A COMPLETE GUIDE ON

HOW TO START **ONLINE HEALTHCARE** CONSULTING BUSINESS

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It is no surprise how the healthcare industry has grown over the years. Healthcare is an indispensable part of our life, and hence it needs a constant revolution to fill in the demands.

Healthcare combined with IT and technology has made lives easier for both patients and healthcare providers.

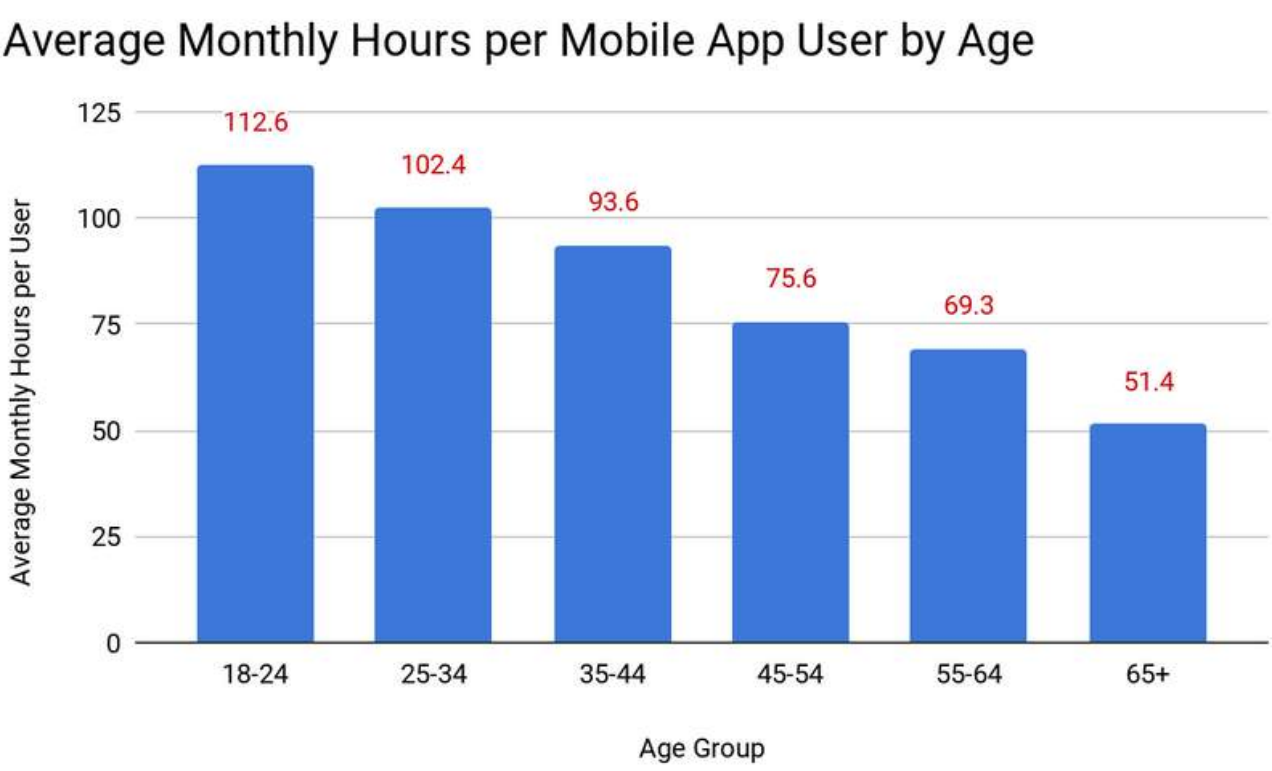
Further, the onset of the COVID-19 pandemic significantly impacted the telemedicine industry. In 2019, the telemedicine industry was worth $41.63 billion. In 2020, it saw a stellar growth of 91.7%, making it a $79.9 billion industry.

The use of on-demand mobile apps has increased drastically over the years and especially after the COVID-19 pandemic. As of 2017, almost 1.7 Billion smartphone users had some sort of mobile healthcare apps on their device. This constitutes half of the smartphone users around the world. In 2020, the mobile healthcare app market saw a major surge with a market value of more than $84,817 million.

