



BETTERHEALTH

PATNERS IN HEALTHCARE SERVICES



COMPUTATION RATES
INPUT IN
DECISION
MAKING

EMPLOYER
DCP
JONES X



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 Raj

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

Referral team Structure with Smart Digital Marketing automation,



BETTER HEALTH – MARKETING OUTLOOK

Referral Market Summary

94 Cities <i>13 - District 81 - 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



Deliverables -Referral

- Promotion of Super Specialty branch
 - ❖ Cardiac - CTVS
 - ❖ Neuro Surgery
 - ❖ Cancer
 - ❖ Organ transplant
 - ❖ Gyn-Child Care & Neonatology (IVF)
 - ❖ Orthopedic THR/Trauma
 - ❖ Ophthalmology

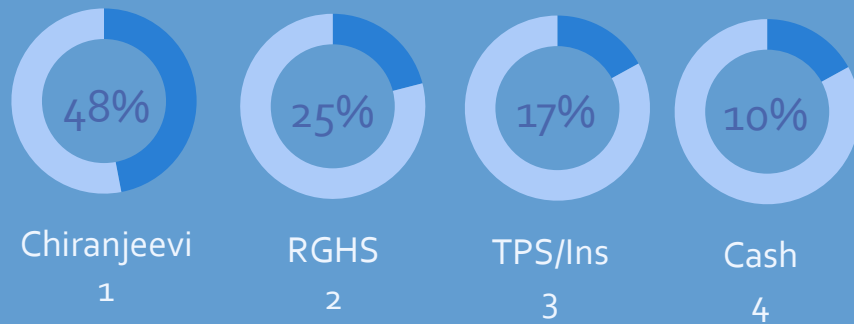


Include available Facilities.

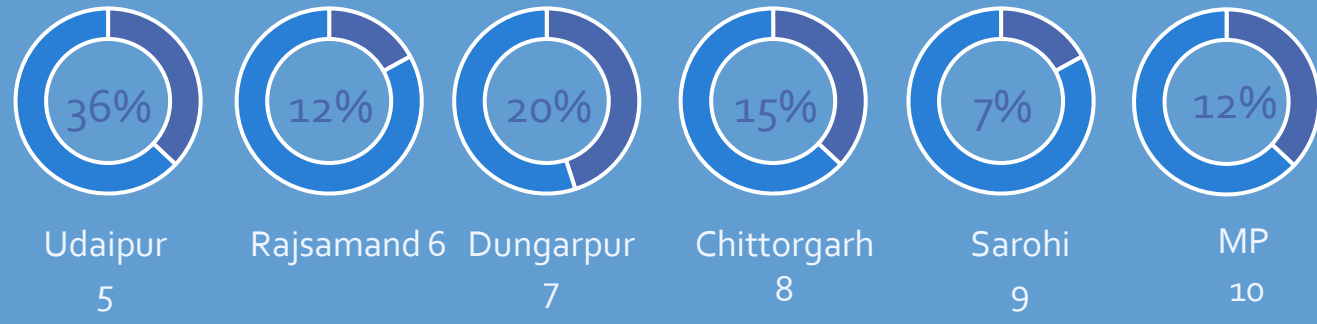


THE MARKET: Patient Ratio & Cover Area


Patient out put Ratio



Territory Distribution



Patient	GROWTH	YR1	YR2	YR3
Udaipur 1	2%	\$15000	\$15300	\$15606
Rajsamand 2	5%	\$25000	\$26250	\$27563
Dungarpur 3	5%	\$20000	\$21000	\$22050
Chittorgarh 4	1%	\$5000	\$5050	\$5101
Sirohi 5	1%	\$5000	\$5050	\$5101
MP 10				
TOTAL	2.8%	\$70000	\$72650	\$75420

