

MARKET ANALYSIS OF TENGAGE (A DIGITAL HEALTH PLATFORM)

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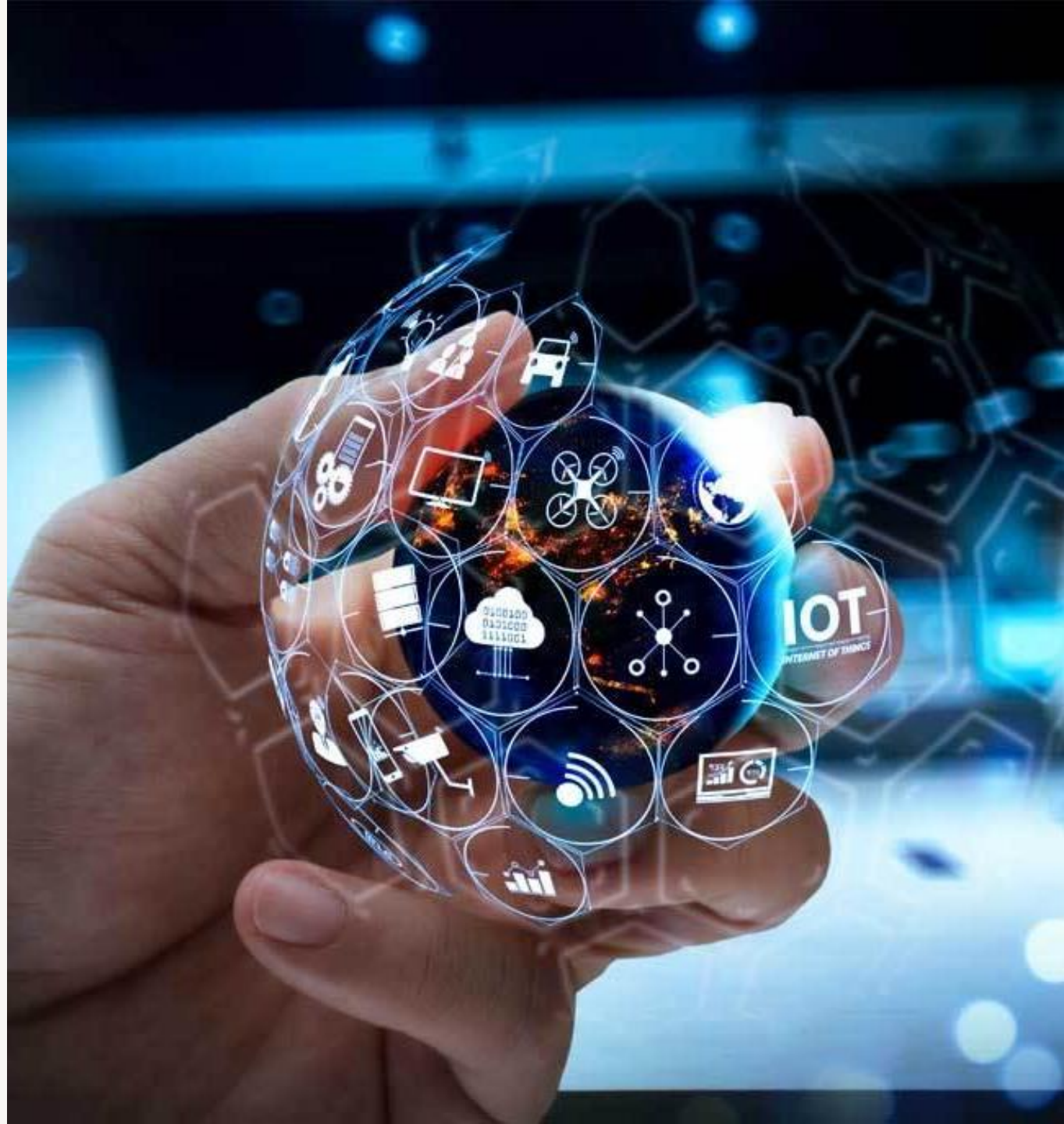
Opportunity Exploration

About the Organization

TATA ELXSI

Tata Elxsi is amongst the world's leading providers of design and technology services across industries including Automotive, Broadcast, Communications, Healthcare, and Transportation.

Tata Elxsi is helping customers reimagine their products and services through design thinking and the application of digital technologies such as IoT (Internet of Things), Cloud, Mobility, Virtual Reality, and Artificial Intelligence.



Characteristics Of the Study

Research Question

Understand, research, compare and analyze various telehealth solutions available in NA 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
- Need Gap analysis
- Marketing strategies and sustainable growth
- Opportunity exploration

Research Methodology

Research Methodology



**Study Design : Descriptive
Study**

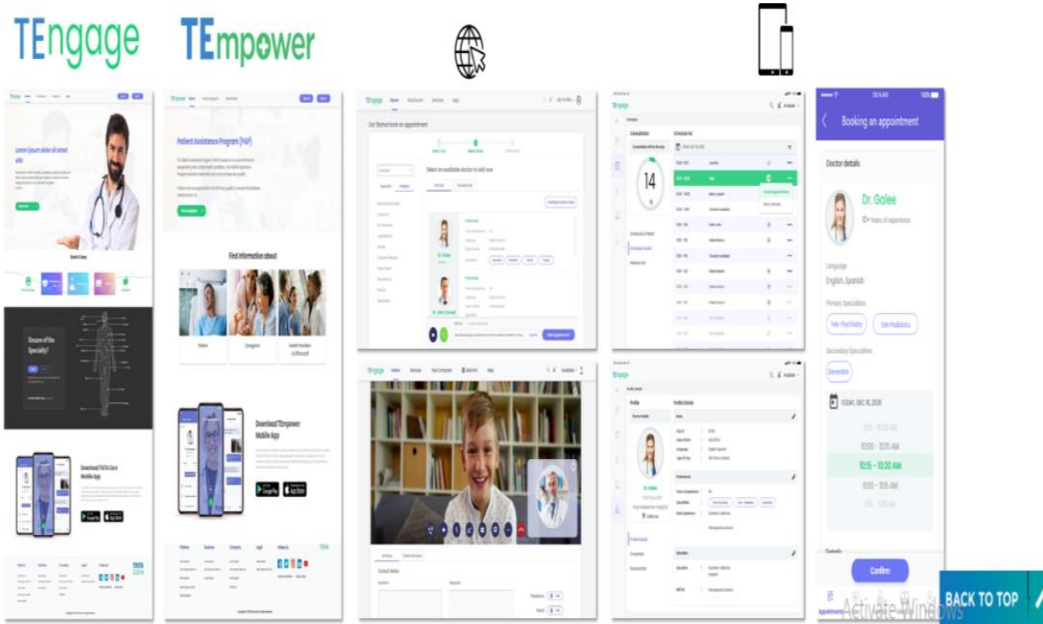
**Duration of the study : 18th
March-19th June 2022**

Study of area : North America

Data Collection Procedure :
Secondary data collected
based on available literature
on internet

Introduction

Tata Elxsi Digital Health Platform



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.

