

**MARKET ANALYSIS OF T-ENGAGE (A DIGITAL
HEALTH PLATFORM)**

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the

degree of Master of Business Administration

(MBA)

in

Hospital and Health Management/Pharmaceutical

Management/Rural Management

by

Harshika Sant

Under the Supervision and Guidance of

Dr. Sheenu Jain

2022

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DECLARATION BY STUDENT

I hereby declare that this dissertation titled **Market Analysis by T-Engage** is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

Name of Student :Harshika Sant

Date : 1st July



30 June 2022

PROJECT COMPLETION CERTIFICATE

This is to certify that **Ms. Harshika Sant (29968)** worked as an Intern in our organization as a part of her academic curriculum from **23 March 2022 to 23 June 2022**.

As a part of her project study, she worked on “**Telemedicine Application - TEngage**” and has successfully completed the same.

Her contributions are noteworthy and she has also exhibited a lot of enthusiasm to learn New skills, concepts and algorithms, etc.

We wish her success in all her future endeavors.

Best Regards,

For Tata Elxsi Limited

A handwritten signature in black ink, appearing to read 'Geetha Kannan'.

Geetha Kannan

Corporate Manager – Immigration & HR Operations

Certificate from Faculty Guide and School Dean

CERTIFICATE

This is to certify that dissertation titled Market Analysis of T Engage (A digital health platform) is a record of the research work undertaken by Harshika Sant in partial fulfillment of the requirements for the award of the degree of MBA (Hospital and Health Management) from the IIHMR University, Jaipur under my guidance and supervision and his/her approach to the research study has been sincere, scientific, and analytical.

Faculty Guide
IIHMR University, Jaipur

Date

School Dean
IIHMR University, Jaipur

Date

Abstract

Title: Market Analysis of T-Engage

Introduction

Tata Elxsi is amongst the world's leading providers of design and technology services across industries including Automotive, Broadcast, Communications, Healthcare, and Transportation . T engage is first-ever digital health platform for omnichannel care that offers a unified patient experience, and remarkable ease of use to patients and HCPs.

With new limitations to physical consultation, hospitals and healthcare providers are transitioning towards digital platforms for healthcare services and patient assistance.

This research can help to know how we can enhance the services to meet these needs, or what new services or product offerings would be beneficial and evaluate what new customers need and the value we can offer them.

Study Objectives:

- **Introduction and setting up the context**
- **Need Gap analysis**
- **Marketing strategies and sustainable growth**
- **Opportunity exploration**

Methodology

- Study Design : Descriptive Study
- Duration of the study :18th March-19th June 2022
- Study of area: North America, Europe, Asia Pacific
- Data Collection Procedure : Secondary data collected based on available literature on internet.

Implications

This information helps to know how we can enhance the services to meet these needs, or what new services or product offerings would be beneficial and evaluate what new customers need and the value we can offer them.

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to Dr. P.R. Sodani Sir for providing me the opportunity to work on my dissertation.

I sincerely thank my college mentor Dr. Sheenu Jain for her guidance and encouragement in carrying out my dissertation. I also wish to express my gratitude to the industry mentor Dr. Chetan VT and manager Dr. Ajay Sathyanarayana for guiding me.

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Introduction:

One of the top companies in the world for design and technology services, Tata Elxsi works with clients in the automotive, broadcast, communications, healthcare, and transportation sectors.

Through the use of design thinking and digital technologies like IoT (Internet of Things), Cloud, Mobility, Virtual Reality, and Artificial Intelligence, Tata Elxsi is assisting customers in reimagining their goods and services.

T engage is the industry's first omnichannel digital health platform that provides patients and HCPs with a seamless patient experience. Hospitals are shifting towards digital platforms for healthcare services and patient assistance as a result of increased restrictions on in-person consultations.

The majority of patient engagement and telemedicine solutions on the market are technology-reliant and not built to manage workflows unique to certain organizations. Additionally, the platform needs to be scalable and capable of accepting, gathering, and analyzing new sensor and medical device data for personalized healthcare.

However, digitalization has its own distinct set of difficulties, such as upkeep and ongoing platform enhancements to meet changing consumer demands.

Research Question:

Understand, research, compare and analyze various telehealth solutions available in NA, EU and APAC market. Creating a detailed report on scope for telemedicine, customer behavior, competition analysis, applicable standards and suggestions including features, marketing and pricing strategies for TEngage.

Objectives:**(Introduction and setting up the context)**

- Telemedicine in NA and various available platforms/products. Comparison study of features, market segmentation and pricing strategies among Telehealth solution competitors.

(Gap analysis)

- Gap analysis for Tengage in comparison with its competitors. A primary/secondary survey to strengthen your observations on healthcare market expectations. Geo-specific EMR/EHR applications and its integration with Tengage.

(Marketing strategies and sustainable growth)

- 4 Ps of marketing for Tengage, market outreach, taking to the masses. What is needed to make Tengage growth sustainable in Telehealth space. Leveraging other healthcare verticals for Tengage growth, like Pharma, Home patient care, critical care, diagnostics, clinical research, AI & ML, preventive care etc.

(Opportunity exploration)

- Collaboration opportunities including Govt initiatives.

Study Title	Author	Key Learnings
“Telemedicine : Current impact on future”	Gauri Behari and Ricardo Correa	• Patient satisfaction surveys are still useful, and they should be conducted on a regular basis in order to update telemedicine rules and practices and improve the patient experience. • The future of telemedicine reimbursement is crucial to its success.
“Telemedicine in the United States: An Introduction for Students and Residents”	Junaid Razzak and Maryam A Hyder	• Reimbursement and the interests of healthcare payers and insurance providers are a health system concern for telemedicine. • Telehealth and telemedicine are essential for ensuring public health and providing effective treatments for numerous illnesses.
“Clinician Perspectives on Telemedicine: Observational Cross- sectional Study”	Jason Castaneda , Kenneth Nunes , George Weyer , Wei_Wei Lee	• clinicians require more knowledge on trainee education and workflow integration • To ensure the long-term viability of telemedicine, interventions are required to address patient and clinician barriers and improve clinician training.
“There and back again: the shape of	James H Ford II,	• Participants overwhelmingly preferred performing normal

telemedicine in U.S. nursing homes following COVID-19”	& Christopher Crnich	primary care services in-person rather than through telemedicine. • Nursing facilities should implement interoperability, appropriate technology, and telemedicine-related teaching and training.
“The Effects of Telemedicine on the Treatment of Mental Illness: Evidence from Changes in Health Plan Benefits”	Brendan_Rabideau Matthew_D. Eisenberg	• It seems doubtful that increased telemedicine use will lead to poorer care, and it may even lead to better health results. • In the case of treating mental illness, this shift to telemedicine leads to divergent treatment decisions, with those persuaded to utilize telemedicine using more psychotherapy and less psychotropic drugs.

Methodology

- **Study Design :** Descriptive Study
- **Duration of the study :** 18th March-19th June 2022
- **Study of area:** North America, Europe, Asia Pacific
- **Data Collection Procedure :** Secondary data collected based on available literature on internet
- **Method of data collection:** Secondary Research
- **Data analysis plan:** Quantitative data would be analysed with MS Excel or data analysis software. The content analysis method would be used to analyse qualitative data.
- **Implications of research:** This information helps to know how we can enhance the services to meet these needs, or what new services or product offerings would be beneficial and evaluate what new customers need and the value we can offer them.

