



Embrace change  
**eConsult with CallHealth**



## MISSION

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





## CallHealth – A New Approach to Holistic Healthcare

CallHealth enables the customer to access all healthcare services and products from the comfort of home.

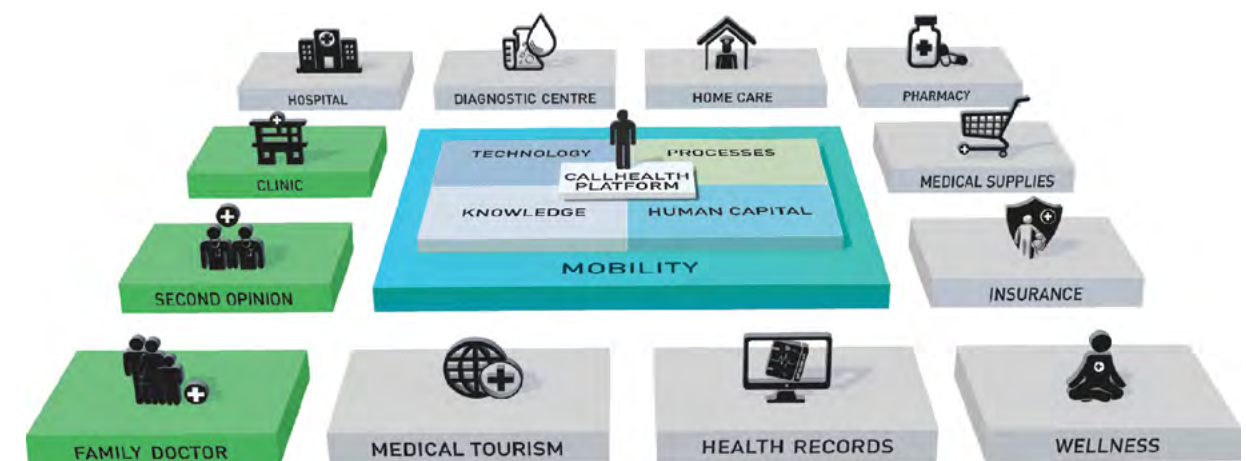
By delivering the entire range of healthcare services – from **Cure to Prevention to Wellness** – CallHealth aims to become a one-stop-shop for all healthcare needs.

Our operations are built on a strong foundation that innovatively blends the virtual and real worlds to deliver true customer delight. Leveraging state-of-the-art technology, our virtual platform ensures that all healthcare services like doctor consultation, diagnostic tests, drugs delivery, homecare, facilitation are just a click or call away. Our qualified Mobile Health Officers are physically present at the customer's

home to carry out initial physical assessment tests or collect samples for diagnostics as instructed by the doctor.

CallHealth is brought to you by the people who conceptualized and launched EMRI (Emergency Management and Research Institute), the revolutionary 108 emergency service that has saved over 1.5 million lives till date. EMRI has been acknowledged for its efficient, speedy, reliable, and caring service.

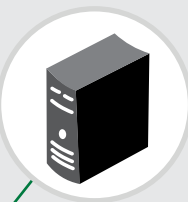
**CallHealth seeks to associate with leading Doctors like you to combine our respective capabilities – your proficiency in healthcare consulting and our expertise in technology and service delivery – which together ensure a delightful patient experience.**





Call Centre Officer (CCO) answers the customer's call and records primary symptoms.

Our intelligent proprietary system suggests the right speciality and CCO connects the customer to the appropriate doctor.



**1<sup>st</sup> Consultation**

Doctor interacts with the customer and refers to customer's Electronic Health Records to understand the problem in detail.



Doctor writes ePrescription.



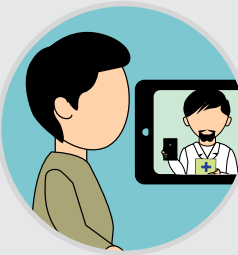
Medicines delivered to customer, if required.



Doctor asks CallHealth to send a Mobile Health Officer to customer's residence for physical assessment, if required.



Mobile Health Officer conducts physical assessment of the customer and checks vitals as per Doctor's instructions.



**2<sup>nd</sup> Consultation if required**

Mobile Health Officer facilitates Video Consultation/ eConsultation with the Doctor, as needed



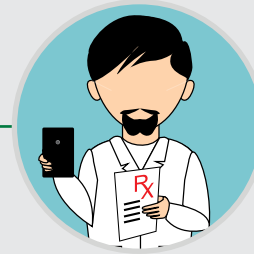
Doctor writes ePrescription.