Features

- Digital Front Door to all essential telehealth services
- Appointment scheduling and video conferencing for on-demand doctor consultation
- A collaborative care network for patients for effective disease management and counseling
- Support for email, chat, audio, audio-visual over mobile and web apps.

This research will help us 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.

Introduction and setting up the context

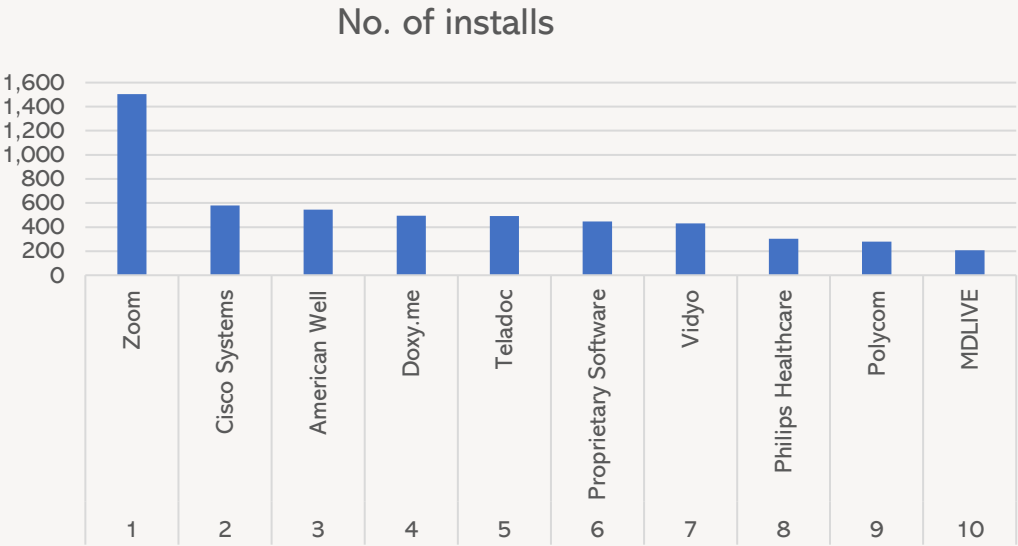
Telemedicine in NA and various available platforms/products. Comparison study of features, market segmentation and pricing strategies among Telehealth solution competitors. Applicable geo-specific standards for Telehealth.

Content

- Telemedicine platforms in NA
- Comparison study of features
- Market segmentation
- Pricing strategies



Top companies and their market share



Telehealth vendor market share sourced from Definitive Healthcare’s Hospital View product. Data is proprietary and updated on a continuous basis. Data accurate as of October 21.

Companies

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



Zoom for Healthcare

Market share – 31.54%

One integrated platform connecting your health organization

Zoom for Healthcare helps communicate across the continuum of care, meet patients where they are, and enable a hybrid workforce to stay connected and agile.

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

SMALL CLINICS & PROVIDERS

Start using Zoom at

\$14.99

per user per month, up to nine licenses.

Prepaid packages for mid-sized, large, and enterprise organizations

Placed more than 17,000 healthcare organizations on the cutting edge of technology-enabled care.
Security – HIPAA compliant.

- **Features and pricing for b2b**

Digital front door

Deliver proactive patient engagement and care team collaboration across any communication channel and throughout the patient journey, including patient intake, virtual triage, and chronic care coordination.

Remote observation services

Improve clinical operational efficiencies and patient safety while reducing personal protective equipment (PPE) consumption and improving productivity.

Telehealth and virtual care

Virtual visits provide care at a distance through secure voice and video technology, improving patient access to care and clinician productivity for both inpatient and outpatient settings.

Mobile experiences

Make it easier for patients to use their own devices to find what they need, get where they're going, and check in easily with wayfinding and digital intake

Costs – customized rates

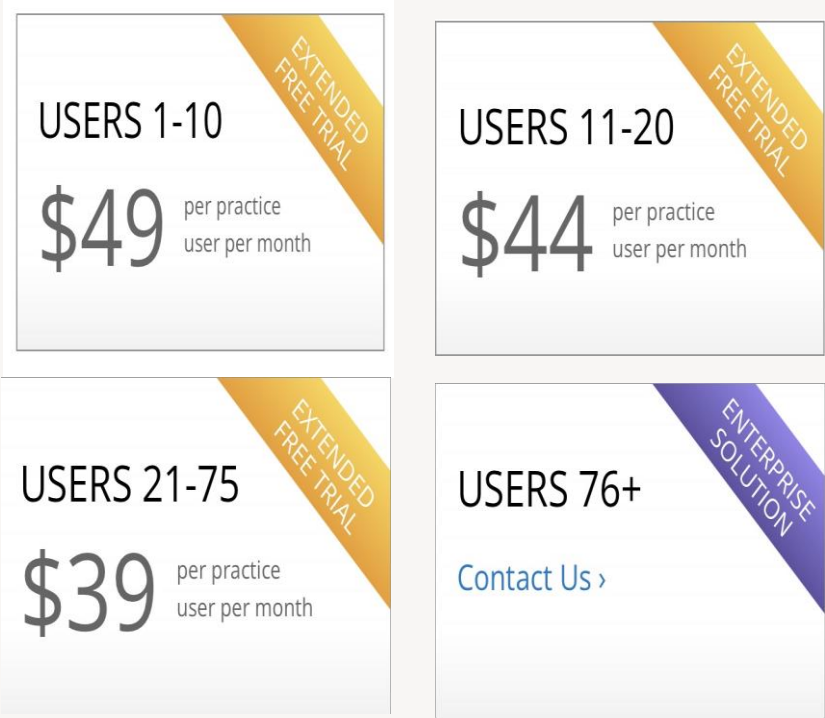
American well

Market share – 11.45%

- 80MMembers have Amwell as a covered benefit
- 55+Health Plan partners, including Blue plans and UnitedHealthcare
- 2000+Hospitals and Health System partners, including Cleveland Clinic, Northwell, and UNC Health Care
- 91KProviders using Amwell
- Secure HIPAA compliant and HITRUST certified platform

