

Internship Training

at

Hospaccx Healthcare Business Consulting Pvt. Ltd.

Exploring the feasibility of launching Healthuno healthcare application in India:

A market research study on industry trends, competitors and population opinion & attitudes

by

Name: Ambhi Singh

Enroll No.: PG/21/011

Under the guidance of

Dr. Ekta Saroha

PGDM (Hospital & Health Management)

2021-23



International Institute of Health Management Research

New Delhi

ABSTRACT

HealthUno, a healthcare consultation platform based in Chennai, India, was launched in 2021. With a current network of over 600 doctors, the platform aspires to expand its network to 5000 doctors within the next three years. HealthUno has set a ambitious goal of capturing 25% of the Indian market share by 2025. The platform offers a wide array of services, including teleconsultation, round-the-clock availability of specialized doctors, online hospital booking, e-pharmacy, home lab tests, scan services, insurance booking, corporate wellness programs, surgical care, home healthcare services, and fitness & mind wellness. It also promotes an integrative treatment approach by combining Allopathy and Ayurveda. The objective of this study was to conduct a comprehensive market analysis for the proposed business venture to assess the feasibility of launching the application in India. The study was conducted over a period from 1st March to 30th May. Both primary and secondary research methodologies were employed in the feasibility study. For primary research on service feasibility, a descriptive study with a semi-structured questionnaire was conducted through an online survey using Google Forms. For secondary research, industrial feasibility, including competitive analysis, was carried out by analyzing major mHealth applications websites/applications and annual reports of prominent mHealth applications in India. The study also delved into the regulatory aspects by examining the licenses and approvals required for the proposed business venture. By encompassing both primary and secondary research, the study aimed to provide insights into the usage of mHealth applications in India, opinions on the new application features, competitor analysis, and the necessary legal approvals for the successful implementation of HealthUno.

Completion of Dissertation from
HOSPACCX HEALTHCARE BUSINESS
CONSULTING PVT.LTD.

The certificate is awarded to

Name: Ambhi Singh

in recognition of having successfully completed her Internship in the Department of

HEALTHCARE & HOSPITAL MANAGEMENT

and has successfully completed her Project on

EXPLORING THE FEASIBILITY OF LAUNCHING HEALTHUNO
HEALTHCARE APPLICATION IN INDIA:

“A market research study on industry trends, competitors and population opinion &
attitudes”

Date: 1st March 2023 – 30th May 2023

Organisation: Hospaccx Healthcare Business Consulting Pvt. Ltd., Mumbai

She comes across as a committed, sincere & diligent person who has a strong drive & zeal
for learning.

We wish her all the best in her future endeavours.



Training & Development

Dr. Tarun Katiyar

Founder & Director

TO WHOMSOEVER IT MAY CONCERN

This is to certify that AMBHI SINGH student of PGDM (Hospital & Health Management) from International Institute of Health Management Research, New Delhi has undergone internship training at Hospaccx Healthcare Business Consulting Pvt. Ltd. From March 2023 to May 2023.

The Candidate has successfully carried out the study designated to him during internship training and his/her approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements. I wish him all success in all his/her future endeavors.



Dr. Sumesh Kumar
Associate Dean, Academic and Student Affairs
IIHMR, New Delhi



Mentor

IIHMR, New Delhi

Certificate of Approval

The following dissertation titled **“EXPLORING THE FEASIBILITY OF LAUNCHING HEALTHUNO HEALTHCARE APPLICATION IN INDIA: A market research study on industry trends, competitors and population opinion & attitudes”** at “Hospaccx Healthcare Business Consulting Pvt. Ltd. , Mumbai” is hereby approved as a certified study in management carried out and presented in a manner satisfactorily to warrant its acceptance as a prerequisite for the award of **PGDM (Hospital & Health Management)** for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed or conclusion drawn therein but approve the dissertation only for the purpose it is submitted.

Dissertation Examination Committee for evaluation of dissertation.

Name

Praveen Kumar

Vinay

Sukesh Bhardwaj

Signature

[Signature]
[Signature]
[Signature]

Certificate from Dissertation Advisory Committee

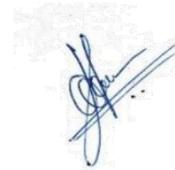
This is to certify that **Ms. Ambhi Singh**, a graduate student of the **PGDM (Hospital & Health Management)** has worked under our guidance and supervision. She is submitting this dissertation titled **“EXPLORING THE FEASIBILITY OF LAUNCHING HEALTHUNO HEALTHCARE APPLICATION IN INDIA: A market research study on industry trends, competitors and population opinion & attitudes”** at **“Hospaccx Healthcare Business Consulting Pvt. Ltd.”** in partial fulfillment of the requirements for the award of the **PGDM (Hospital & Health Management)**.

This dissertation has the requisite standard and to the best of our knowledge no part of it has been reproduced from any other dissertation, monograph, report or book.

Ekta Saroha

Dr. Ekta Saroha,
Associate Professor

IIHMR, Delhi



Jobin Joy
(Senior Consultant)
Hospaccx Healthcare Business
Consulting Pvt. Ltd.

CERTIFICATE OF PLAGIARISM CHECK



INTERNATIONAL INSTITUTE OF HEALTH MANAGEMENT RESEARCH (IIHMR)

Plot No. 3, Sector 18A, Phase- II, Dwarka, New Delhi- 110075

Ph. +91-11-30418900, www.iihmrdelhi.edu.in

CERTIFICATE ON PLAGIARISM CHECK

Name of Student (in block letter)	Ms. Ambhi Singh		
Enrolment/Roll No.	PG/21/011	Batch Year	2021-2023
Course Specialization (Choose one)		Health Management	
Name of Guide/Supervisor	Dr. Ekta Saroha		
Title of the Dissertation/Summer Assignment	EXPLORING THE FEASIBILITY OF LAUNCHING HEALTHUNO HEALTHCARE APPLICATION IN INDIA: A market research study on industry trends, competitors and population opinion & attitudes		
Plagiarism detects software used	"TURNITIN"		
Similar contents acceptable (%)	Up to 15 Percent as per policy		
Total words and % of similar contents Identified	14%		
Date of validation (DD/MM/YYYY)	20-07-23		

Guide/Supervisor

Name: Dr. Ekta Saroha

Signature: *Ekta Saroha*

Report checked by

Institute Librarian

Signature:

Date:

Library Seal



Student

Name: Ambhi Singh

Signature: *Ambhi Singh*

Dean (Academics and Student Affairs)

Signature:

Date: 24-07-23

(Seal)

**INTERNATIONAL INSTITUTE OF HEALTH MANAGEMENT
RESEARCH, NEW DELHI**

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled “EXPLORING THE FEASIBILITY OF LAUNCHING HEALTHUNO HEALTHCARE APPLICATION IN INDIA: A market research study on industry trends, competitors and population opinion & attitudes” and submitted by (Name) Ambhi Singh Enrollment No PG/21/011 under the supervision of Dr. Ekta Saroha for award of PGDM (Hospital & Health Management) of the Institute carried out during the period from March 2023 to May 2023 embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other Institute or other similar institution of higher learning.



Signature

FEEDBACK FORM

Name of the Student: Ambhi Singh

Name of the organization in which dissertation has been completed:

Hospaccx Healthcare Business Consulting Pvt. Ltd., Thane, Mumbai

Area of Dissertation: Market Research Study

Attendance: 94%

Objectives achieved: Completed 4 months internship in the organization. She actively contributed as a valuable member of a team responsible for conducting market feasibility studies on various projects.

Throughout her tenure, she successfully fulfilled all assigned project tasks, demonstrating her commitment to completing essential responsibilities.

Deliverables:

1. Perform a Market feasibility study
2. Conduct Primary and secondary research studies to gather valuable insights
3. Assist in making concept note for a business proposal to the client.
4. Contribute to the company's online presence by creating blogs for the official website.

Strengths:

- Sincerity and commitment towards the responsibilities entrusted to her
- Hardworking and passionate to learn and explore new possibilities

Suggestions for Improvement:

- Needs to develop the skill of Multitasking

Suggestions for Institute (course curriculum, industry interaction, placement, alumni):

Interaction of the faculty with the mentor is recommended during the course of the internship


Signature of the Officer-in-Charge/ Organisation Mentor (Dissertation)

Date: 13-06-2023

Place: Thane, Mumbai

ACKNOWLEDGEMENT

First, I would like to thank the Hospaccx Healthcare Business Consulting for hiring me as an intern and giving me the golden opportunity to be a part of a wonderful project that helped me to improve my skills and get an experience in consulting.

During my internship at Hospaccx Healthcare Business Consulting, Mumbai, I was mentored by Dr. Tarun Katiyar (Director and founder of Hospaccx Healthcare Business Consulting), Mr. Jobin Joy (Senior Consultant- Hospaccx Healthcare Business Consulting) and Mr. Praful Jain (Operation Head- Hospaccx Healthcare Business Consulting). I want to express my deep sense of gratitude to them for their exemplary guidance, constant encouragement and careful monitoring throughout the internship. I feel lucky to be able to work under their guidance.

