Telemedicine Business Model Canvas

Key Partners

Who are the partners who depend on?

- Video Service Provider
- Hospitals/Clinics contracted for Providers
- Telemedicine Platform Partner / Development Company
- Partner Labs/Pharmacies

Key Activities

What key activities do you need to deliver your telemedicine business?

- Telemedicine Software Platform
- Telemedicine Platform Operations

Key Resources

What resources do you need to deliver this service?

- Telemedicine Software Platform
- Healthcare Providers to service the consultations

Value Propositions

What value does your telemedicine service offer?

- Convenience
- Accessibility
- Improve Patient Outcomes
- Improve efficiencies
- Improve revenues

Customer Relationships

How do you maintain patient relationships?

- One-one Patient Engagement
- Account Manager
- Community Engagement

Channels

What are the channels for customer acquisition?

- Existing networks
- Direct Sales
- PPC Campaigns
- Website, SEO
- Content Marketing

Customer Segments

Who are your customers? What are the segments? High level groups probably include

- Direct Patients
- Corporates
- Insurance Companies

Look to segment this further based on specific targeting that you might be employing like: Life phase, Medical Specialization, Health Conditions

Cost Structure

What are the costs for operating your telemedicine business?

- Sales and Marketing
- Customer Support
- Product Support
- IT Infrastructure
- Product Development
- Healthcare Provider Revenue Share/Costs
- Personnel Costs

Revenue Streams

What are the revenue streams for your telemedicine business?

- Recurring Subscriptions
- Pay Per Consultation
- Pay per patient

ContinuousCare is an all-in-one telemedicine platform with affordable white label solutions that are ideal for telehealth startups and businesses