Features and pricing for b2b

- High performance video and phone modalities
- In-visit screensharing, patient chats and nudges
- Account Support
- Advanced in-visit security controls
- Standard reporting
- On-demand and future visit scheduling
- Patient address book
- Floating window and gallery view
- Patient tech-check
- Self-service purchasing, registration and training
- Self-activated provider enrolment
- Unlimited visits with up to 20 participants
- Reimbursement guidelines
- Patient, provider and staff capabilities
- Patient engagement assets
- Patient and guest invitations by text or email



Features and pricing for b2b

Small + Medium + Large

- Text and email invites sent via doxy.me
- HD video
- Audio calls
- Room passcode
- Edit waiting room
- Text & email notifications
- Photo capture
- Group calling
- Screen share
- File transfer
- Payments
- On-demand chat support
- Scheduled phone or video support

Medium + Large

- Personalized subdomain
- Transfer patient
- Customized branding
- Room access control
- Admin controls
- Shared rooms
- Simultaneous calls
- Tele consent form (add-on)
- Custom BAA (add-on)
- Custom security review (add-on)

Large

- Onboarding team
- Dedicated Customer Success Manager
- Free support staff licenses
- Single sign-on
- Five customized tele consent forms
- Monthly usage report
- Group discounts
- Security review

Costs

- For individual providers – 35\$/month.
- For 2-50 providers – 50\$/month per provider.
- For large organization - Customized for you.

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

Features and pricing for b2b

Software to power virtual care programs

Enable care delivery with highly personalized, data-driven, collaborative and comprehensive healthcare experiences

INTAKE

Create a scalable digital intake process across your network with self-service check-in to support care coordination

CONSULT REQUEST

Real-time communication and alerts ease coordination among patients, clinicians and locations for scheduled and on-demand patient care

SMART NOTES

Document virtual care consults across your system, as well as unaffiliated care locations, with EHR integration

IMAGING

Immediately access diagnostic-quality studies

ANALYTICS

Drive operational improvements, clinical outcomes and better financial performance based on real-time data

Costs – customized rates

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 teams

HIPAA complaint.

Features and pricing for b2b

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 certain features or buttons
- Custom features
- Logo change within the application
- App name change
- Changing placement and description of buttons
- Language Support
- Colour schema change
- App icon change

Cost – customized rates



Customers

Zoom

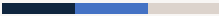
- Opal Healthcare
- Phoenix children's Hospital
- Butler Health Systems
- Österreichisches Rotes Kreuz
- The Dorm
- Great Ormond Street Hospital for Children
- Moffitt Cancer Center

Cisco

- A Health, Wellness and Fitness Company
- Memorial Healthcare System
- NHS Management
- Stanley Healthcare
- The Brooklyn Hospital Center
- University Hospital Rainbow Babies & Children's Hospital

Am well

- Baptist Health (FL)
- BayCare
- Baystate Health
- Behavioral Healthcare Providers
- Bon Secours
- Children's Health Dallas
- Christiana Care Health System (DE)
- Cleveland Clinic (OH)
- 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)
- Spectrum Health
- St. Luke's University Health Network (PA)
- Suburban Health Organization
- UAB Medicine
- UMASS Memorial Health Care
- UNC Health Care
- University of Virginia
- University of Wisconsin



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

Need gap analysis

Gap analysis for TEngage in comparison with its competitors. Applicable geo-specific standards for Telehealth given by health/govt authorities. Expectation from Telehealth solutions by healthcare ecosystem stakeholders. A secondary survey to strengthen your observations on healthcare market expectations. Geo-specific EMR/EHR applications and its integration with TEngage.

Content

- Gap analysis for TEngage
- Applicable geo-specific standards
- Survey on healthcare market expectations
- Geo-specific EMR/EHR applications



Comparative study of feature

	Zoom for healthcare	Cisco	American well	Doxy.me	Teladoc	Vidyo	TEngage
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	Upcoming
• GDPR	yes			yes			Upcoming
• ICD-10							Upcoming
• CPT							Upcoming
• HL7							Upcoming
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	TEngage
• 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							

	Zoom for healthcare	Cisco	American well	Doxy.me	Teladoc	Vidyo	TEngage
• 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	TEngage
• 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

	Zoom for healthcare	Cisco	American well	Doxy.me	Teladoc	Vidyo
Payment						
• Insurance Management						Upcoming
• Easy payment & verification			yes	yes	yes	Upcoming
• Geolocation		yes				No
• Previous payment record			yes	yes	yes	No
• Post-Visit Patient Rating/Reviews/Survey	yes					No



Geo-specific standards given by health/government authorities

USA

- Health Insurance Portability and Accountability Act (HIPAA)
- Centres for Medicare and Medicaid Services(CMS)
- The Federal Communications Commission (FCC)
- The Food and Drug Administration (FDA), the Federal Trade Commission (FTC), and the Federal Communication Commission (FCC) all share jurisdiction over some part of the federal regulation of mHealth.
- With passage of the Food and Drug Administration Safety and Innovation Act in 2012, the FDA was given approval to go forward with its regulatory work on medical apps
- Federal Trade Commission
- Ryan Haight Online Pharmacy Consumer Protection Act – 2008
- The Connect for Health Act October 2019
- Telemental Health Expansion Act November 21, 2019
- Evaluating Disparities and Outcomes of Telehealth During the COVID-19 Emergency Act of 2020
- KEEP Telehealth Options Act June 18, 2020
- Patentability of digital health technologies especially with respect to innovations in software and diagnostics.
- Data privacy and compliance with the federal Health Insurance Portability and Accountability Act of 1996 (HIPAA), the California Consumer Privacy Act (CCPA), and the federal Health Information Technology for Economic and Clinical Health Act (HITECH Act).
- The Federal Food, Drug and Cosmetic Act (FFDCA, FDCA, or FD&C Act), which regulates food, drugs, and medical devices. The FFDCA is enforced by the U.S. Food and Drug Administration (FDA) which is a federal agency under the U.S. Department of Health and Human Services (DHHS). Relevant FDA regulations and programmes related to digital health include 510(k) certification, Premarket Approval (PMA), Software as a Medical Device (SaMD), Digital Health Software Pre-certification Program (Pre-Cert Program), and Laboratory Developed Test (LDT) regulated under the Clinical Laboratory Improvement Amendments (CLIA) programme.
- Practice of Medicine Laws that relate to licensure of physicians who work for telemedicine and virtual health companies. These can be state-specific or part of the Interstate Medical Licensure Compact Commission (IMLCC), which regulates the licensure of physicians to practice telemedicine in the list of Member States.
- Stark Law and Anti-Kickback Statutes that apply to telemedicine and virtual health providers who enter business arrangements with third parties that incentivise care coordination and