Medicines delivered to customer, if required.



Mobile Health Officer collects diagnostics samples and delivers them to the lab for testing, if required.



**3<sup>rd</sup> Consultation if required**

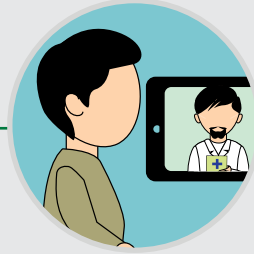
Once test reports are available, Doctor advises the customer and writes ePrescription.



If Doctor recommends hospitalisation, CallHealth offers Facilitation services.



Medicines delivered to customer, if required.



**Follow-up Consultation if required**

Customer can avail one follow-up consultation.

# eConsultation Process

One of the key services in the CallHealth portfolio is eConsultation, where you play a critical role.

eConsultation enables a patient to consult a doctor from home via phone or video call. A trained, qualified CallHealth Mobile Health Officer is physically present to perform all assessment tests as directed by the doctor.

In a typical eConsultation cycle, there may be up to three interactions which include an initial symptom assessment, physical assessment consultation and post diagnostic test evaluation/treatment recommendation. A patient is entitled to a follow-up consultation within 7 days.





## Gain More From Our Association

Apart from eConsultation, and based on mutual agreement, you can also associate with CallHealth to provide other value-added consultation services to customers.



You can opt to be a **FamilyDoctor** to provide dedicated services to a customer's family for one year.



You can offer **SecondOpinion** to validate the diagnosis of a customer's primary physician/doctor.



You can provide **GeneralCounselling** to advise customers on various issues for better emotional health.

Very shortly, CallHealth will launch products that would enable you to draw more patients and also enhance your clinic's efficiency.



**Doctor Search Platform** where customers can select a doctor of their choice and book appointments for physical consultation online.



**Practice Management Software** for you to manage the operations of your clinic smoothly, so that you can focus on treating your patients.

If you would be interested in associating with us for one or more of the above services, please get in touch with us for further details or refer to our website [www.associate.callhealth.com](http://www.associate.callhealth.com)





## Stakeholder Engagement Centre

Taking technology and stakeholder delight to an entirely new level, we have evolved a one-of-its-kind Stakeholder Engagement Centre (SEC). This cloud computing platform enables all our stakeholders – Associates like you, Customers, Investors and Officers of the company - to come together under one virtual space.

By logging on to our Associate Zone, you will enter the SEC where you can:



Easily execute, manage and keep a track of your pending consultations, schedules, payment details.



Access patient's electronic health records for quick and accurate diagnostics and better care.

