

“SIMPLIFYING” the healthcare

“Today’s upwardly mobile generation values preventive healthcare as much as the curative healthcare services”

Healthcare services – Patient is a Customer!

Gone are the days where the job of any Healthcare organization finished after the patient had recovered. Today, like in any other industry, Healthcare industry has recognized the importance of maintaining a continual relationship with the patients.

Many of the large pharmaceutical companies have now realised the importance of contact with end customer (*patient*), and therefore have themselves ventured into providing healthcare services.

Crucial role of Mobile Messaging in Healthcare Services.

Hospitals

Mobile messaging enables hospitals to send value added information to the one-time patients and increase their stickiness/ loyalty to the hospital.

Managed Healthcare Organizations

Mobile messaging enables MHOs to send timely alerts for preventive healthcare to its customers so as to optimize on the medical treatment outlay.

Pharmaceutical Companies

Mobile messaging enables Pharmaceutical companies to communicate 2-way with key opinion leaders and the sales force and hence receive market feedback on their products and services.

Mobile messaging services empowers the Healthcare institutions to open a personal, cost-effective and efficient communication channel with their customers (patients and doctors).

ValueFirst’s Killer Application

- **Remote Healthcare**– Healthcare centres in remote locations can be relayed critical information over GSM/CDMA network which can be displayed on the LED display in the remote healthcare centre.
- **Healthcare Marketing** – Bar-coded vouchers issued by hospitals/MHOs to the premium customers depending on the extent of relationship with the Healthcare institution.

MESSAGING FOR HEALTHCARE SERVICES

Bouquet of mobile messaging services

Preventive Healthcare

- Reminders to patients for timely preventive check-ups
- Alerts to parents for vaccination
- Tip-of-day to chronic patients
- Tips related to environment (e.g. pollen count, SPM)
- Information to doctors on new research

Diagnostic Healthcare

- Patients can query/receive diagnosis reports
- Alerts to patients on promotional schemes (e.g. free diabetes test this weekend)

Curative Healthcare

- Patients can query doctor/ambulance availability/test reports
- Alerts to patients on change of appointment
- Send OPD schedule updates to doctors
- Alerts to specialists on being assigned to an in-patient

Others

- Send information on new product launches to doctors
- Collect and send critical information to the pharma sales force

How our clients have simplified their Healthcare services?

Sterling Hospital

- Annual preventive healthcare reminders to patients
- OPD schedule for the next day sent to medical consultants
- PUSH (Terminates), cancellation/rescheduling of appointments with doctor.

Chiron Panacea

- Register parents of new born babies using short-code services
- PUSH alerts on vaccine schedule and immunization events

Nicholas Piramal

- PUSH tip of the day for chronic disease patients
- PUSH reminder to sales force to synchronize with the central server
- PUSH alerts on new product launches to doctors

Deenanath Manageshkar

- PUSH alerts to on-resident specialists as soon as the patient is admitted under their directive

Thyrocare

- PUSH test results to the participating patients and the collection centres

ValueFirst’s USP

24 * 7 support

Least time to market – deployment typically is done in one day
 The most scalable solution in the industry in terms of architecture
 Highly configurable products - processes can be configured on-the-fly
 Redundancy of servers with load balancing, failover mechanism and least cost routing
 Provider of Carrier-Class Value Added Services such as delivery reports and queuing in case of server breakdown
 Redundancy of operators by virtue of being connected to more than a dozen operators and aggregators international

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