Top EHR/EMR companies in North America

Hospital EHRs

Epic: 28 %

Cerner: 26 %

Meditech: 16 %

CPSI: 9 %

Allscripts: 6 %

Medhost: 4 %

athenahealth: 2 %

None/other: 9 %

Ambulatory EHRs

Epic Systems Corporation 28.21%

Allscripts 9.21%

eClinicalWorks, LLC 6.57%

athenahealth, Inc. 6.03%

NextGen Healthcare 5.37%

GE Healthcare 5.00%

Cerner Corporation 4.32%

Greenway Health, LLC 2.91%

eMDs 1.12%

Modernizing Medicine, Inc. 1.09%

Survey

Telehealth Use Trends



CLINICAL OUTCOMES

85% of physician respondents indicate they currently use telehealth. For those that report a decrease in use indicate now doing a mix of in-person and virtual care.

- 60% of clinicians agree or strongly agree telehealth enabled them to provide high quality care.
- Of those using telehealth, 93% (↑ 13%) are conducting live, interactive video visits with patients and 69% are doing audio-only visits.
- 56% of respondents are motivated (agree and strongly agree) to increase telehealth use in their practices.
- 8% (↓ 4%) of respondents said they were using remote patient monitoring technologies with patients in their homes; the commonly used tools include smartphones (camera), blood pressure cuffs, pulse oximeters, and body weight scales. 76% (↑ 7.6%) report data is usually shared manually (e.g. verbally over the phone or via email).



PATIENT EXPERIENCE

- More than 80% of respondents (↑ 12%) indicate patients have better access to care since using telehealth.
- 62% of respondents feel patients have higher satisfaction since offering telehealth.
- 63% (↑ 12.2%) of respondents report 75% or more of virtual visits are conducted with patients they have an existing relationship with.



PROFESSIONAL SATISFACTION

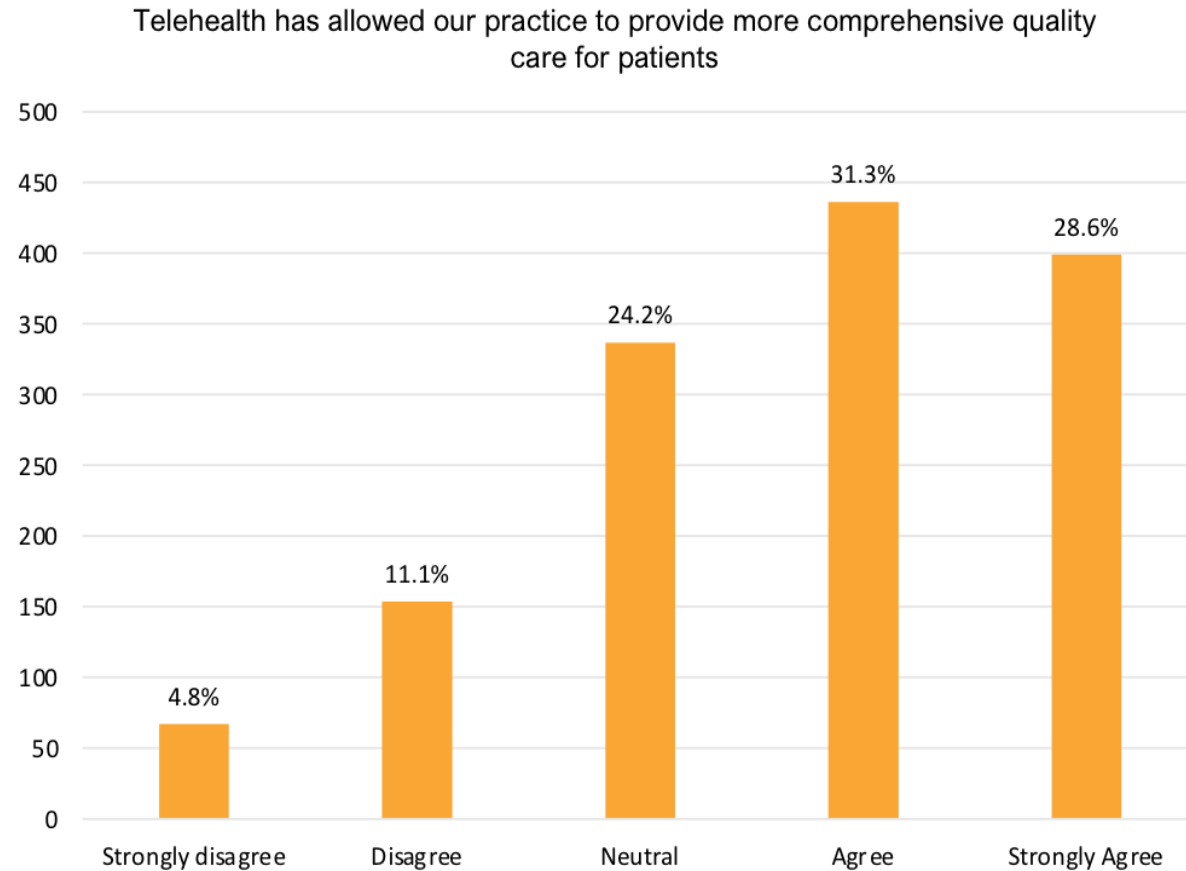
- A majority of respondents indicated that telehealth has improved the satisfaction of their work 54.2%.



