



BETTER HEALTH OFFICE SOLUTION

Investor Opportunity



OUR BIG IDEA

Our mission is to become the recognized leader in its target market for providing healthcare and service tailored to each patient's individual needs and expectations in Southern Rajasthan, IND.



OUR SERVICES



Marketing, Strategic & Planning

This is where networking plays an integral part as other doctors will only feel comfortable referring patients to your practice if they trust you. The more well-known your practice is, the more likely other doctors will refer patients to you. Dr, MN, AD Patient. Full fill requirement of Rural and urban Dr/GPs refer patient on higher center for treatment.



Digital Marketing (Social Engineering) PR, Media

Effective marketing solution for free hold public awareness with generate lead and patient updates. It is important part of brand promotion and company overview.

Social media is a great way to promote brand awareness, drive traffic, market forecasting. Negotiate PR, Media



Corporate Business, Govt PSUs/TPA-Ins/RWA

TPA/Insurance co. depended Corporate and Businesses centers. With the aim of facilitating best and quality medical services to our corporate houses. Third party Administrators is major part of healthcare provider. Depend on tie-up and kind of cash less services. a) Cashless and b) Reimbursement. Cassless treatment for the patient for tieups with ECHS, EIC, Insurance Company And Govt Schemes.



Online Services Call-in GP - Hospital Direct

Tele medicine or e clinic services with direct consultation through Video calling. Suitable for rural area patient, Second opinion, regular patient. Referral patient

Our services for specific direction only called hospitaldirect.



IT – Software & hardware solution.

Our company important part is WEBWORLD is a complete IT solution provider. Software, reports, online consultation and infrastructure with hardware.

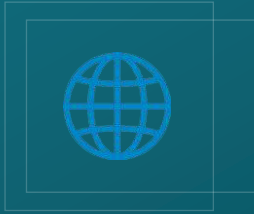
Sister Concern is: Webworld or Out source by IT Co.

OUR SUPPORT SERVICES

- ✓ **BETTERHEALTH (Marketing)**
- ✓ **WEBWORLD (IT And Digital Media)**
- ✓ *Media Center (News letter)*
- ✓ **HOSPITALDIRECT (24*7 Call Center)**
- ✓ *Online Consultation Center*



REVENUE MODEL



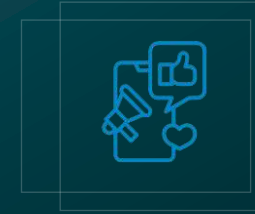
Referral Marketing

- Doctors with general relation in market thorough OPD, Camp, Direct Contact through team.
- Regular and flow of marketing generally requirement of super speciality services.
- Full fill requirement of Rural and urban Dr/GPs refer patient on higher center for treatment. 50 % Effective



Digital Marketing, Branding & PR

- Best information system free hand promotion media is digital marketing.
- Through digital marketing generate lead, gain patient through campaign, specificity.
- Best media for brand promotion and strategic marketing.
- Ulternet part is Print media, Electronic media Alt-btl Marketing. 15% effective.



TPA/Insurance/PSU/Govt Project

- Mostly people have insured. 70%
- Indian population Self Insured, Govt Insured patient.
- Cassless treatment for the patient for tieups with ECHS, EIC, Insurance Company And Govt Schemes. 25% Effective