Furthermore, I would like to express my special thanks to Dr. Sutapa Bandyopadhyay Neogi (Director, IIHMR, Delhi) and my mentor Dr. Ekta Saroha (Associate Dean, IIHMR Delhi) for providing great opportunity which helps into grow and learn about many interesting aspects.

I also take this opportunity to express a deep sense of gratitude to all the employees of Hospaccx Healthcare Business Consulting.

TABLE OF CONTENTS

Sl. No.	CONTENT	Pg. No.
1	Organization Profile	1
2	Chapter 1 : Introduction	2
3	Chapter 2 : Aims & Objective	4
4	Chapter 3 : Methodology	5
5	Chapter 4 : Results	7
6	Chapter 5 : Discussion	25
7	Chapter 6 : Limitation	27
8	Chapter 7 : Conclusion	28
9	Annexure	31
10	Bibliography	33

LIST OF FIGURES

Sl. No.	Description	Pg. No.
1	Participants annual usage frequency of teleconsultation	7
2	Participants preferred online platform for teleconsultation	8
3	Patient experience with emergency Super Speciality consultations	8
4	Participants preference on second opinion	9
5	Participants opinions on Online Hospital booking for offline consultation	9
6	Participants annual usage frequency of E-pharmacy	10
7	Participants preferred online platform for E-Pharmacy	10
8	Factors considered by participants for using e-pharmacy	11
9	Participants experience on online purchase of Medicines	11
10	Participants annual usage of Lab tests & health check-ups	12
11	Awareness on integrative treatment approach	12
12	Participants experience on Integrative treatment approach	12
13	Participants opinion on Integrative treatment approach	12

LIST OF TABLES

Sl. No.	Description	Pg. No.
1	Service Mix	14
2	Subscription plan offered by major players	15
3	Starting price for tele-consultation services- General Physician	17
4	Starting price for tele-consultation services- Specialists	18
5	Starting price for tele-consultation services- Super Specialists	19
6	Service charge package – Full body & Women health check-up	20
7	Service charge package – Early pregnancy (ANC) & Vitamin profile check-up	21
8	Service charge package – Elderly health & Fitness check-up	22

LIST OF ABBREVIATIONS

CAGR	Compound Annual Growth Rate
CDSCO	Central Drug Standard Control Organization
ABDM	Ayushman Bharat Digital Mission
HIPAA	Health Insurance Portability and Accountability
PCIDSS	Payment Card Industry Data Security Standard
FSSAI	Food Safety and Standards Authority of India

ABOUT ORGANIZATION

Hospaccx Healthcare Business consultancy is a healthcare consulting firm based in India that provides a wide range of services for different healthcare facilities including nursing homes, diagnostic centers, and multi-specialty and super-specialty setups.

The company specializes in following areas:

1. Hospital planning and designing
2. Medical college planning and design
3. Diagnostic centre planning and design
4. Business development and strategies
5. Inventory and biomedical equipment consulting
6. Hospital accreditation
7. Human resource management.

The company offers solutions to meet the needs and challenges of clients. The company's services are designed to help healthcare facilities optimize operations, enhance patient care, and achieve sustainable growth and profitability.

CHAPTER 1: INTRODUCTION

The healthcare industry is rapidly evolving with advancement in technology. The global healthcare information technology (IT) market size was valued at \$380 billion in 2022, and is projected to reach \$880 billion by 2030, registering a CAGR(Compound Annual Growth Rate) of 12.7% from 2022 to 2030.[1] The Indian healthcare technology market is \$ 5 billion in 2023 and will grow to \$ 50 billion by 2030.[2]

Healthcare technology applications have revolutionized the healthcare industry, providing patients with easy access to medical information and enabling healthcare providers to offer better care. In India, the healthcare industry is ripe for disruption with the rise of a tech-savvy population and increasing demand for quality healthcare services. With a population of 1.4 billion, India has become one of the largest and fastest-growing market for healthcare technology application.

The COVID-19 pandemic has further accelerated the growth of the healthcare technology application market in India, with significant increase in the number of patients seeking remote healthcare services like teleconsultation, telemedicine services and medical advice. Gynecologists and General Physicians were two of the most consulted specialists by women in 2020. There's been a 5x growth in online consultations by people aged 50 and above, during pandemic compared to pre-pandemic. There has been 69% drop in in-person consultation during the covid. [4]

The pandemic has also highlighted the need for innovative healthcare solutions that can help bridge the gap between patients and healthcare providers, particularly in

remote and underserved areas of India. With growing potential in the healthcare application services usage, a Market Study will be conducted to determine the feasibility of proposed HealthUno application in India.

The study will be conducted with the intent to understand the market of mHealth application usage and demand in India. A feasibility study is essential to assess any new health services business venture.

Therefore, the study will ultimately help to understand the market growth and demand for the proposed application.

CHAPTER 2:

RESEARCH QUESTION

What is the current state of the mHealth application market in India and what are the attitudes and opinions of residents in six metropolitan cities (Kolkata, Mumbai, Bangalore, Hyderabad, Delhi & Chennai) of India towards the services provided by the applications?

AIM

To assess the feasibility of launching the HealthUno application in India, and to provide the insights into the opportunities for the business venture.

OBJECTIVE

Primary Objective

- To understand the mHealth application usage and opinion on services provided by the HealthUno among six metropolitan cities of India.

Secondary Objective

- To analyze the competitive landscape and licenses required.

CHAPTER 3: METHODOLOGY

❖ **Study Design:** A descriptive cross-sectional Study

❖ **Study Period:** March to May 2023

❖ **Study Population:**

The study population will include individuals who are part of the general population residing in the major cities of Kolkata, Mumbai, Bangalore, Hyderabad, Delhi, and Chennai.

❖ **Sample Size:**

The study includes a sample of 180 participants, with 30 participants from each city.

❖ **Selection criteria:**

Inclusion Criteria

- Individuals who are currently residing in Kolkata, Mumbai, Bangalore, Hyderabad, Delhi, or Chennai

Exclusion Criteria

- Individuals who do not have access to the internet or cannot complete the online survey.
- Individuals who are unable or unwilling to provide informed consent to participate in the study.

❖ **Data Collection tool:**

PRIMARY RESEARCH	SECONDARY RESEARCH	
A. Service Feasibility	B. Industry Feasibility	
A descriptive study with a semi-structured questionnaire through an online survey Google form.	<i>Competitors Analysis</i>	-mHealth Applications websites/application -Annual reports of the m health applications
	C. Licensing & approval	
	<i>Government websites</i>	CDSCO, Ministry of consumer Affairs, eStartIndia

CHAPTER 4 : RESULT

A. Service Feasibility

1. TELECONSULTATION

Participants annual usage frequency of teleconsultation (%)