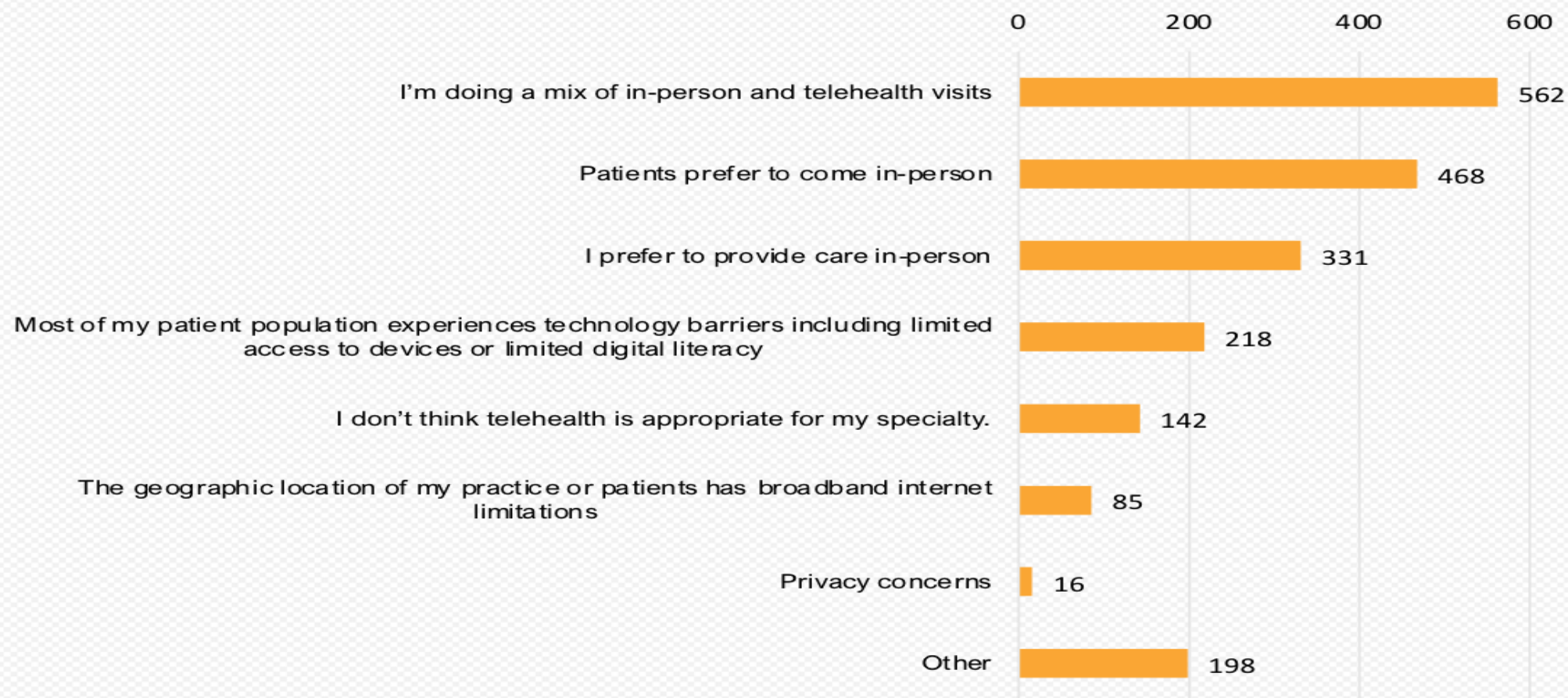
COST

- 44% of respondents indicated that telehealth decreased the costs of care (strongly agree or agree)

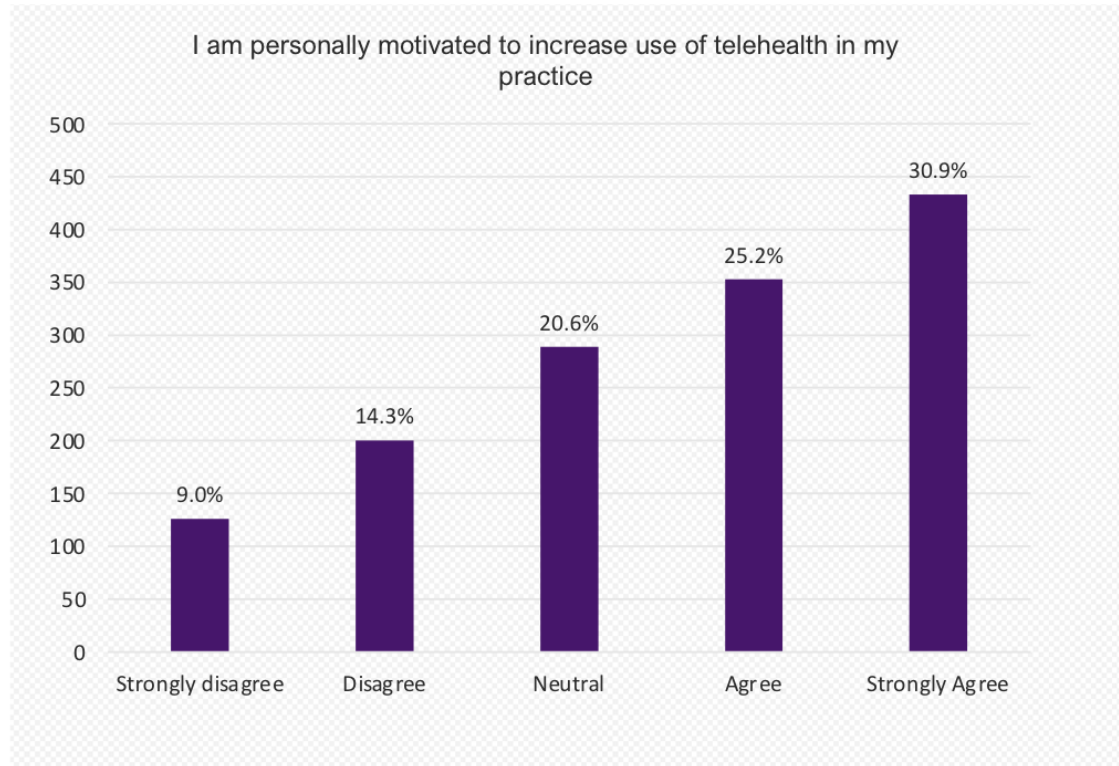
Most physicians feel telehealth allows them to provide more comprehensive quality care



If your telehealth use has decreased, why?



