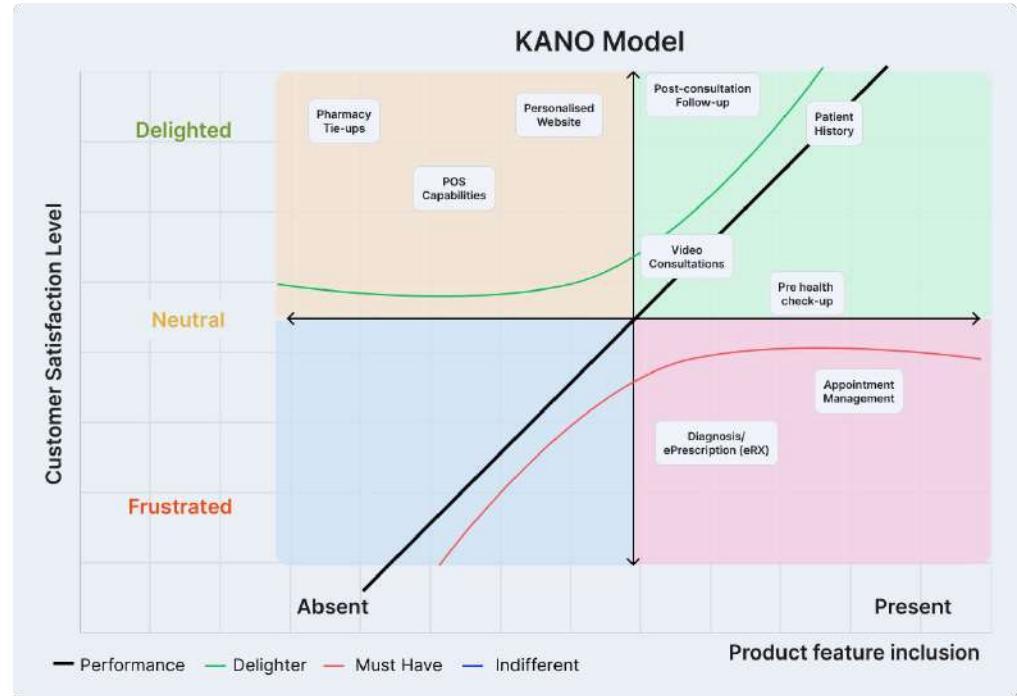
lphone

Kano Model Insights

According to the Kano Model, appointment scheduling and e-prescription should be required features in our MVP.

- In addition, we should concentrate on the functionality, including video consultations and patient histories.
- As a final option, we may also offer a customised website as a draw for potential customers.

To better understand the ranking of features, we can undertake research with potential customers.



What Pink Health brings to the table

The platform is built to improve the efficiency of the doctor

Private Label

In the world of open.ai, show your presence on the internet with freedom

Scheduling

Empower the clients to schedule appointments so doctors can focus on medicine

e-Prescription

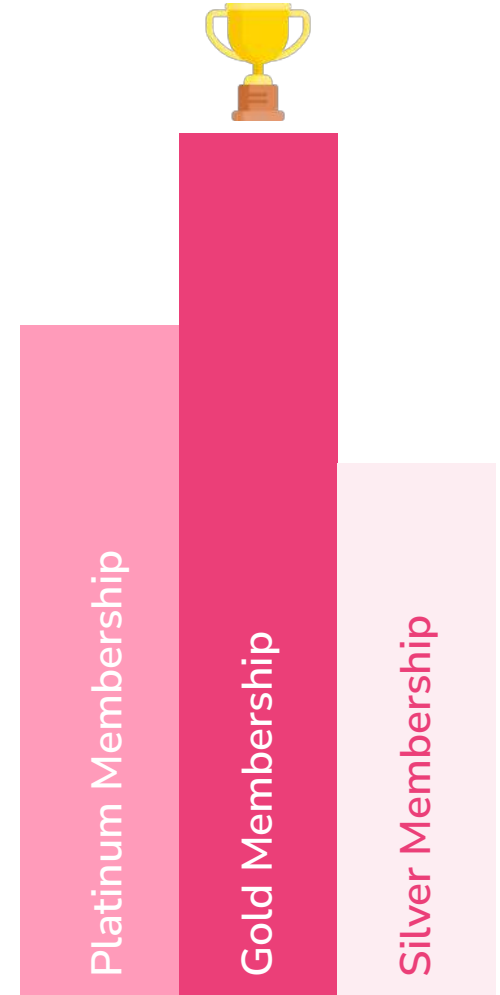
Enhance patient experience by sending system typed prescriptions with dosage minimising errors

