Huawei

Quick Qpp for Physiotherapy Team 2

28.04.2023

PROBLEM

There is no effective and easy light apps in European market that allows access to **physiotherapy** and wellbeing programs.

SOLUTION

Offer user friendly, efficient and scalable product for wide range of users

Theorical findings

Quick apps can improve patient outcomes: Quick apps can help to improve patient outcomes by providing timely access to healthcare services and information. They can also help to improve medication adherence and reduce hospital readmissions.
(Free, C., Phillips, G., Watson, L., Galli, L., Felix, L., Edwards, P., ... & Haines, A (2013)

Quick apps can increase patient engagement: Quick apps can help to increase patient engagement by providing personalized health information, reminders, and notifications. They can also allow patients to track their health data and communicate with healthcare providers
(Ng, M. M., & Fong, S. S. (2018)

How to make success of quick app

Validating ideas and business opportunities it gives the essense of creating the quick app and determs the key factors on how succesful and feasible quick app can be?

- Support to understand what is the value proposition for users
- Will the customers pay for your value proposition? Why?
- Mapping customers and revenue streams
- Review possible partnership types
- Mapping key resources, human and intellectual

Also to awnser questions
Is your model scalable?
Will it be able to produce stable revenue? When?
Is it protected from the competition? How?

Key partners

- Public healthcare

- Private heltcare center (major market players)

- Small and medium sized healthcare center

- Network of suppliers and partners that make the business model work

Key activities

Platform management, service provisioning, and platform promotion, Educate people. It is dominated by networking, connecting, social activities, and interactions.

Key resources .
- Promoters.
- Social Media.
- Advertisement.
- Service health care.

Value propositions

- Make the patience experience more user friendly, provide instant access to device by scanning QR- code

- Quick app to reduce healthcare sector's re source challenges and increase efficiency in industry

- Provides ability to track and monitor progress

- Possibilities to scale and continually develop for different purposes and needs

Customer relationships
- attract potential users and customers
- Acquire new users and retain them, potentially grow in time in healthcare industry scale up
- Existing users may be attracter to move on quick- app based practise

Channels
- Premium Subscriptions to Deliver Stable Revenue
- Use In-App Purchases to Create Repeating Customers
- Non-Commercial- Government funded
- Private sector –licensed

Customer segments
- Two-sided markets customer A and Customer B

- Customers for quick app actual users of app (Customer A), who are the patients

- Service provider is (Customer B) Physiotherapy centers and Wellbeing Centers, occupational healthcare

- Private sector and governmental owned

Cost structure
- Marketing and advertising expenses.
- Employment & Personnel.
- Platform development and Management.
- Kela

Revenue streams
- Free based model where targets for large pool of users and customers, whereas premium option would be available and more personalized including suggestions with notification options and physics motoring and progress
- Revenues generated from advertising

Revenues from advertising
Per Click (PPC),
Cost per Action (CPA) ,
Cost per View (CPV)
Click-Through Rate (CTR)
Cost per Mile (CPM)
Cost per Impression (CPI)

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Market research findings

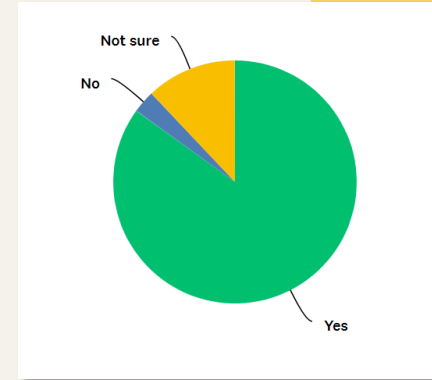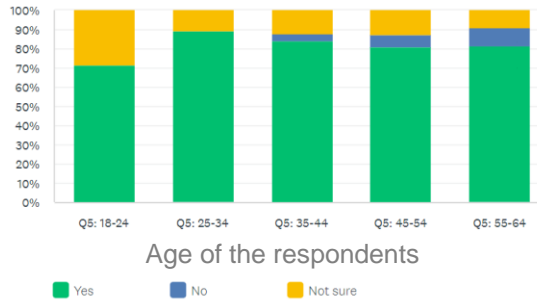# Survey results (users)

133 answers

55%

42%

74% of respondents – 25-44 years old

69% received physiotherapy

Do you think it is beneficial to have an application for physiotherapy that would allow users to get an instant access to the bank of exercises and videos?