These factors have contributed to the significant boost in telemedicine. It has spurred medical consultants to expand their reach via the Internet through various platformst and mobile apps. The best part about these applications is that using them isn't rocket science either.

If you are thinking of starting an online healthcare consulting business, now is the right time to do so.

Moreover, millennials tend to be more inclined to use mobile apps than surfing the web.



Through this eBook, we will explain the benefits of starting a consulting business in healthcare, guide you on how to start an online healthcare consulting business, and how to manage and upscale your healthcare consultation marketplace.

WHY THERE IS A NEED FOR AN **ONLINE HEALTHCARE** CONSULTATION APP?

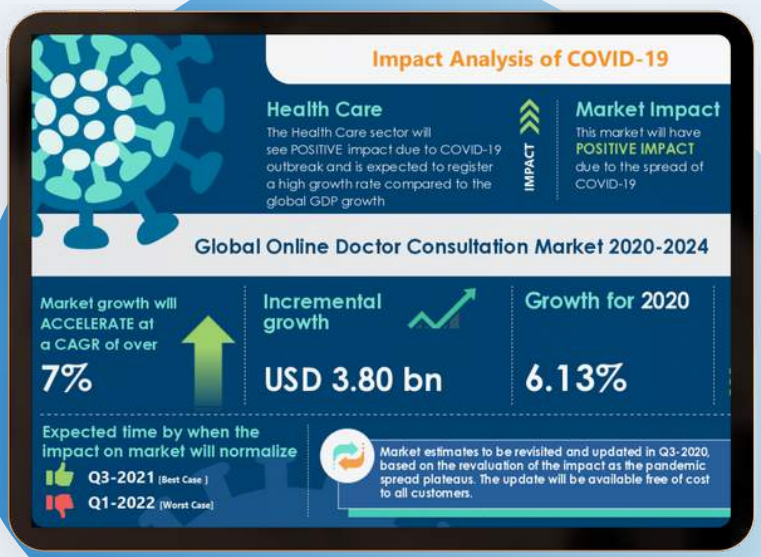
Without a doubt, online healthcare consultation apps bridge the distance gap between patients and healthcare providers.

But, how?

Imagine a situation when you have to rush to the hospital or your local physician to consult for any illness. Booking a new appointment with the specialised doctor could take a longer time than expected.

According to Healthcaredrive, patients in the US have to wait for 24 days to get a new appointment.

Apart from the long wait times and queue, COVID-19 wreaked havoc on everyone, and the hospitals were one of the most vulnerable places due to the spread of infection



To combat the pandemic situation and make healthcare easily accessible, software development companies have come up with mobile-powered solutions for improved patient care, efficient record maintenance, enhanced interpersonal communication and healthcare training and innovation.

Post-COVID, the need for a robust and complete suite of medical consultation software became apparent

As the mobile app market continues to rise further, more than 40,000 health and wellness apps of different kinds, offering the best solutions, have been developed and downloaded.

Be it the patients or the healthcare providers; the online consultation apps creates a win-win situation for both.

BENEFITS OF ONLINE HEALTH CONSULTATION

An online health consultation works much the same way as other consulting businesses. The idea is to schedule and book an appointment with the doctors.

Without the need to physically meet, the hassle of travelling or waiting in the long queues, patients can contact the physicians from the comforts of their home. However, this requires a platform where the patients and healthcare providers can have smooth and efficient communication.

For this purpose, online healthcare consultation apps are designed with a plethora of features and functionalities that make communication a breeze.

The growing popularity of the telehealth industry can be attributed to the fact that it provides benefits to healthcare providers as well as patients.

The benefits of online consultation for doctors as well as the patients are manifold and may serve a common purpose in some cases for both parties, such as overcoming the geo-restrictions, saving costs, and reducing the chance of infections.