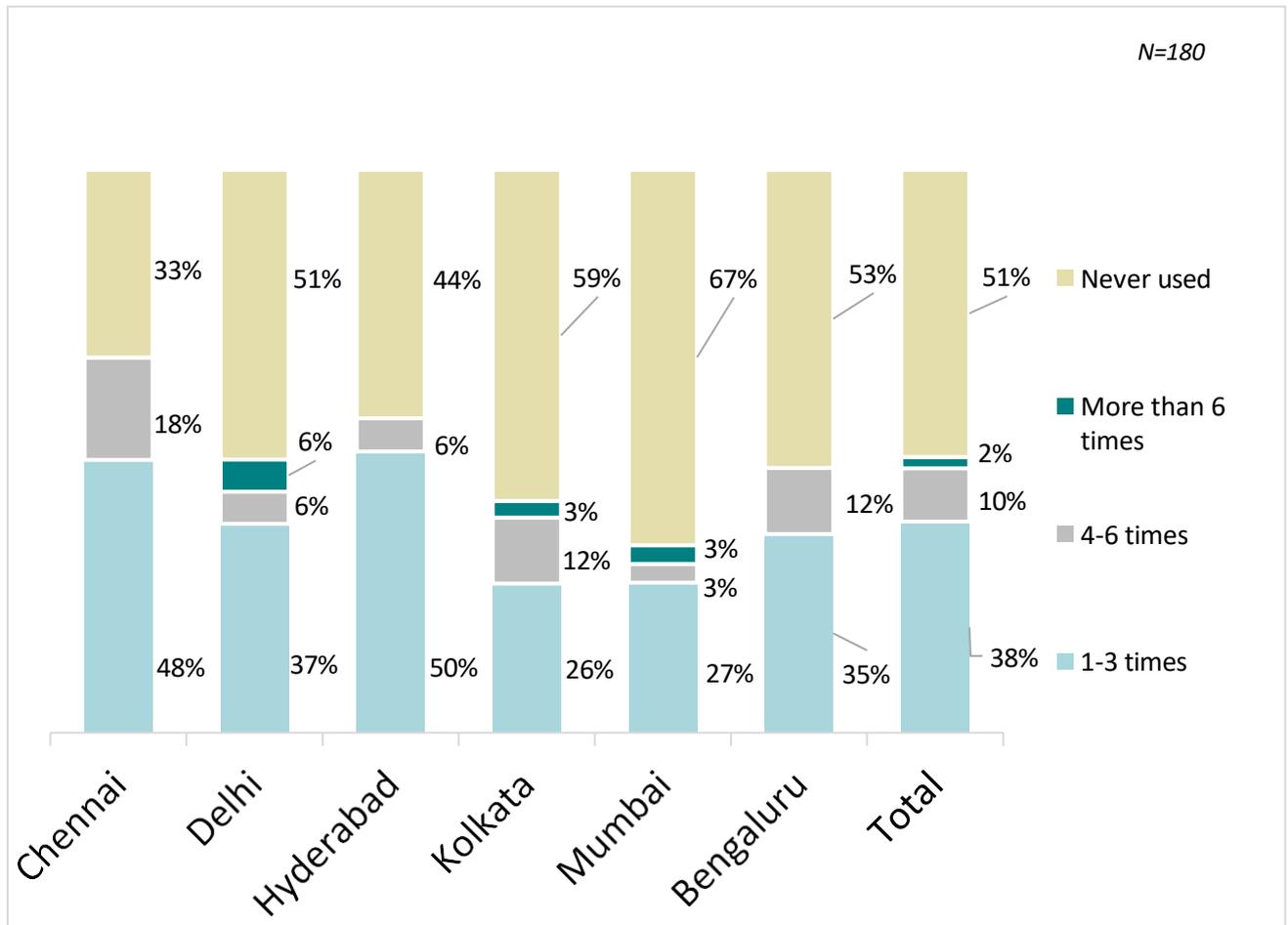


Figure 1

Inferences: As per the above graphical representation, the highest number of users are from Chennai (66%) followed by Hyderabad (56%).

Participants preferred online platform for teleconsultation (%)

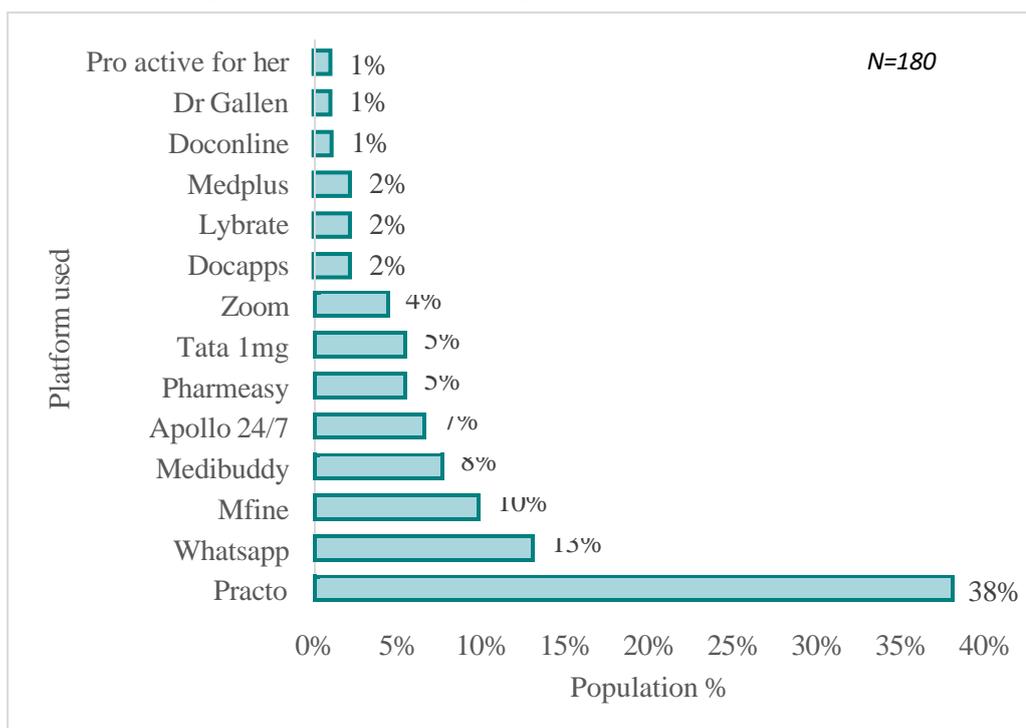


Figure 2

Inferences: As per the analysis, the findings illustrate that more than one-third of the participants are using Practo among which 62.8% are female users.

2. 24 X 7 ONLINE DOCTOR AVAILABILITY

Patient experience with emergency Super Speciality consultations

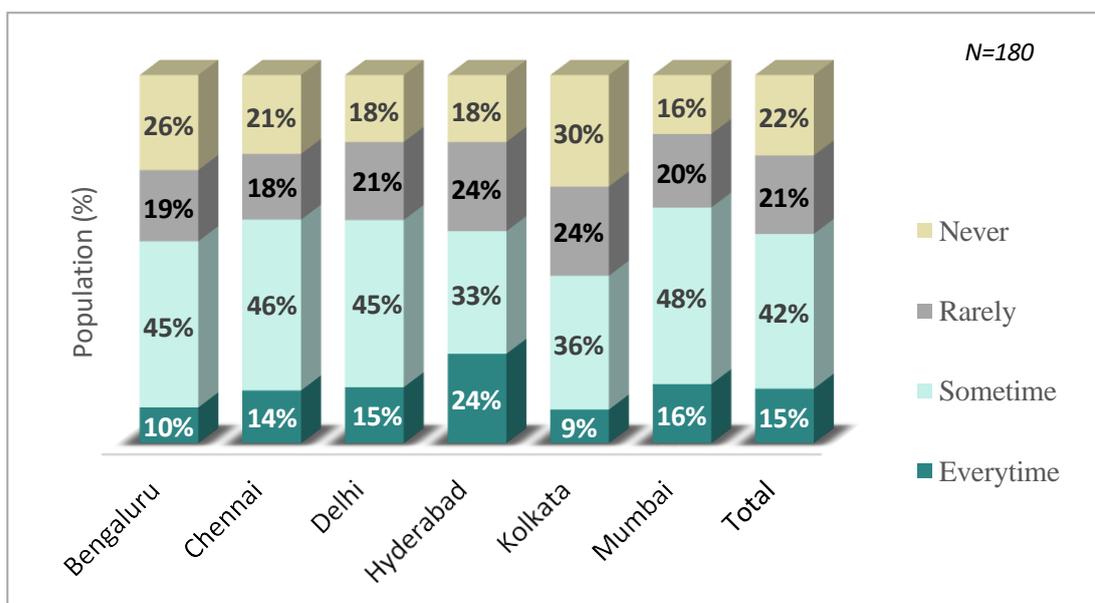


Figure 3

Inferences: Based on the survey, the results indicate that 85% of respondents do not always find super speciality consultant doctors available in emergency situations.

3. SECOND OPINION

Participants preference on second opinion

N= 180

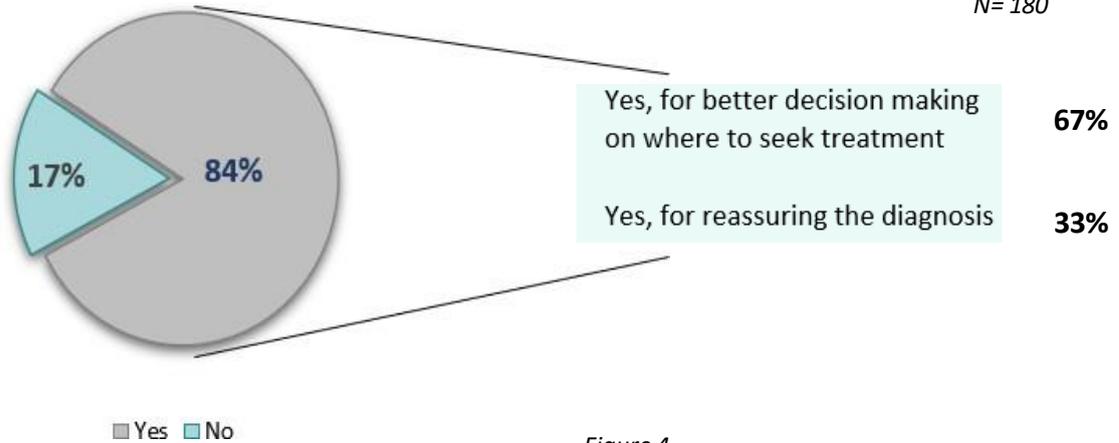


Figure 4

Inferences: The findings of the survey illustrate that 84% of the participants obtained a second opinion with 67% to make better decisions making on where to seek treatment and 33% prefer second opinion to confirm their diagnosis.