BETTER HEALTH NETWORK

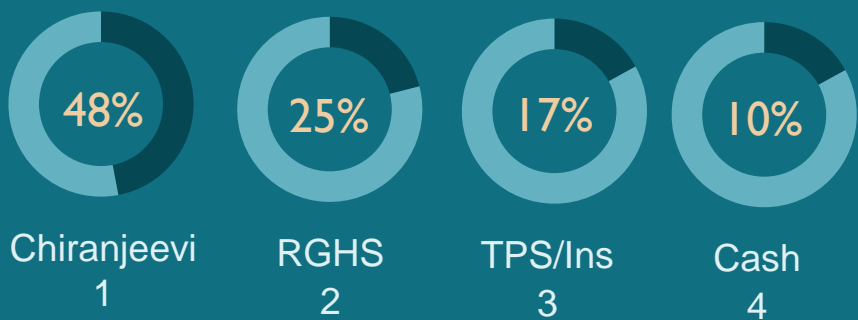
REFERRAL MARKET SUMMARY

94+ Cities <i>13 - District 54 – Tehsil Includes RJ MP GJ</i>	900+ Doctors <i>Doctors All over form Southarn Rajasthan.MP,Gj</i>	750+ GP <i>General practicener Include male nursing staff and anm,gnm phc, chc</i>	500+ AD <i>Support Services Ambulance Driver from District Head quater</i>	156+ Media <i>Media Cover From All District. Print,Electronic, Social media You tuber Massngers. Crisis management</i>	290+ Corp <i>TPA PSUs RWA Corporate Govt. Relations</i>
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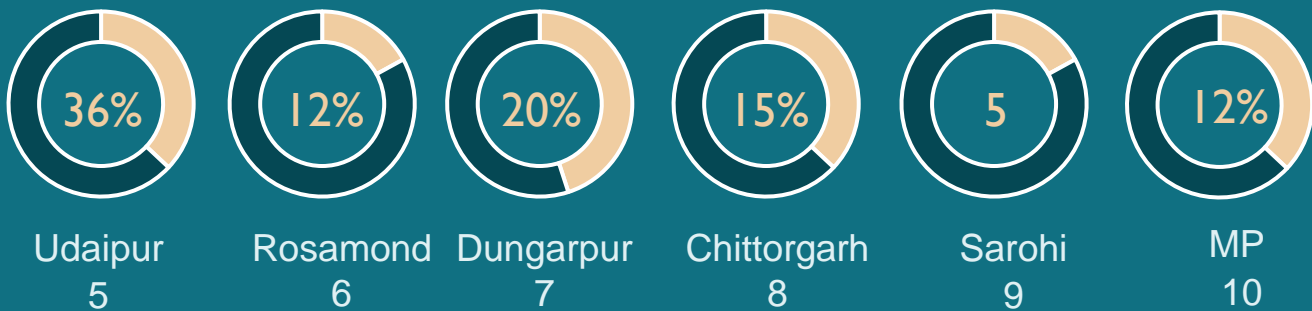
SUCCESS

