



COLLABORATE
INTEGRATE
GROW

CallHealth
delivers
dramatic improvements in services
leveraging
current knowledge
information and medical technologies
for
PatientCentric NewAge HealthCare



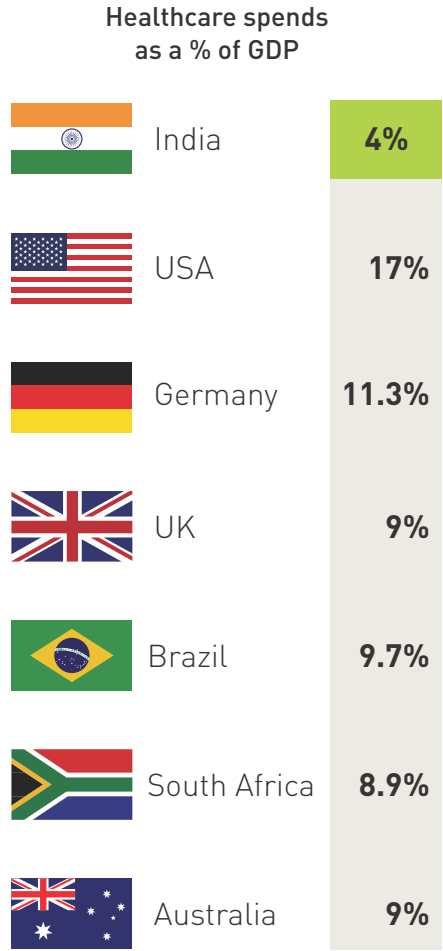
HEALTHCARE- A LOOK OVER

The Indian healthcare industry is looking ahead to a future filled with tremendous promise, thanks to rising income levels, greater penetration of health insurance, spurt in medical tourism, along with favourable government policies and initiatives.

Plus, the fact that India's healthcare spends are just a fraction of those in other developed countries, is a sign of the huge potential as it strives to catch up. All indicators and trends, too, point towards the country being at the cusp of exponential growth.

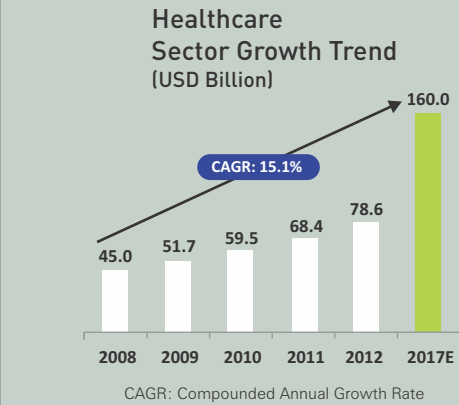
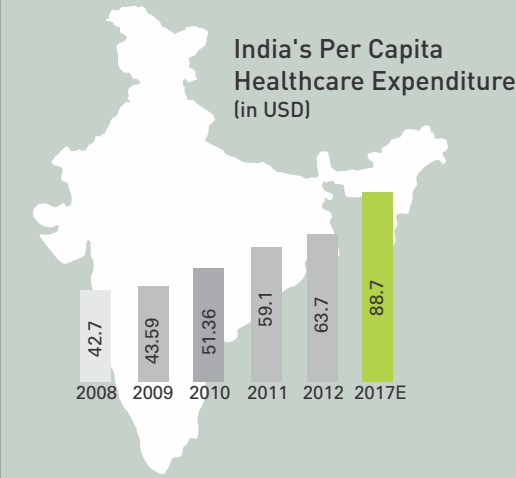
On a different note, the industry has to negotiate and address certain issues that would otherwise act as speed-breakers in its path to acceleration.

