30 REMOTE HEALTH CARE SERVICE

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1. INTRODUCTION

The telehealth services market in India has witnessed significant growth and impact over the past decade, with remote patient monitoring being a crucial aspect. In 2020, the Ministry of Health and Family Welfare (MoHFW), NITI Aayog, and the Board of Governors (BoG) Medical Council of India (MCI) collaborated to release formal guidelines to regulate telemedicine practices nationwide. These guidelines democratized healthcare delivery making it more accessible and regulated across the country. The rising demand for remote healthcare services indicate a promising growth for businesses in the telehealth services market in India, with opportunities for expansion and innovation.

2. SERVICE & ITS APPLICATION

Remote healthcare services in Uttarakhand includes:
- Virtual consultations with doctors, specialists and other healthcare professionals.
- Remote monitoring of vital signs and health parameters using wearable devices or home monitoring kits.
- Prescription refills and medication management.
- Mental health counseling and therapy sessions online.
- Health education and preventive care initiatives delivery through digital platforms

3. DESIRED QUALIFICATION FOR PROMOTER

The promoter of a remote healthcare service in Uttarakhand should ideally possess a background in healthcare, medicine, or technology along with an understanding of telemedicine regulations and compliance requirements. He must also possess a strong leadership and management skills to oversee the operation of the service besides knowledge of marketing strategies to promote the service effectively.

4. BUSINESS OUTLOOK AND TRENDS

The domestic tele-health market in India is projected to reach US$ 5.5 billion by 2025, demonstrating immense potential for growth and investment. Major hospitals like Apollo, AIIMS etc. have embraced telemedicine services and engaged in numerous Public-Private Partnerships (PPPs). By leveraging the growing demand for tele-health services and the supportive regulatory environment, a tele-health system in Uttarakhand can offer a wide range of virtual care options to residents, including remote consultations, diagnostic services, and medication delivery. Additionally, partnering with local healthcare providers and government agencies can enhance service delivery and expand reach, particularly in rural and underserved areas.

5. KEY BUSINESS ELEMENTS

- Technological Infrastructure: A robust technological infrastructure is essential for facilitating telecommunication between healthcare providers and patients.
- Healthcare Professionals for Virtual Consultations: Employing a team of qualified healthcare professionals is fundamental to the success of a tele-health service. This team includes doctors, nurses, specialists, therapists, and other allied health professionals.
- Secure Platforms for Online Consultations: Secure platforms with end-to-end encryption and robust authentication mechanisms ensure that patient information remains confidential during online consultations. Compliance with regulatory standards is imperative to maintain patient trust and adhere to legal requirements.

- Partnerships with Local Healthcare Facilities: Collaborating with local healthcare facilities, including hospitals, clinics, and diagnostic centers, enhances the scope and reach of tele-health services.

6. MARKET POTENTIAL AND MARKETING ISSUES; IF ANY

The Tele-health Services Market in India Market size is estimated at USD 3.26 billion in 2024, and is expected to reach USD 9.54 billion by 2029, growing at a CAGR of 23.95% during the forecast period (2024-2029). Tele-health services in Uttarakhand can cater to the healthcare needs of tourists, providing them with convenient access to medical assistance without the need to visit physical healthcare facilities. Uttarakhand has several remote and rural areas with limited access to healthcare facilities. Tele-health services can bridge this gap by providing remote consultations and medical advice to residents in these areas. One of the primary challenges for tele-health services in Uttarakhand is the lack of awareness and acceptance among the population, especially in rural areas. Addressing marketing issues such as awareness, digital literacy, regulatory compliance, and cultural sensitivity is crucial for the successful implementation and uptake of tele-health initiatives in the region.

7. BUSINESS MODEL

The business model for remote healthcare services involves:
- Subscription-based models for patients accessing regular virtual consultations.
- Fee-for-service models for individual consultations or specialized services.
- Partnerships with insurance companies or government healthcare programs for reimbursement.
- Collaboration with pharmaceutical companies or medical device manufacturers for remote monitoring solutions.

8. BUSINESS PROCESS

- Patients schedule appointments through the online platform or mobile app.
- Healthcare professionals conduct virtual consultations, diagnose conditions, and prescribe treatments or medications as necessary.
- Remote monitoring services may involve the use of wearable devices or home monitoring kits to track vital signs and health parameters.
- Follow-up consultations and ongoing care are provided as needed, with referrals to in-person care when necessary.
- Administrative tasks such as billing, appointment scheduling, and data management are handled electronically to ensure efficiency and accuracy.