Chapter -3 Introduction and setting up the context

3.1 Telemedicine platforms in NA

3.2 Customers

3.3 Market segmentation

3.1 Telemedicine platforms in NA

The Hospital View product from Definitive Healthcare represents a portion of the telehealth vendor market. Data is confidential and constantly updated. Information current as of October 21.

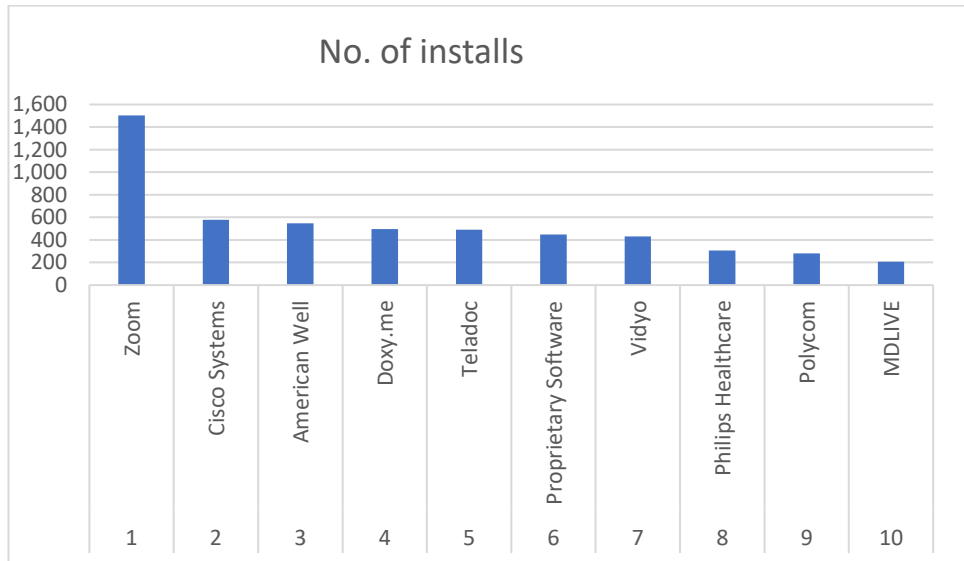


Fig 3.1

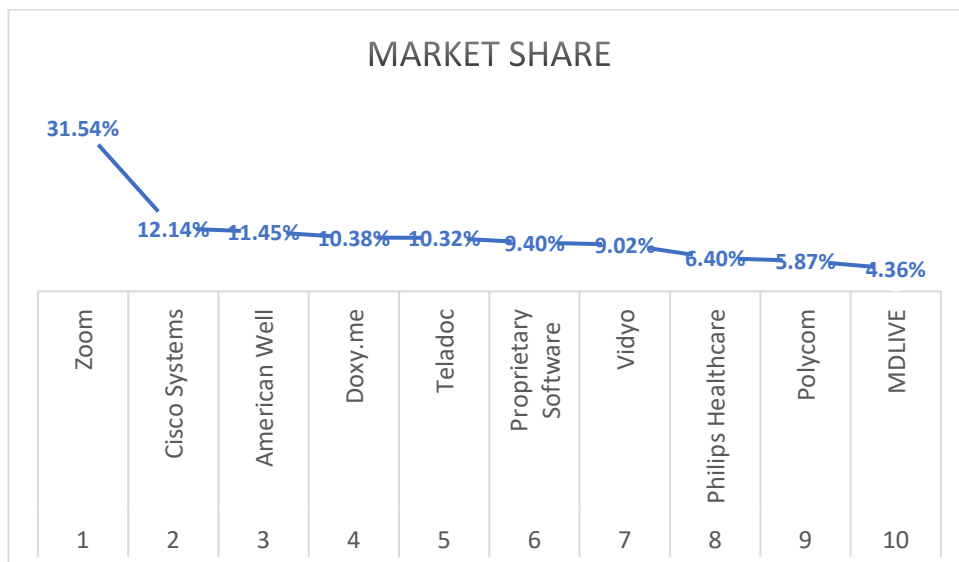


Fig 3.2

Company Name	B2B/B2C
Cisco	B2b
American well	B2B & B2C
Doxy.me	B2B & B2C
Teladoc	B2B & B2C
Vidyo	B2B
Zoom For Healthcare	B2B

Table 3.1

- **Zoom for Healthcare**

One integrated platform connecting your health organization

Zoom for Healthcare enables a hybrid workforce to remain connected and nimble while facilitating communication throughout the continuum of care and meeting patients where they are.

Security – HIPAA, PIPEDA/PHIPAA, GDPR, Zoom Trust Centre.

Features and pricing for b2b

Healthcare administration

- Board meetings
- Recruitment & interviewing
- Project management
- Supplier & vendor
- Real-time crisis communication

Medical education

- Practitioner education
- Continuing medical education
- Discharge planning
- Internal training
- Professional development
- Prevention e Wellness

Patient-centered care

- Case management
- Discharge planning
- Collaborative care teams
- Multidisciplinary teams
- Health coaching
- Group therapy

Pricing

- Zoom pricing starts at \$14.99 per user per month for a maximum of nine licences.
- Prepaid plans for medium-sized, big, and enterprise-level businesses

- **Cisco**

- Put more than 17,000 healthcare institutions at the forefront of care supported by technology
- Security – HIPAA complaint.

Features

Remote observation services.

Improve patient safety and clinical operational effectiveness while using less personal protective equipment (PPE) and increasing output.

- **Virtual and telehealth care**

Through the use of secure voice and video technology, virtual visits offer care at a distance, enhancing patient access to care and practitioner productivity in both inpatient and outpatient settings.

- **Mobile encounters**

With wayfinding and digital intake, make it simpler for patients to utilise their own devices to find what they need, get where they're going, and check in.

Pricing

Costs – customized rates

- **American well**

- Amwell is a covered benefit for 80MMembers.
- Amwell Secure's HIPAA-compliant and HITRUST-certified platform is used by 91K providers.

Features and pricing for b2b

- High-performance phone and video modes
- Account Support, patient conversations, and in-visit screensharing
- Advanced visitor security measures
- Usual reporting
- Patient address book • Floating window and gallery display • On-demand and future visit scheduling
- Tech-patient check
- Self-service registration, shopping, and instruction
- Enrolment with a self-activated provider
- Unlimited visits with a maximum of 20 people
- Reimbursement standards
- Staff, patient, and provider capabilities
- Patient involvement resources
- Invitations to patients and guests sent through text or email

Pricing

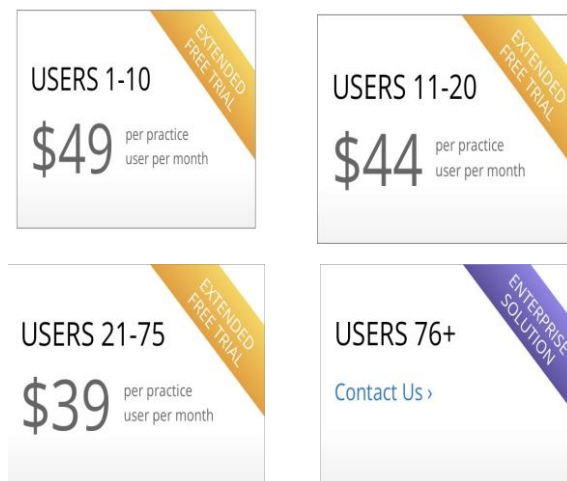


Fig.3.3

- **Doxy.me**

Doxy.me conforms with the requirements of HIPAA, GDPR, PHIPA/PIPEDA, and

Small + Medium + Large	Medium + Large	Large
• Text and email notifications • Photo capture • Group calling • Screen share • File transfer • Payments • On-demand chat assistance • Scheduled phone or video support • HD video • Audio calls • Room passcode • Edit waiting room	• Shared rooms, simultaneous call • a personalized subdomain, personalized branding • room access controls • admin controls • a tele consent form (add-on) • a custom BAA (add-on) • customized security evaluation (add-on)	• Five unique tele consent forms • a dedicated customer success manager • free support • staff licenses • single sign-on • monthly usage reports • group discounts • security reviews are just a few of the features offered

Pricing

- \$35 per month for individual providers.
- \$50 per provider each month for 2 to 50 providers.
- Customized for large organisations.