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



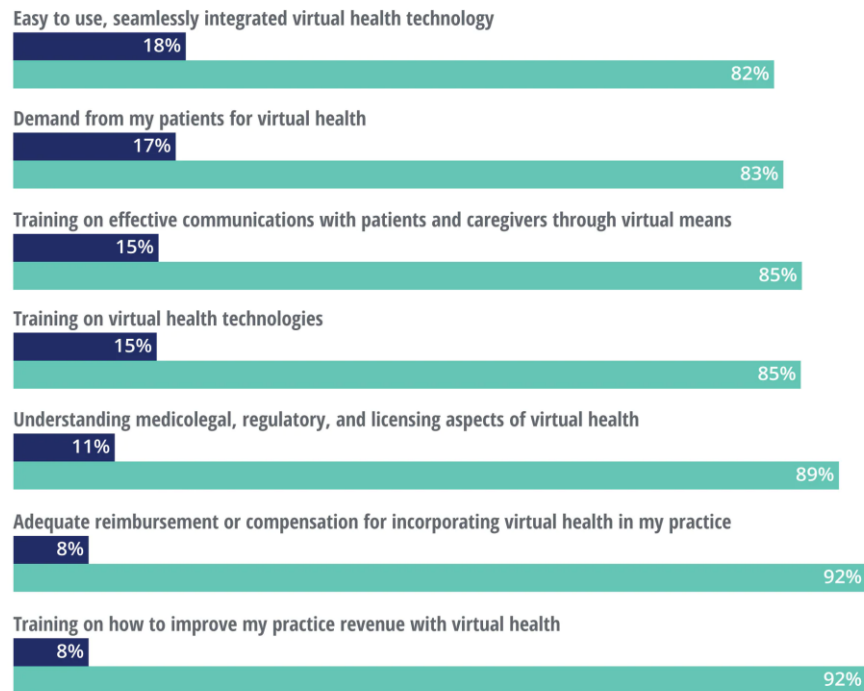
<https://www.ama-assn.org/system/files/telehealth-survey-report.pdf>

Survey

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.)

■ Present ■ Absent



Note: Bases vary.

Source: Deloitte 2020 Survey of US Physicians.

Deloitte Insights | deloitte.com/insights

Pre-COVID-19, approximately 90% of physicians said essential factors such as training on how to improve practice revenue with virtual health, adequate reimbursement for virtual health, and understanding regulations around virtual health were all absent in their practice. Eighty-five percent of physicians also reported that training on how to communicate effectively with patients using virtual means was essential for success, but lacking. Eighty-three percent said that patient demand was also essential but lacking. Conducting a high-quality virtual visit is not the same as having a face-to-face visit, and it is more complex than simply logging on to a screen. Physicians should get comfortable with the technology and learn tips for building rapport, showing empathy, and making eye contact in a virtual setting. New workflows might need to be developed for patient intake, history, and vitals, typically performed by medical assistants or a nurse in the office. Supports should be in place to troubleshoot technical glitches (whether on the patient or provider side) that can derail a virtual visit experience. The logistics of conducting virtual and in-person visits should be worked out to help ensure a seamless consumer experience. For example, Deloitte's 2018 consumer survey data showed that consumers saw room for improvement with their experience with virtual visits, citing concerns such as having to wait for the visit to start, and not feeling like they received all the information they needed from the visit.¹¹ During the first few months of COVID-19 response, we saw a huge uptake in the use of virtual health to keep patients home. What will patients expect from the health care system now that many have experienced virtual visits?

Of the physicians who considered patient demand essential for virtual health, most (83%) thought that in early 2020, patient demand for virtual health was absent. Positive experiences with virtual health today might mean tomorrow's patients are less willing to take a day off work to travel for an in-person doctor visit. Deloitte's consumer survey series shows that consumer interest in virtual health has steadily climbed in the last several years. Deloitte's Study of Health Care Consumer Response to COVID-19 (conducted in April and May of 2020) shows that 84% of consumers who used virtual health reported they were satisfied with the experience, and four out of five consumers said they would be interested in using virtual health in the future. Consumers have shown the interest and demand is there, and physicians and health systems should think through how to meet this demand.

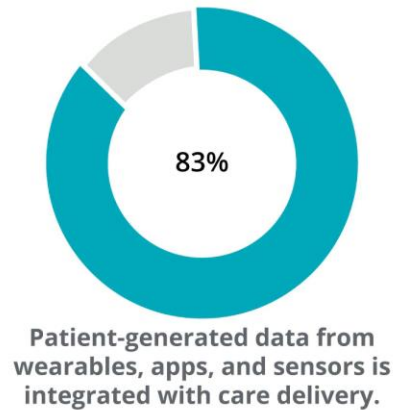
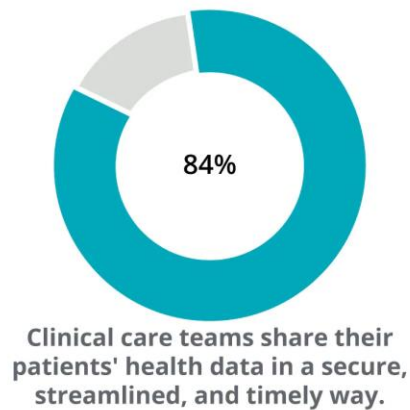
Data shows that prior to COVID-19 physicians largely hesitated to embrace new technologies and virtual health solutions. The promise of technology and automation offers hope that we will be able to free up physicians and other clinicians to practice at the top of their license and realize the vision of a system focused on health rather than one centered around acute health care. However, physicians want to be sure that any new technology or protocol is reliable, evidence-based, validated, and good for patients. They also want to know they will be able to implement the new model and get paid for it.

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

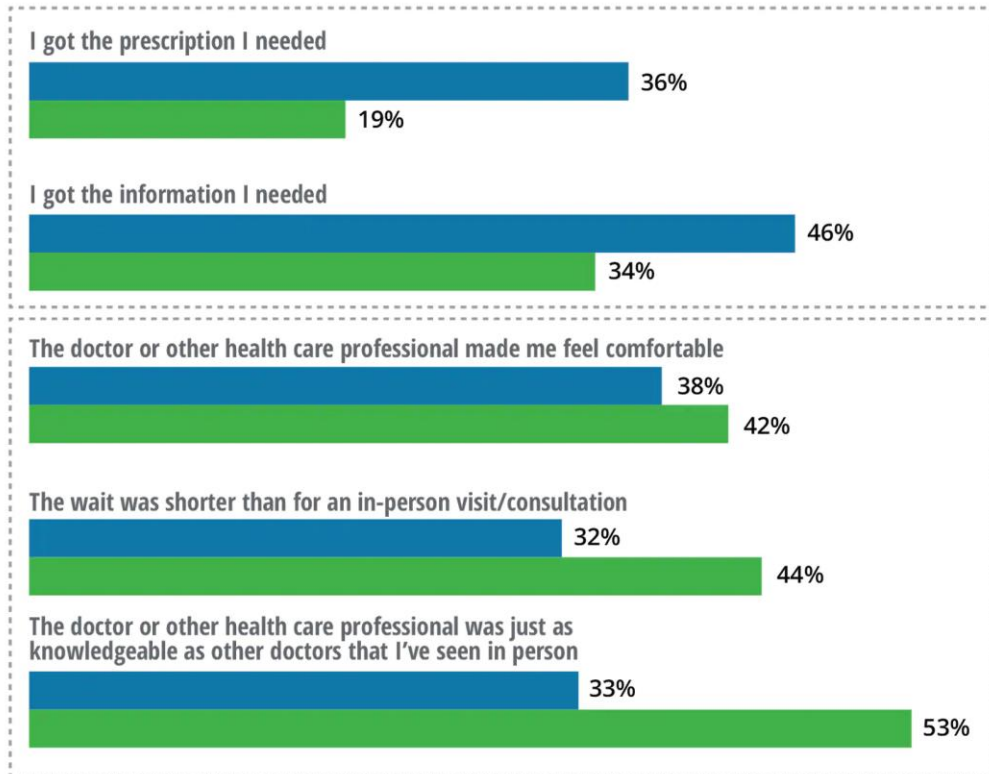
Most physicians in our survey believe that the next generation of physicians should focus on understanding the business of medicine (65%) and how to deliver care that focuses on prevention and well-being (59%). Physicians responding to our survey said that the health care landscape is changing, and that the next five to 10 years would look very different. In Deloitte's vision for the future of health, we expect an increased emphasis on strategies around prevention and well-being to keep people out of the hospital. With the shift from volume to value, health systems are beginning to devote resources to caring for patients at home when possible.²¹ The transition from a sick/acute care system to a system focused on health was happening pre-COVID-19, but now the need for personalized and preemptive care with genomics, sensors, and AI-based digital therapies has been accelerated.