TELEHEALTH DURING THE COVID-19 OUTBREAK

12%

12% of respondents have already used a Telehealth Service for something related to covid-19

73%

73% of respondents say They would consider using a Telehealth Service If they felt they had Covid-19 symptoms

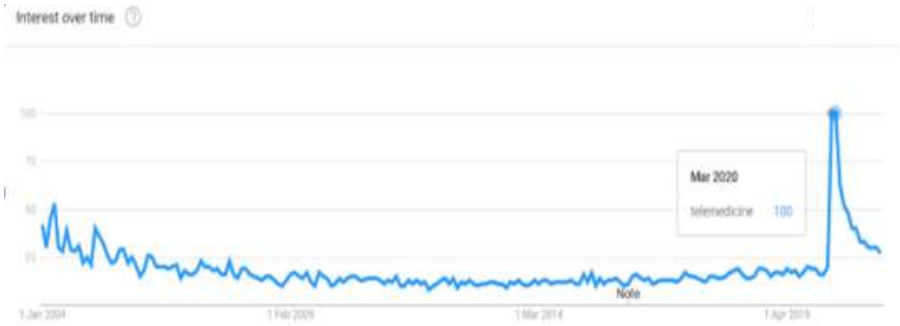
Before diving into the the benefits of the online health consultation app, let's look at some of the statistics and graphs to find how coveted the online health consultation business is.

- According to Practo, online medical consultation saw a 500% spike during the lockdown period. Not just in India, the medical consultation apps saw a significant number of downloads globally.

- 70% of medical practitioners reported using at least one healthcare app to offer convenience in their services.

- According to a survey, 84% of the patients were able to resolve their issues quickly, and 73% say that they did not face any problems during the virtual consultation.

Apart from the statistics on left, the growing popularity of telemedicine/telehealth can be more distinctly seen with the help of the Google Trends search graph



As seen from the above picture, the search volume rose drastically when the COVID-19 emerged and is still trending in various countries.

Well, this is just the tip of the iceberg. The future of the online healthcare consulting industry is indubitably bright, and hence, it would be the right time to invest in healthcare app development.

BENEFITS OF ONLINE HEALTH CONSULTATION APP FOR DOCTORS:

Telemedicine solutions:

93% Improve patients access to care

Contribute to more efficient use of time for doctors and patients 77%

71% Help reduce healthcare costs

Enable high-quality communication with patients 71%

60% Enhance the doctor-patient relationship

1 COST-EFFECTIVE

One of the major reasons to start virtual consultation is because of its cost-effectiveness. Launching your healthcare consultation app costs much less than what an offline clinic would cost.

With virtual consultation in place, physicians can save costs of hiring a healthcare staff or paying rent for their clinic.

2 ACCESSIBILITY

Online healthcare consultation apps come with scads of features that make appointment and management a breeze.

With just a tap, doctors can schedule their time slots, accept or reject appointments, and track patients and their progress.

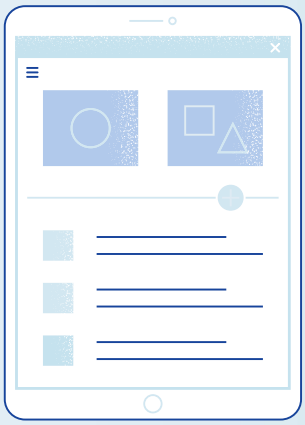
Further, consultations can be done from anywhere and anytime. So, doctors don't need to be physically available

3 MANAGE INVOICE

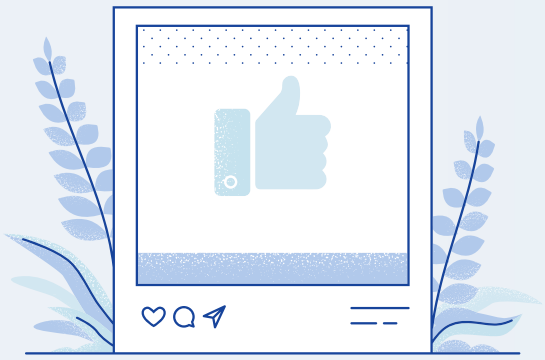
Managing your patients' invoice is one of the most tedious tasks and calls for hiring help if you own a physical clinic.

Using the online healthcare consultation app, doctors or healthcare providers can efficiently manage their invoices and track monthly transactions on the same dashboard.

While some healthcare software has a built-in invoice in their dashboard, some healthcare software development companies integrate them with third-party apps for enhanced functionality.



4 FEEDBACK FROM PATIENTS



In contrast to physical clinics, the online consultation apps can make it extremely easy to build patients' trust.

93% of customers read reviews of service to determine the quality and make decisions only after reading them. A feedback or rating section on the website or consultation app makes it easier for the new patients to find the best doctor for the job.