- **Teladoc**

- 12,000clients +5,000employees+53.6MU.S. paid members +18Mmedical visits delivered in 2021.
- Security - HIPAA compliant

Features and pricing for b2b

Computer software for virtual care programmes

Deliver care through highly tailored, data-driven, team-based, and all-encompassing healthcare experiences.

Intake

Create a network-wide, scalable digital intake procedure with self-service check-in to enhance care coordination.

Smart Notes

It facilitate collaboration between patients, physicians, and locations for planned and on-demand patient care through real-time communication and alerts

Using EHR integration, record remote care consultations across your system and at unrelated care facilities.

Imaging

Access diagnostic-quality studies right away

Analytics

Using real-time data, drive improvements in operational efficiency, clinical results, and financial performance.

Pricing

Customised Rates

- **VidyoHealth**

VidyoHealth provides solutions to many healthcare organizations all around the world, which include Kyushu University, Massachusetts General Hospital, and More. Each of them had specific challenges that limit their ability to provide support to patients and collaborate between different regional team.

HIPAA Compliant

Virtual Sitter - RPM

VidyoHealth offers remote patient monitoring development services that will improve patient observation through a custom-built solution. Enhance patient satisfaction and protect the providers, allowing them to be safe in an unpredictable healthcare environment.

- Virtual coordination of care
- Early intervention options for patients
- E-ICU monitoring to protect healthcare providers
- Virtual rounding and consultations

Video White-Labeling & Custom Branding

- Removal of some functionality or buttons •

Custom features

- Modification of the application's logo

- Modification of the app's name

Changes to button positioning and descriptions, language support, and colour schemes

a new app icon

3.2 Customers

Zoom Healthcare

- Opal Healthcare
- Phoenix children's Hospital
- Butler Health Systems
- Österreichisches Rotes Kreuz
- The Dorm
- Great Ormond Street Hospital for Children
- Moffitt Cancer Center

Cisco

- A Health, Wellness and Fitness Company
- Memorial Healthcare System
- NHS Management
- Stanley Healthcare
- The Brooklyn Hospital Center
- HCA Healthcare
- Jefferson University

Am well

- Baptist Health (FL)
- BayCare
- Baystate Health
- Behavioural Healthcare Providers
- Bon Secours
- Intermountain Healthcare (UT)
- IU Health
- Joslin Diabetes Centre
- MedStar Health (MD)
- Memorial Healthcare System (FL)
- MUSC
- Nemours (FL)
- Norman Regional
- Northwell Health

- Ochsner Health System
- Paediatric Associates
- Penn State Health
- ProMedica
- Reid Health (IN)
- Suburban Health Organization
- UAB Medicine
- UMASS Memorial Health Care
- UNC Health Care
- University of Virginia
- University of Wisconsin

3.3 Market Segmentation

Companies	Customers
Zoom For Healthcare	Small, medium & large health enterprise
Cisco Systems	Small, medium & large health enterprise
American Well	Patients, Small, medium & large health enterprise
Doxy.me	Patients, Small, medium & large health enterprise
Teladoc	Patients, Small, medium & large health enterprise
Vidyo	Medium and large health enterprise

Table 3.2

Chapter -4 Need Gap analysis for TEngage

4.1 Gap analysis for TEngage

4.2 Geo-specific EMR/EHR applications

4.3 Survey on healthcare market expectations

4.1 Gap analysis for TEngage

Comparative study of feature

	Zoom for healthcare	Cisco	American well	Doxy.me	Teladoc	Vidyo	TEng age
About Platform							
White labelling				yes		yes	Yes
Cloud platform		yes		yes			Yes
Easy deployment	yes	yes	yes	yes	yes	yes	Yes
On web/desktop/ mobile	yes	yes	yes	yes	yes	yes	Yes
EHR interoperability					yes		Yes
Multi-Lingual						yes	No
Multiple services	yes	yes	yes	yes	yes	yes	Yes
Compliant with HIPAA	yes	yes	yes	yes	yes	yes	Upco ming
GDPR	yes			yes			Upco ming
ICD-10							Upco ming
CPT							Upco ming
HL7							Upco ming
Patient's dashboard							
Updated info on the patient condition	yes	yes	yes	yes	yes	yes	Yes
	Zoom for healthcare	Cisco	American well	Doxy.me	Teladoc	Vidyo	TEng age

Assigned virtual room	yes	yes	yes	yes	yes	yes	No
Chief complaints	yes	yes	yes	yes	yes	yes	Yes
Ongoing medication	yes	yes	yes	yes	yes	yes	Yes
Insurance information							Yes
History of visits	yes	yes	yes	yes	yes	yes	Yes
Easy UI design	yes	yes	yes	yes	yes	yes	Yes
Doctors catalogue							
Area of specialization			yes	yes	yes	yes	Yes
Total experience							No
Appointments	yes	yes	yes	yes	yes	yes	Yes
Availability schedule	yes	yes	yes	yes	yes	yes	No
Patient health record	yes	yes	yes	yes	yes	yes	Yes
Patient referral							No
Online Consultation							
Dedicated Link for teleconsultation			yes	yes		yes	Yes
Separate dashboards for doctor and patient							Yes
Consent from patient	yes	yes	yes	yes	yes	yes	Yes
	Zoom for healthcare	Cisco	American well	Doxy.me	Teladoc	Vidyo	TEng age
Room passcode			yes	yes			No
Automated reminders							No
Virtual waiting room	yes	yes	yes	yes	yes	yes	Yes
Appointment Scheduling	yes	yes	yes	yes	yes	yes	No

Edit waiting room							Yes
Patient Engagement							Yes
Patient waiting notification	yes	yes	yes	yes	yes	yes	No
Audio calls	yes	yes	yes	yes	yes	yes	No
HD video	yes	yes	yes	yes	yes	yes	Yes
Group calling				yes			Yes
Virtual backgrounds							No
Whiteboard							No
Screen share	yes	yes	yes	yes	yes	yes	No
Turn Off Participant							No
Screen Image Capture							No
Integrated Clinical Documentation							Yes
Spotlight							No
	Zoom for healthcare	Cisco	American well	Doxy.me	Teladoc	Vidyo	TEng age
Speech to text control							Yes
							Upcoming
Real Time Text/Chat	yes	yes	yes	yes	yes	yes	Yes
Real time file transfer	yes	yes	yes	yes	yes	yes	Yes
Real time vitals data transfer	yes	yes	yes	yes	yes	yes	No
Notes	yes	yes	yes	yes	yes	yes	Yes
E-Prescribing	yes	yes	yes	yes	yes	yes	Yes
Assign lab tests							Yes
Live support assistance		yes	yes	yes	yes	yes	No
Recordings & transcriptions							No
Noise removal					yes		No

