



Give yourself a shot in the arm
Become a CallHealth Associate
Diagnostics/Imaging Centre

MISSION

CallHealth
delivers
dramatic improvements in services
leveraging
current knowledge
information and medical
technologies
for
Integrated
PatientCentric NewAge Healthcare



CallHealth – A New Approach to Holistic Healthcare

CallHealth enables the customer to access all healthcare services and products from the comfort of home.

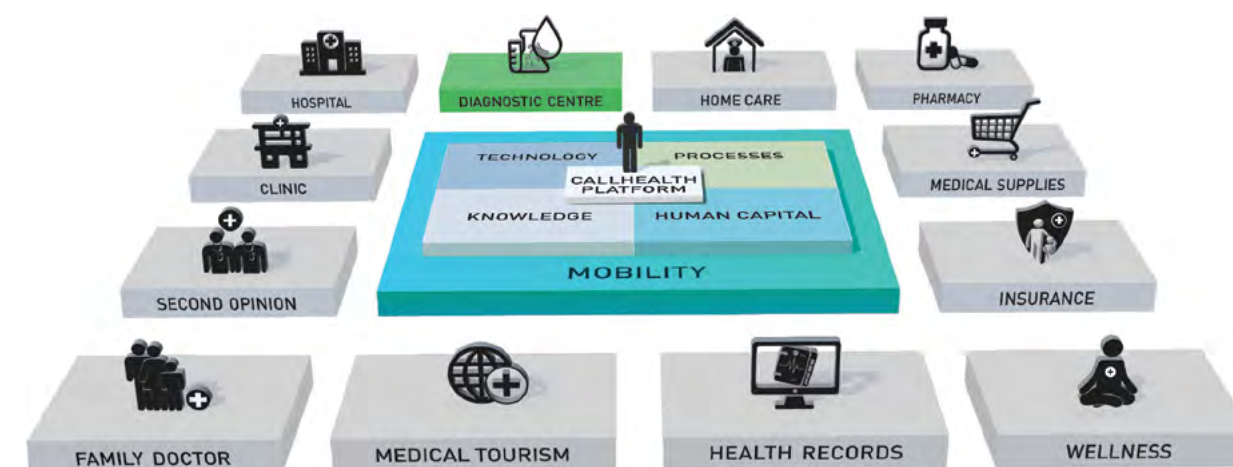
By delivering the entire range of healthcare services – from **Cure to Prevention to Wellness** – CallHealth aims to become a one-stop-shop for all healthcare needs.

Our operations are built on a strong foundation that innovatively blends the virtual and real worlds to deliver true customer delight. Leveraging state-of-the-art technology, our virtual platform ensures that all healthcare services like doctor consultation, diagnostic tests, drugs delivery, homecare, facilitation are just a click or call away. Our qualified Mobile Health Officers are physically present at the customer's

home to carry out initial physical assessment tests or collect samples for diagnostics as instructed by the doctor.

CallHealth is brought to you by the people who conceptualized and launched EMRI (Emergency Management and Research Institute), the revolutionary 108 emergency service that has saved over 1.5 million lives till date. EMRI has been acknowledged for its efficient, speedy, reliable, and caring service.

CallHealth seeks to associate with leading Diagnostics / Imaging Centres like yours to combine our respective capabilities – your proficiency in healthcare tests and our expertise in technology and service delivery - which together ensure patient delight.






Enabling Diagnostics and Imaging Services


CallHealth offers two key services - Diagnostics@Home and Facilitation - to help customers enjoy convenience as well as save time when it comes to meeting their diagnostics and imaging needs.

Diagnostics@Home services include:


 Collection of samples from customer's residence and delivering them at our Associate Diagnostics Centre.


For tests which require the customer to visit the Diagnostics Centre (eg. biopsy tests) or Imaging Centre (eg. MRI, CT Scan), CallHealth provides facilitation services to the customer.


Facilitation services include:


 Helping in selection of the right Diagnostics / Imaging Centre based on customer's requirements

 Fixing of appointments and bookings at the Diagnostics / Imaging Centre

 To and fro transportation, if required

 Handling all paperwork at the Diagnostics / Imaging Centre, including insurance claim procedures and any other on-site assessment.

 Continuous coordination between customers and the Associate Diagnostics / Imaging Centre, including follow-ups, reminders, re-scheduling or cancellation of the appointments as and when required.

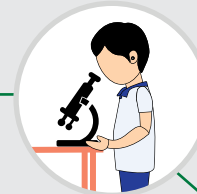
 Collection of test reports from Associate Diagnostics / Imaging Centres and delivering them to customer - both via email and physical delivery.

To enable us to deliver this service, we seek to associate with Diagnostics Labs / Imaging Centres across the city, having collection centres in multiple locations.

