

# Case Study: medical callcenter








# The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

<p><b>Key Partners</b> </p> <p>Teleoperator: to send a reminder</p> <p>Transportation company: to deliver the medicines</p>	<p><b>Key Activities</b> </p> <p>Platform development: diagnosis by doctors</p> <p>Delivery process</p>	<p><b>Value Propositions</b> </p> <p>offering an AI callcenter, it allows :</p> <p>Explain symptoms and get immediately a doctor diagnosis</p> <p>The medicines that you need are automatically delivered at home</p> <p>Send you a text for reminders when you need to take your medicines.</p> <p>No visit to the doctor and pharmacy anymore: delivered at home</p>	<p><b>Customer Relationships</b> </p> <p>Customer service: immediate diagnosis, not a queue to wait for and delivery at home</p>	<p><b>Customer Segments</b> </p> <p>Focusing on all types of people:</p> <p>Especially older people and people in emerging countries</p>
<p><b>Digitization</b></p>	<p>Big data: diagnosis get more accurate</p> <p>Need an platform + phone</p>			
<p><b>Cost Structure</b> </p> <p>The delivery <del>cost</del></p> <p>Employees</p>			<p><b>Revenue Streams</b> </p> <p>Consultation price: lower than real doctor</p> <p>Pay for medicines: normal price</p>	