Answered: 132   Skipped: 0

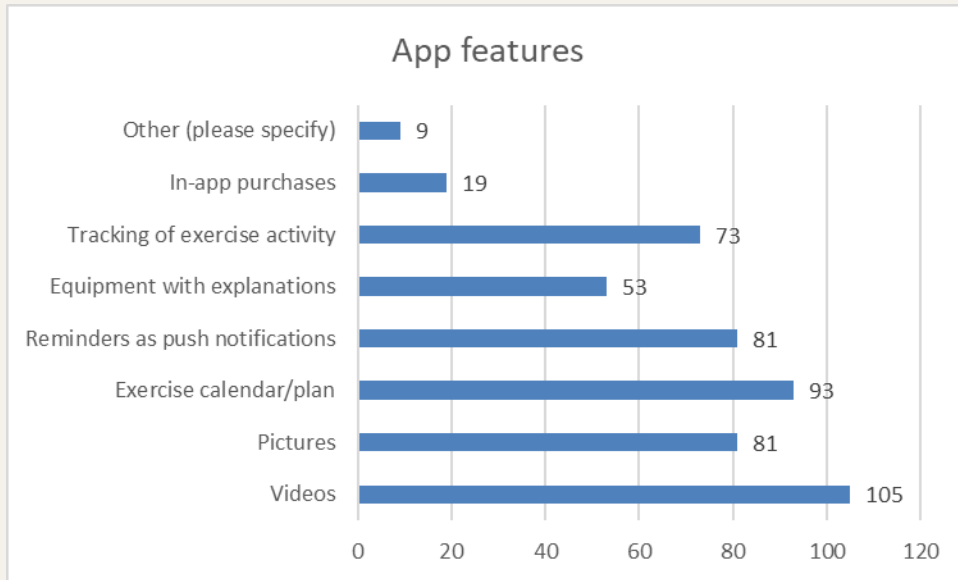Age of the respondents

■ Yes   ■ No   ■ Not sure

Do you think it is beneficial to have an application for physiotherapy that would allow users to get an instant access to the bank of exercises and videos?
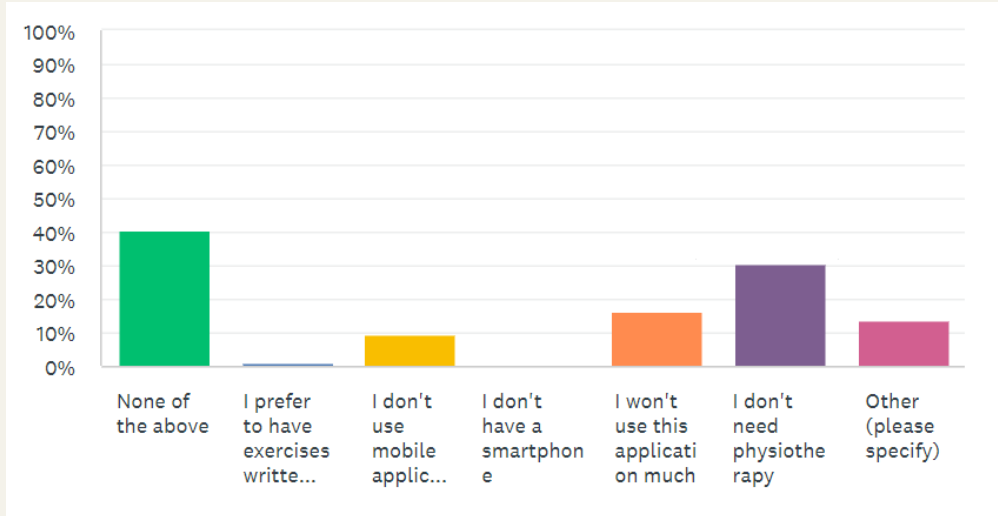
Answered: 132   Skipped: 0

■ Yes   ■ No   ■ Not sure

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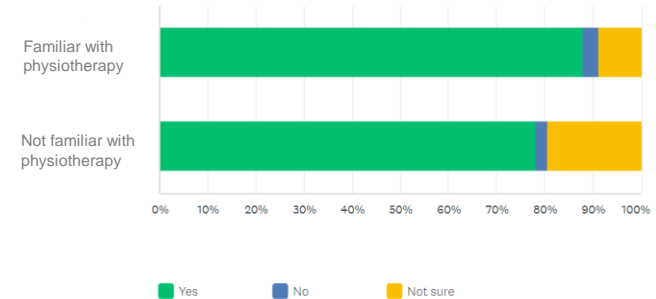
Survey results (users)
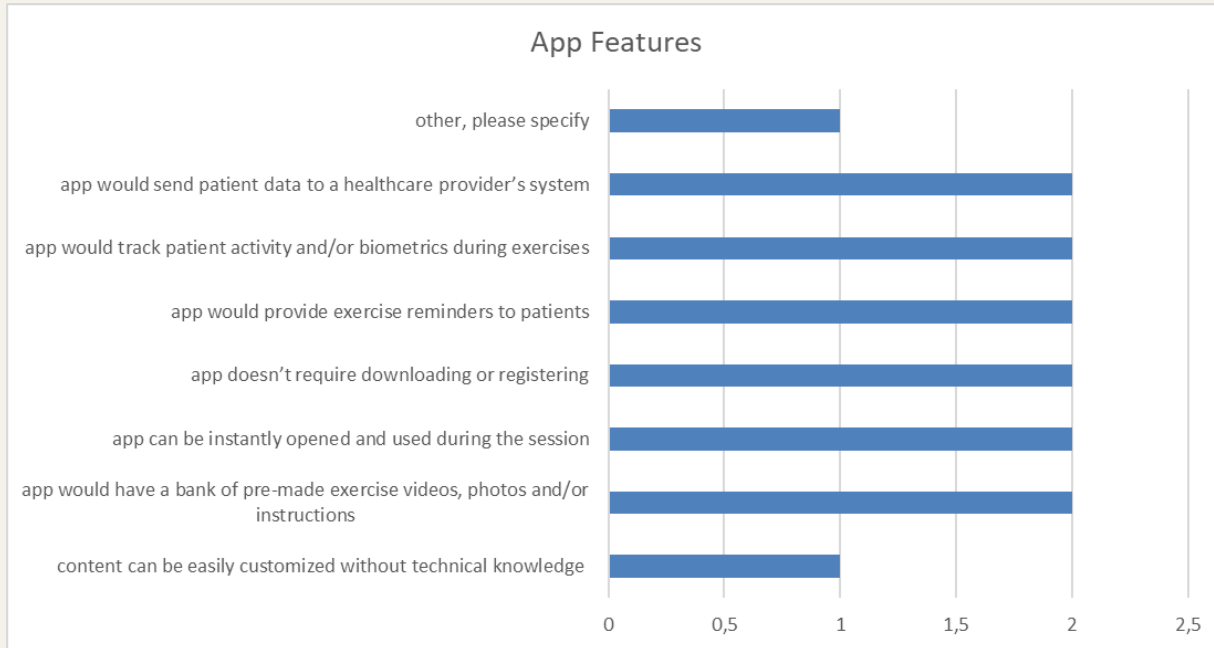
Survey results (users)