For healthcare practitioners, positive ratings can work as social proof and help enhance their brand reputation.

5 MANAGE WORKLOAD

Clinics can manage the workload and avoid long queues of patients that burdens their overly stressed infrastructure. Using virtual consultation, clinics/hospitals can prioritise only emergency situations for physical consultations.

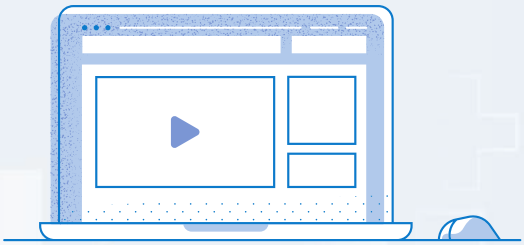
Online Consultation apps reduce the spread of infection by keeping the worried-ill out of the medical infrastructure and tackle them virtually.

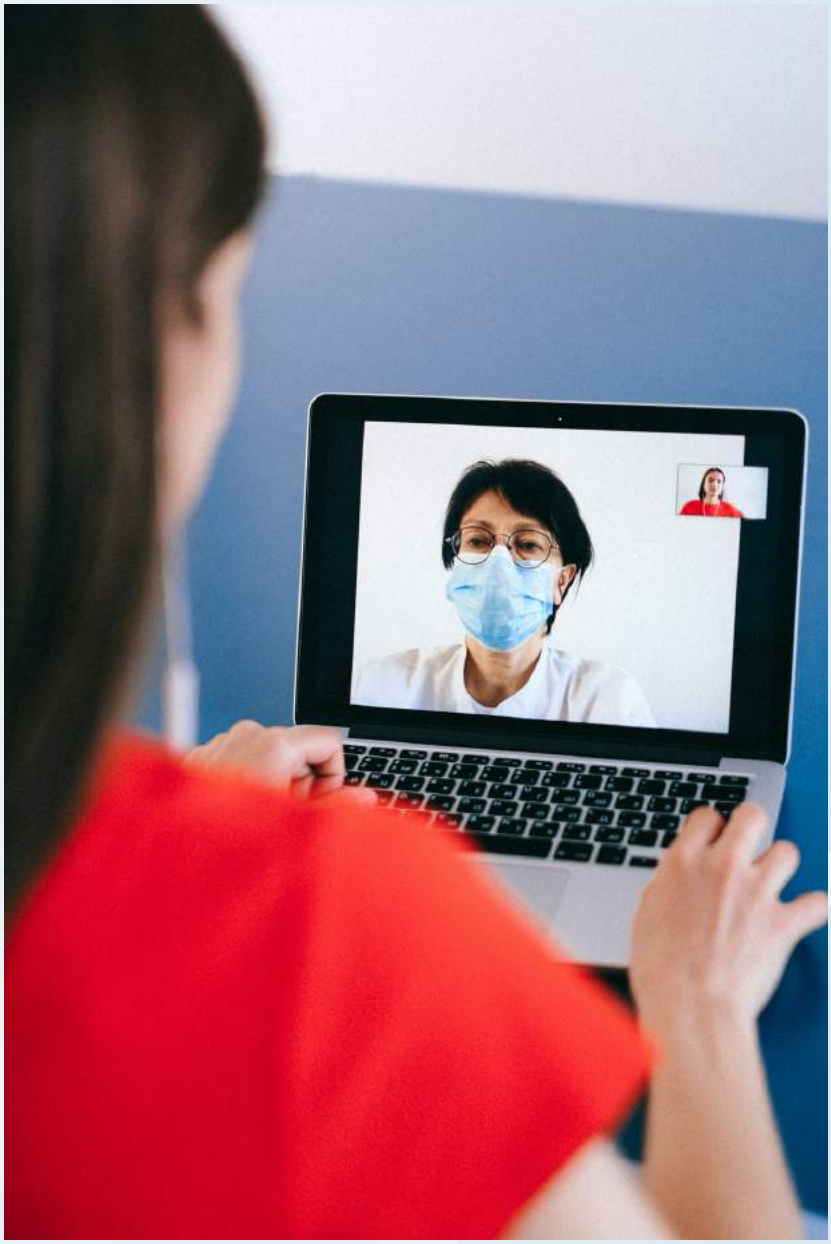
As much as the online healthcare consultation benefits the doctors, it is equally good for the patients.