AI enabled Gesture recognition							No
Automatic transcription		yes					No
Picture in Picture for multitasking							No
Analytics portal							Yes
Consultation time	yes	yes	yes	yes	yes	yes	Yes
Time extension, if needed							No
Rejoining update							No

Table 4.3

4.2 Top EHR/EMR companies in North America

Hospital EHRs

1. Epic: Twenty Eight percent
2. Cerner: Twenty six percent
3. Meditech: sixteen percent
4. CPSI: Nine percent
5. Allscripts: six percent
6. Medhost: Four percent
7. athenahealth: Two percent
8. None/other: Nine percent

4.3 Survey

Healthcare Use Trends

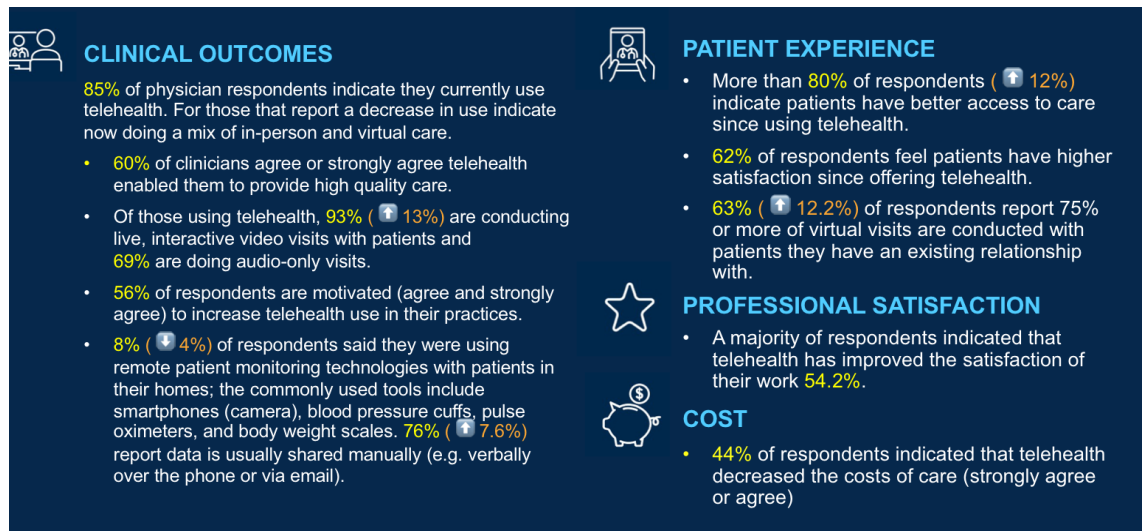


Fig 4.1

Most physicians feel telehealth allows them to provide more comprehensive quality care.

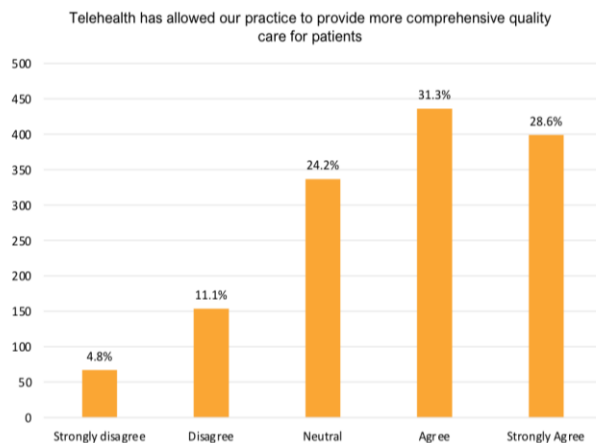


Fig 4.2

If your telehealth use has decreased, why?

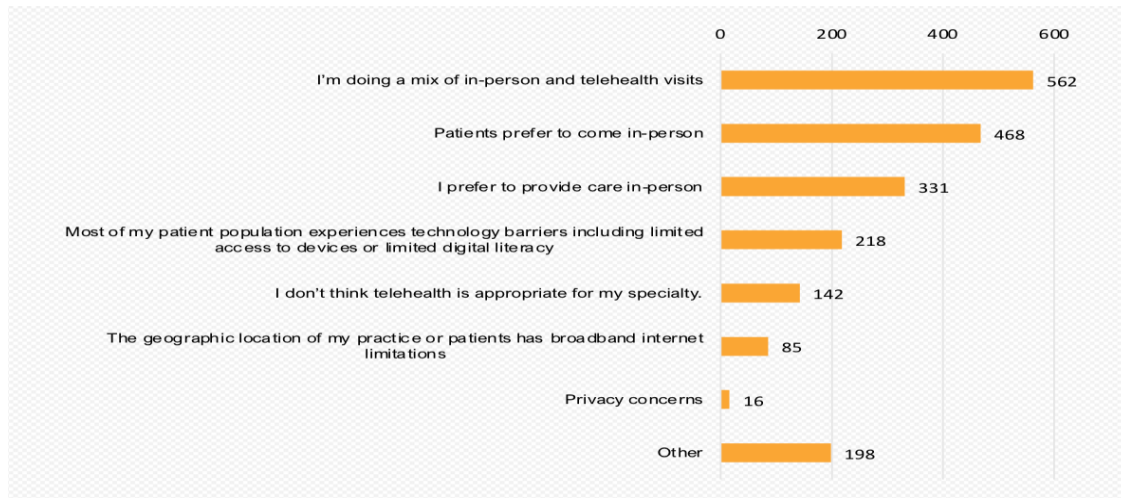


Fig 4.3

Looking ahead, organizations are interested in continuing to offer telehealth and increase use.

