

Business Model Canvas

<p>Key Business Partners</p> <p>Core Partners</p> <ul style="list-style-type: none"> Hospitals and clinics Technology partners (wearable device companies) Government health agencies Community health organizations <p>Side Partners</p> <ul style="list-style-type: none"> Pharmaceutical companies Health insurance providers 	<p>Key Activities</p> <p>Development and maintenance of the app, including AI development</p> <p>Customer support and service management</p> <p>Improvement based on user feedback</p> <p>Marketing</p> <p>Ensuring data security</p>	<p>Value Propositions</p> <p>Continuous health monitoring and real-time alerts for elderly patients</p> <p>Medication reminders and adherence tracking</p> <p>AI interaction for symptom discussion and emotional support</p> <p>Symptom analysis for better doctor-patient communication</p> <p>Integrated platform for doctors and family members to monitor patient health</p> <p>Peer support community for elderly patients</p> <p>Access to professional medical advice</p> <p>Improved health outcomes and quality of life</p>	<p>Customer Relationships</p> <p>Personalized customer support via phone and chat, regular follow-ups and health check-ins</p> <p>Community support groups</p> <p>Feedback and suggestion system for app improvement</p> <p>Health education and awareness campaigns</p>	<p>Customer Segments</p> <p>Elderly patients with chronic conditions (e.g., diabetes, hypertension)</p> <p>Family members and caregivers of elderly patients</p> <p>Healthcare providers (doctors, nurses)</p> <p>Elderly care facilities and organizations</p> <p>Health-conscious elderly individuals</p>
<p>Cost Structures</p> <p>App development</p> <p>Marketing and customer acquisition costs</p> <p>Salaries for customer support team</p> <p>Data security and IT infrastructure maintenance</p> <p>Community engagement and education initiatives</p>	<p>Revenue Streams</p> <p>Subscription fees for app usage</p> <p>Commission from pharmaceutical companies for medication adherence programs</p> <p>Partnership fees from hospitals and clinics</p> <p>Premium services (e.g., personalized medical consultations)</p> <p>Health insurance reimbursements</p>	<p>Social impact</p> <p>Enhanced health and well-being of elderly patients</p> <p>Reduced burden on healthcare system through proactive monitoring</p> <p>Empowerment of elderly community through peer support</p> <p>Support for family members in caregiving roles</p>	<p>Environmental impact</p> <p>Promotion of telemedicine to reduce carbon footprint from travel</p> <p>Encouraging eco-friendly practices in healthcare delivery</p> <p>Reduction of paper-based medical records through digitalization</p>	