4. ONLINE HOSPITAL BOOKING

Participants opinions on Online Hospital booking for offline consultation

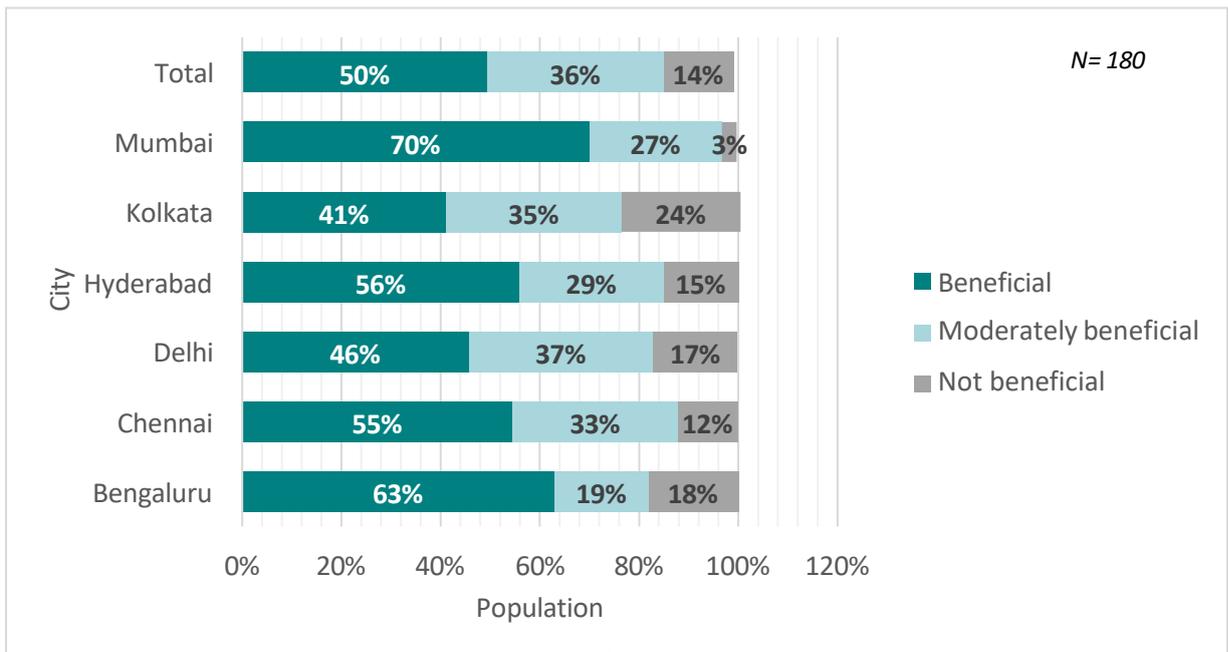


Figure 5

Inferences: The survey results indicate that 50% of participants think it is beneficial. 70% of the participants from Mumbai think it is beneficial.

5. E-PHARMACY

Participants annual usage frequency of E-pharmacy (%)

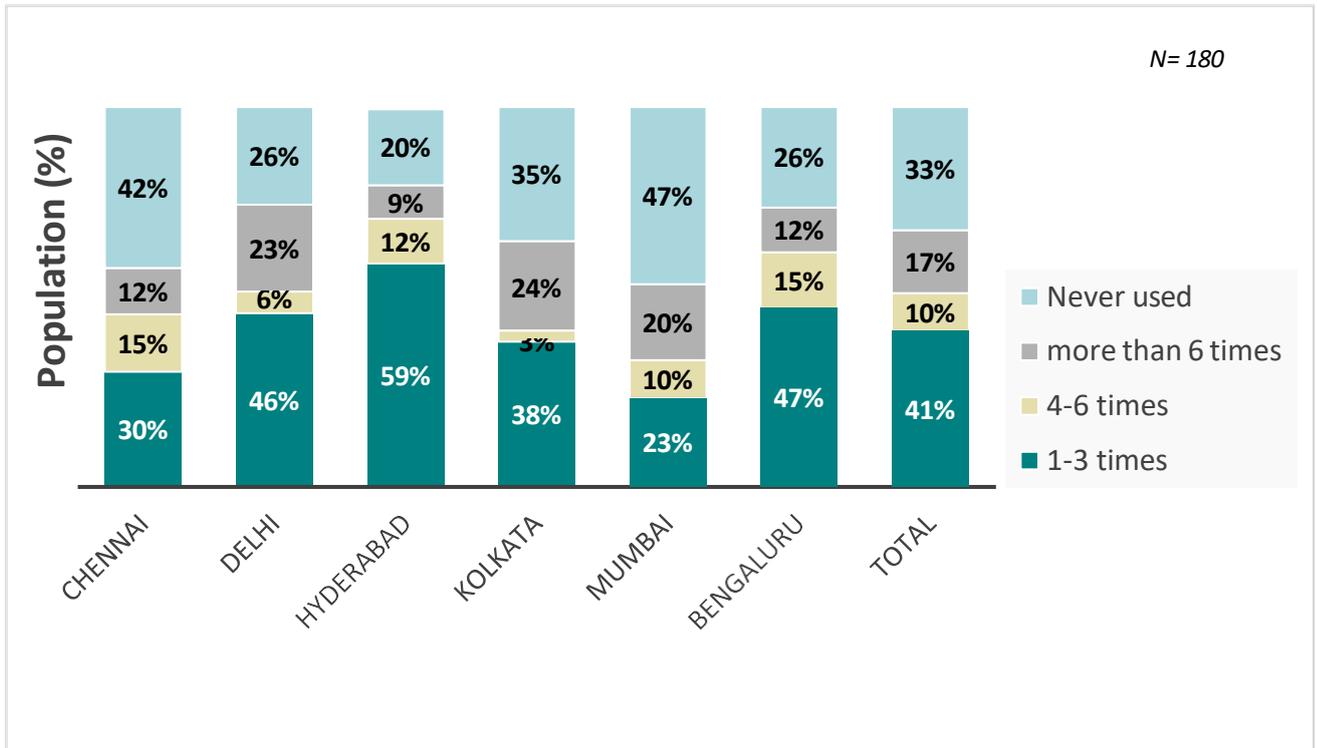


Figure 6

Inferences: The survey findings revealed that a considerable share of respondents tend to buy medicines 1 to 3 times in a year (41%). The highest users are from Hyderabad (80%) followed by Delhi and Bengaluru, 75%.

Participants preferred online platform for E-Pharmacy

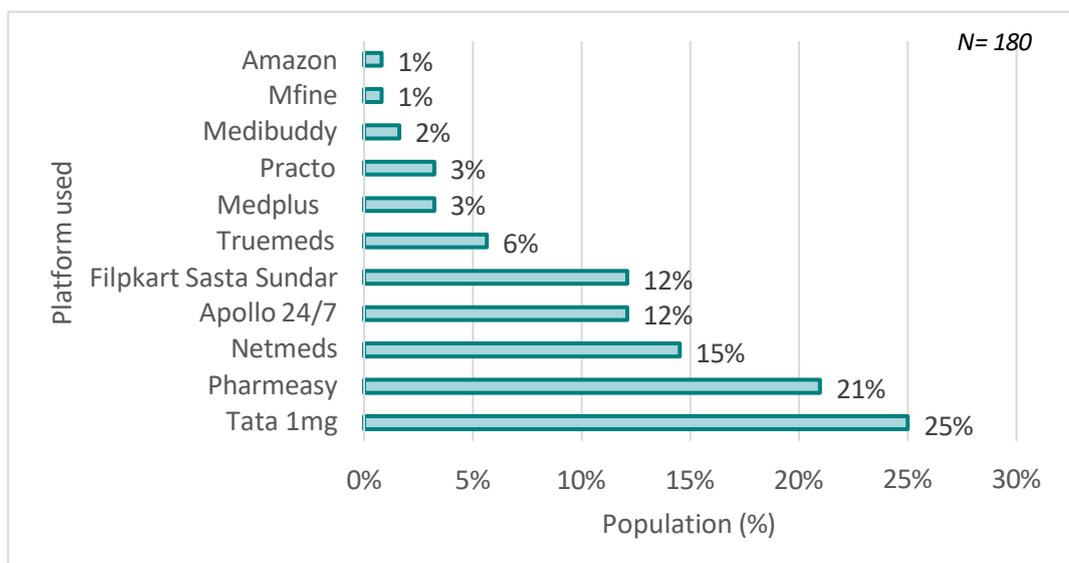


Figure 7

Inferences: Based on the survey results, it can be inferred that 25% of the participants preferred using Tata- 1mg as a platform for E-pharmacy which is one-fourth of the total users.