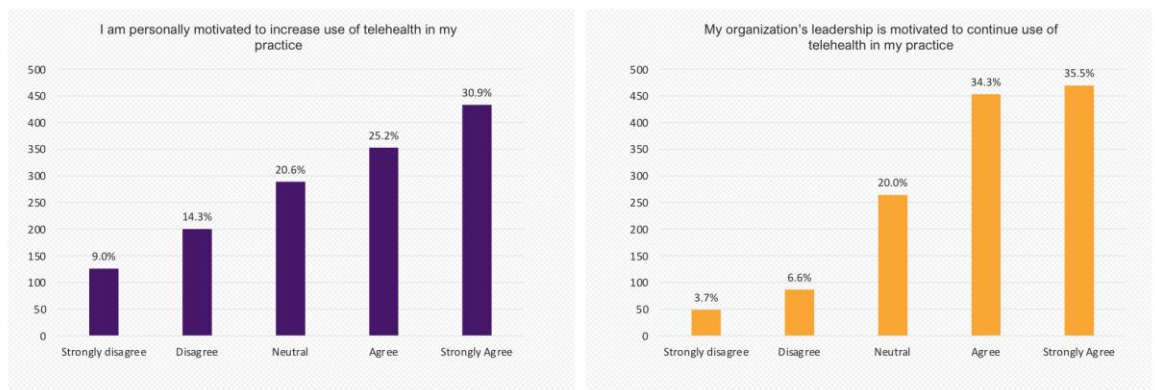
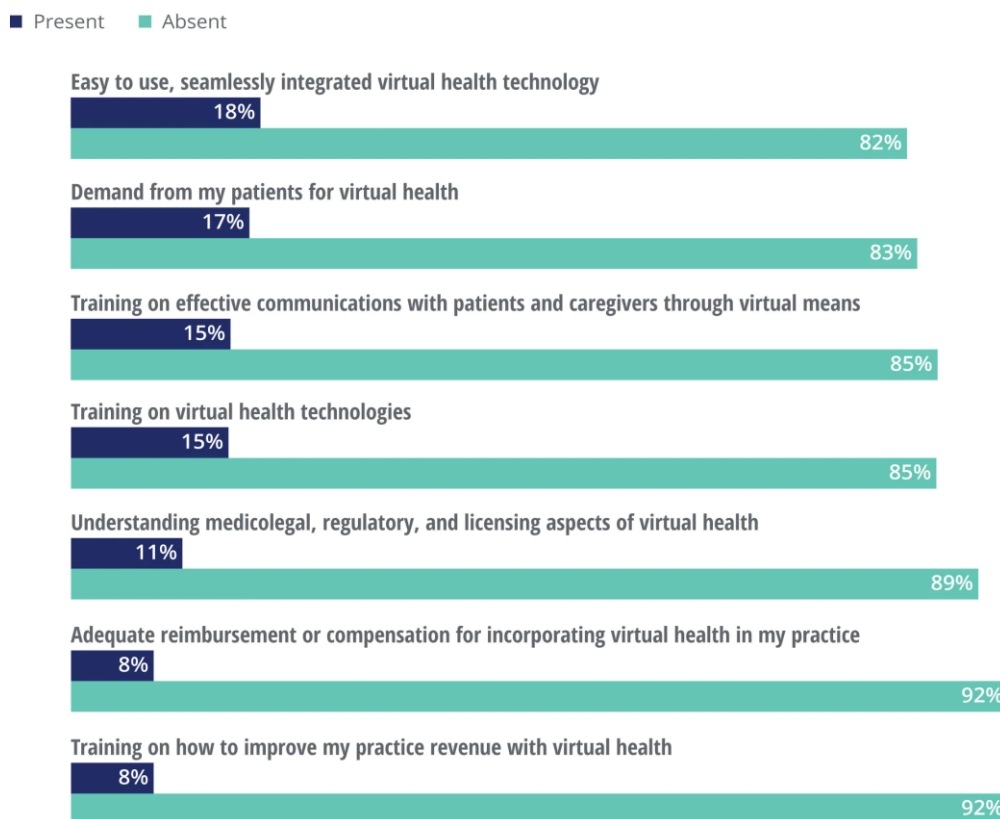


Fig 4.4

Factors that physicians consider essential for increasing their use of virtual health technologies are seldom present in their practice

Survey question: Which of the factors below are currently present or available in your practice?
(Asked of those who indicated this factor to be essential for increasing use of virtual health.)



Note: Bases vary.

Source: Deloitte 2020 Survey of US Physicians.

Deloitte Insights | deloitte.com/insights

Fig 4.5

Prior to COVID-19, about 90% of doctors reported that key elements including understanding virtual health legislation, sufficient reimbursement, and training on how to increase practice revenue using digital health were not their in the practice.

85% doctors said that good virtual patient communication skills training was necessary but inadequate in their profession. Patient demand, according to 83% of respondents, was also necessary but lacking. A high-quality virtual visit requires more effort than merely signing on to a screen and is not the same as an in-person visit.

Doctors should become familiar with the technology and pick up some pointers on how to establish rapport, demonstrate sympathy, and maintain good connect in a virtual context. For tasks normally carried out by staff in office, such as taking a patient's history and taking their vital signs, new workflows may need to be designed. There

should be resources available to address any technological issues that may arise during a virtual visit (whether they arise from the patient's or the provider's perspective).

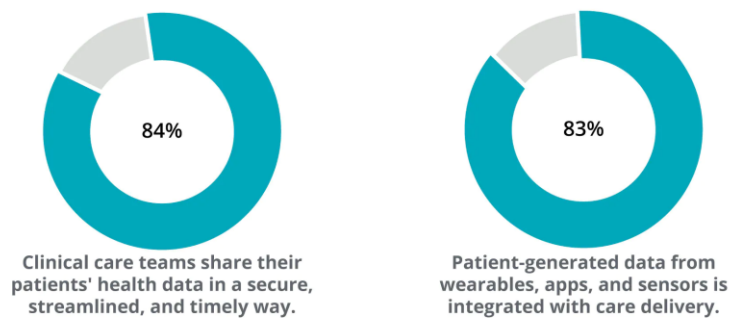
- The majority (83 percent) of doctors who believed that patient demand was crucial for virtual health believed that it didn't exist before the beginning of 2020. Positive virtual health experiences today may make people less inclined to take a holiday in the future to travel to an in-person doctor appointment. Consumer interest in virtual health has been continuously increasing over the past few years, according to Deloitte's consumer survey series. Health Care Study by Deloitte.

FIGURE 4

Physicians bet on radical interoperability in the next 5–10 years

Survey question: For each of the following trends, which ones do you expect will become standard practice in care delivery in the next 5–10 years?

■ Yes ■ No



Note: Base=680 (all physicians).

Source: Deloitte 2020 Survey of US Physicians.

Deloitte Insights | deloitte.com/insights

Fig 4.6

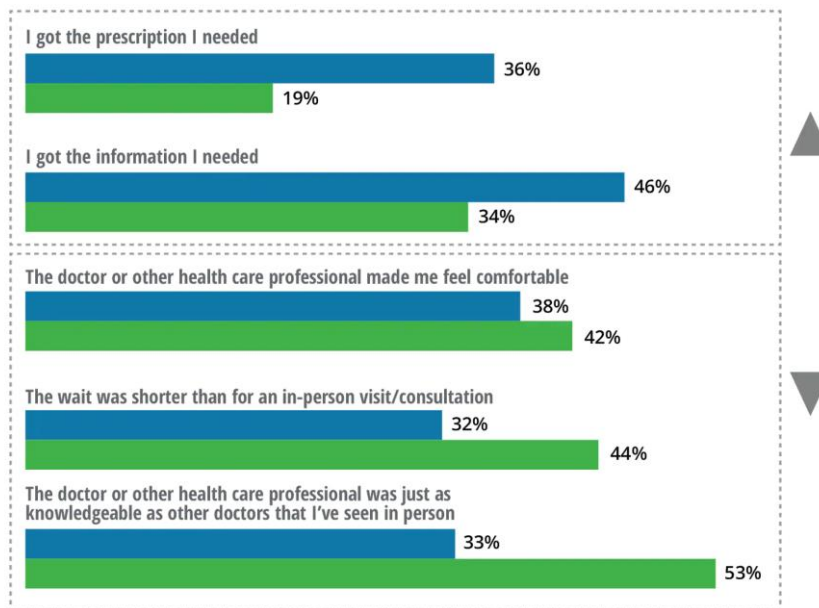
The majority of doctors in our poll (65%) believe that the next generation of medical professionals should learn about the business of medicine and how to deliver treatment that prioritizes prevention and welfare (59 percent)... According to doctors who responded to our study, the medical industry is evolving and will appear drastically different in five to ten years. In Deloitte's future health vision, we predict a stronger emphasis on preventative and wellness activities. As the emphasis moves from volume to value, health systems are beginning to commit resources to care for patients at home wherever possible.

FIGURE 3

In 2020, more consumers are getting the prescriptions and information they need from their virtual visits, but fewer are happy with their clinician and wait times

How did the actual virtual care visit/consultation go? Please select all that apply.

■ 2020 ■ 2018



Note: N = 4,522.