BENEFITS OF ONLINE CONSULTATION APPS FOR PATIENTS:

Virtual health consultation has proved to be an elixir for patients by providing convenience at home with 1-on-1 communication.

A May 2020 survey of Medicare Advantage beneficiaries found that 91% of those who had used telemedicine had a good experience and that 78% would use it again.





1 CHEAPER THAN PHYSICAL VISITS

According to a survey, the healthcare costs for virtual consultation was found to be $88 lower than what it would cost for the physical consultation.

Online consultation is an affordable solution for the patients as well as for the healthcare providers. Physicians charge lower than their usual charges as they are offering virtual consultation from the comfort of their home.

2 NO NEED TO TRAVEL

One of the most important reasons to use telemedicine consultation apps is that it saves patients from the hassle of travelling and its incurred costs.

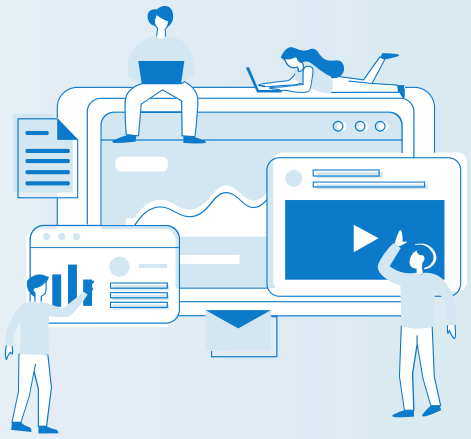
A virtual consultation is the most significant boon for patients who are unable to travel to the clinics at frequent intervals. Patients can simply go to the internet, book an appointment and complete their tasks within that time.

3 DIGITAL PRESCRIPTION AND REPORTS

The thing with the physical prescription is that it might get misplaced somewhere. Prescriptions are essential while ordering medicine

and for doctors to keep track of their patient's health.

Various online healthcare consultation apps let patients upload their previous prescriptions or get a new one digitally through email, which can be downloaded on smartphones and tablets with just a tap.



4 REDUCED RISK OF INFECTIONS

One of the most important reasons to use telemedicine consultation apps is that it saves patients from the hassle of travelling and its incurred costs.

Imagine a situation where you go to a doctor's clinic to get better and catch a contagious infection instead (like the coronavirus!).

The evolution of online healthcare consultation has drastically reduced the risk of infections. For people with comorbidities such as asthma, diabetes and others, it is always safe to get a virtual face-to-face consultation rather than travelling to get a physical face to face consultation.

In fact, the satisfaction rate from the virtual consultation has been recorded as 99% since the onset of COVID-19.
Well, the above benefits show why Telemedicine healthcare is the future and investing in the healthcare consultation business is a good idea.

If you are considering getting a telemedicine app for your business, you must hop on to the next chapter and get a thorough understanding of it.

HOW DOES ONLINE HEALTHCARE CONSULTATION APP WORKS?

One of the biggest advantages of choosing the online healthcare consultation over the physical one—setting up an online healthcare consultation business takes up even less than 24 hours.

A telehealth software development builder can be the panacea for your problem.

But, here's a crack! Before knowing how your consultation business works, it is important to figure out how you would make money with your health consulting app.

As depending on merely one source of income is not possible, the revenue model of a healthcare consulting business is divided into three categories.

REVENUE MODEL FOR HEALTHCARE CONSULTANCY BUSINESS:

COMMISSION BASED MODEL:

This is one of the most common revenue models which is used by apps like Practo. Here, the doctor agrees to pay a small commission to the app owner in return for the exposure they get through this app.

Every time an appointment is booked, a doctor has to pay a recurring commission to the app owner.

SPONSORED LISTING

The doctors who do not get as much success and exposure as others can use the sponsored listing methods. By paying a small fee, the doctors can get into the list of featured doctors.

Featured doctors are more likely to get the calls and responses from the patients.

IN-APP ADVERTISEMENT:

Once you have become a reputable brand, you can use the advertisements to make money. Space can be allotted to the other brands or healthcare apps on your websites to run their ads, and you will get revenue for running their ads on your app.

HOW TO BUILD AN ONLINE HEALTHCARE CONSULTING APP?