CRM

Your client data is saved in the system so they don't have to remember their journey with you

Membership Tiers

- Membership tiers with different offerings can be provided including feature levels, goodies and set up
- This helps retain users and provides an additional revenue stream for the company



Top 3 advantages a Doctor can avail using our solutions

01

Doctors can better manage their time and schedule more patients through online appointments

02

Video consultations save time and money for both the physician and the patient

03

AI-enabled solutions speed up the diagnosis and prescription process

Top 3 advantages a Patient can avail using our solutions

01

Patients can conveniently schedule appointments online and avoid long wait times

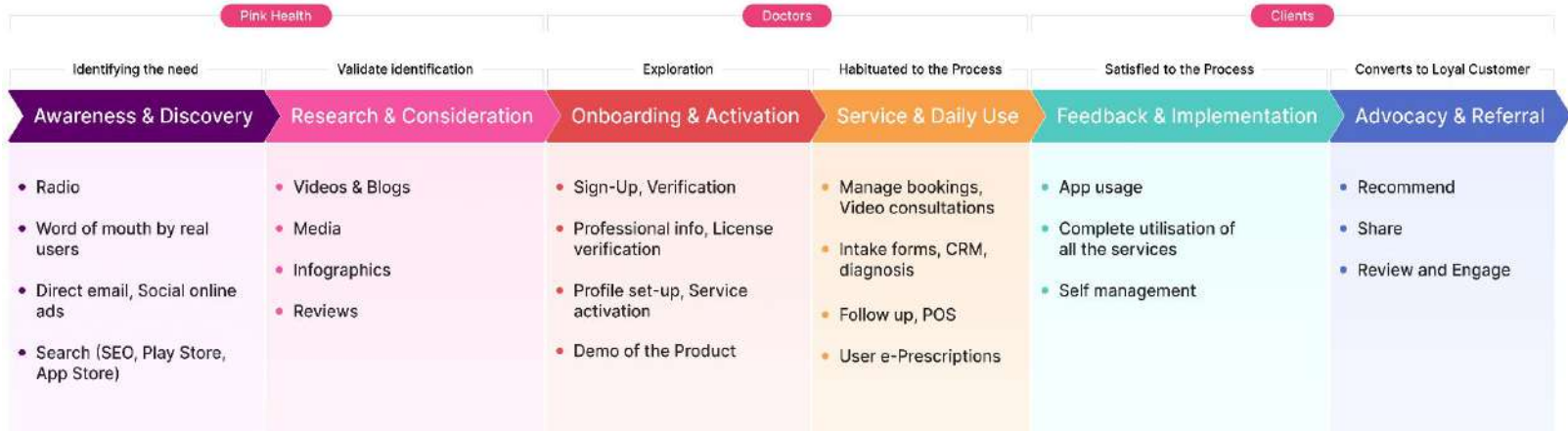
02

Video consultations save travel time and expenses

03

Faster diagnosis and prescription process improves patient outcomes

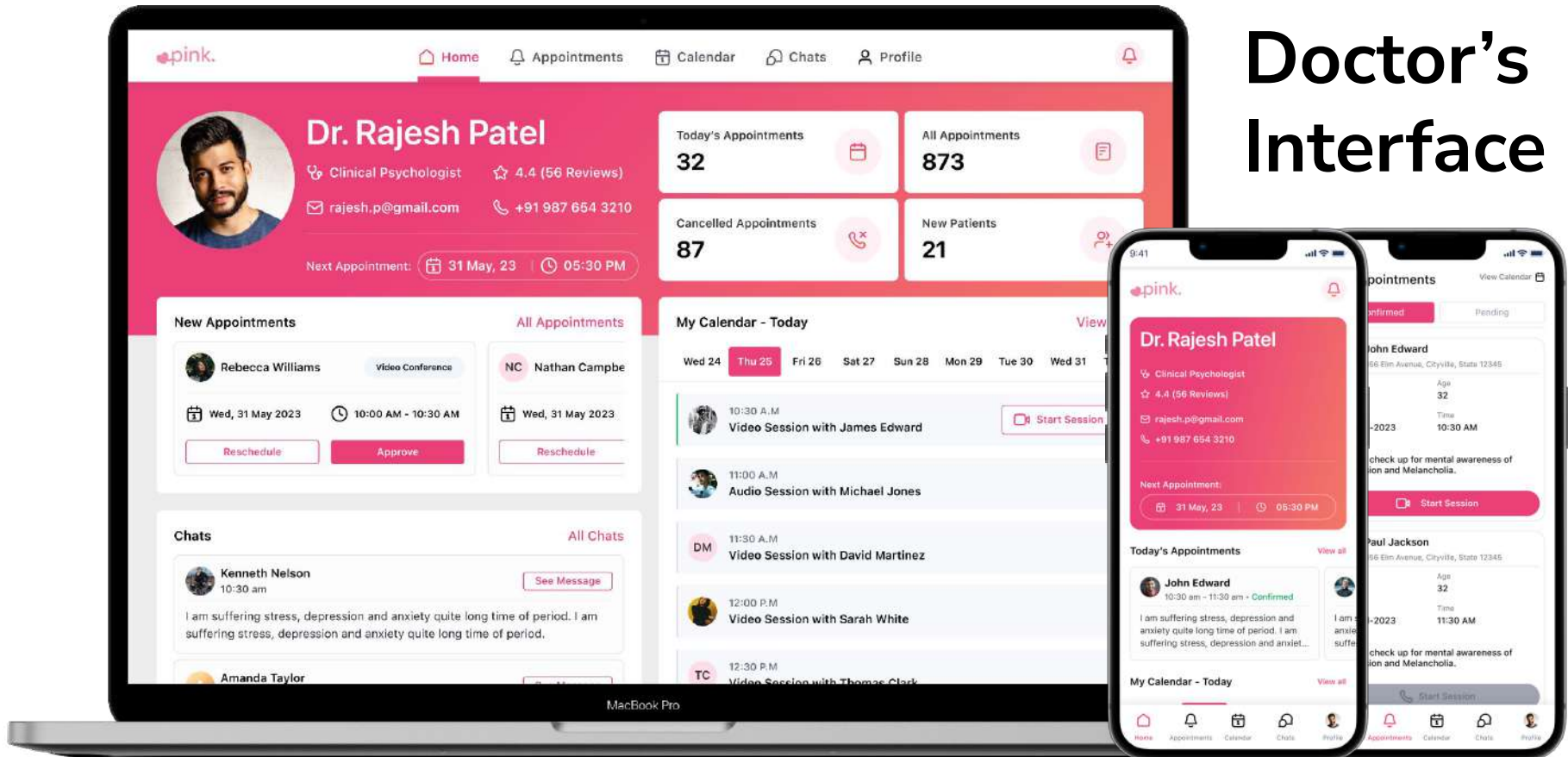
User Journey



Ecosystem Map



Doctor's Interface



Conclusion

The telehealth platform provides a convenient and efficient solution for doctors and patients

The focus on customization and white-labeling helps retain market attribution and brand identity for hospitals and clinics