Factors considered by participants for using e-pharmacy

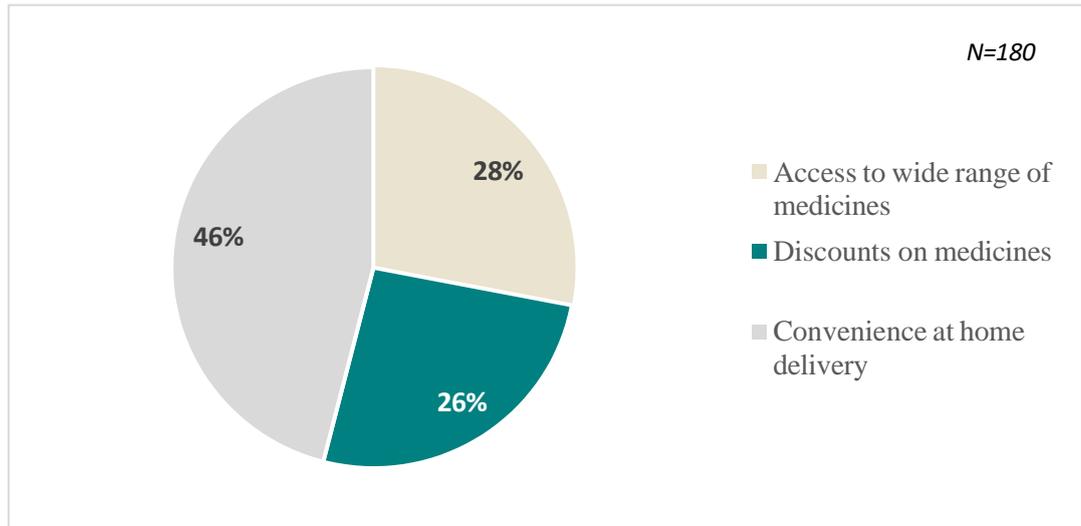


Figure 8

Inferences: As per the survey finding, 46% of the respondents use e-pharmacy for convenience at-home delivery.

Participants experience on online purchase of Medicines

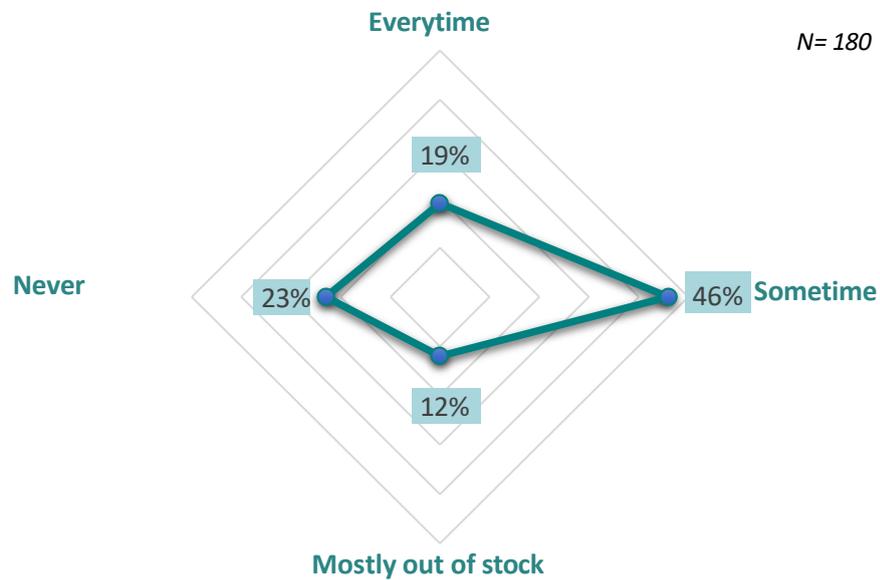


Figure 9

Inferences: The data from the survey suggests that 19% of the participants reported getting medicines every time. However, 12% of the participants reported that the medicines were mostly out of stock and 23% never find the medicines online.

6. LAB TESTS & HEALTH CHECK-UPS

Participants annual usage frequency of Lab tests & health check-ups(%)

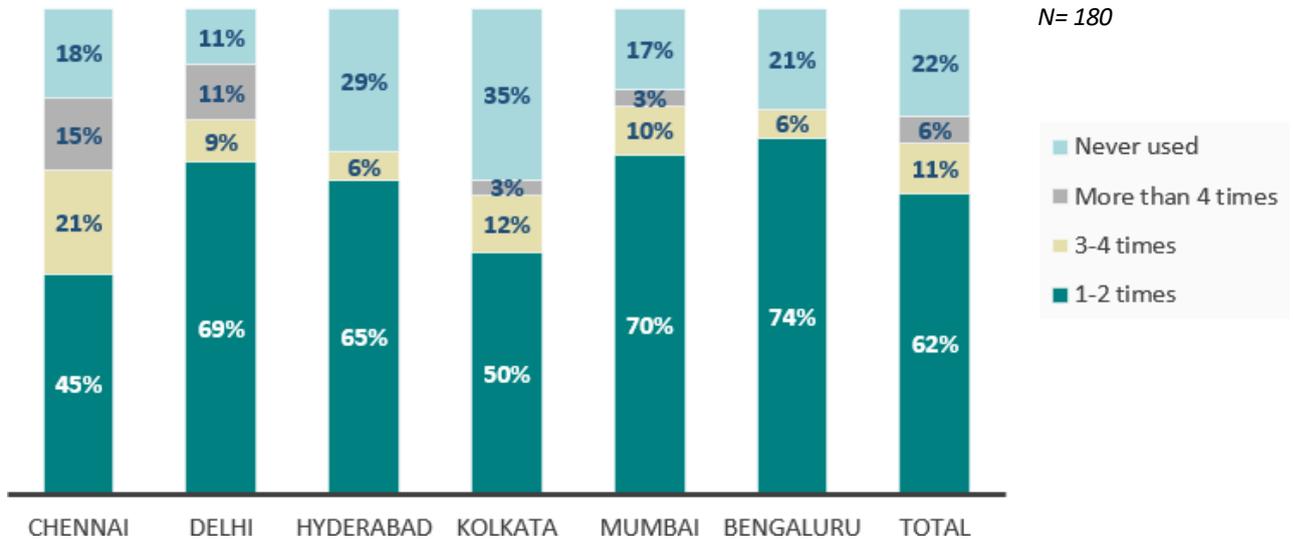


Figure 10

Inferences: The survey findings revealed that a considerable share of respondents tend to book lab tests and health check-ups 1-2 times in a year (62%). The highest users are from Bengaluru (74%) followed by Mumbai and Delhi (70%).

7. INTEGRATIVE TREATMENT APPROACH

Awareness on integrative treatment approach (%)

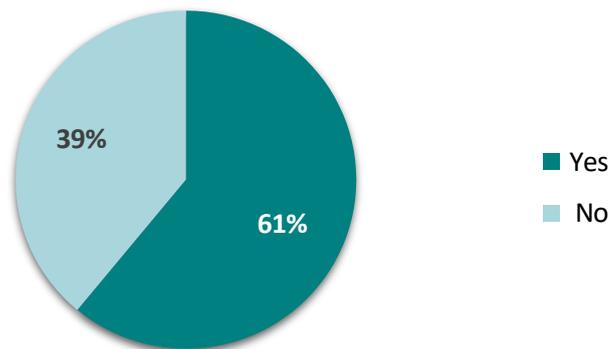


Figure 11

Inferences: As per the analysis, 61% of the population are aware of Integrative treatment approach. However, 39% are not aware.

Participants experience on Integrative treatment approach (%)

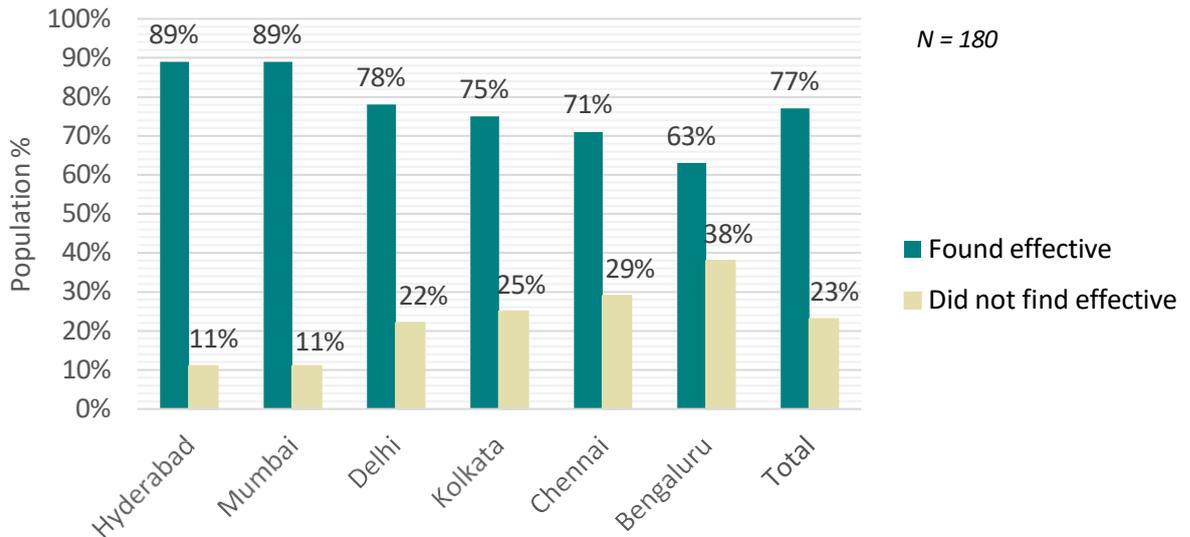


Figure 12

Inferences: The findings of the survey demonstrate that 77% of the participants found the integrative treatment approach effective, whereas 23% did not find it effective. Hyderabad and Mumbai have the highest percentage (89%) of participants who reported an effective experience.