The business model of the healthcare consultation app has three end-users. Each of these users can use the healthcare consulting apps to get their task done. These users are:

- **ADMIN**
- **DOCTORS**
- **PATIENTS**

And, each of the above users has different requirements. So, you would need an all-in-one consultation platform for launching your healthcare consultancy business with features tailor made for the above end users.

STEP 1:

CHOOSE ALL-IN-ONE MARKETPLACE DEVELOPMENT COMPANY

One of the foremost steps is to choose the right solutions partner that can build your business marketplace or app. Indeed, this is one of the most crucial steps.

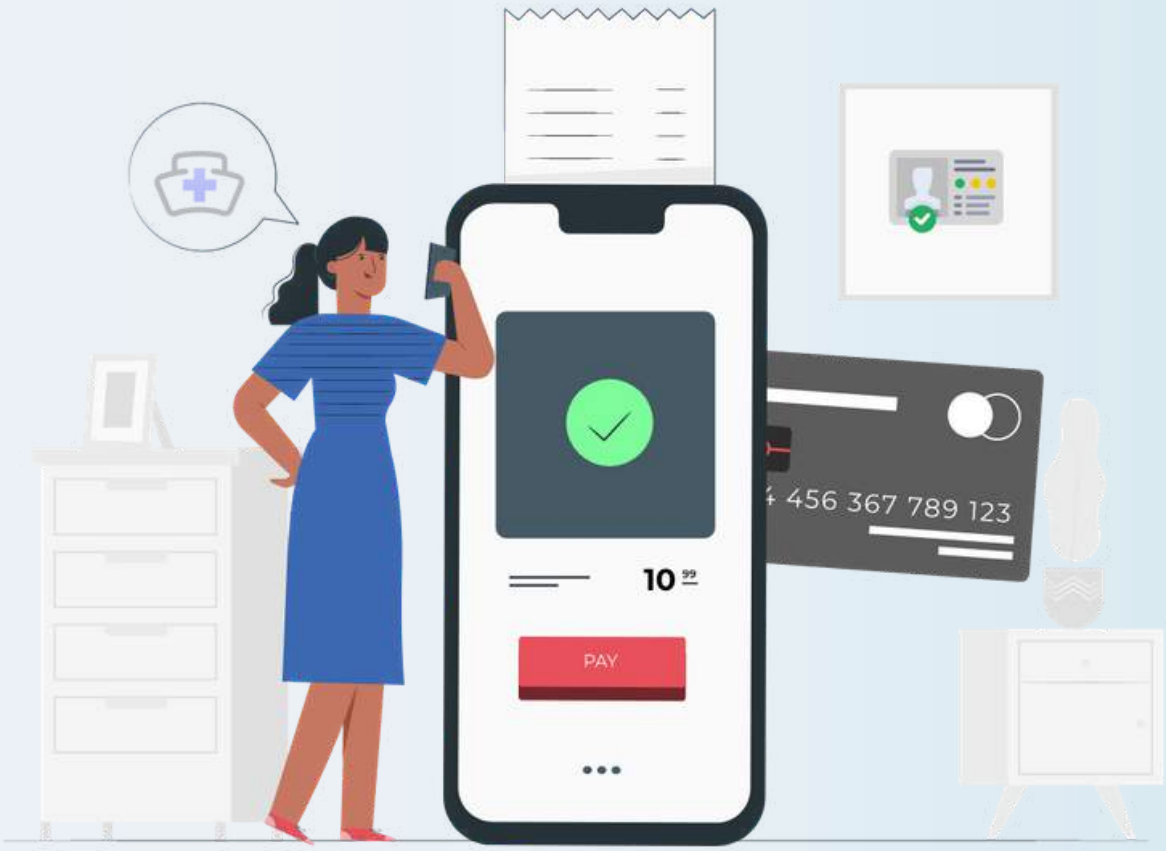
Just like you would consider various factors while booking a physical clinic, an online app must have various essential features as well.

Some of the significant features that the telehealth software development company must offer:

- Flexibility to have audio and video calls.
- Offers robust marketing tools and strategies.
- Flexibility to have on-demand consultation
- Provides analytics and insights on progress and transactions.