 n 1	<u>Udaipur Sub Station</u>	Rajsthan	Rajsthan	Rajsthan	Rajsthan	Rajsthan	Rajsthan	GJ	MP	
Zone Code	27	12	03	35	30	09	24	23	44	
ASM in Area	1	2	2	2	3	4	5	5	6	
	ऋषभदेव	आसपुर	अबापुरा	अरनोद	आमेट	कपासन	आबूरोड़	जैतारण	Neemuch	
	कुरावड	गलियाकोट	अरथूना	छोटीसादडी	कुम्भलगढ	गंगरार	देलदर	देसूरी	Mandavir	
	कानोड	गामडी अहाड़ा	आनन्दपुरी	दलोट	कुवांरिया	चित्तौड़गढ़	पिण्डवाड़ा	पाली	Jawara	
	कोटड़ा	चिखली	कुशलगढ	धरियावद	गढूबोर	डूंगला	रेवदर	बाली	Ratlam	
	खेरवाड़ा	झौथरीपाल	गढी	प्रतापगढ	देलवाड़ा	निम्बाहेड़ा	शिवगंज	मारवाड़ जंक्शन	Jawad	
	गिर्वा/Udaipur	डूंगरपुर	गनोड़ा	पिपलखुँट	देवगढ	बेगू	सिरोही	रानी	Nayagav	
	गोगुंदा/Sayra	दोवड़ा	गाँगड़तलाई	सुहागपुरा	नाथद्वारा	बडीसादडी		रायपुर		
	झाडोल	पालदेवल	घाटोल		भीम	बस्सी		रोहट		
	नयागांव	बिछिवाड़ा	छोटी-सरवन		रेलमगरा	भदेसर		सुमेरपुर		
	बडगाँव	सागवाड़ा	बागीडोरा		राजसमन्द	भुपाल सागर		सोजत		
	भीण्डर	साबला	बाँसवाड़ा			रावतभाटा		-	-	
	मावलो	सौमलवाड़ा	सज्जनगढ			राशमी				
	लसाडिया	Peeth								
	वल्लभनगर	Dhambola								
	सेमारी/ Chawand/ Parsad	Peeth								
	सराड़ा									
	सलूमबर	BETTERHEALTH PROJECT & PLAN	HEALTHCARE BUSINESS PLAN					9/20/2023	6	



Implementation

- REFERRAL MEET, CME, D2D, RTM OPDs
- Referral marketing, High profile contact, Digital marketing Automation
- Develop Outreach Center Udaipur Jaipur, Jodhpur
- Neuro Surgery, Bypass surgery, liver transplant, Kidney transplant campaign
- Online Consultation !
- Referrals Marketing
- Marketing Executive in peripheries
- Use Business Development
- Hospital Tie-up (Small Setup & business)
- Work Place Camp (WPC) Industrial
- Outreach Camp (ORC)
- Outreach Camp (OOPD)
- Community Health Education Program
- Inhouse Camp (IHC)
- School Screening Camp (SSC)
- Social Engineering
- Doctors To Doctors Meeting
- Round Table Meeting For Business
- CME and Education

- Digital Media, Influencer Marketing
- Social Media Marketing
- Influencer Marketing
- Free Updates
- Forms/Data/Updates
- Branding & promotion

- Mobile App (APP24) Partner
- Online OOPD (Super Speciality)
- Online Consultation ALL



Healthcare Services

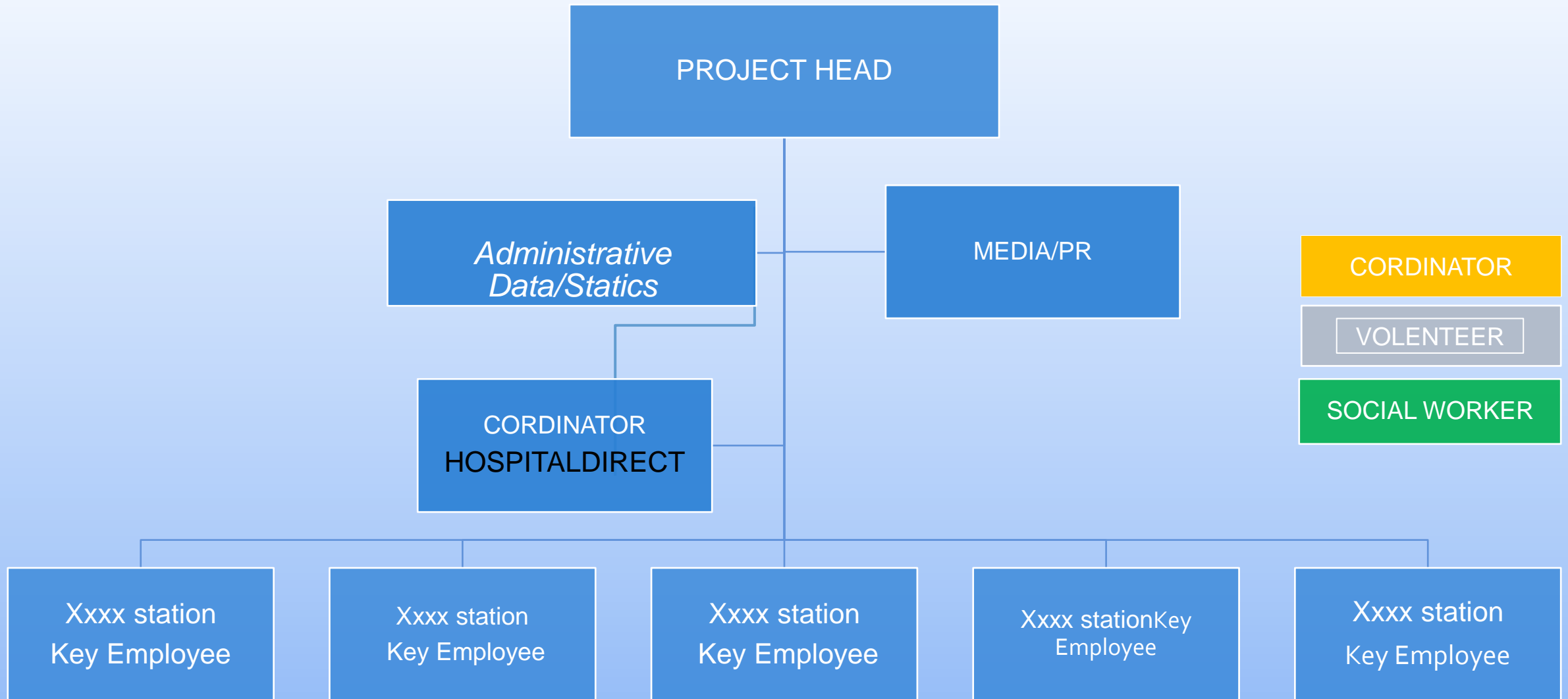
Adult Camp Activities	Child Health Care Activities	Community Health Program	Corporate Relation & Healthcare services
In house Activities	Work Place Camp (Industrial Health Care)	Outreach Centres Activates	School Screening
Rural/Urban Health Care	Door To Door Activates	Speciality Wise Health Care	<u>Health literacy training program</u>