Participants opinion on Integrative treatment approach (%)

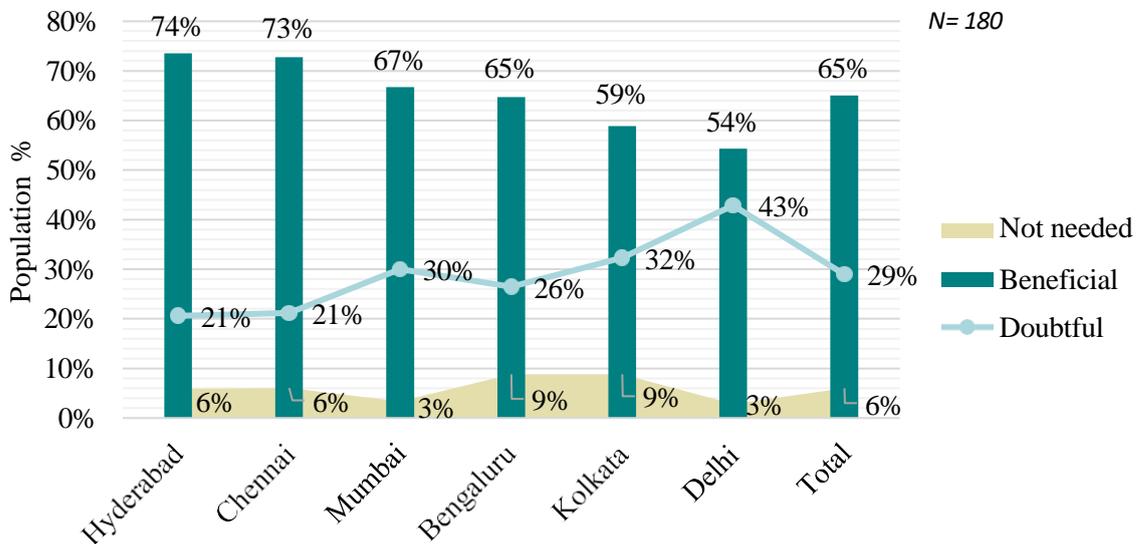


Figure 13

Inferences: Based on the analysis, 65% of the participants believe that the integrative treatment approach is beneficial. However, 29% are doubtful and 6% believe it is not needed.

B. Industry Feasibility

COMPETITORS ANALYSIS- SERVICE MIX

SERVICES	TATA 1 mg	PRACT O	Phar m-Easy	Apollo 24/7	Netmeds	FlipKa rt	Medi-buddy	Med -Plus	Health Uno
Physical Pharmacy stores									
Tele-consultation									
Availability of specialized Doctors 24/7									
E-pharmacy (Allopathy + Ayurveda)									
E-pharmacy (Homeopathy)									
Diagnostic tests									
Imaging tests									
Home Healthcare									
Online Hospital booking									
Insurance booking									
Corporate Wellness									

Table 1 Sand dune-coloured boxes shows services provided by the players and grey coloured boxes shows services to be provided by HealthUno

VALUE ADDED SERVICES PROVIDED BY THE PLAYERS

Med Plus and Pristyn care are offering a value-added service by incorporating ABHA – Unique health ID creation.

Apollo, Pristyn care and Medi buddy is offering a value-added service of booking online appointment for clinic/hospital visit, making it easier and more convenient for patients to access healthcare services.

Practo a leading healthcare platform, has partnered with various insurance providers to offer health insurance plans to its users.

SUBSCRIPTION PLAN OFFERED BY MAJOR PLAYERS

APPLICATION (Plan name)	SERVICE PLAN
<div style="text-align: center;">  <p>TATA 1MG (Care Plan)</p> </div>	<ul style="list-style-type: none"> Rs 46 for a month Rs 165 for 3 months Rs 275 for 6 months <p>Benefit:</p> <ul style="list-style-type: none"> - Extra 3% discounts on all prescription medicine - 1 free consultation from around 26 specialities - 1 free lab test - No shipping charges on orders above Rs 149 - Unlimited free shipping on orders above Rs 500 - Free shipping on 20 orders below Rs 500 - Earn extra 3.1% Neucoins redeem Neucoins on all tata partners(Air Asia, Big basket, Croma, Taj, Tata cliq) to get discounts on shopping, hotel & flight bookings, ordering food and much more. (1NeuCoin=Rs1)
<div style="text-align: center;">  <p>PRACTO (Plus)</p> </div>	<ul style="list-style-type: none"> Rs 1,199 for a month Rs 2,499 for 3 months Rs 5,499 for annual <p>Benefit:</p> <ul style="list-style-type: none"> - Unlimited online consultation with doctors
<div style="text-align: center;">  <p>PHARMEASY (Plus)</p> </div>	<ul style="list-style-type: none"> Rs 149 for 2 months <p>Benefit:</p> <ul style="list-style-type: none"> - Free delivery on medicine and healthcare orders above Rs 499 - Free doctor consultation - Zero convenience fees
<div style="text-align: center;">  <p>NETMEDS (FIRST)</p> </div>	<ul style="list-style-type: none"> Rs 249 for 6 months Rs 499 for 12 months <p>Benefit:</p> <ul style="list-style-type: none"> - Unlimited free delivery - Extra 5% off on pathology lab - 4 consultation free per month - Superfast delivery - One free basic health check-up(included only in 12-months membership)



- Rs 99 for 2 months
- Rs 199 for 6 months
- Rs 299 for 12 months

Benefit:

- Free delivery on all orders
- Upto Rs 150 off on consultations
- Flat 10% off on lab tests
- Extra 5% cashback on every medicine order



- Rs 1,899 for 6 months
- Rs 1,999 for 1 Year
- Rs 3,499 for 2 years
- Rs 5,499 for 3 years
- Rs 7,499 for 4 years

Benefit:

- Upto 40% off on lab tests
- Upto 20% of on medicines order
- Unlimited teleconsultation
- Offer applicable for whole family

Table 2

ANOTHER RAY SUBSCRIPTION PLAN BY PRACTO AFTER INTEGRATION FROM ABDM

ESSENTIAL: Free

- 250 appointments/month
- Maximum doctors available: 50
- Storage limit of health records: 1GB Data
- Appointment confirmation, reminder and follow-up SMS

CLINICAL MANAGEMENT:

1 Year: 1499/month

4 Years: 999/month

- 2000 appointments/month
- Unlimited doctors available
- Storage limit of health records: 20 GB Data
- Appointment confirmation, reminder and follow-up SMS

Note: Practo joins ABDM eco-system on 3rd May,2023

STARTING PRICE FOR TELE-CONSULTATION SERVICES
GENERAL PHYSICIAN

	Fever	Cold & Cough	Headache	Stomach Pain
Tata 1 mg	Rs 299	Rs 299	Rs 299	Rs 299
Practo	Rs 200	Rs 500	Rs 200	Rs 200
Apollo 24/7	Rs 250	Rs 250	Rs 250	Rs 250
Medibuddy	Rs 299	Rs 299	Rs 299	Rs 299
Medplus	Rs 350	Rs 350	Rs 350	Rs 350
Mfine	Rs 399	Rs 399	Rs 399	Rs 399

Table 3

**STARTING PRICE FOR TELE-CONSULTATION SERVICES
SPECIALISTS**

	Gynaecologist	Cardiologist	Nephrologist	Paediatrician
Tata 1 mg	Rs 350	Rs 499	Rs 800	Rs 349
Practo	Rs 466	Rs 466	Rs 509	Rs 551
Apollo 24/7	Rs 500	Rs 425	Rs 450	Rs 350
Medibuddy	Rs 299	Rs 499	Rs 699	Rs 299
Mfine	Rs 399	Rs 399	Rs 399	Rs 399
Medplus	Rs 600	Rs 800	NA	NA