STEP 2:

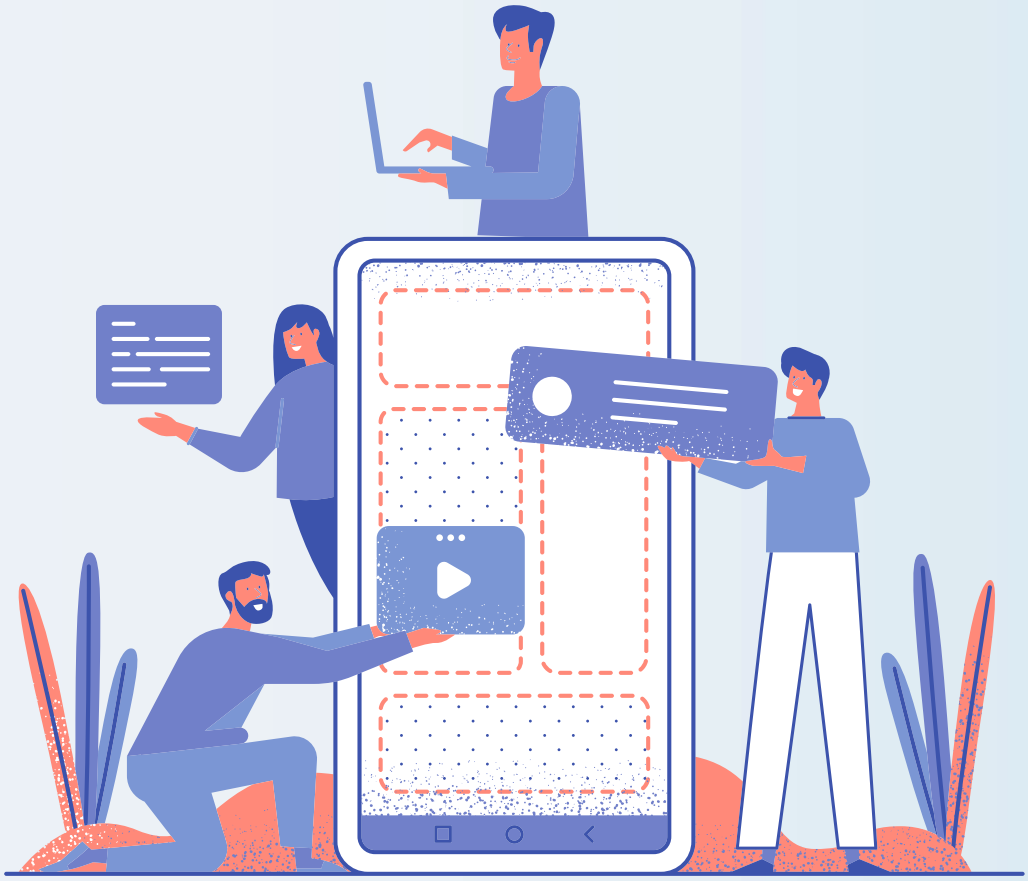
CHOOSE PREFERRED PAYMENT METHODS



Besides the features customisation that the consultancy marketplace offers, you must have the flexibility to integrate or choose the payment methods. A consultancy marketplace gives you the flexibility to choose how you would want the consultancy fee to be paid.

STEP 3:

CHOOSE THE RIGHT TECHNOLOGY



To create a medical consultation software, you must choose the technology that goes well with your business & industry demands.

Not everyone is tech-savvy to operate the apps that are heavily coded. Hence, the consultancy marketplace created must be easy to operate and navigate through for the doctors as well as for the patients.

In a nutshell, robust technology combined with various features is what makes your health consultation app a success.

So, what are the essential features to build an online healthcare app? Next chapter will give you a detailed list of features for building telemedicine software.

MAIN FEATURES OF DOCTOR-PATIENT CONSULTATION APP

To ensure that your medical consultation app is top-notch, it must have the following features.

1:1 VIDEO CONSULTATION:

One of the major perks of starting an online consultancy business for healthcare is the comfort of 1:1 communication between the patients and healthcare providers.

With effective video consultation sessions, doctors can actively engage with their patients and offer consultation in real-time.

Further, the consultants can get the opportunity to answer the patients query directly from the app.
As per a report, 75% of customers expect business to use new technologies. With technologies like live chat and real-time responses, customer engagement can increase and hence, build the brand reputation.