INDIA LAGS BEHIND

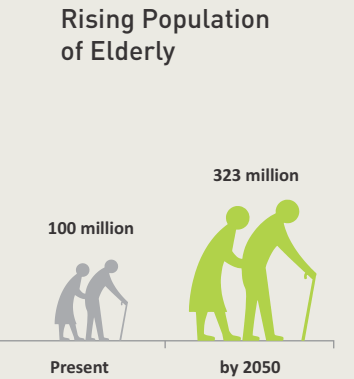
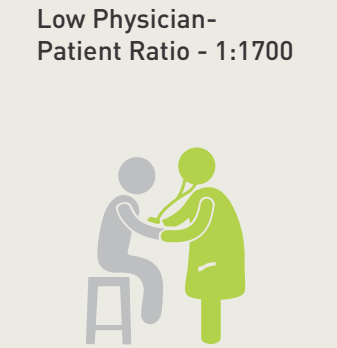
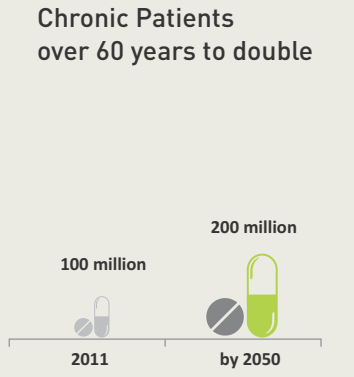
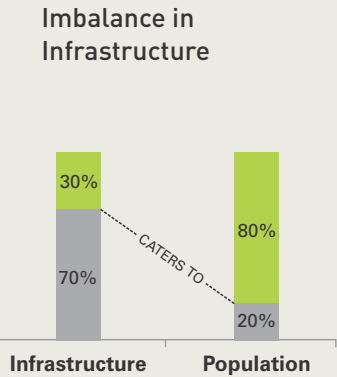


[Source: data.worldbank.org/indicator/SH.XPD.TOTL.25]

ON GROWTH PATH



CHALLENGES TO BE MET



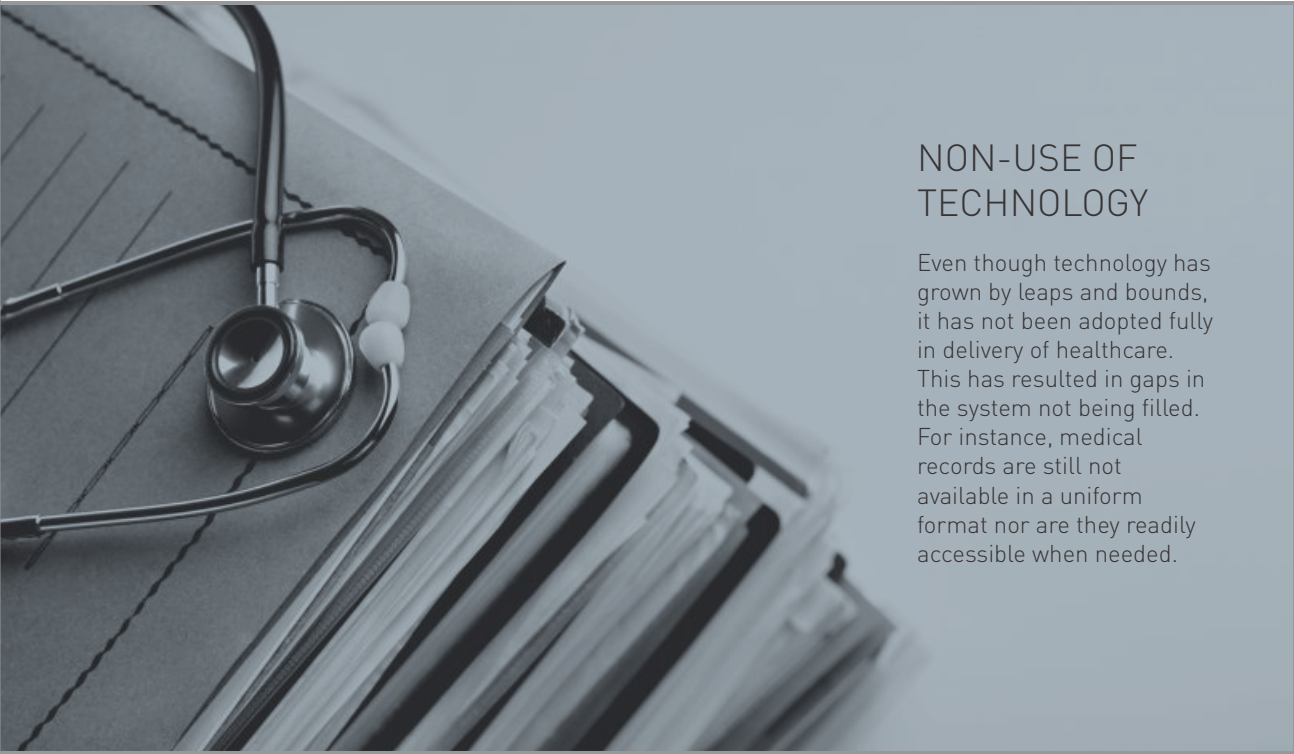
[Sources: Economic Times, The Telegraph, Pulitzer Center, Economic and Political Weekly, KPMG]

