TELEMEDICINE PROGRAM DESIGN CANVAS

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Created by _____ Version_____ Date _____

PROBLEMS
What problem am I solving for patients?
Queue in a urban/rural area
What problem am I solving for the health system?
Reduce waiting time for the patient
What are the costs/consequences of not solving this problem?
Waste of time, late in patient treatment

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ECOSYSTM
Where will this project be implemented?
Urban area
Describe the current health system - how do patients currently access care for this issue?
What is the availability of internet & mobile connectivity?
What regulation exists?
Are there any telemedicine laws and guidelines I have to comply with?

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PATIENTS
Who are my patients?Anyone in urban/rural area who come to hospital physically
What is my target population - Rura/UrbanI patients, Urban patients, Children, women, elderly?
Describe the persona of your target patient groups
What kind of access do they have to the internet, mobile devices, power?Patient have their smartphone and access to internet
What is their level of technical literacy?
They are able to use the smartphones
Do they trust/accept telemedicine?
Yes

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PROVIDERS
Who are my providers?Doctor
What are the types of providers I will need to recruit?
eg: nurses, midwives, community health workers, general physicians, specialists, counsellors
Where would they be based?
Ideal characteristics (eg: speaks the same language, retired doctors, international specialists)?
Local language

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CHANNELS
How might I reach patients?
Directly (D2P) - IVR, Call center, mobile app, website, chat (WhatsApp / Facebook?
Mobile app
Via an intermediary (HW2D) - health worker assisted telemedicine
Indirectly (P2P) - doctor consulting with specialist

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DESIRED OUTCOMES
What will success look like?

eg: Reduction of time, distance, money to access healthcare
Improvement in hypertension status of patients
Increase in number of children receiving treatment for illness

Reduction of time, distance, money to access healthcare
Improvement in hypertension status of patients,
receiving treatment for illness

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PATIENT WORKFLOW
What will the teleconsultation workflow be?
Create their profile
See all doctor's availability
Check for appointment

How will I manage patient consent?
Before issuing the token consent should be taken
What is the patient journey?
Registration -> Checking Availability -> token amount should be taken -> appointment provided -> consultation given -> feedback

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TRAINING
What training will they need?
Doctor need training to use app
What is their current level of training and education? Mild
What skills do they need - clinical skills, technology skills?
Clinical skills
What refresher/continuous training will they need? Refresher

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TECHNOLOGY
What technology will I use? App
What key features do I need in my software?
Video conferencing, chat, Appointment system
What point of care diagnostics will I need?
What clinical protocols will be needed?
Who will maintain the technology?
What safeguards do I need to maintain data privacy & security?

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PATIET ENAGEMENT & TRUST
How will patients find out about the telemedicine project?
Social marketing, News-paper, Local leaders, Mouth Publicity.
How will I generate trust and acceptability so that they will use the service?
Fast customer care service.
How do I keep them coming back?
Loyalty programs

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PROVIDER ENGAGEMENT
How will I keep a ready pool of health providers?
Provide another doctor's available slot
How will I recruit them?
How will I retain them?

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MEDICINE & REFERRALS
How will patients get medicines after the teleconsultation?
Print and purchase from local or they can avail home delivery.
What will be the indications for referral, i.e. what cases will not be managed over telemedicine?
Physically examination is required
Where will they be referred to?

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KEY INDICATORS
How will I monitor that the project is meeting its goals?
How will I monitor and maintain clinical quality?

# of patient visits
# of health providers
Population reached

-Surveys and Feedbacks

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COSTS
What are the various cost components of the project?
Platform cost
Maintenance cost

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REVENUE
Who pays?
Patient / Insurance / Government / Donor ?
Patient

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THE SOLUTION
Brief description of my solution
The user used to wait in long queues and need to wait for long where there is less doctors available, difficult to manage physically, so the time reduce for consultation, no need to physically go there they can consult over video conferencing and chats and proper appointments is there; survey and feedbacks are there to improve things and measure success.

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