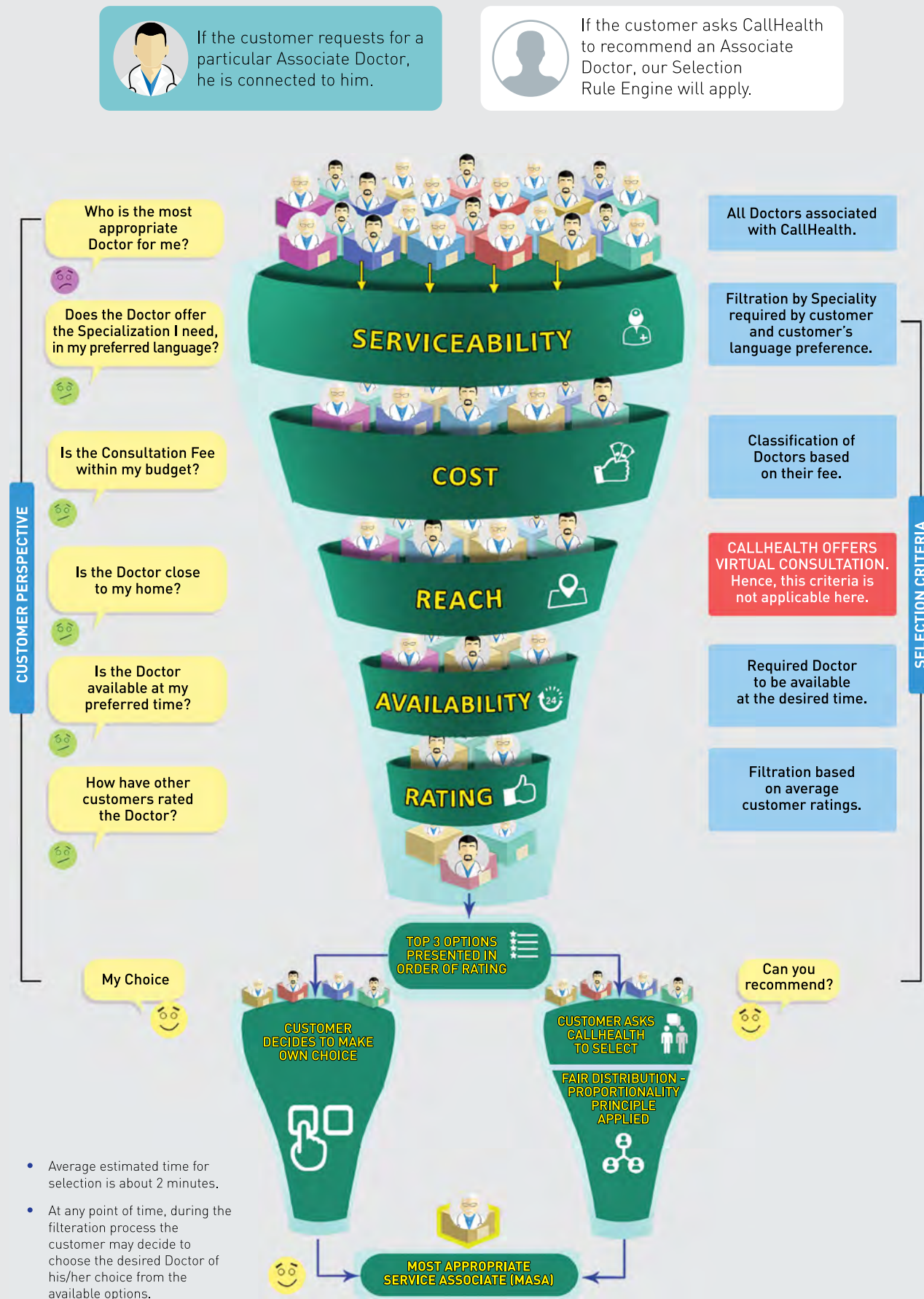


Engage with other stakeholders, leverage data analytics to enhance efficiency and access knowledge on latest medical trends.

For you to optimally use the CallHealth system for eConsultation, our team will provide you with all the necessary training. The very intuitive and user-friendly software ensures that you would be able to learn to operate it very quickly.

We do understand your busy schedule and the time constraints you face. **As a special gesture, we will compensate you for the time spared by you on training.**

Shortly, CallHealth would be introducing a mobile app for you to easily access the SEC.



## Selection Rule Engine

To determine the most appropriate Doctor for the customer as per symptoms and requirements, and to ensure fair distribution across our enrolled Doctors, we have developed a technology driven Selection Rule Engine. The first and the most fundamental rule is that the choice of the customer - if he chooses to exercise it - determines the Associate Doctor he consults with. If CallHealth were to recommend, then the Selection Rule Engine applies its selection criteria to arrive at the Most Appropriate Service Associate (MASA).

For the Associate Doctor category, the selection criteria given below will be applied in descending order:

- Serviceability
- Cost
- Availability
- General Customer Ratings
- Fair Distribution

The system first shortlists the Associate Doctors based on criteria 1-4 as shown in the visual on the left. The principle of Fair Distribution then selects a Doctor from this shortlisted set in such a manner that over a period of time all Doctors get the same number of patients, ensuring even distribution.

For a detailed description of how our Selection Rule Engine functions, please refer to our website [www.associate.callhealth.com](http://www.associate.callhealth.com)



## Benefits to You



### Expanded Geographical Reach

Using the CallHealth virtual platform, you can provide consultations to patients beyond current geographical restrictions, at any time from within the comfort of your clinic.



### New Age Consultation Tools

CallHealth provides you with the industry's first virtual whiteboard, offering access to over 1000 images and videos, to explain the disease/ailment to your patients more effectively. In addition, our software helps to sharpen your diagnosis based on the symptoms.



