HealthWatch Business Model V1.2 Updated 9 March 2015

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| **Value Propositions** | **Customer Segments** | **Channels** | **Customer Relationships** |
| * Patients are able to receive real time health metrics from their home * Doctors can provide better quality of care by using historical patient data * Insurance companies will be able to better compose risk pools to reduce payout | * Health conscious senior citizens * Elderly or persons with a condition * Family of senior citizens * HW allows both segments to find peace of mind knowing that they can contact a doctor easily | * Patients can be contacted from their own home | * HW can grow to be implemented in elderly homes, to assist nurses * Continued use of HW will be paid for through monthly, per-patient subscription costs from health insurance companies |
| **Key Activities** | **Key Resources** | **Key Partners** | **Revenue Streams** |
| * Available Doctors to contact * Constant up-time to ensure network availability * Secure database administration | * Insurance Companies * Doctors * Hospitals * Health professionals * IT professionals | * Insurance Brokers * Doctors * Secure database Admin | * Upfront cost for one week * Monthly subscription |
| **Cost Structure** |  |  |  |
| * Always-up network * Doctors on-call available to take requests |  |  |  |