



Pink.Health





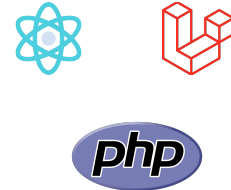
We Design

We design innovative solutions that cater to the evolving needs of our customers. Our digital prowess is showcased through an ecosystem of cutting-edge technologies



We Develop

We develop solutions that shape the future and empower businesses to thrive. Our digital prowess is showcased through an ecosystem of cutting-edge technologies





 pink.



Practice Management made easy with **Pink Health**

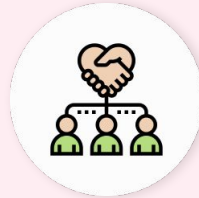
White-labeled, integrated
platform designed for
doctors in India



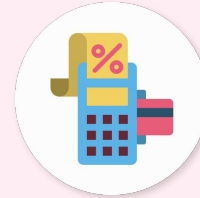
E-prescriptions
(eRX)



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

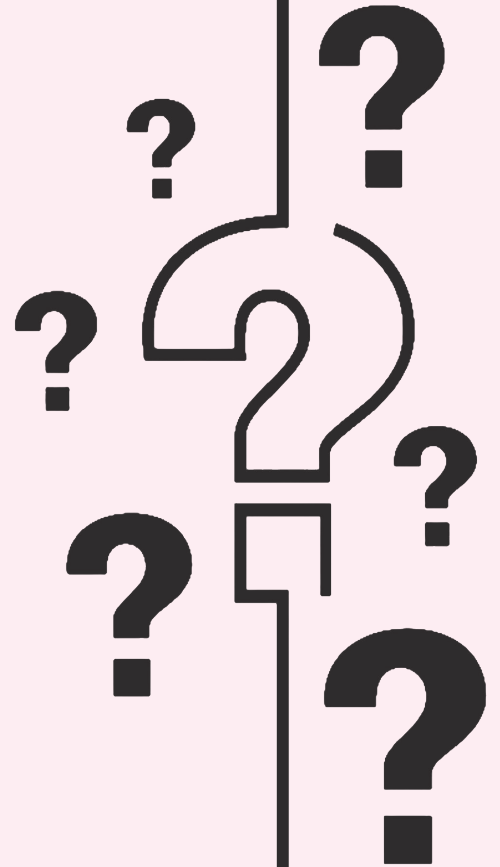


Challenges

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

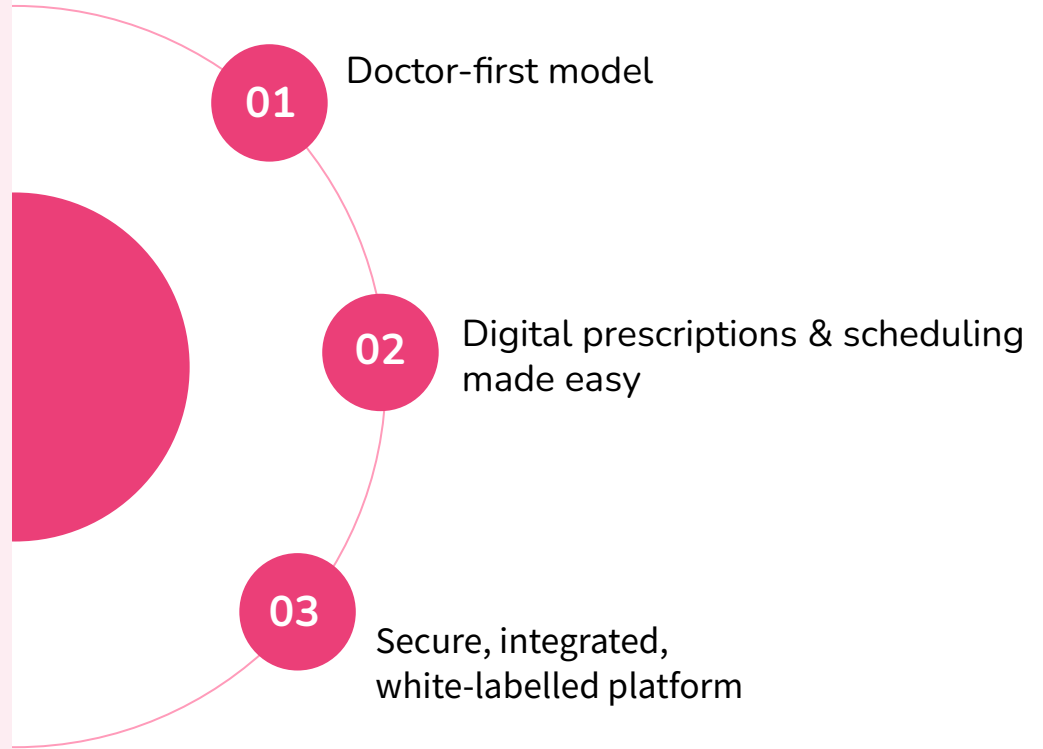
The advantages of using a white-labelled, integrated telehealth platform are:

