TELEMEDICINE PROGRAM DESIGN CANVAS

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

PATIENTS
Who are my patients?
Anyone in urban/rural area who come to hospital physically
What is my target population?
Rural/Urban patients, Urban patients, Children, women, elderly?
Describe the personas 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

PATIENT WORKFLOW
What will the teleconsultation workflow be?
Create their profile
Saw 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

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

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

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

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?
Refresher
What clinical protocols will be needed?
Who will maintain the technology?
What safeguards do I need to maintain data privacy & security?

MEDICINE & REFERRALS
How will patients get medicines after the teleconsultation?
Print and purchase from local or they can avail home delivery
Who will manage the telemedicine?
Indirectly (P2P) - doctor consulting with specialist
Via an intermediary (HW2D) - health worker assisted telemedicine
Directly (D2P) - IVR, Call center, mobile app, website, chat (WhatsApp / Facebook)

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

KEY INDICATORS
How will I monitor the project is meeting its goals?
# of patient visits
# of health providers
Population reached
Satisfaction feedback
Surveys and Feedbacks

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

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

REVENUE
Who pays?
Patient / Insurance / Government / Donor

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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