FILE-SHARING:

Consultation apps must provide the flexibility to share various formats of a file with the users. What's the use of such an app if you have to switch between the random text messaging apps to share the documents.

INSTANT PAYMENTS:

Consultants need no other software for tracking their payments or need to switch to other apps for the fee. Within the consultation marketplace, the patients must be able to pay the fees using multiple payment gateways.

Doctors should have the flexibility to set up consultation fee and track their daily transactions.

PATIENT TRACKING:

Healthcare app development companies provide features for doctors that let them track their patients progress.

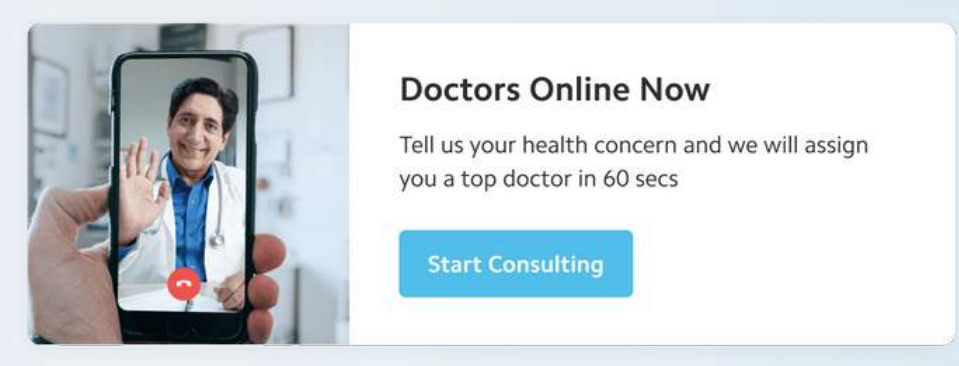
Patients can upload previous reports and other medical histories, whereas doctors can keep track of their individual patients through a dashboard.

Besides the above-mentioned features, an online consultation marketplace has tons of features that can be used to create a robust mobile app for all the end-users.

BEST USE CASES FOR DOCTOR-PATIENT CONSULTATION APP

Before we end, here are some of the best use cases for the doctor-patient apps that you can take inspiration from for success.

1. PRACTO



Practo is a leader in healthcare consultation apps. Available in 15+ countries, this app offers features, such as consultation from specialised doctors in different specialities to booking a nearby diagnostic centre and finding the right medicine.

Practo has over 10 million searches and undeniably one of the major drivers of revolution in the telemedicine industry. With apps like Practo, doctor visits dropped by 67%.

2.LYBRATE

Lybrate is yet another top-notch consultation platform for both doctors and patients. It offers premium and free membership to the users. Once the customer registers, Lybrate offers an intuitive dashboard for the patients as well as for the doctors.

With just a tap, patients can seek advice and book text-based or video consultations with the doctors by paying an appointment fee.

The app has hundreds of blogs on various categories that help you connect with the right consultants. Besides this, you can also purchase health kits, vitamins and supplements, and other personal care products using their store.

WRAPPING UP:

The healthcare consultation business has come a long way. With 1:1 consultation and effective communication, patients can now seamlessly connect with the healthcare providers of their choice.

Now, healthcare consultation has become bi-directional. Customers are now in the endless pursuit of interacting and getting their issues resolved quickly. It has become even more crucial since the onset of COVID-19 with the rising virtual healthcare services. With the right marketplace development partner, you can also create a successful and feature-rich mobile app (a virtual version of your business) or a consultation marketplace.

To get brand recognition, you must do thorough research about your industry and its requirements. Telehealth marketplace development partners can help drive the right type of audience and improve brand visibility.

Jungleworks' solution, Panther can help you with an on-demand healthcare marketplace having robust features that ensure maximum efficiency with cost optimisation. It has everything to get you started; from customer management to tracking, marketing to invoice generation and more.

Hope this guide has helped you understand the benefits of developing a consultation marketplace and how to achieve the business goals through the same.

HOPE THIS GUIDE HAS HELPED YOU UNDERSTAND THE BENEFITS OF DEVELOPING A CONSULTATION MARKETPLACE AND HOW TO ACHIEVE THE BUSINESS GOALS THROUGH THE SAME.