Source: Deloitte Center for Health Solutions, 2020 Consumer Study.

Deloitte Insights | deloitte.com/insights

Fig 4.7

The benefits of in-person medical services, such as a unique clinician-patient interaction, continue to appeal to consumers.

Customers anticipate that the quality of their virtual visits will be on par with their in-person ones and that the clinicians will take the time to listen to them and treat them with respect. The Deloitte 2020 Survey of US Health Care Consumers found that among consumers who said they would not use virtual care again, a third believed the quality of care was lower than what they would receive from a conventional doctor and a fifth stated they did not like the way the clinician handled them.

Traditional perceptions regarding the advantages of in-person medical services are still prevalent:

66 percent believed that in order to assess their medical needs, a doctor or nurse would need to physically examine them.

A virtual visit does not, in the opinion of 56% of respondents, provide the same amount of attention or value as an in-person appointment.

Consumers' top priority continues to be their relationship with their healthcare providers, according to Deloitte research on customer experience. The top four elements for "an ideal health care experience" according to the 2020 Deloitte Survey of US Health Care Consumers were comparable to what we discovered in a 2016 study on consumer preferences.

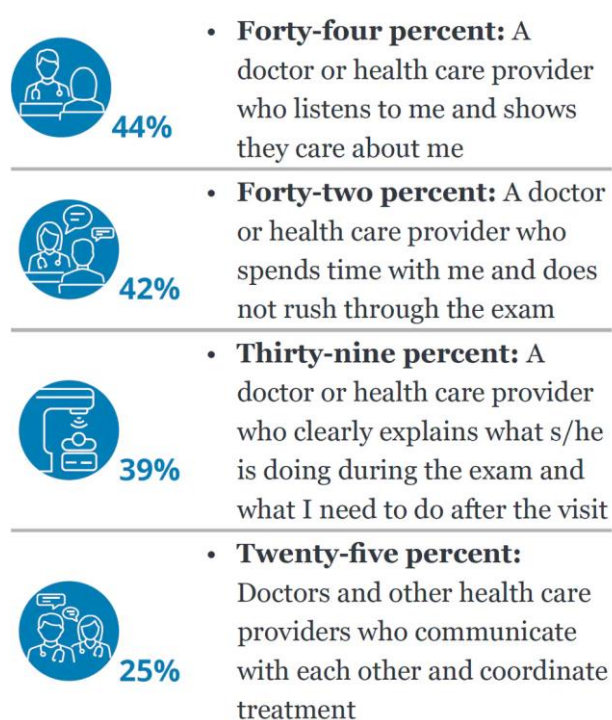


Fig 4.8

Consumers still want to have positive interactions and trustworthy connections with their clinicians, regardless of whether they use virtual visits or other atypical settings. This is especially true for those who suffer from chronic illnesses because they are more likely to cherish a long-term relationship. The virtual visit experience could be enhanced by health care organizations training their professionals and doctors. 85 % of doctors nationwide responded that while training is important, it is not currently being provided in their practice.

Chapter -5 Marketing strategies and sustainable growth

- 5.1 Product variants for Tengage
- 5.2 Global Market outreach
- 5.3 Leveraging TEngage in Healthcare Ecosystem
- 5.4 Telehealth Adaptation
- 5.5 4 Ps of marketing for Tengage
- 5.6 Product sustainability

5.1 Product variants for Tengage – proposed

TEngage Basic

For basic needed features

- On-premises server-based platform
- EHR interoperability
- Calendar integration
- Appointment scheduling
- Patient visit history
- Doctors' detail
- Video call
- Group calling
- Integrated clinical documentation
- Real time file transfer
- Assigning lab test
- Analytics dashboard
- E-prescribing
- SMSs alerts/notifications
- Easy payment

TEngage Super Premium

For extraordinary experience

- VR integrated platform
- AI enabled gesture recognition
- Customized advanced AI & ML features

TEngage Advance

Basic + advanced features

- Cloud based platform
- Infrastructure maintenance
- Speech to text
- Care location
- Multilingual
- Whiteboard
- Virtual waiting room
- Real time vital data transfer
- Screen share

TEngage Premium

Basic + advanced + premium features

- White-labelling
- Speech to text- medical grade
- Customized workflows
- Whiteboard + branding
- Advanced analytics dashboard
- Feedback collection from users
- Promotions & advertisement support

5.2 Global Market Outreach

Target Audience

- ❖ Clinical Providers
- ❖ Management Administration
- ❖ Nurses and other staffs.

Places these audience can be targeted

- ❖ Social media such as Facebook, LinkedIn, YouTube.
- ❖ Digital Newsletter
- ❖ Medical magazines
- ❖ News, Guest blogs, op-eds

Activities

- ❖ Conferences with medical associations.
- ❖ Campaigns collaborated with hospitals.
- ❖ Campaigns collaborated with smaller clinics.
- ❖ Social media campaigns.
- ❖ Media activities
- ❖ Website.
- ❖ Demos with satisfaction surveys from providers and administration.

5.3 Leveraging TEngage in Healthcare Ecosystem

Home Health

Since the COVID-19 epidemic, home health telemedicine has gained popularity among home health organizations as a care paradigm.

Example:

Foster Healthcare: Home Health Aid, Occupational therapy, Speech Therapy, Physical Therapy

Aurora Healthcare: Helping Hearts at Home Package, Diuretic heart failure program, Rapid recovery program, Personalized Home care for chronic conditions.

Elder Care

Elder care is typically required when an elderly person's health slowly deteriorates with age, although it may also be required in emergency situations. When your health begins to decline and you become more and more dependent on others for daily activities, getting older may be a challenging experience. The elderly are in need of the most compassion and care at this time.

Eldercare consists of:

- Doctor teleconsultation
- Nutrition teleconsultation
- Physiotherapy Video Consultation
- Remote health monitoring
- Home lab test service
- Emergency coordination

Home lab test

- Collaboration with diagnostic centres to help them provide home medical tests and quick delivery of results through a web
- based user interface.
- Options for bookings, patient profile, diagnosis and digital report might be kept in the interface.
- Practo provides a similar service.
- Some of the services available are
- Covid RT-PCR test
- Fasting Blood Sugar

- Beta HCG
- Vit b12 test
- HbA1c
- Liver Function test

Pharma Industry

- The global pharmaceutical industry is currently growing. A \$1,228.45 billion worth of medications were generated by the worldwide pharmaceuticals market in 2020, with a CAGR of 1.8 percent. By 2023, the Indian pharmaceutical market is projected to be valued 33.18 billion USD and rank ninth in the world.
- Example-
- Abbott India-\$34.60 billion in FY20
- Abbott India is in charge of producing a wide variety of nutritional goods, diagnostic equipment, branded generic medications, diabetes, vascular devices, and other things. The therapeutic categories into which Abbott's products can be divided include women's health, gastrointestinal, cardiology, metabolic diseases, and primary care. Among the biggest MNC pharma companies, Abbott is one of the oldest pharmaceutical firms in India.
- Pfizer Inc. is a multinational pharmaceutical and biotechnology firm based in the United States. Pfizer creates and manufactures medications and vaccines for neurology, cancer, cardiology, and endocrinology.
- Pfizer PAP Connect: Using a computer or mobile device, PAP Connect enables US patients and their healthcare providers to apply for and manage their participation in the Pfizer Patient Assistance Program for a limited number of primary care medications. Insured and uninsured patients who qualify and are in financial need can receive some medications for free thanks to the Pfizer Patient Assistance Program.

