



# BETTERHEALTH

*PATNERS IN HEALTHCARE*

## SERVICES WE OFFER

- ✓ Referral Marketing
- ✓ Digital Marketing
- ✓ PR & Media, Branding, Promotion
- ✓ TPAs, PSUs, Corporate & Govt Sch.





## OUR SUPPORT SERVICES

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





## 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 Udaipur, Rj

BetterHealth is an effort to connect medical services directly to the general public. For this we are regular contact with 4000+ Referral Doctors, 3000+ Private practice Nursing & Technical Staff, 500+ Ambulance and Social Welfare Societies (RWAs), NGOs, PSUs, Corporate and Govt.

Our 15 Online OPD Centres, 94 Cities, 35 Healthcare Promoters Team (Covering Southern Rajasthan, MP, Gujarat)

Referral team Structure with Smart Digital Marketing automation,



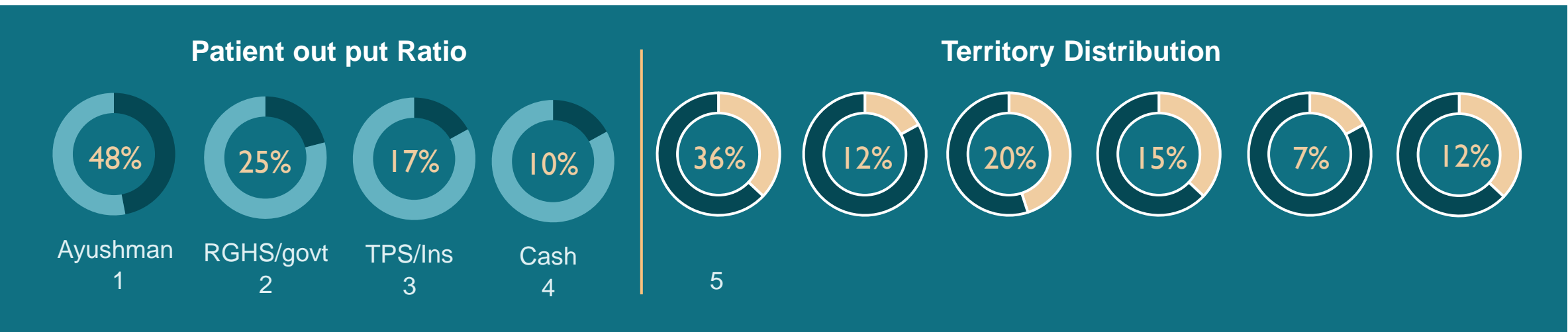
# HEALTH INDUSTRY OUTLOOK

## Referral Structure of RJ, MP

<b>94 Cities</b>	<b>900 Doctors</b>	<b>750 GP</b>	<b>500 AD</b>	<b>156 Media</b>	<b>290 Corp</b>
<i>13 - District 81 – Tehsil Includes RJ MP GJ</i>	<i>Doctors All over form Southarn Rajasthan.MP,Gj</i>	<i>General practicener Include male nursing staff and anm,gnm phc, chc</i>	<i>Support Services Ambulance Driver from District Head quater</i>	<i>Media Cover From All District. Print,Electronic, Social media You tuber Massngers. Crisis management</i>	<i>TPA PSUs RWA Corporate Govt. Relations</i>

SUCCESS

# THE MARKET: Patient Ratio and Area



CUSTOMERS	GROWTH	YR1	YR2	YR3
Rj 1	2%	\$15000	\$15300	\$15606
Rj 2	5%	\$25000	\$26250	\$27563
Rj 3	5%	\$20000	\$21000	\$22050
Rj 4	1%	\$5000	\$5050	\$5101
Gj 5	1%	\$5000	\$5050	\$5101
MP 10				
TOTAL	2.8%	\$70000	\$72650	\$75420

# **BUSINESS MODEL – Super Specialty Hospital**

## **General Services**

- *Emergency, Medicine team 24\*7 .*
- *Serve dedicated Experience team . Special task force for ER Services and Acute pt.*
- *Cashless form FO to End All facility available on Mobile.*
- *OPD To Consultation special protocol.*

## **Cultivate Referral Sources Neuro-Cardio**

- *Special Focus on core referral. A Category Physician tie-up with territory-Hospital for super Specialty services.*
- *Effective referral policy.*
- *Book on ready services.*
- *Effective training and education.*

## **Become An Expert Super Specialty**

- *Orthopedic, Gynecology, Urology, Gastro and Trauma expert services.*
- *To create referral Base from Dr, Nursing Staff, And Ambulance Drivers.*
- *Expert ICU Services offers with special care.*

# REVENUE MODEL



## Cardiology , ICU, Medicine

- Most of Southern Rajasthan population center is Udaipur include MP for Cardiac and Gen Medicine.
- CAG, PTCA, Pacemaker, By pass surgery patient looking Udaipur.
- MI Patient ratio is very High.