THE MARKET: PATIENT AREA RATIO

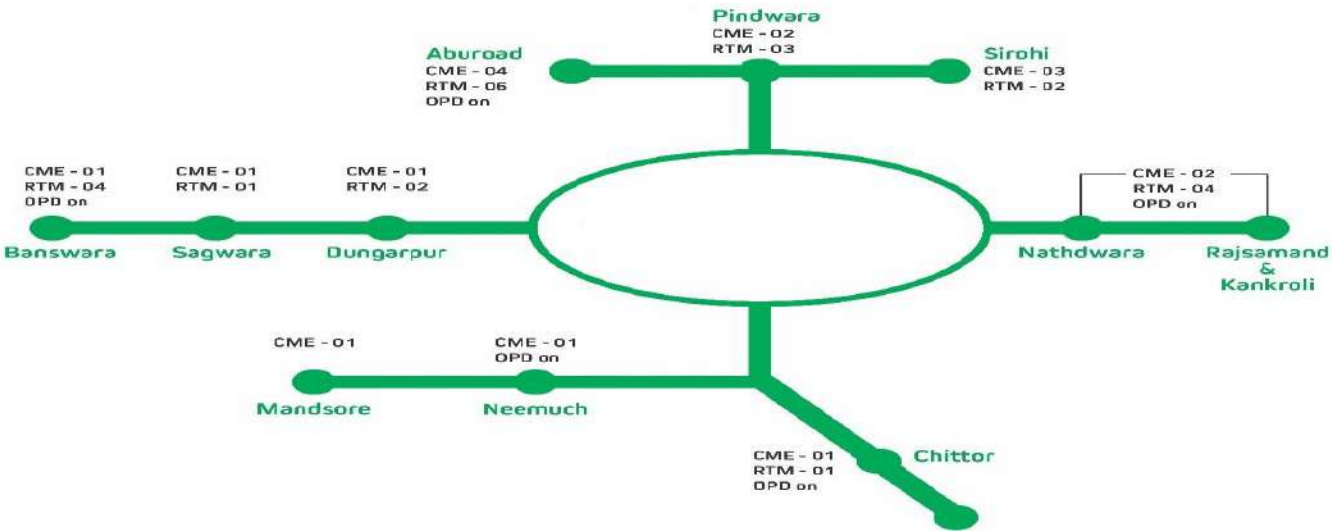
Patient out put Ratio



Territory Distribution

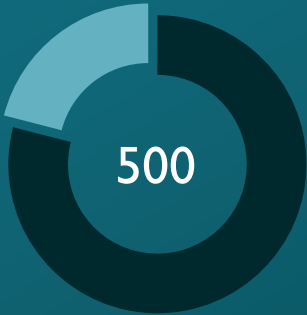


CUSTOMERS
Customer 1
Customer 2
Customer 3
Customer 4
Customer 5
TOTAL

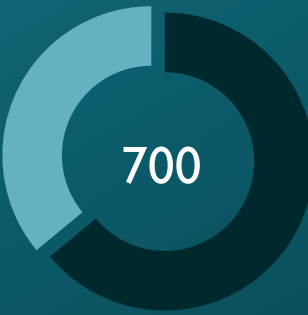


THE MARKET

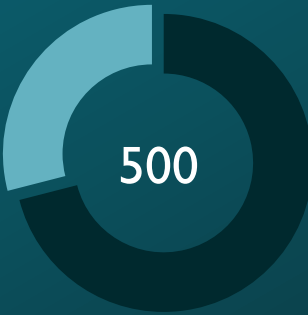
CUSTOMER SEGMENTATION



Cardiology



General Medicine



Gynecology



Orthopedics & Trauma



Total Patient



Emergency

Services	YR 1	GROWTH	YR 2	YR 3
Pediatrics	\$230,880	10%	\$253,968	\$279,364
General	\$506,160	8%	\$546,652	\$601,317
Cosmetic Procedures	\$44,400	10%	\$48,840	\$53,724
Orthodontics	\$115,440	7%	\$123,520	\$132,166
Emergency	\$35,520	5%	\$37,296	\$39,160
TOTAL	\$888,000*	\$70000	\$1,010,276	\$1,105,731

*Based on 1st year projections



OUR SPECIALIZED OFFERINGS

- ✓ Complete healthcare Business model for southern Rajasthan
- ✓ Trained referral team
Complete data Structure
- ✓ Smart Digital Automation and media expert.

THE TEAM



Mirjam Nilsson

Co-Owner / Specialist



Jens Martensson

Co-Owner / Marketing



August Berggren

Surgeon



Ian Karlsson

Sales



Victoria Nilsson

CFO

MAJOR COMPETITORS



GBH American Hospital

Started practicing in 2006. Main market is primarily business executives in the downtown financial district. Not very competitive on pricing. Standard business Medical College & Super Specialty Services .