Wellness

- Providing features like biometric screening, health assessments, wellness challenges, and more, Helping people embrace and sustain healthy habits for life. Built on a foundation of behavioral science, it can provide valuable insights on your employee health risk factors and create a healthier workforce.
- Digital Wellness Platform

- Wellness Contests & Challenges
- Wellness Coaching
- Biometric Screening
- Health Risk Assessment
- Smartphone Application
- Example
- **HealthifyMe**

Calorie counting, individualised nutrition and fitness coaching, and diet and exercise plans are just a few of the services offered by the Indian digital health and wellness platform HealthifyMe. The app, which was created for both Android and iOS platforms, uses a comprehensive lifestyle tracking strategy to keep users interested and motivated. A team of in-house qualified nutritionists, fitness trainers, and yoga coaches are available to users with premium memberships. As an alternative, consumers can get help from AI-driven dietitian Ria. Because the app syncs with activity trackers, HealthifyMe also combines these services with wearable technologies.

5.4 Telehealth Adaptation in U.S

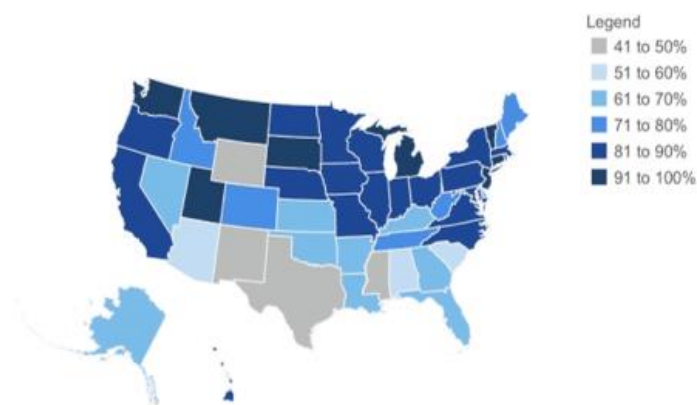


Fig 5.1

The proportion of community hospitals using telehealth to conduct provider-to-provider or provider-to-patient consultations and visits in each state.

Telehealth Usage scenario (CAD, million/year)

Canada	64.00	384.06	1,344.75	2,947.62
Newfoundland and Labrador	0.98	5.87	20.55	45.05
Prince Edward Island	0.18	1.10	3.84	8.42
Nova Scotia	1.29	7.74	27.11	59.43
New Brunswick	1.06	6.36	22.28	48.83
Quebec	12.75	76.53	267.95	587.33
Ontario	24.70	148.23	519.01	1,137.65
Manitoba	2.04	12.27	42.96	94.17
Saskatchewan	2.30	13.79	48.27	105.81
Alberta	9.78	58.66	205.39	450.20
British Columbia	8.56	51.37	179.87	394.27
Territories	0.32	1.90	6.65	14.57

Table 5.1

5.5 4 Ps of marketing for Tengage – U.S. & Canada

Tengage Basic Tengage Advance Tengage Premium Tengage Super Premium	• Washington • Oregon • California • Utah • Montana • Virginia • North Carolina
• Community Events • Media : TV, Radio • Collaboration with Clinics/hospitals • Social media : Website, Webinars, YouTube, Facebook, Twitter, blogs.	• Fixed Subscription model • Variable Incentive Model

Target Population

- Primary Target – Medium Sized hospital (100 – 499 beds)
- Secondary Target - Large Hospital (500+ beds)
- Tertiary target – Small clinics.

Target Places

- Urban location.
- To overcome the technological adaptation barrier

5.7 Product Sustainability

Telehealth growth projections - NA

- According to forecasts, the telehealth industry would increase from USD 90.74 billion in 2021 to USD 636.38 billion in 2028 at a CAGR of 32.1 percent.

❖ The digital health market is anticipated to generate revenues of (2022) with an annual growth rate of	Australia - US\$1.80billion - (CAGR 2022-2026) of 6.30%	Singapore US\$431.50million CAGR (2022-2026) of 9.25%
❖ The estimated market size in 2026 would be	- US\$2.30billion	US\$614.60million

Malaysia
US\$474.80million
(CAGR 2022-2026)
of 9.94%
US\$693.60million

South Korea
US\$3.16 billion
(CAGR 2022-2026)
of 6.56%
US\$4.08billion

India
US\$9.15billion
(CAGR 2022-2026)
of 24.62%
US\$22.07billion

Sustainable growth benefits and barriers of telehealth

Benefits

- ❖ Maintains patients at our facility rather than sending them out for specialist provider treatment; better health care services are provided to the community.
- ❖ Preserves funds for delivering care to the neighborhood.
- ❖ Shows the neighborhood's hospital that it offers access to cutting-edge services and technology.
- ❖ Effective hospital stewardship is displayed.

Barriers

- ❖ Lack of digital literacy, lack of internet connectivity, lack of access to technology, etc.
- ❖ Favoring in-person meetings.
- ❖ Limited access to information.
- ❖ A lack of knowledge and comprehension of telehealth options.
- ❖ A lack of knowledge and comprehension of telehealth insurance coverage.
- ❖ Not having health insurance.
- ❖ Limited access to neighborhood-based resources.

Chapter-6 Opportunity exploration

6.1 SWOT analysis

6.2 Pricing strategy for Tengage

6.3 Pricing menu for Tengage

6.4 Collaboration opportunities

6.1 SWOT Analysis

Strength • Product of a highly trusted Tata Group • Provides white labelling solution for giving look and feel of the respective organization • Provides speech to text feature, for proper capture of verbatims and decrease chances on missing out the important details • Many upcoming features which would improve the usage of virtual consultation	Weakness • Many features are yet upcoming • Provides similar features which is already existing • Market already engaged by several companies providing similar features.	Opportunity (O) • Due to pandemic, people are taking sincere precautions to avoid contagions, therefore remote consultation is booming • Have opportunities to explore other peripherals such as Remote Health Monitoring, Elder Home Care, Home Lab Test, Preventive Medicine. • Telehealth in India is in evolving phase; therefore, it is good to experiment with needed features. • In India, Overall high digital literacy of the population. • In Australia , Due to pandemic, people are taking sincere precautions to avoid contagions, therefore remote consultation is booming.	Threat(T) • Post pandemic virtual consultation is seen decreasing • Poor virtual consultation sessions, owing to technical glitches due device incompatibility is seen as threat for teleconsultation • Patient hesitation and less trust in online consultations • Lack of health insurance. • In Singapore , Patient hesitation and less trust in online consultations. • In India , Lack of strong government guidelines and regulation pertaining to telehealth. • In Europe , Legal loopholes regarding liability and data confidentiality and security
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6.2 Pricing Strategy