Diagnostics@Home and Facilitation Process

Call Centre Officer records the service request and customer's preferred time and date.

Scenario 1 - Sample to be Collected At Home



Qualified CallHealth Mobile Health Officer (MHO) visits the customer's home to conduct basic tests or collect samples.

Sample containers are barcoded to ensure they do not get mixed up.

Samples are placed in specially designed CallHealth Thermo containers which help in keeping the samples in controlled conditions for better and accurate test results.

The collected samples are then delivered to the Associate Diagnostics Centre to perform the desired tests.

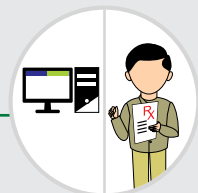
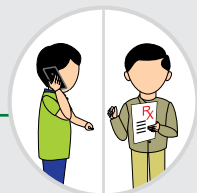
Diagnostics Centre conducts the tests within agreed timelines, keeps the reports ready for collection and informs CallHealth Officer of the same.

CallHealth Officer collects the reports from the Centre and also downloads the soft copies.



Our intelligent proprietary system helps Call Centre Officer identify whether the requested test can be done by sample collection at home (Scenario 1) or the customer needs to visit the Diagnostics/Imaging Centre (Scenario 2).

Scenario 2 - Visit to Diagnostics / Imaging Centre



Facilitation Officer talks to the customer to assess the type of Facilitation required (i.e with transport or without).

Appropriate Associate Diagnostics/Imaging Centre is selected, either based on customer's choice or as per CallHealth Selection Rule Engine (Refer page 12).

Facilitation Officer schedules appointment with the chosen Diagnostics/Imaging Centre and arranges customer's travel from home to Diagnostics/Imaging Centre, as per the customer's choice.

At the Associate Diagnostics/Imaging Centre, Facilitation Officer handles all paperwork & formalities related to admission, and ensures facility readiness to make the visit hassle-free for the customer.

Facilitation Officer offers any assistance required by customer on-site and, after the test is over, arranges customer transportation back home.

Soft copies of the reports are emailed and hard copies are physically delivered to customer. Electronic Health Record of the customer is also updated.



Stakeholder Engagement Centre

Taking technology and stakeholder delight to an entirely new level, we have evolved a one-of-its-kind Stakeholder Engagement Centre (SEC). This cloud computing platform enables all our stakeholders – Associates like you, Customers, Investors and Officers of the company - to come together under one virtual space.

By logging on to our Associate Zone, you will enter the SEC where you can:



Easily execute, manage and keep a track of your booking schedules, payment details etc.



Engage with other stakeholders, access information & tools like data analytics to enhance efficiency.

For your staff to optimally use the CallHealth system for Diagnostics and Imaging services, our team will provide them with all the necessary training. The very intuitive and user-friendly software ensures they will be able to learn to operate it very quickly.

We do understand the busy schedule of your staff and the time constraints they face. However, spending a little time on training will lead to better coordination between the Diagnostics / Imaging Centre and CallHealth.



Criteria for Empanelment of Diagnostics / Imaging Centres

Some of the criteria for selection include:



NABL/ISO accreditation



The Diagnostics Centre should provide any 3 of the following services: Bio-chemistry, Microbiology, Pathology, Serology, Haematology, and Immunology.



The Imaging Centre should provide any 2 of the following services: X-Ray, 2D Echo, Ultrasound, TMT, CT, MRI, Mammogram.





The one having a larger number of centres / branches spread across the city will be preferred over one with a lesser number.