## Neurology and Neuro Surgry

- General Neurological patient with Emergency looing Udaipur for Stroke, Neuro Surgery
- Neuro & Spine surgery patient move Ahmdabad .
- Important ER Counseling.



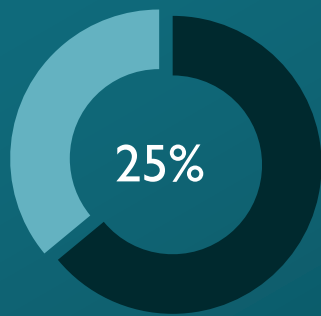
## Orthopedics & Trauma

- Most of Trouma Come in Govt hospital/Multi Speciality than move to other.
- 56+ daily trouma multi trouma patient come form periphery.
- TKR/THR surgery is important role in ravenue.

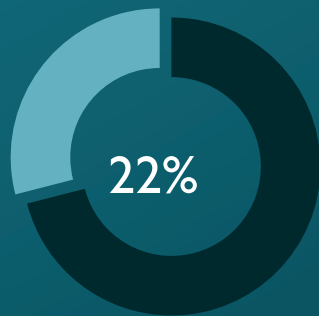


# THE MARKET

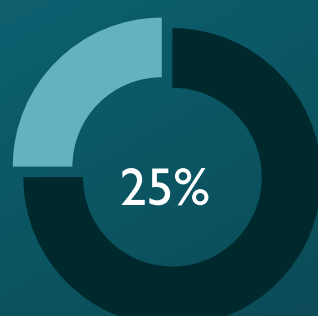
## CUSTOMER SEGMENTATION – Private Setup



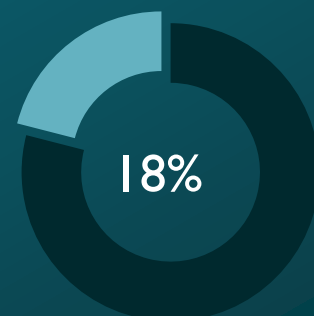
Internal Medicine



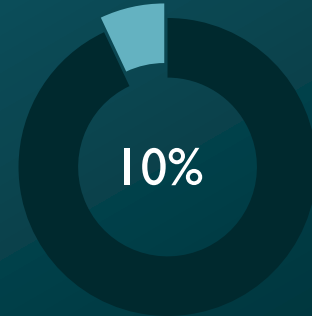
Cardiology



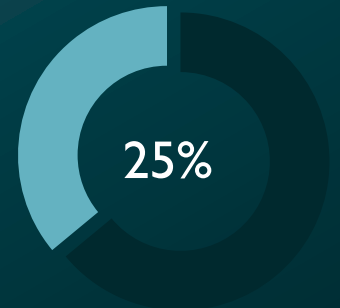
Orthopedics



Neurology



Emergency



Other All

Services	YR 1	GROWTH	YR 2	YR 3
Neurology	\$230,880	15%	\$253,968	\$279,364
General	\$506,160	25%	\$546,652	\$601,317
Cardiac	\$44,400	30%	\$48,840	\$53,724
Orthopedics	\$115,440	25%	\$123,520	\$132,166
Emergency	\$35,520	50%	\$37,296	\$39,160
<b>TOTAL</b>	<b>\$888,000*</b>	<b>\$70000</b>	<b>\$1,010,276</b>	<b>\$1,105,731</b>

\*Based on 1st year projections

# MAJOR COMPETITORS



## Hospital 1

*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.*



## Hospital 2

*Started practicing in 2016. Very innovative in technology and service offerings. Pricing standard to market. Practices corporate hospital as well as super specialty Current Occupancy is 82-90. super specialty services.*



## Hospital 3

*5+1 Other Medical College provide free services. And all have super specialty services, Govt schemes all other insurance TPA/PSUs in panel. Standard hours. Reviews reveal customer service is lacking. Main target market is geared towards PSUs, Govt Schemes.*

# THE STRUCTURE

Directors And Head  
(Promotor's)

Pushpendra D Gamot  
Statics Planning -Referral-Media  
(Better Health-Webworld)

Shivani  
Digital  
Media  
(Webworld)

Better  
Health

Web  
World

Hospti  
al  
Direct  
Call  
Center

Onlin  
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Coun  
sultati  
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Cente  
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News  
Letter  
Media  
Center

Archana  
Mogha  
Admin/  
Database  
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Emp