THE PRESENT SCENARIO

The healthcare space is marked by unique situations that constrain service providers from unleashing their full potential for the benefit of patients.

FRAGMENTED SERVICES

All service providers operate in their own private domain with little connectivity, alignment and collaboration between them. This lack of integration aggravates the situation for patients who are forced to spend considerable time and effort in accessing these services.



NON-USE OF TECHNOLOGY

Even though technology has grown by leaps and bounds, it has not been adopted fully in delivery of healthcare. This has resulted in gaps in the system not being filled. For instance, medical records are still not available in a uniform format nor are they readily accessible when needed.

LACK OF INFORMATION

Patients do not have access to information to assist them in selecting the service provider who best meets their needs. Hence, the choice is made based on the personal experience of a friend or relative, or on the decibel level of publicity. Moreover, there is no reliable source of information to guide and answer queries on issues of wellness and general well-being.

ABSENCE OF NEW AGE TOOLS

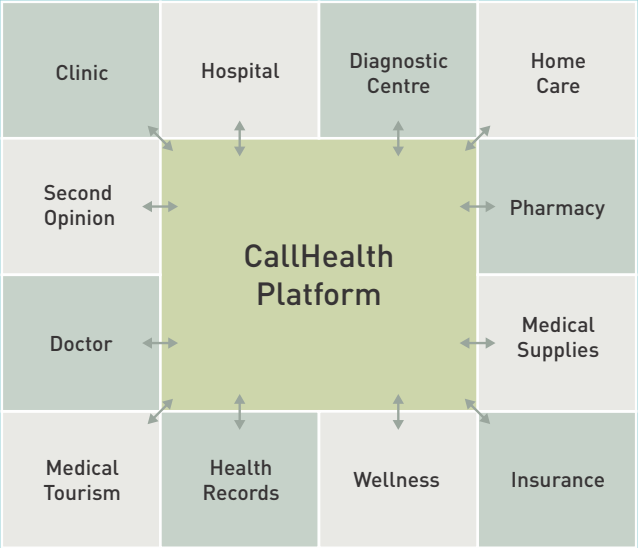
Even though confronted with the challenge of optimally utilising infrastructure, the industry has not yet embraced modern-day business tools such as data analytics for solutions which would definitely help alleviate the situation.

CallHealth⁺

WHOLE NEW
APPROACH
TO HOLISTIC
HEALTHCARE

CallHealth marks a beginning in the seamless integration and smooth coordination of the entire healthcare eco-system, transforming the paradigms of service delivery and placing it all within reach of patients.

Our operations are built on a strong foundation that innovatively blends the virtual and real worlds to deliver true patient delight.



VIRTUAL PLATFORM

Leveraging state-of-the-art technology, we have developed a unique platform that has helped cohesively connect the healthcare universe into an integrated whole. Making sure that services such as doctor consultation, diagnostic tests, drugs delivery, facilitation, home care and general counselling, are now just a phone call/click away and easily accessible from anywhere at anytime.



PHYSICAL PRESENCE

CallHealth represents a pool of fine human talent which comes into play at every major touch point with patients. Starting with Call Centre Officers who gather all the initial information in a symptomatic manner for faster, better treatment; Mobile Health Officers who are qualified to conduct physical assessment and collect test samples from patients' homes; to Facilitation Officers who are trained to smooth the way to hospitalisation.