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

Consumers still want the benefits of in-person health care services—a personalized clinician-patient relationship

As with in-person visits, consumers expect their virtual visits to be of high quality and with clinicians who listen, take their time, and treat them well. The **Deloitte 2020 Survey of US Health Care Consumers** found that among consumers who wouldn't have another virtual care visit, a third said that quality of care was not as good as with their regular doctor and one out of five said they did not like the way the clinician treated them.

We also found similar experiences during the pandemic. In the **Deloitte April COVID-19 consumer survey**, respondents reported holding on to traditional beliefs about the benefits of in-person health care services:

- Sixty-six percent** of respondents believe that a doctor or nurse needs to physically examine them to understand their health needs
- Fifty-six percent** don't think they get the same quality of care/value from a virtual visit as from an in-person visit.

In our Deloitte research on consumer experience, we repeatedly found that the *health care provider relationship* remains the top priority for consumers. In the **Deloitte 2020 Survey of US Health Care Consumers** the top four factors for “an ideal health care experience” mirrored our findings in a similar study on consumer priorities in 2016



44%

- **Forty-four percent:** A doctor or health care provider who listens to me and shows they care about me



42%

- **Forty-two percent:** A doctor or health care provider who spends time with me and does not rush through the exam



39%

- **Thirty-nine percent:** A doctor or health care provider who clearly explains what s/he is doing during the exam and what I need to do after the visit



25%

- **Twenty-five percent:** Doctors and other health care providers who communicate with each other and coordinate treatment

Even as consumers use virtual visits and other nontraditional settings, consumers still expect trusting relationships and pleasant experiences with their clinicians. This is particularly true for people with chronic conditions, as they are most likely to value a sustained relationship.

Health care organizations could improve the virtual visit experience by training their physicians and clinicians. In the 2020 Deloitte Survey of US Physicians, 85% of physicians across the country said that training around improving virtual visit skills such as conveying empathy is essential but absent in their practice.

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.

Product variants for Tengage

Global Market outreach

Leveraging TEngage in Healthcare Ecosystem

4 Ps of marketing for Tengage

Product sustainability



Product variants for Tengage - proposed

<i>TEngage Basic</i> For basic needed features	<i>TEngage Advance</i> Basic + advanced features	<i>TEngage Premium</i> Basic + advanced + premium features	<i>TEngage Super Premium</i> For extraordinary experience
• 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	• Cloud based platform • Infrastructure maintenance • Speech to text • Care location • Multilingual • Whiteboard • Virtual waiting room • Real time vital data transfer • Screen share	• White-labelling • Speech to text- medical grade • Customized workflows • Whiteboard + branding • Advanced analytics dashboard • Feedback collection from users • Promotions & advertisement support	• VR integrated platform • AI enabled gesture recognition • Customized advanced AI & ML features

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.

Leveraging TEngage in Healthcare Ecosystem



Home Care

Home health telehealth has become a more popular care model among home health agencies since the COVID-19 pandemic hit.

According to [Medicare.gov](#), some of the most common skilled home healthcare telehealth services include:

- wound care for pressure sores or surgical wounds,
- intravenous or nutrition therapy injections,
- remote monitoring of illness and
- unstable biometric status,
- patient protocol education, as well as
- home health care education for clinicians in these specialties.

Example:

[Apollo Homecare](#): Home Visit Programs, Home Partnership Programs, Home Nursing Programs

[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



Clinical Research

Digital transformation helped to quickly embrace telemedicine enabling a streamlined trial process and the recruitment of diverse population for studies within the safe confines of trial participants' homes by bringing in modalities such as remote patient recruiting, remote consenting, video conference assessments, and at-home phlebotomy.

The most important factor for any modern technology to sustain is to make it simple, unified, patient-centric, and with an agile regulatory framework design incorporating critical elements such as privacy and cybersecurity into consideration.

Example:

[Doxy.me](#) – a telemedicine platform, connects doctors and researchers via video. Currently, 65,000 doctors use doxy.me with about a million telemedicine minutes a week and 8,000 to 9,000 video sessions a day.

The platform can also be used to remind patients to take their study medications at the proper time and let researchers know if participants are adhering to the study requirements

Leveraging TEngage in Healthcare Ecosystem

Elder Care

Elder Care is mostly needed when there is gradual decline of an elder's health with growing age, but it may also arise emergency cases. Getting old could be a difficult experience when your health starts to deteriorate, and you get increasingly dependent on others for your daily activities. It is at this time that the elderly require the most care and compassion.