Paras Hospital

Started practicing in 20016. Very innovative in technology and service offerings. Pricing standard to market. Practices corporate hospital as well as super specialty

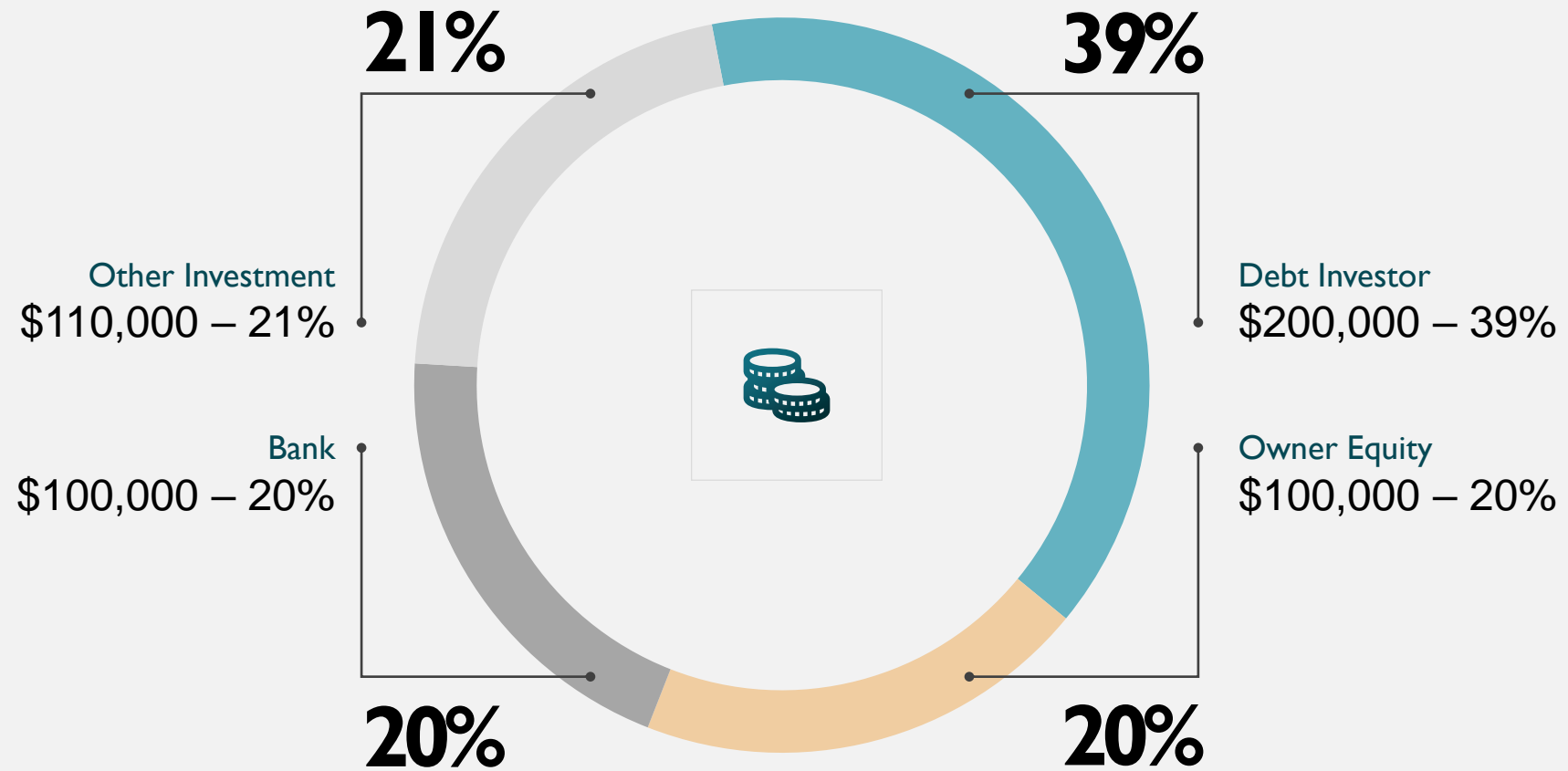


Medical College Hospital

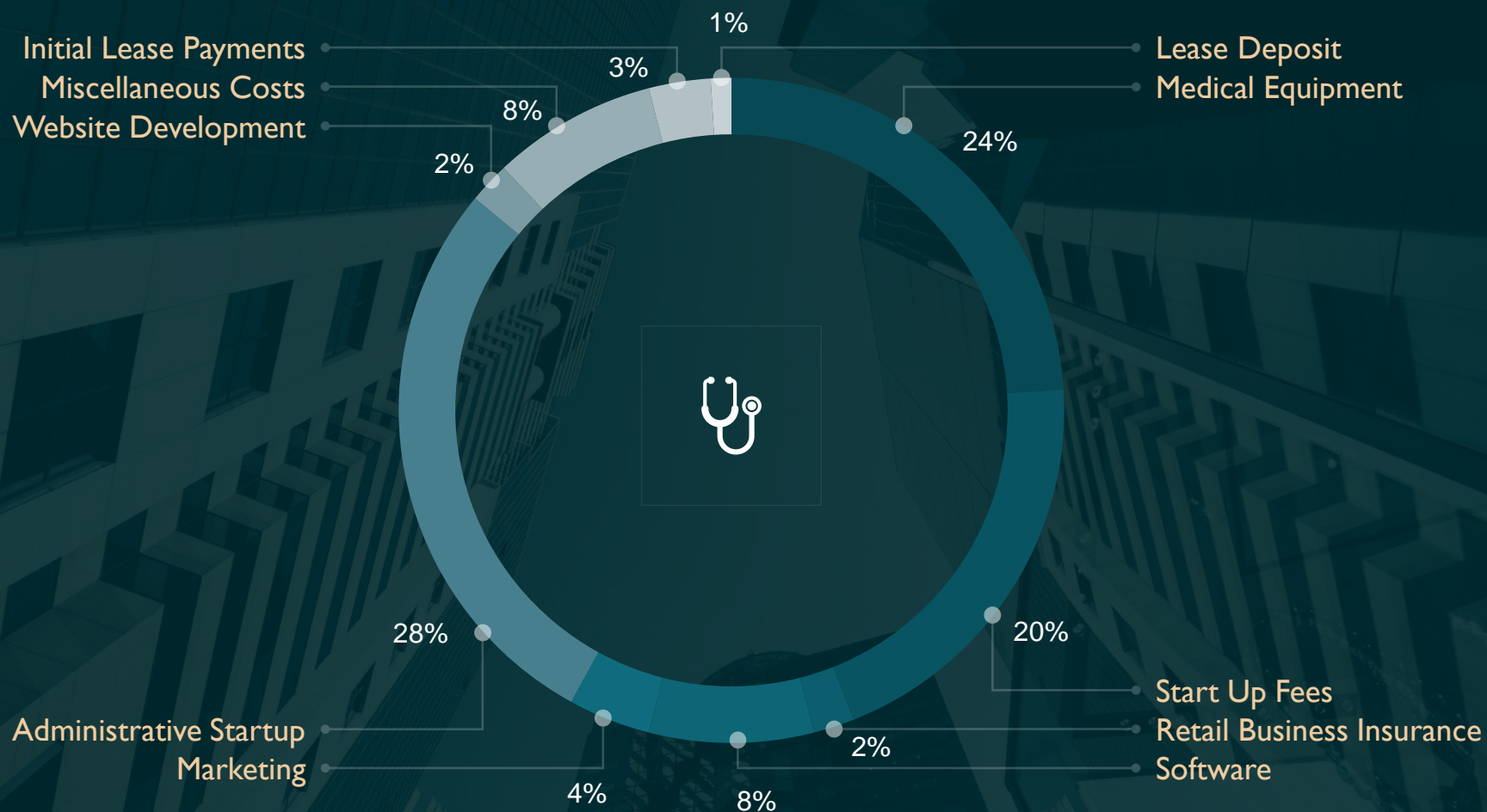
Chain 6 medical College. Standard hours. Reviews reveal customer service is lacking. Main target market is geared towards PSUs, Govt Schemes.



FUNDING



REQUIRED FUNDING



THANK YOU



Pushpendra

Project head, Stretateg and Sale and marketing



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