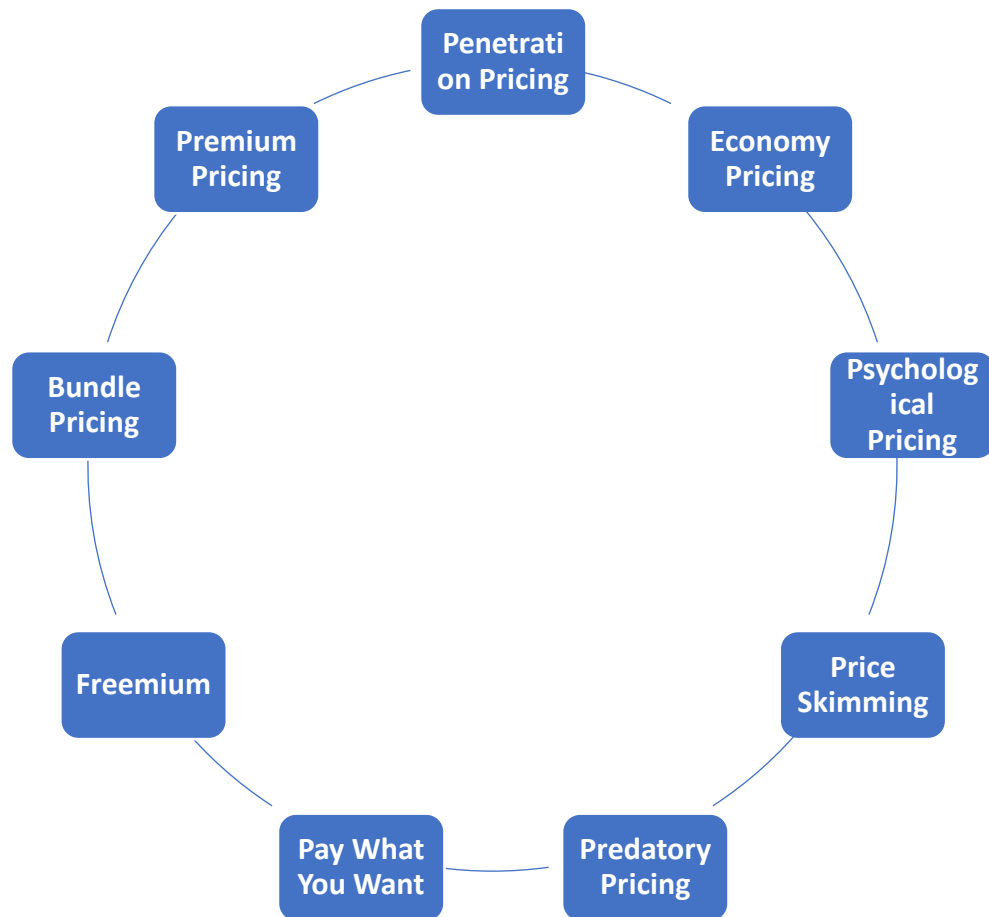


Fig 6.1

We are going for the penetration pricing.

We have compared the product and the features of the competitors and produced this price proposal, based on the competitor's pricing.

6.3 Pricing menu for Tengage

Reference from market study

Amwell

- 1-10 licenses -
49\$/license/month
- 11-20 licenses -
44\$/license/month
- 21 to 75 licenses -
39\$/license/month

Zoom

- 1-9 - 15\$/license/month

Doxy.me

- Medium to large -
35\$/license/month
- Clinic. - 50 \$/license/month

Fixed Subscription model

- **1 to 9 license**
35\$ per license per month.
+5\$ for Advance
+10\$ for premium
- **11 to 30 license**
30\$ per license per month
+5\$ for Advance
+10\$ for premium
- **30 to 100 license**
25\$ per license per month
+5\$ for Advance
+10\$ for premium

Variable Incentive Model

Small hospitals

1.5 \$ per patient (through tele-consultation)
+ 5\$ / month for advance
+10\$ / month for premium

Medium hospitals

2.5\$ per patient (through tele-consultation)
+5\$ / month for advance
+10\$ / month for premium

Large hospitals

4\$ a patient (through tele-consultation)
+5\$ / month for advance
+10\$ / month for premium

6.4 Collaboration opportunities – NA

The broad programmes/activities covered under eHealth are as below:

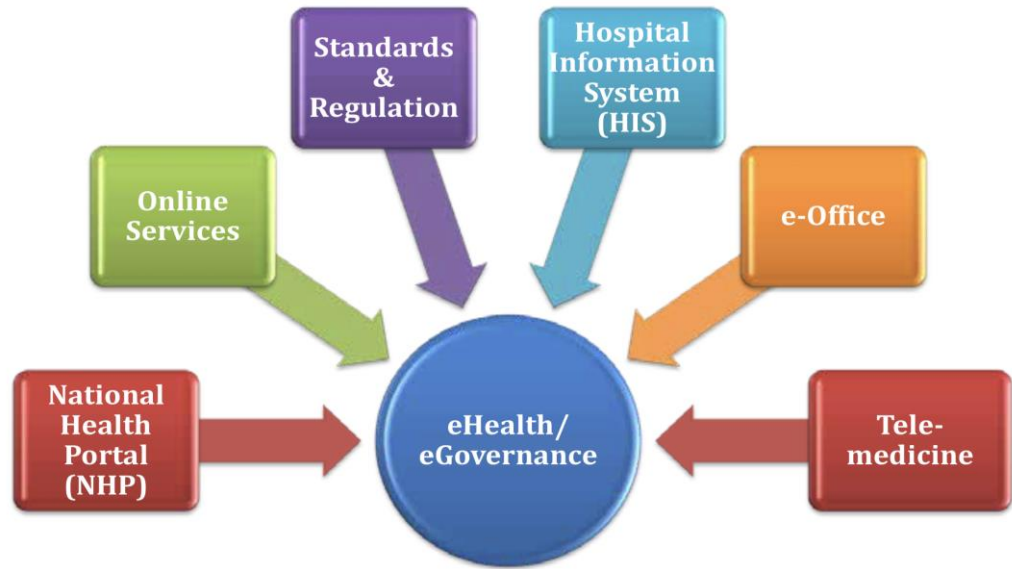


Fig 6.2

Purpose of E Governance

- Ensure a greater range of services are available.
- To increase the effectiveness of training delivery and capacity building.
- To deliver health care services in rural and inaccessible locations through telemedicine.
- To lower healthcare costs by facilitating access to medical records and enhancing patient safety
- To support evidence-based planning and decision making by effectively monitoring globally scattered tasks and effective MIS.

7. Conclusion

- Many features are yet upcoming in T Engage
- Provides similar features which is already existing
- Market already engaged by several companies providing similar features.
- The price of services by T engage needs to be low to survive in the market.
- The majority of patient engagement and telemedicine platforms now on the Market.
are technology-reliant and weren't made to manage workflows specific to organizations. Additionally, the platform needs to be scalable and capable of integrating, gathering, and analyzing new sensor and medical device data.

Tata Elxsi Digital Health Platform

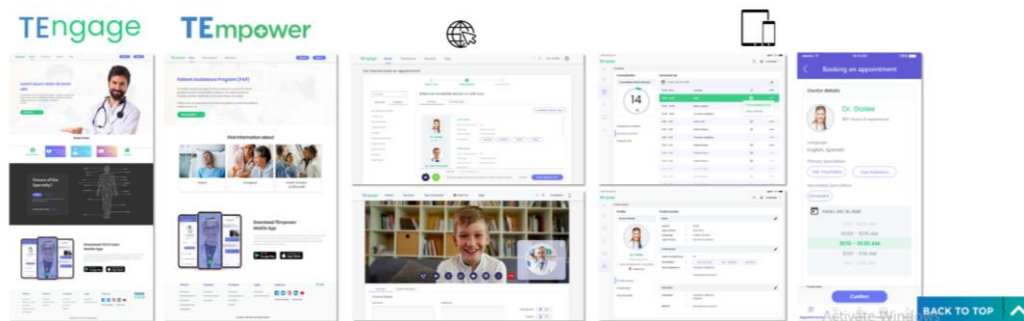


Fig 7.1

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Thank You