All our officers are fully equipped and geared to reach any part of the city within 20 minutes from our strategically located Points of Presence (PoPs).



ROBUST PROCESSES

One of the key elements in ensuring customer delight, is the 'sameness of experience' time after time. This is why we have thoroughly embedded it into the system through well-defined processes and structured activities to ensure standardisation and consistency. The fact that we have strict medical protocols for ailments across 40 specialities, adds immeasurably to build confidence and enhance quality of treatment.

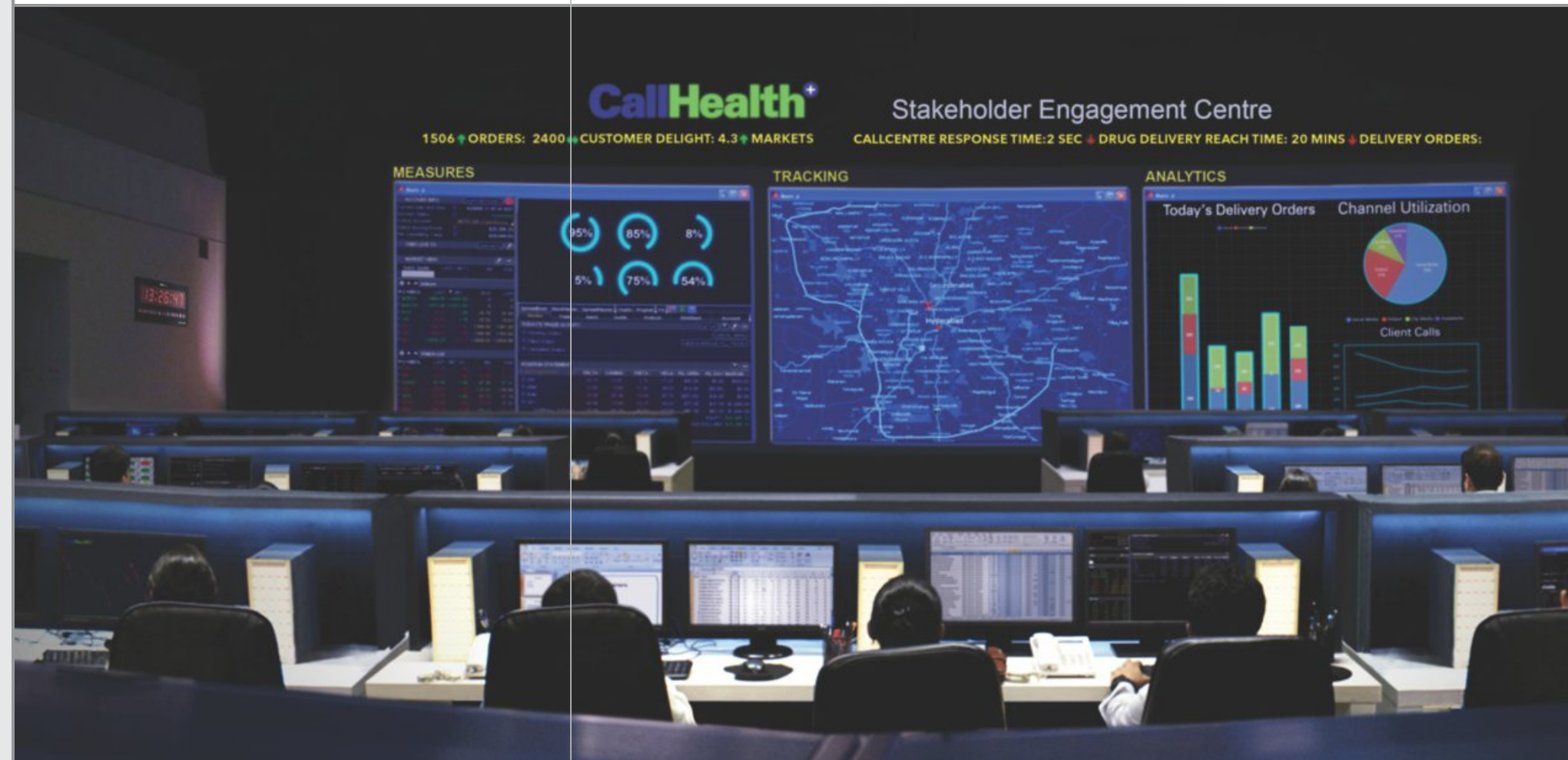
To continuously monitor and measure performance, a tracking mechanism is in place, which enables us to quickly turnaround problems and address any issues.



