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
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| **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
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| **Cost Structure** |  |  |  |
| * Always-up network
* Doctors on-call available to take requests
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