9. MANPOWER REQUIREMENT

Sr. No	Particulars	No.	No of month in year	Wages/Salaries per month (Rs. In Lakhs)	Annual Expense (Rs. In Lakhs)
1	Self-employed	1	-	-	-
2	Professional/Doctor	2	12	0.4	9.6
3	Assistant Doctor	1	12	0.35	4.2
4	Marketing/Awareness Manager	1	12	0.25	3
	Total				16.80

10. IMPLEMENTATION SCHEDULE

Sr. No.	Activity	Time Required (in months)
1	Acquisition of premises	1
2	Construction (if applicable)	1.5
3	Procurement & installation of Plant & Machinery	2.5
4	Arrangement of Finance	1
5	Recruitment of required manpower	1
6	Total time required (some activities shall run concurrently)	3

11. COST OF PROJECT

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
1	Pre-operative and preliminary Exp.	0.10
2	Equipment and Furniture Exp.	3.70
3	Working Capital	1.84
	Total Project Cost	5.64

12. MEANS OF FINANCE
Bank-term loans are assumed @ 60 %

Sr. No.	Particulars	Annual Expenses (Rs. in lakhs)
1	Promoter's contribution	2.26
2	Bank Finance	3.38
	Total	**5.64**

13. FURNITURES AND FIXTURES

Sr. No	Particulars	Unit	Price per Unit (Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	Laptop/Desktop	1	0.80	0.80
2	Digital software & Content Creation Software	-	1.50	1.50
3	Office Furniture	-	0.50	0.50
4	Server Storage Solutions	-	0.35	0.35
5	Video Conferencing and communication tools	-	0.55	0.55
	Total			**3.70**

14. SALES REALISATION

Sr. No	Product	Patients Per Year	Avg. Fee per patient
1	Remote Health Care Service	3500	2000

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15. PROFITABILITY CALCULATIONS

Sr. No	Particulars	Annual Expenses
		(Rs. in lakhs)
A.	Sales realization	63.00
B.	Cost of production	
i)	Raw materials	37.80
ii)	Utilities	0.60
iii)	Manpower Cost (Salaries/wages)	16.80
iv)	Administrative expenses	0.30
v)	Packaging Cost	0.00
vi)	Material Lost Cost	0.00
vii)	Selling & distribution expenses	0.90
viii)	Repairs & maintenance	0.00
ix)	Rent	2.00
x)	Interest	0.38
xi)	Misc. expenses	0.00
	Total (B)	58.78
	Gross profit/loss (A – B)	4.22
	Less: Depreciation	0.47
C.	PBIT	3.75
D.	Income-tax	-
E.	Net profit/loss	3.75
F.	Repayment (Annual)	0.39
G.	Retained surplus (E-F)	3.36

16. BREAKEVEN ANALYSIS

Fixed cost	
Land & Building Rent	2.00
Depreciation	0.47
Interest	0.38
Manpower	5.04
Total Fixed cost	7.89
Variable cost	
Raw materials	37.80
Utilities	0.60
Manpower	11.76
Administrative expenses	0.30
Selling & distribution expenses	0.90
Total Variable cost	51.36
Contribution margin	**20%**
Break-Even Point in Value	39.44

17. STATUTORY/GOVERNMENT APPROVALS

In Uttarakhand, as in other parts of India, remote healthcare services, including telehealth, are subject to various statutory and government approvals to ensure compliance with regulations and standards.

1. Telemedicine Practice Guidelines: Adherence to the Telemedicine Practice Guidelines issued by the Ministry of Health and Family Welfare (MoHFW), Government of India, is essential.
2. Registration/Licensing: Healthcare professionals offering remote healthcare services may need to register with or obtain licenses from relevant regulatory bodies such as the Uttarakhand Medical Council or other appropriate authorities.
3. Data Protection and Privacy Compliance: Compliance with data protection and privacy laws, such as the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011, is essential.

18. TRAINING CENTERS AND COURSES

Training centers that offer professional training and certification in entrepreneurship and business management are as follows:

1. National Institute for Entrepreneurship and Small Business Development (NIESBUD)
   Regional Centre, Dehradun
   NSTI Campus, Green Park, Dehradun-248001,
   Uttarakhand, India
2. Indian Institute of Entrepreneurship (IIE)
   NH-37 Bypass, Near Game Village,
   Lalmati Guwahati- 781029,
   Assam, India
3. Institute of Entrepreneurship Development (IEDUP)
   A - 1 & 2, Industrial Area, Sarojini Nagar,
   Kanpur Road, Lucknow-226008,
   Uttar Pradesh, India

Disclaimer

Only few machine manufacturers are mentioned in the profile, although many machine manufacturers are available in the market. The addresses given for machinery manufacturers have been taken from reliable sources, to the best of knowledge and contacts. However, no responsibility is admitted, in case any inadvertent error or incorrectness is noticed therein. Further the same have been given by way of information only and do not carry any recommendation.