Table 4

**STARTING PRICE FOR TELE-CONSULTATION SERVICES
SUPER SPECIALISTS**

	Neurologist	Oncologist	Orthopaedic Surgeon
Tata 1 mg	Rs 850	Rs 369	Rs 400
Practo	Rs 381	Rs 424	Rs 200
Apollo 24/7	Rs 400	Rs 552	Rs 552
Medibuddy	Rs 499	Rs 349	Rs 349
Mfine	Rs 499	Rs 399	Rs 399
Medplus	Rs 800	NA	NA

Table 5

SERVICE CHARGE PACKAGE – FULL BODY & WOMEN HEALTH CHECK-UP

	Full Body		Women Health	
Tata 1MG	78 tests		46 tests	
	Actual	After discount	Actual	After discount
	Rs 4,198	Rs 2,099	Rs 3,958	Rs 1,799
Practo	106 tests		38 tests	
	Actual	After discount	Actual	After discount
	Rs 3,499	Rs 2,730	Rs 2,100	Rs 1,199
Pharomeasy	90 tests		97 tests	
	Actual	After discount	Actual	After discount
	Rs 4,599	Rs 1,699	Rs 4,899	Rs 2,399
Netmeds	135 tests		79 tests	
	Actual	After discount	Actual	After discount
	Rs 5,640	Rs 4,230	Rs 1,499	Rs 1,274
Apollo 24/7	89 tests		38 tests	
	Actual	After discount	Actual	After discount
	Rs 12,300	Rs 5,499	Rs 2,876	Rs 1,999
Medibuddy	86 tests		93 tests	
	Actual	After discount	Actual	After discount
	Rs 4,199	Rs 1,799	Rs 6,499	Rs 2,899

Table 6

TESTS INCLUDES

FULL BODY CHECK -UP	WOMEN HEALTH
<ul style="list-style-type: none"> ▪ Liver function test ▪ Heart & Kidney function test ▪ Thyroid status ▪ Lipid profile ▪ Urine routine ▪ Complete blood count/Hemogram ▪ Iron profile & more 	<ul style="list-style-type: none"> ▪ Liver function test ▪ Renal Kidney function test ▪ Lipid profile ▪ Thyroid profile ▪ CA125 (Ovarian cancer test) ▪ Blood Glucose ▪ Vitamin profile ▪ Urine routine & more

SERVICE CHARGE PACKAGE – EARLY PREGNANCY (ANC) & VITAMIN PROFILE CHECK-UP

	Antenatal Care		Vitamin Profile	
Tata 1MG	41 tests		10 tests	
	Actual	After discount	Actual	After discount
	Rs 2,300	Rs 1,999	Rs 2,299	Rs 2,098
Practo	38 tests		5 tests	
	Actual	After discount	Actual	After discount
	Rs 2,500	Rs 1,999	Rs 1,700	Rs 1,449
Pharomeasy	58 tests		5 tests	
	Actual	After discount	Actual	After discount
	Rs 2,549	Rs 1,449	Rs 1,849	Rs 1,349
Netmeds	72 tests		6 tests	
	Actual	After discount	Actual	After discount
	Rs 2,599	Rs 2,209	Rs 2,299	Rs 1,264
Apollo 24/7	30 tests		3 tests	
	Actual	After discount	Actual	After discount
	Rs 2,450	NA	Rs 3,349	Rs 1,299
Medibuddy	41 tests		5 tests	
	Actual	After discount	Actual	After discount
	NA	NA	Rs 3,285	Rs 1,966

Table 7

TESTS INCLUDES

EARLY PREGNANCY (ANC CHECK-UP)	VITAMIN PROFILE
<ul style="list-style-type: none"> ▪ Hepatitis B&C ▪ Blood Glucose ▪ Thyroid Stimulating Hormone(TSH) ▪ Nucleic Acid test ▪ Urine Examination ▪ Syphilis ▪ Hemogram & more 	<ul style="list-style-type: none"> ▪ Vitamin D ▪ Vitamin B12 ▪ Vitamin 9 ▪ Folic Acid ▪ Calcium & more

SERVICE CHARGE PACKAGE – ELDERLY HEALTH & FITNESS CHECK-UP

	Elderly Health		Fitness	
Tata 1MG	61 tests		56 tests	
	Actual	After discount	Actual	After discount
	Rs 4,598	Rs 2,299	Rs 3,500	Rs 2,500
Practo	98 tests		64 tests	
	Actual	After discount	Actual	After discount
	Rs 3,200	Rs 2,899	Rs 2,800	Rs 1,999
Pharomeasy	102 tests		69 tests	
	Actual	After discount	Actual	After discount
	Rs 4,399	Rs 4,099	Rs 3,749	Rs 2,199
Netmeds	84 tests		56 tests	
	Actual	After discount	Actual	After discount
	Rs 3,399	Rs 2,549	NA	NA
Apollo 24/7	87 tests		56 tests	
	Actual	After discount	Actual	After discount
	Rs 9,500	Rs 4,374	NA	NA
Medibuddy	89 tests		56 tests	
	Actual	After discount	Actual	After discount
	Rs 3,999	Rs 1,799	NA	NA

Table 8

TESTS INCLUDES

ELDERLY HEALTH	FITNESS
<ul style="list-style-type: none"> ▪ Liver function test ▪ Kidney function test ▪ Iron deficiency ▪ Hemogram ▪ Vitamin ▪ Toxic elements & more 	<ul style="list-style-type: none"> ▪ Liver function test ▪ Kidney function test ▪ Cardiac Risk Markers ▪ Lipid profile ▪ Blood Glucose ▪ Vitamin D ▪ Calcium & more

C. Licensing & Approval

Health Insurance Portability and Accountability Act of 1996 (HIPAA)

- To protect sensitive patient health information from being disclosed without the patient's consent or knowledge

Payment Card Industry Data Security Standard (PCI DSS)

- Created to better control cardholder data and reduce credit card fraud.

Drugs and Cosmetic Act 1940 And Rules 1945

- Drug license for Pharmacy and Medical store

Pharmacy Act, 1948

- An Act to regulate the profession of pharmacy

Indian Medical Council Act, 1956

- Registration purpose

Consumer Protection Act, 2019

- Safeguard consumers from unfair practices and defective products or services.

Food Safety & Standards Authority of India (FSSAI)

- To sell food related items such as wellness products, nutraceuticals

Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954

- Prohibits advertisement of drugs and remedies that claim to have magical properties, and makes doing so a cognizable offence

Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011

- Provide the security practices and procedures

Information Technology Act, 2000

- For dealing with cybercrime and electronic commerce

CHAPTER 5: DISCUSSION

India has seen rapid growth in the number of mobile subscribers and Internet users which in turn has strengthened the country's digital footprint. This growth has provided a strong foundation for the healthcare app market to flourish. Today the number of mobile users in India has reached 125 crore of which 75 crore users are smart users and 80 crore internet users.

According to a report generated by Practo(2020) revealed that the two most consulted specialists by women were Gynaecologists and General Physicians during covid period.

Indian Ayurveda market size is driven by factors such as increased awareness and preference for natural and organic products among consumers. Supportive government policies and initiatives to promote Ayurveda as a mainstream healthcare system to reach Universal Health Coverage.

Indian Government to come up with an integrative health treatment approach. The government plans to co-locate AYUSH centres at all the government health facilities: PHC, CHCs and district hospitals.

The findings from the study reveal insights into the usage patterns and preferences of respondents regarding mhealth applications. Around 80% of the participants reported using mhealth applications primarily for teleconsultation, e-pharmacy, and lab tests. Among these services, the major use purpose was for the online purchase of medicine, indicating a growing trend towards the convenience of accessing medications through digital platforms.

Furthermore, a significant proportion of respondents expressed the importance of seeking a second opinion through mhealth applications. This reflects the value placed on making informed decisions about where to seek treatment, showcasing the potential of mhealth applications in facilitating better patient decision-making.

Regarding specific mhealth platforms, it was observed that approximately one-third of the population preferred Practo for teleconsultation, while around one-fourth of respondents chose Tata-1mg for online medicine purchases. This highlights the diverse options available to users for accessing healthcare services through different applications.

Notably, around half of the respondents embraced e-pharmacy services due to the convenience of home delivery.

The study also found that a majority of the population considered online hospital booking through mhealth application as beneficial. This suggests the potential of HealthUno in streamlining the appointment booking process and enhancing overall patient experience.

Additionally, around 60% of the population showed awareness of the integrative treatment approach, indicating an increasing understanding and acceptance of combining Allopathy and Ayurveda in healthcare practices.

Overall, the findings underscore the growing significance of mhealth applications in the healthcare landscape. The high adoption rates for teleconsultation, e-pharmacy, and lab tests demonstrate the convenience and accessibility offered by these platforms. The positive opinions on second opinion services, online hospital booking, and integrative treatment approach further indicate the potential of HealthUno mhealth application in transforming the healthcare experience for users.

