
MOBILE HEALTH

CASE STUDY: MEDIPHONE



HealthFore – Transforming Healthcare

HealthFore Technologies Limited is a global healthcare IT solutions and advisory services company. Our B2B and B2C IT solutions help hospital chains, diagnostic centers and public health enterprises realize superior clinical outcomes.

Our patient-centric healthcare solutions focus on wellness, preventive care and condition management. Our information and health advisory services ensure prompt diagnosis and treatment of diseases. We create mass awareness to improve the quality of life through self-care.

HealthFore's IT products and services are built on leading-edge technology. Our solutions increase productivity and boost revenue for healthcare providers through process automation, interoperability and collaboration. Significantly, our customized solutions enable world-class patient care and comply with healthcare regulations, while minimizing costs.

We increase the reach of healthcare by investing in R&D. Our team of doctors, radiologists, dentists, physiotherapists, nurses, hospital administrators, pharmacists, and technicians provide insights to develop innovative solutions and streamline healthcare. Our strategic relationships with Microsoft, Oracle, IBM, HP, and Barco are the backbone of our healthcare solutions.

Mediphone

Mediphone offers 24x7 medical advice services through mobile access from anywhere, anytime of the day or night across India. HealthFore tied up with Airtel to offer Mediphone services to its customers on 5-44-45 at Rs-35/consultation. Mediphone brings much needed specialist healthcare to remote areas where there are few, if any, healthcare workers. It focuses to deliver the most accessible and affordable care by providing high quality specialists.its infrastructure and data center. It also needed to maximize predictability, optimize operational cost and improve business satisfaction.

Mission and Vision

Mediphone works towards making healthcare accessible, affordable and available to all segments of the population, especially those most vulnerable in country. In order to achieve the goals, Mediphone leverages cutting edge information and communication technologies to cut costs without compromising quality.

Mediphone envisions a future in which all vulnerable groups have the necessary information to make informed decisions regarding their health and affordable, available and accessible high quality health infrastructure to support the realization of those decisions without any boundation of time and location.

Services Offered

Mediphone is on call medical advice, which is available 24X7. It empowers the caller to consult with doctor anytime without any time boundation. Customer can avail this service from Airtel mobile at Rs. 35/ consultation. The key area of service includes:

- Service is available 24X7, 365 days.
- Prescription and Care advice is given through SMS and E-mail by MCI registered Doctors.
- Team of qualified medical professionals including MBBS/ BPT/ BHMS/ BAMS/ BDS/ B.Sc. works to assess & ensure right diagnosis based on clinical decision support systems depending upon the symptoms.
- Emergency Referral – in case of emergency situation, warm transfer (transfer the call & connect to emergency services) to medical service providers like ambulance services, emergency services, hospitals and diagnostic centres, where ever possible.
- Robust software, internationally tested for last 20 years, customized for Indian population.
- Besides offering medical advice, including self-care, consultations and permissible medication, the service also provides information about nearest emergency facilities in case of customers involving emergency conditions.

- Mediphone focuses on educating patient about the treatment and prevention.
- Mediphone messaging application enables to deliver Prescriptions and information on disease management and prevention to patients through SMS & E-mail.

Electronic Medical Record (Tele-Triage)

Tele-triage is the process of determining the priority of patient's treatment based on the severity of the condition. It is advance form of capturing patient symptoms and providing them with correct healthcare advice based on symptoms by doctors. All symptoms of patient along with past and current medical history of patient is evaluated by team of doctors to provide the patient with prescription through SMS wherein required. Patient will receive the prescription through SMS or E-mails containing the brand name and generic of medicine, its dosage, care advice along with name and MCI registration number of attending Doctor.

Tele-Triage – An Advanced Tool

- Tele-triage is an advance way of capturing and providing relevant information for the benefit of patient delivered by healthcare professionals by mobile.
- Triage is a process of determining the priority of patient's treatment based on the severity of their symptoms.

Mediphone Team

Mediphone Health Officers on call have a minimum qualification of Bachelor of Science (Nursing), Bachelor of Pharmacy or Diploma in Pharmacy/ BDS/ BHMS/ BPT. Doctors operating as team leaders have a minimum qualification of MBBS. Apart from this educational pre-requisite, the Health Officers have at least one year experience in providing medical care.

Statistics

In over 21 months since the Mediphone service has been operational, over 100+ Lakh people across 11 states have made use of the service; ~4 lakhs

unique customer got service for their medical need. The most interesting fact is that there is large no of repeat caller which itself shows the level of trust build in service. Testimonials like the ones mentioned below are evidence of Mediphone's success.

“I called Mediphone for itching and skin allergy on my palm and hand for past 20-25 days. Doctor patiently listened to me about my problem and then prescribed me medicine and healthcare advice that proved effective. The most beautiful experience was when I received a call back from them to know how I am and my condition, it made me realise that to get the care and right advice it's not always necessary to visit doctors but they are just a call away. I rate it 5/5 brilliance scale and recommend it to all my family members and friends.”

Mrs. Shikha Malhotra, 35 yrs, (U.P)

“I am a student and stay in hostel. Few days back suffered with severe throat pain and fever, couldn't visit a doctor as my exams were on, then one of my friend called Mediphone and spoke to a doctor. The service offered to me was brilliant. The doctor was well qualified & knowledgeable. He prescribed me some drugs which helped to recover very fast. I think it's a brilliant service I have recommended the service to a lot of my friends, who are in hostel & can avail the benefits of the service anytime at an affordable price. The fact is that the service is available 24X7 and is a blessing.”

Mr. Anmol Chauhan, 19 yrs, Delhi