Survey results (specialists)

3 answers

How likely are you to recommend this applications to your patients?

Application

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Survey results (specialists)

App Features

- other, please specify
- app would send patient data to a healthcare provider's system
- app would track patient activity and/or biometrics during exercises
- app would provide exercise reminders to patients
- app doesn't require downloading or registering
- app can be instantly opened and used during the session
- app would have a bank of pre-made exercise videos, photos and/or instructions
- content can be easily customized without technical knowledge

0   0,5   1   1,5   2   2,5

Collect points for exercise in exchange for something

Physiotherapy app comparison

	Physiotools Trainer	PhysiApp	Physio in a Box	iPhysio	Physio.coach by Medbase
Registration	x			x	
Content availability	Only when a specialist sent it to your account	Only when a specialist sent it to your account		Only when a specialist sent it to your account	Only when a specialist sent it to your account
Videos	x	x	x	Pictures and explanation	x
Reminders	x				x
Progress tracking	x	x			x
Data sharing with healthcare provider		x			
Feedback in real-time		x			
Motivational elements (points, awards)			x		
Diagnostics			x		

Conclusions

Respondents see the value in such a Quick App

Existing apps on the market are offered with constrains

Huge benefit is the possibility to start using it right away and delete after the need is over

Quick App shall be used in combination with live sessions of physiotherapy

Exercises shall be physiotherapy specific, sometimes custom made for a patient

Basic features: video, exercise calendar

Satisfier features: pictures, instructions, reminders

Potential niche is private SMEs / public healthcare or in combination with existing regular application
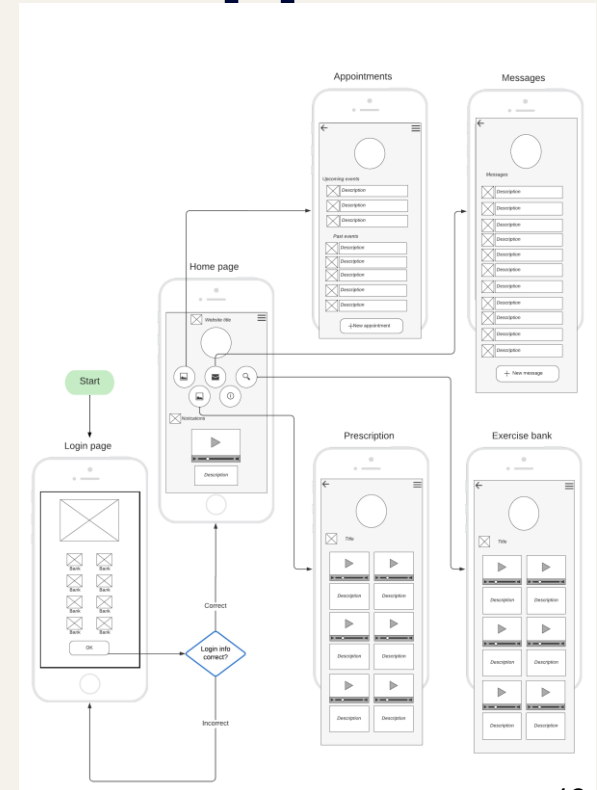
Delighter feature: chat with a specialist, motivational elements (points or awards)

We suggest to enter the market by offering a subscription to specialists (partnerships) and free of charge to patients.

Another approach could be making app freely available via app market but charge users for premium content.

Occupational healthcare benefit

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Demo of the Physio Quick App

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Thank you