Eldercare Includes –

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



Home lab test

Collaboration with diagnostic centers 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

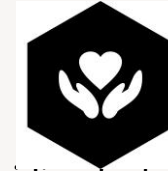


Leveraging TEngage in Healthcare Ecosystem



Pharma Industry

- Pharmaceutical industry has become an emerging industry worldwide. The global pharmaceuticals market produced treatments worth \$1,228.45 billion in 2020 and showed a compound annual growth rate (CAGR) of 1.8%. The Indian pharmaceutical market is expected to be worth 33.18 billion USD and will reach 9th position in the global pharma market by 2023.
- Example-
- Abbott India-\$34.60 billion in FY20
- Abbott India is responsible for manufacturing a diverse range of nutritional products, diagnostic tools, branded generic pharmaceuticals, diabetes, vascular devices, and more. Abbott's products can be categorized into a wide range of therapeutic categories like women's health, gastroenterology, cardiology, metabolic disorders, and primary care. Abbott is one of the oldest pharmaceutical companies in India and among the largest MNC pharma companies.
- Pfizer Inc. is an American multinational pharmaceutical and biotechnology corporation. Pfizer develops and produces medicines and vaccines for immunology, oncology, cardiology, endocrinology, and neurology.
- Pfizer PAP Connect- PAP Connect enables US patients and their healthcare providers to apply and manage their enrollment for select primary care medicines in the Pfizer Patient Assistance Program completely online through their mobile device or computer. The Pfizer Patient Assistance Program provides certain medicines for free to eligible financially needy insured and uninsured patients.



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** is an Indian digital health and wellness platform that provides services such as calorie tracking, one-on-one nutrition and fitness coaching, and diet and workout plans. Developed for both Android and iOS platforms, the app takes a holistic lifestyle tracking approach to keep users engaged and motivated. Users with premium subscriptions get to choose from a team of in-house certified nutritionists, fitness trainers and yoga coaches. Alternatively, the users can access the AI-driven nutritionist Ria for assistance. HealthifyMe also combines these services with wearable technology as the app syncs with activity trackers.

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

Product variants Tengage Basic Tengage Advance Tengage Premium Tengage Super Premium	Place Places with high adoption to telehealth - Washington - Oregon - California - Utah - Montana - Virginia - North Carolina - Michigan - New York - New Jersey - Connecticut - Ohio - Pennsylvania - Delaware - Ontario - Quebec - British Columbia - Saskatchewan - Manitoba
Promotion - Community Events - Media : TV, Radio - Collaboration with Clinics/hospitals - Social media : Website, Webinars, YouTube, Facebook, Twitter, blogs.	Price - 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.

Sustainable growth benefits and barriers of telehealth

Benefits

- ❖ Provides better health care services to the community.
- ❖ Keeps patients at our facility, rather than transferring them out for specialized provider care.
- ❖ Retains revenues for providing care to the local community.
- ❖ Shows the community that its local hospital provides access to leading edge technology and services.
- ❖ Demonstrates effective hospital stewardship.

Barriers

- ❖ Lack of access to technology.
- ❖ Lack of digital literacy.
- ❖ Lack of access to broadband/internet.
- ❖ Preference for in-person visits.
- ❖ Lack of access to data access.
- ❖ Lack of awareness and understanding of telehealth offerings.
- ❖ Lack of awareness and understanding of insurance coverage for telehealth.
- ❖ Lack of health insurance.
- ❖ Lack of access to community-based resources.



Opportunity exploration

Geo-specific business model and pricing menu for TEngage. Enhancement of TEngage and collaboration opportunities including Govt initiatives.

Content

- SWOT analysis
- Pricing strategy for Tengage
- Pricing menu for TEngage
- Collaboration opportunities

SWOT ANALYSIS



Strength (S)

- 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 (W)

- 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



We are going for the penetration pricing.

Penetration pricing is a pricing strategy where the price of the product is *initially* kept lower than the competitors' products to gain most of the market share and to trigger word of mouth marketing. We have compared the product and the features of the competitors and produced this price proposal, based on the competitor's pricing.

Pricing menu for Tengage - NA

Reverse calculations of the annual total amount of the reference prices was done and were redistributed to the number of patients based on the size of the hospitals

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

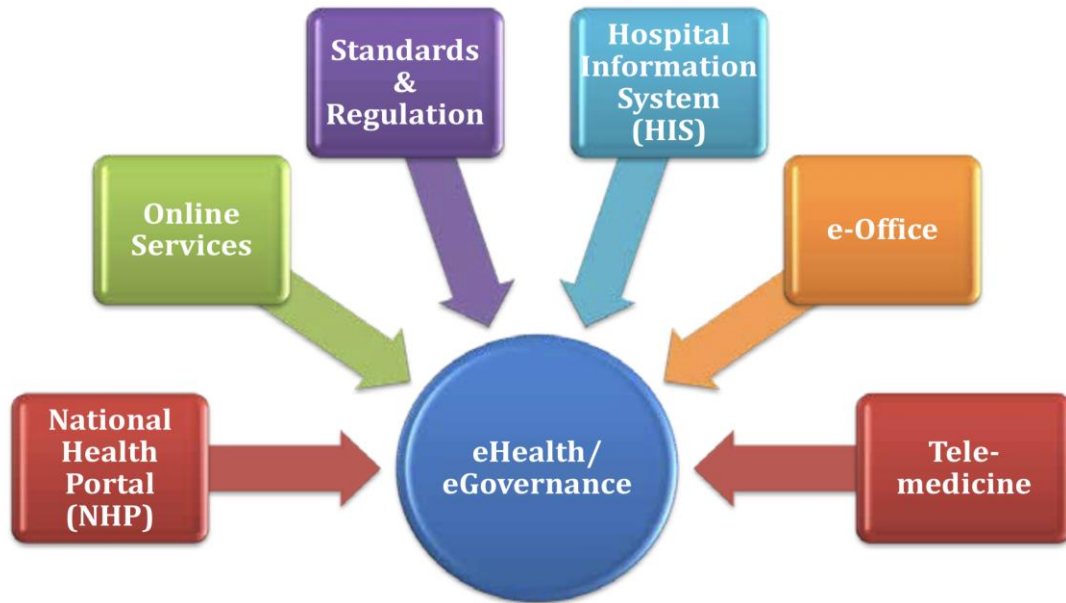
Variable Incentive Model

- 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

Collaboration opportunities - NA

E Governance Initiative.

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



Purpose of E Governance

Ensure availability of services on wider scale

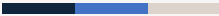
To provide health care services in remote & inaccessible areas through telemedicine

To improve efficiency in imparting training and capacity building.

To improve patient safety by access to medical records and helps reduce healthcare cost

To monitor geographically dispersed tasks and effective MIS for meaningful field level interactions

To help in evidence-based planning and decision making.



Conclusion

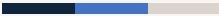
Many features are yet upcoming in TEngage

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 platform needs to be scalable and capable of integrating, gathering, and analyzing new sensor and medical device data.



Thank you !