- 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



Iphone

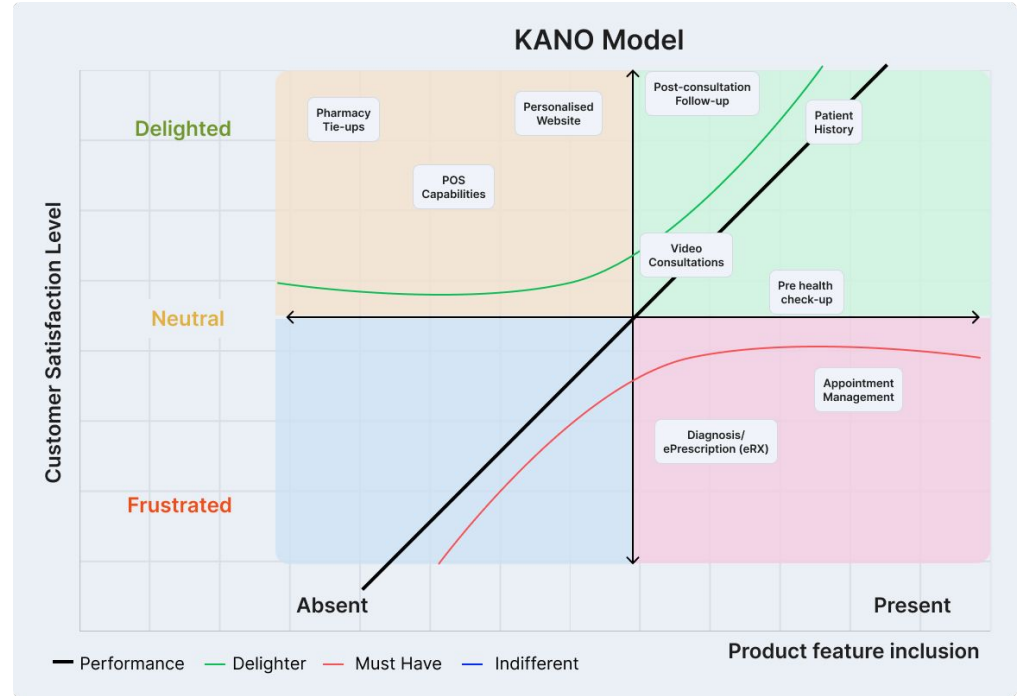


Kano Model Insights

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

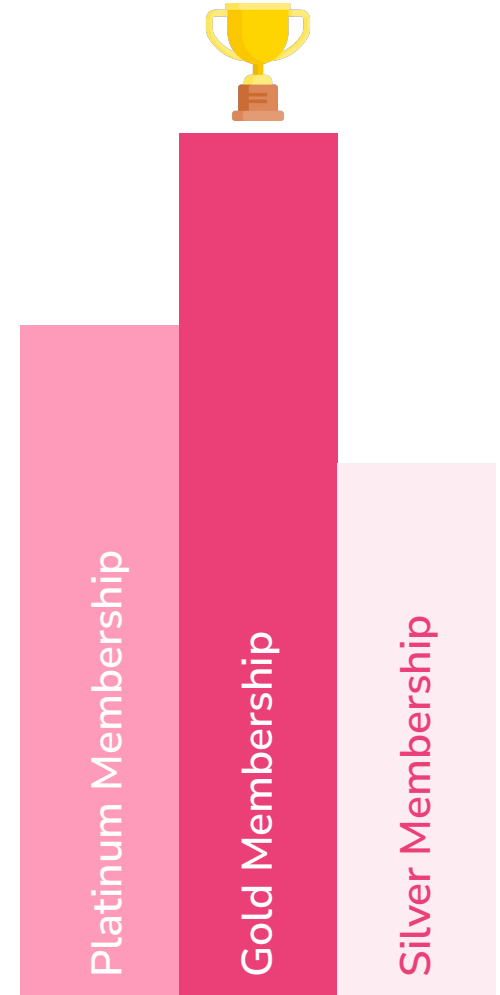
CRM

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

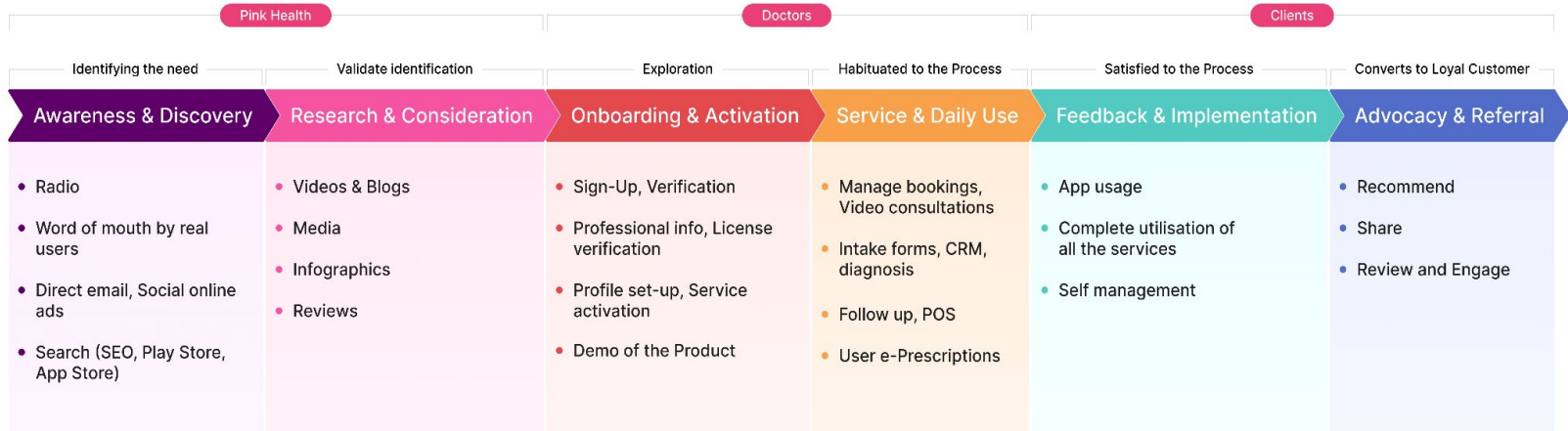
Video consultations save travel time and expenses

03

Faster diagnosis and prescription process improves patient outcomes



User Journey





Ecosystem Map





The laptop screen shows the 'pink.' doctor interface. At the top, there is a navigation bar with 'Home', 'Appointments', 'Calendar', 'Chats', and 'Profile' icons. The main header features a profile card for Dr. Rajesh Patel, a Clinical Psychologist with a 4.4 rating from 56 reviews. His contact information includes an email (rajesh.p@gmail.com) and a phone number (+91 987 654 3210). Below the profile, there are four summary cards: 'Today's Appointments' (32), 'All Appointments' (873), 'Cancelled Appointments' (87), and 'New Patients' (21). The 'Next Appointment' is scheduled for 31 May, 23 at 05:30 PM. The interface is divided into three main sections: 'New Appointments' (listing Rebecca Williams and Nathan Campbe), 'My Calendar - Today' (showing sessions with James Edward, Michael Jones, David Martinez, Sarah White, and Thomas Clark), and 'Chats' (showing a message from Kenneth Nelson).

Doctor's Interface

Two smartphones are shown, displaying the mobile version of the doctor's interface. The left smartphone shows a profile card for Dr. Rajesh Patel with his contact details and the next appointment scheduled for 31 May, 23 at 05:30 PM. The right smartphone shows a list of appointments, including one for John Edward on 31 May, 23 at 10:30 AM, which is confirmed. The mobile interface includes a bottom navigation bar with icons for Home, Appointments, Calendar, Chats, and Profile.



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