DELIGHTFUL INTERFACE

Taking technology and stakeholder delight to an entirely new level, we have evolved a one-of-its-kind Stakeholder Engagement Centre. This cloud computing platform enables all stakeholders – associates, clients, investors & employees – to come together at one virtual space.

Here, they can communicate with each other, access information & tools to enhance efficiency, source specialist aids and patient information videos, gain knowledge of wellness and so on.



[Visual representation of Stakeholder Engagement Centre]

INTEGRATED SERVICES. COMPLETE CARE.

CallHealth promises to deliver everything about health – covering the entire spectrum of treatment, right from wellness to prevention to cure. This we have achieved by seamlessly integrating the healthcare eco-system

Our services embrace the complete human lifecycle, offering holistic care at every stage – starting from birth and extending up to old age and beyond.

For any healthcare need, clients just need to contact CallHealth and we will take care of everything.

40

Specialities

10

At Home
Services

25+

Service Provider
Categories
Facilitated

ASSOCIATE PROGRAM

for Doctors
Hospitals
Clinics
Diagnostic Centres
Imaging Centres
Wellness Centres

CallHealth seeks to associate with leading service providers in the field of healthcare, to achieve the goal of delivering dramatic improvements in services.



COMING
TOGETHER.
GROWING
TOGETHER.

By coming together with like-minded Associates who share our philosophy and firm belief in patient-centricity, we can synergise our strengths - your expertise in providing healthcare and our proficiency in service delivery and technology. To offer patients a value-added, convenient and delightful experience. As the old saying goes, sometimes one plus one can be eleven!

We are sure that our collaboration would prove to be a win-win-win opportunity for all – you, us and the patient.



**INCREASED
BUSINESS**

Since we recommend doctors and hospitals to patients, and also provide them logistics support, it leads to increased business opportunity.

**OPTIMAL
UTILISATION**

Infrastructure at hospitals or imaging centres is optimally utilised as the number of patients/customers grows.

For doctors, the flexibility to 'see' patients from anywhere at any time, ensures maximum utilisation of time.

**BUSINESS
ANALYTICS**

Our systems provide you with data and analytics for business growth.

**EMPLOYEE
TRAINING**

Your staff will be trained to familiarise them with our advanced technology.

**SYSTEM
INTEGRATION**

Integration of our systems leads to more efficient service and better care. Doctors can access our software for better management of their clinics.

**100%
TRANSPARENCY**

You can access all the information regarding our association at any time.

**GREATER
AWARENESS**

Rising health consciousness will lead to more people availing your services.

**PROMOTION
PROGRAMMES**

To help drive business, we will undertake joint marketing campaigns.

ASSOCIATE CATEGORIES

For more information or registration
visit: www.associate.callhealth.com
email: associate@callhealth.com
call: 1800 30 111 222

- + Hospitals
- + Diagnostics centres
- + Clinics
- + Doctors / Specialists
- + Ambulance service providers
- + Dialysis centres
- + Daycare procedure centres
- + Dieticians
- + Counsellors
- + Yoga centres
- + Fitness centres
- + Skin and hair care centres
- + Spiritual wellness centres
- + Spas
- + Cosmetic surgery centres
- + Obesity clinics
- + Wellness training centres
- + Physical fitness trainers
- + Blood banks
- + Stem cell banks
- + Eye banks
- + Organ donor registries
- + DNA analysis centres
- + Insurance providers



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ASSOCIATED