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Emp



# THE LEADER

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Pushpendra  
*Admin*



Archana  
*Admin*

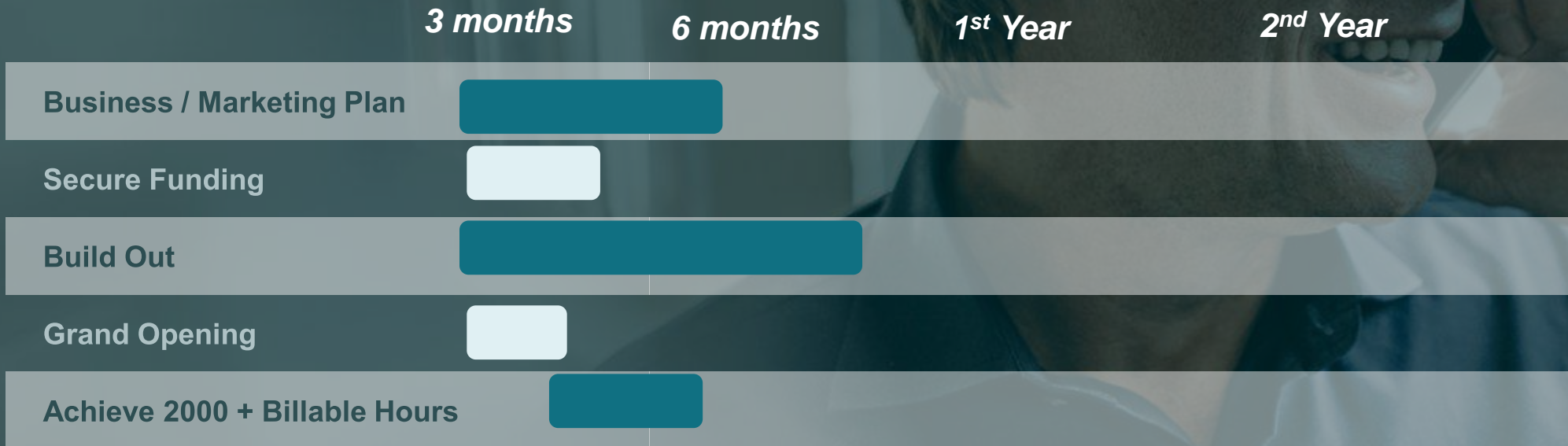


Amit  
*Key employee TPA*



Lalit  
*Key employee*

# KEY TIMELINE GOAL – 2 Years







## OUR SPECIALIZED OFFERINGS



**Complete healthcare  
Business model for  
southern Rajasthan**



**Trained referral team  
Complete data Structure**



**Smart Digital  
Automation and media  
expert.**



# REQUIRED FUNDING

DIGITAL MARKETING & MEDIA

**50000**

PR- BRANDING PROMOTION

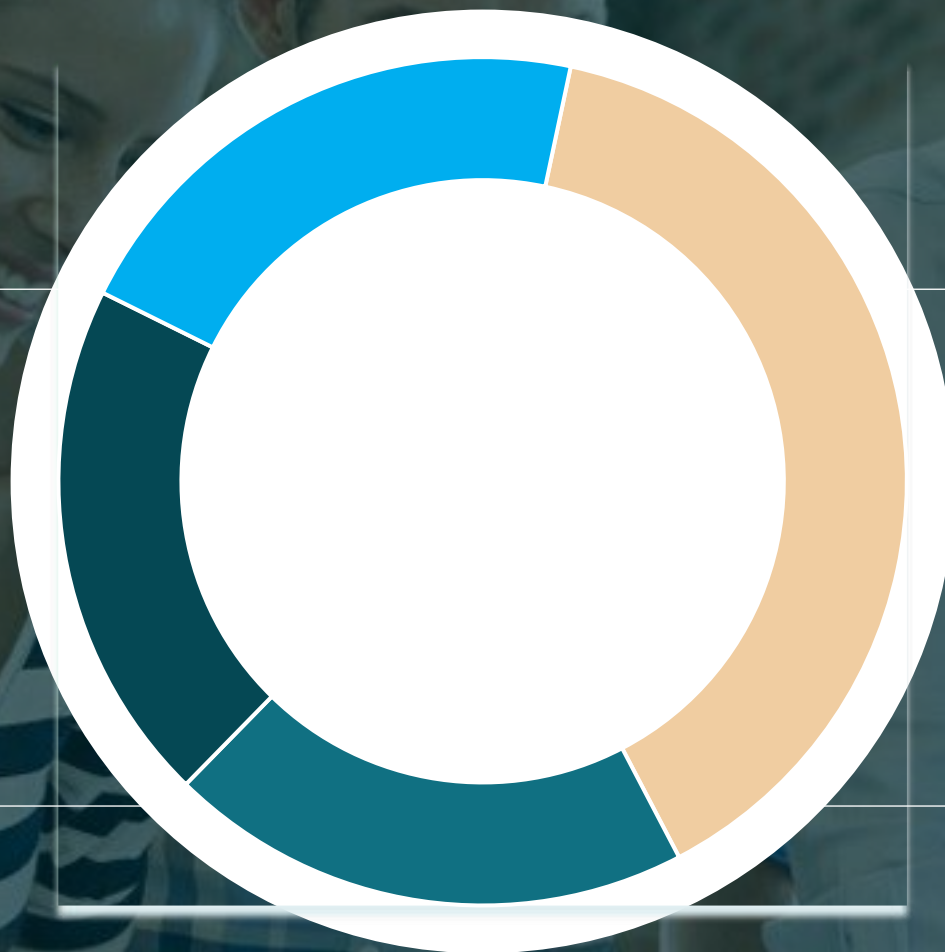
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REFFERAL MARKETING