CHAPTER 6 : LIMITATION

- ❑ The sample size used for the study was arbitrarily selected.
- ❑ Beyond 30 responses from each city have been excluded from the study.
- ❑ The selection of cities was based on convenience, which may limit the generalizability of the results to a broader population.
- ❑ The sample size and sampling methods were chosen for practical reasons, considering factors such as time. This could limit the validity of the study.
- ❑ Financial feasibility has not been included in the study as it was out of the study scope.

CHAPTER 7 : CONCLUSION

The market feasibility report for the launch of m-health application has shown promising results with all the above-mentioned data. HealthUno is a holistic and innovative health solution that offers comprehensive range of healthcare services including teleconsultation, e-pharmacy, 24/7 specialized doctors availability, lab tests and health check-ups, online hospital booking, integrative treatment approach, home healthcare services and insurance booking. With the increasing demand for convenient and accessible healthcare services, HealthUno application can provide a viable solution for individuals seeking high-quality medical care.

Teleconsultation and 24/7 doctor availability allows patients to access medical advice and treatment from the comfort of their homes regardless of their location or time of day. This service is increasingly popular due to its convenience, cost-effectiveness and ability to provide prompt medical attention.

E-pharmacy is a service that allows patients to order medications online and have them delivered to their doorstep. This trend is due to the significant convenience and accessibility it provides to patients, eliminating the need for them to physically visit a pharmacy. Also, the competitive pricing offered is another reason for the growing popularity, as they can help patients save money on their medications without sacrificing quality or reliability.

Lab tests and health check-ups at home have also become more popular in recent years, driven by the growing need for preventive healthcare and the convenience of at-home testing. Patients can get their blood tests, urine tests, and other diagnostic tests done in the comfort of their homes without the need to visit a lab or hospital.

Online hospital booking will allow patients to book hospital appointments online eliminating the need to physically visit hospitals and wait in long queues. The service will also reduce the risk of exposure to infections. Additionally, online hospital booking services can help hospitals streamline the process, reduce wait times and improve patient satisfaction.

Integrative treatment involves combining conventional Western medicine (allopathy) with traditional medicine such as Ayurveda, Homeopathy etc. The growing preference for integrative treatment is driven by several factors. One of the major factor driving the popularity of integrative treatment is the growing awareness of the side effects of conventional medicine. Patients are often concerned about the potential harm that pharmaceutical drugs may cause to their health and may seek alternative treatments that have fewer side effects. Integrative treatment, therefore offers a middle ground providing the benefits of conventional medicine with the natural remedies of traditional medicine.

Home healthcare services offer users the convenience and comfort of receiving medical care at their own homes. This service provides access to professional medical care including Doctor at home, nursing care, physiotherapy therapy and elderly care. With the aging population, demand for home healthcare services is increasing. By providing patients with access to medical care at homes, the application can improve patient health outcome, reduce healthcare costs, and enhance patient satisfaction.

Insurance booking is another service that provides patients with a hassle-free way of purchasing insurance policies online. With the increasing cost of healthcare services, insurance policies are becoming more important to individuals and the application can make the process of obtaining insurance more accessible and affordable.

Incorporating the corporate wellness feature and partnering with corporate companies can provide several benefits to the HealthUno application. Corporate wellness programs have become an important part of companies' efforts to improve employee health and reduce healthcare costs. By partnering HealthUno, corporate companies can provide their employees with access to a comprehensive suite of healthcare services.

The increasing demand for quality healthcare services makes the healthcare industry ripe for disruption with the rise of a tech-savvy population. The mHealth Application market has grown mainly due to rapid internet penetration, smart phone users and rising chronic disease cases. Moreover, a definite

market strategy must be adopted such as offering subscription plan and service package offers on the services offered to gain more users. There are already strong competitors in market providing high discount offers on services but with the innovative health solution services of integrative treatment approach, online hospital booking and home healthcare services with attractive offers, the proposed application will definitely have the potential to take lead in the market.

Overall, the market feasibility report suggests that the proposed m-health application is likely to be successful in the market and with the rapid growth of the healthcare industry, HealthUno has the potential to be a game-changer in the m-health application industry.

E-Pharmacy

5. How often have you purchased medicine online in a year?
- a) 1-3 times b) 4-6 times
 c) more than 6 times d) Never used
6. What is your preferred online platform for placing order of medicines? _____
7. What factor you consider the most while purchasing medicine online?
- a) Discount on medicines b) Convenience at home delivery
 c) Access to a wide range of medicines d) Other (please specify _____)
8. How frequent do you get medicines on website/application?
- a) Every time b) Some time
 c) Mostly out of stock d) Never

Lab test & Health Check-up

9. How often have you booked lab test & health check-up at home in a year?
- a) 1-2 times b) 3-4 times
 c) more than 4 times d) Never use
10. What is your preferred online platform for lab test & health check-up at home?

Second Opinion

11. Have you ever obtained second opinion for yourself or a family member regarding medical/ investigatory/treatment plan and what was the purpose?
- a) Yes, for reassuring the diagnosis b) Yes, for better decision making on where to seek treatment

Integrative treatment approach for Allopathy with Ayurveda

12. Are you aware of the new integrated treatment approach (combining Allopathy & Ayurveda)?
- a) Yes b) No
13. Have you ever opted for the integrated treatment approach (allopathy with ayurveda) for chronic diseases like diabetes, hypertension, bone & joint diseases etc. ?
- a) Yes, I found it effective b) Yes, but did not find it effective
 c) No, but I believe it might be effective d) No, never received

BIBLIOGRAPHY

1. Demand of Healthcare IT Market, GlobeNewswire; 2022 Feb 17 [cited 2023 Apr 5].
Available from: <https://www.globenewswire.com/en/news-release/2022/02/17/2387450/0/en/Demand-Healthcare-IT-Market-to-Reach-USD-1-075-06-Billion-by-2028-Powered-by-Increasing-Adoption-of-Big-Data-Analytics-Vantage-Market-Research.html>
2. Business Today. (2021, May 26). Indian health tech market. [cited 2023 March 13] Retrieved from <https://www.businesstoday.in/amp/latest/economy-politics/story/indian-health-tech-market-to-grow-to-50-billion-by-2033-297027-2021-05-26>
3. Statista. Digital Health - eHealth Apps - India. Accessed [cited 2023 March 15]. Available from: <https://www.statista.com/outlook/dmo/digital-health/ehealth/ehealth-apps/india#:~:text=Revenue%20in%20the%20eHealth%20Apps,US%24274.20m%20by%202027>
4. PwC India. Global mHealth Adoption. Accessed [cited 2023 March 15]. Available from: <https://www.pwc.in/press-releases/global-mhealth-adoption.html>
5. Practo. Practo TSI Telemedicine Report [Internet]. 2019 [cited 2023 Apr 10]. Available from: https://www.practo.com/company/insights/practo_tsi_telemedicine_report.pdf

ORIGINALITY REPORT

14%

SIMILARITY INDEX

11%

INTERNET SOURCES

1%

PUBLICATIONS

10%

STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to IIHMR Delhi Student Paper	6%
2	Submitted to IIHMR University Student Paper	1%
3	Amit Arora, Udesch Kumar, Dhananjay Kumar Shukla. "Post-COVID-19 Inappropriate Sinus Tachycardia Treated with Naja tripudians: A Case Report", Homœopathic Links, 2023 Publication	1%
4	issuu.com Internet Source	1%
5	7universum.com Internet Source	<1%
6	Submitted to Lal Bahadur Shastri National Academy of Administration of Management Student Paper	<1%
7	Submitted to Liverpool John Moores University Student Paper	<1%

vivitec.net

8	Internet Source	<1 %
9	www.1mg.com Internet Source	<1 %
10	Submitted to Alliance University Student Paper	<1 %
11	Submitted to The WB National University of Juridical Sciences Student Paper	<1 %
12	docplayer.net Internet Source	<1 %
13	www.cloud-connect.in Internet Source	<1 %
14	healthfundaa.com Internet Source	<1 %
15	www.unido.org Internet Source	<1 %
16	Submitted to Great Lakes Institute of Management Student Paper	<1 %
17	Submitted to University of Wolverhampton Student Paper	<1 %
18	www.free-press-releases.co.uk Internet Source	<1 %

19	www.researchgate.net Internet Source	<1 %
20	chaoticpumpkin.com Internet Source	<1 %
21	ds.amu.edu.et Internet Source	<1 %
22	en.wikipedia.org Internet Source	<1 %
23	in.norton.com Internet Source	<1 %
24	abcnews.go.com Internet Source	<1 %
25	archive.nnl.gov.np Internet Source	<1 %
26	repository-tnmgrmu.ac.in Internet Source	<1 %
27	www.grandviewresearch.com Internet Source	<1 %
28	www.scribd.com Internet Source	<1 %

Exclude quotes Off

Exclude matches Off

Exclude bibliography On