### Access to Support Staff

To make your consultations more efficient, CallHealth Officers offer you full support. Our Call Centre Officer captures basic customer details and medical history to save you time, while a Mobile Health Officer is present with the patient during eConsultation to carry out any tests you require. The Call Centre Officer also does post-consultation follow-up with the patient.



### Zero Additional Investment

You can increase your practice and reach with no extra investment.



## Commercial Proposal



### Non-exclusivity

You can opt to consult with CallHealth, while continuing your other consultation commitments. If you are employed at a hospital, you may still opt for consultation with us as long as the terms of your employment permit it.



### Flexible Time Commitment

We need you to be available for CallHealth for at least 2 hours per day, during a mutually agreed time slot. During this period, you will need to log into our system and be available on phone and video to attend to patients. You may log in from anywhere - your clinic, hospital or from home - but you need to ensure a silent, noise-free environment for effective consultation.



### Assured Compensation

We guarantee you compensation for at least 3 consultations per day you log-in. In case the number of consultations is higher, which is most likely, your compensation will accordingly be higher. This reconciliation is done on monthly basis. For example if you log-in for 20 days in a month, your minimum guaranteed compensation is for  $20 \times 3 = 60$  consultations. If in the month, you actually do 70 consultations, you will be paid for 70 consultations. In addition to the above, you will be compensated for the time spent on training. The details of the compensation amounts per consultation are given in a separate letter along with this brochure.

We will soon be reinforcing the base compensation with performance-based multipliers based on customer ratings.



### Timely Payment

Payment will be credited directly to your bank account every fifteen days.

Complete transparency is maintained and you can log onto our Associate Zone and view your payment history from your dashboard.



## Registration Process

To become a CallHealth Associate, just log onto [www.associate.callhealth.com](http://www.associate.callhealth.com) and follow the steps as shown there.

Please keep soft copies of the following documents at hand during online Registration:

- Registration Certificate of Medical Council of India (MCI)
- Your Resume
- Education Certificates
- Government-defined Address Proof
- Pan Card

If required, our officer can come and help you with the Registration process.



## Infrastructure Required

The only physical infrastructure that is needed for providing eConsultation is a PC or laptop or tablet with good data connectivity. eConsultation requires you to be operating out of an area with either 3G or Wi-Fi coverage to support video conferencing. We will share a link with you to enable access to the application for eConsultation.

There is no need for any special infrastructure to be provided by us as our application can be accessed from any PC, laptop or tablet.



## Legal Responsibilities

As partners, both of us have the legal liability for our respective functional areas. CallHealth is the facilitator for the entire process and we take complete responsibility for our area of operation. Medical professional liability for CallHealth eHealth platform service delivery will be the same as in hospital- based practice.

All diagnosis, prescriptions and consequences thereof are the responsibility of the Doctor as in the case of your normal consultations. CallHealth bears no liability for medical malpractice.

CallHealth is insured by Errors and Omission Policy for Professional Indemnity. However, we would encourage you to have or continue your individual Professional Indemnity Insurance.

The Terms & Conditions are stated in the Agreement. However, as these keep changing from time to time, please refer to our website for the latest updates.



## Feedback

CallHealth believes in complete transparency and we encourage mutually constructive feedback to enhance customer experience. If you have any feedback or suggestions regarding our processes, you may post them from your dashboard on the Associate Zone or call our Associate Helpdesk. We will also be sharing customer ratings and other feedback, if any, with you.

Kindly note that strict confidentiality will be maintained and feedback and ratings will be shared only with the concerned Associate.



For any assistance, please contact:

**Associate Helpdesk on 1800 30 111 222 or email us at [associate@callhealth.com](mailto:associate@callhealth.com)**





## Dos & Don'ts

Should you choose to Associate with CallHealth, we request you to follow certain guidelines to ensure smooth functioning of operations which would be in our mutual interest.



### Dos:



Customer delight is the target we should aim at.



Adhere to the pre-decided log-in timings.



In case appointments need to be re-scheduled, provide 12 hours prior intimation.



Explain the condition and ailments to the patient in detail using our aids like the virtual whiteboard.



Our medical protocols and processes are devised for your benefit, so do make use of the information therein.



### Don'ts:



Avoid consulting from an environment having disturbance or ambient noise.



Refrain from making any specific recommendation to the customer about hospitals, diagnostic centres or any other healthcare service providers.



Don't share your personal contact information with the customer.





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