**350000**

Camp/OPD/D2D/RTM/CME

**250000**



# USE OF FUNDS: Fixed Startup Expenses (month)

MISCELLANEOUS COSTS

\$8%

Designing and Statics

\$5%

Referral Marketing

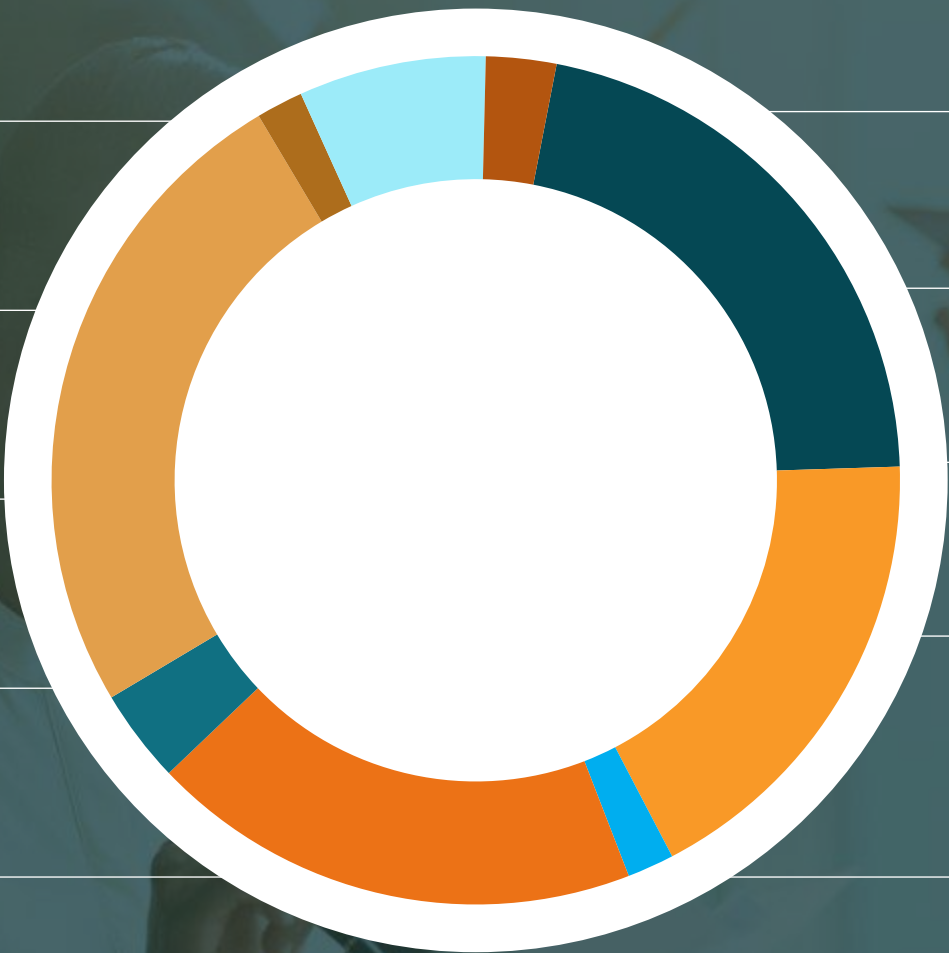
28%

MARKETING

10%

EQUIPMENT

X%



CASH PAYMENT

10%

Digital Marketing

25%

Branding and promotion

24%

Transportation Expenses

20%

PROFESSIONAL FEE

5%



# THANK YOU!

 *Pushpendra D Gamot*  
 *pushpendra208@gmail.com*  
 *+9188-2-99-12-858*

