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Flash Research Paper 5  
Apple Ecosystem

By investing in an app called Virtual MD for the iPhone, our company can gain market share within the Apple ecosystem. The purpose of Virtual MD is to allow patients to conduct routine appointments with doctors or dentists by recording themselves seamlessly in real-time without having to leave the comfort of their home. This will save travel time for patients and administrative costs for doctors. The app would be accessible in the iTunes store after we partner with local doctors' and dentists' offices. Virtual MD would have a subscription fee for the membership, commission from patient and doctor referrals, and fees for additional features to bring in revenue to benefit our organization.

Virtual MD is a safe and efficient application that helps sick or busy patients connect with doctors by saving travel time and waiting room expenses. The key capability is convenience and iPhone functions such as FaceTime, camera, GPS, and Apple Pay can allow this interchange become less of a hassle for both parties. It can also take advantage of location services using maps to find nearby doctor's offices. The application will utilize a patient network to ensure streamlined communication and efficient exchange of patient insurance information. It will enable safe transactions and seamless sharing of data all in one platform. Doctors can access information through a database which includes patient insurance, prescription information, appointment history, and payment data without having to file paperwork. Patients can simultaneously rate their experience with doctors to ensure the best possible care. Furthermore, the incentive is that users will receive a discount for every client they refer.

Virtual MD will help produce immense revenue for our company in the long-run. Every appointment scheduled with Virtual MD will gain a profit per minute. The app will cost a fixed fee every month for users and downloading the app, which includes validating insurance information will cost a one-time rate. There are also premium features offered including access to syncing a Fit Bit with the machine to track heart rate, blood pressure, and movement which will cost an additional monthly fee. By partnering with Fit Bit Inc., after obtaining a membership to the app, we can also offer users discounted prices for Fit Bit's. Our company can also capitalize through a partnership with trusted doctors' offices and hospitals. The main cost to implement Virtual MD is installing the software to sync the patient database to the app. Even though the threat of malpractice lawsuits exists, it can be eliminated through signing a waiver agreement through the terms of service. There is an enormous demand for this application in the marketplace because trusted doctor-patient connections are vital in the healthcare industry. Virtual MD is what is missing from healthcare.