- Database Online marketing
- Sales & Promotion
- Promote by Speciality
- Leader Development

- Referrals Marketing
- Marketing Executive in peripheries
- Use Business Development
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Project Team Roles and Responsibilities





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.



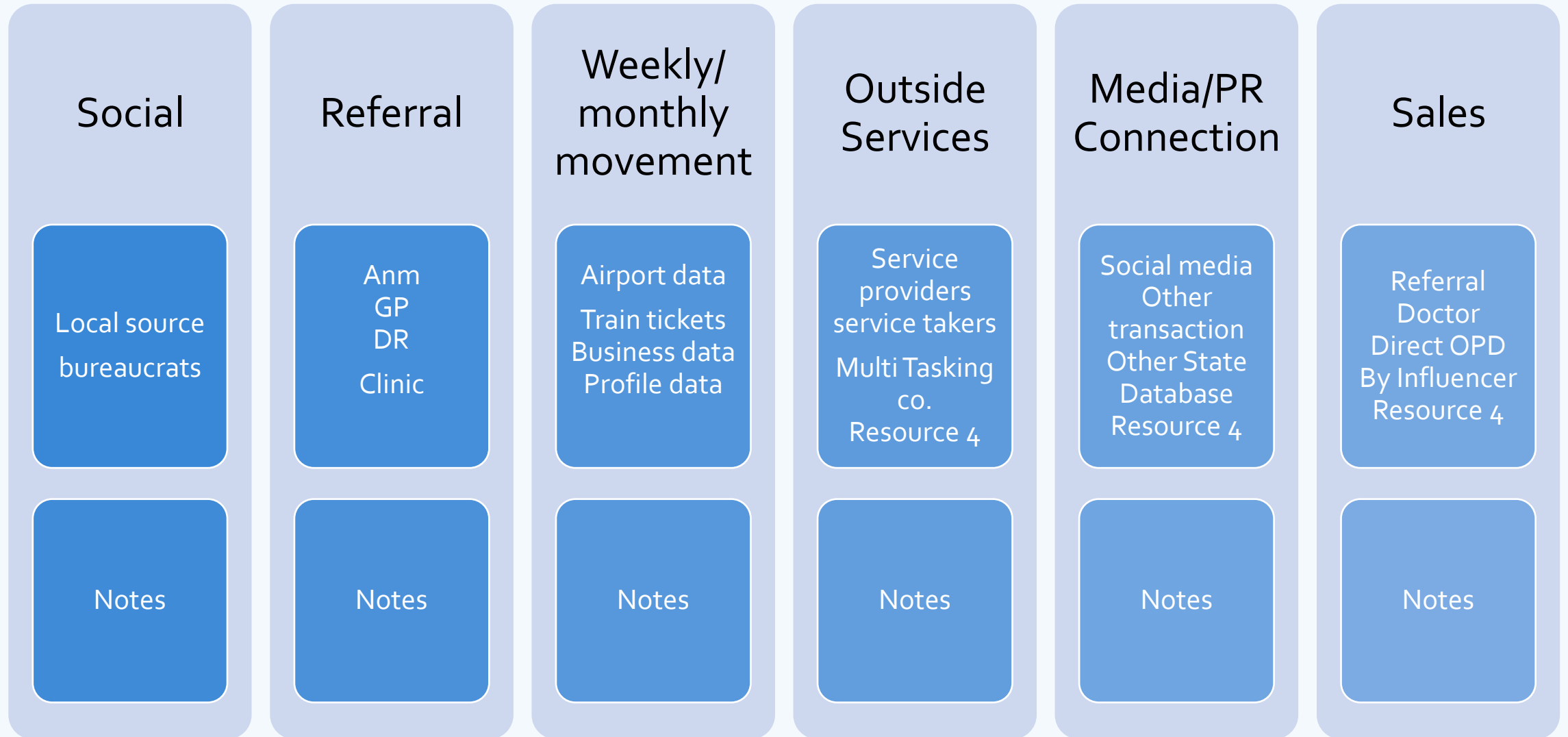
Hospital 3

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.



Data Resources





Success Factors

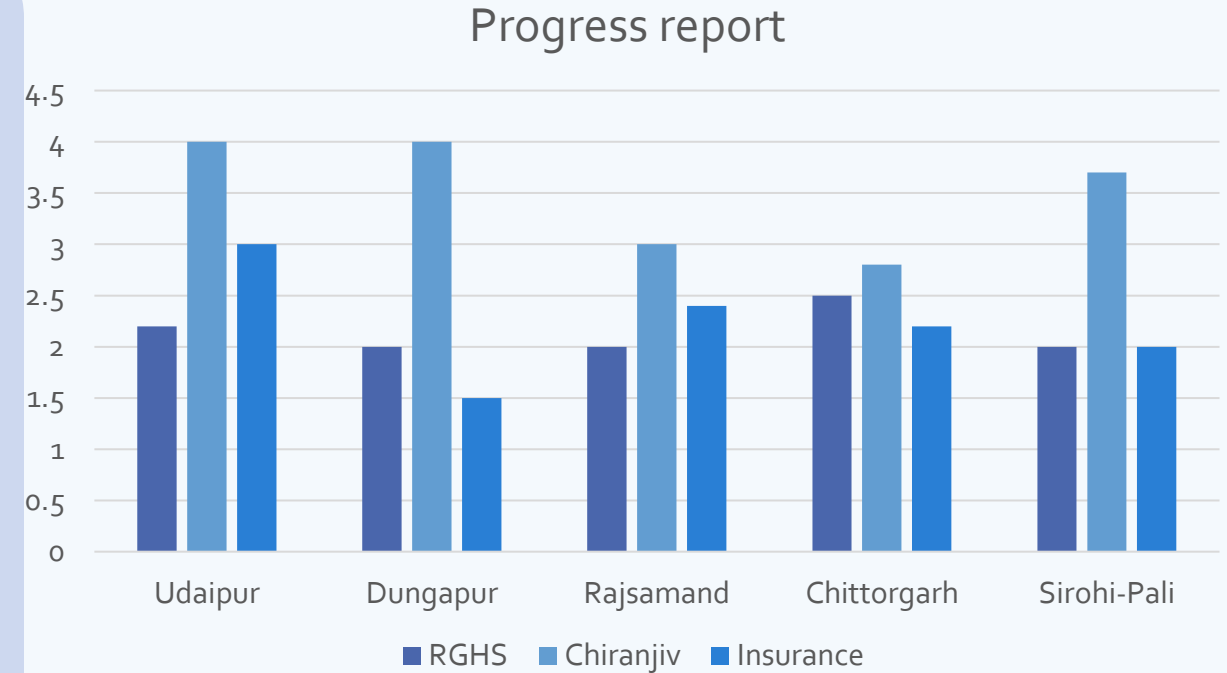
- Referral and Social Engineering, such as:
 - Success fully done project in Rajasthan team more than 15 year experience.
 - Worked for Corporate Hospital, Super Specialty Hospital, Cancer Hospital, Neonatology, Ophthalmology (Eye) Hospital, Medical College and Hospital IVF & Gyneac .
 - Team Reach in Rural and Urban through B2B
 - Highly Experience team with cover rural and urban area.
 - Cost effective.





Quality Management and Performance Measures

- Location with DCR (Daily Reports)
- Referral Visit Database
- Database and Statistics
- Direct communication
- Team meeting





Key issues

Short term

Minimally investment
Plan with cover major
area

New network

Business forecasting

Data Structure, Road map

Long term

Develop new setup

Brand promotion

Out reach centers

Referral market

Increase OPD/IPD Patient





Thank you

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