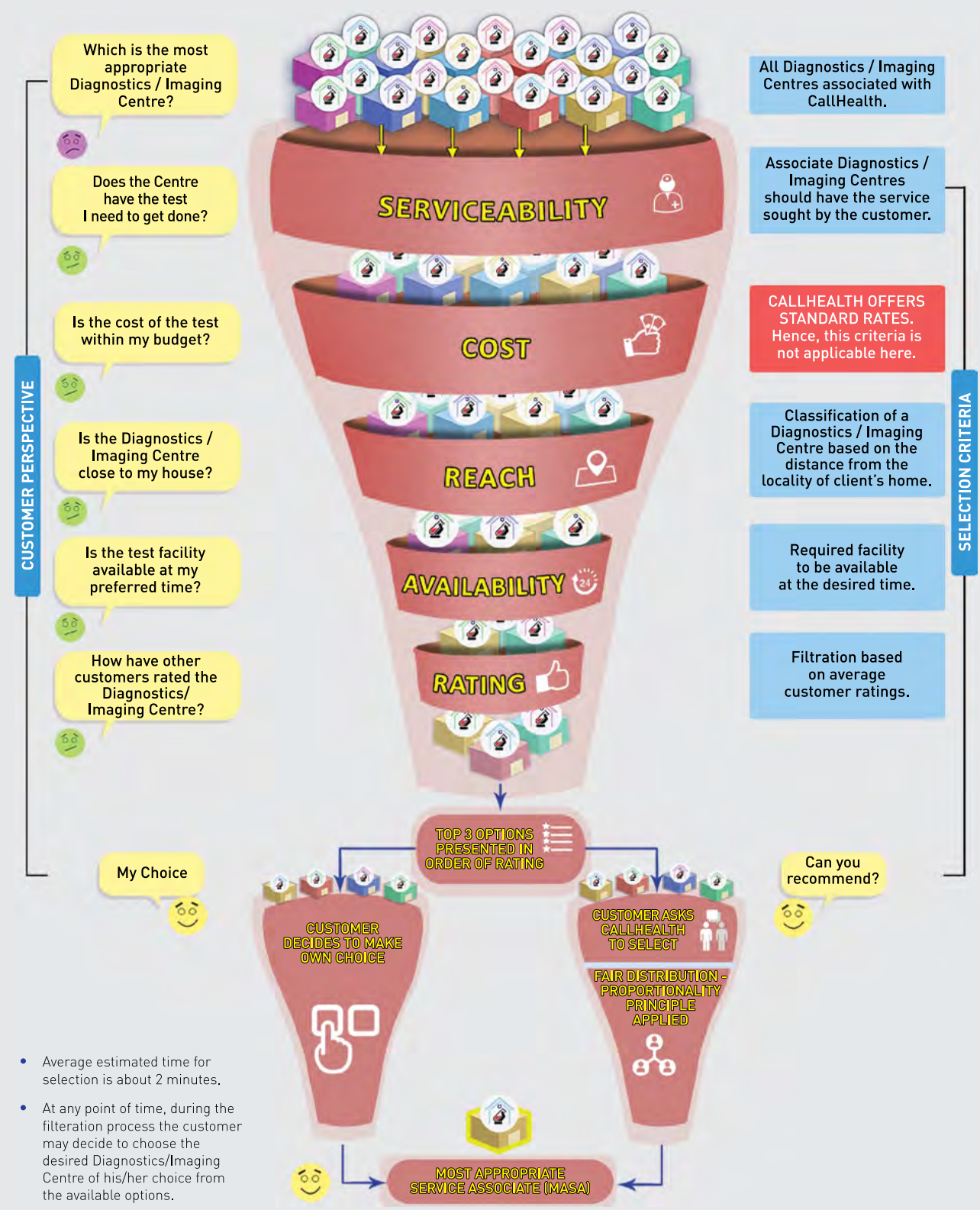


The Diagnostics / Imaging Centre should be in agreement with some of our requirements to provide a delightful customer experience. These include:

- System integration between CallHealth and Diagnostics / Imaging Centre for smooth coordination.
- Giving priority to CallHealth customers.
- Allowing CallHealth Officers to co-ordinate on behalf of customers for Facilitation services.

 If the customer requests for a particular Associate Diagnostics/Imaging Centre, he is provided that option.

 If the customer asks CallHealth to recommend an Associate Diagnostics/ Imaging Centre, our Selection Rule Engine will apply.








- Average estimated time for selection is about 2 minutes.
- At any point of time, during the filtration process the customer may decide to choose the desired Diagnostics/Imaging Centre of his/her choice from the available options.

Selection Rule Engine

To determine the most appropriate Diagnostics / Imaging Centre for the customer as per specifications and requirements, and also to evenly distribute opportunity, we have developed a technology driven Selection Rule Engine. The first and the most fundamental rule is that the choice of the customer – if he chooses to exercise it – determines the Associate Diagnostics / Imaging Centre he visits. If he asks CallHealth to recommend, then the Selection Rule Engine applies a set of selection criteria for filtration to the universe of our Associate Diagnostics / Imaging Centres in order to arrive at the Most Appropriate Service Associate (MASA).

The selection criteria used by CallHealth for Associate Diagnostics / Imaging Centres is given below:

-  Serviceability
-  General Customer Ratings
-  Reach
-  Fair Distribution
-  Availability

Scenario 1 - Sample collection at Home

In case of tests for which the sample can be collected from the customer's home, our MHO will deposit it at the Associate Diagnostic Centre nearest to the address. This is determined by our Selection Rule Engine using only the 'Reach' Selection Criteria.

Scenario 2-Tests conducted at Diagnostics / Imaging Centre

In case of tests which cannot be done at home, we will facilitate the customer visit to the Associate Diagnostics / Imaging Centre. For such cases, all the above selection criteria of the Selection Rule Engine are applied to determine the most appropriate Diagnostics / Imaging Centre for the customer.

A description of the selection criteria is shown in the visual on the left.



Benefits



Increased Business

Since we recommend you to our customers and also provide them logistics support, you can expect a higher inflow of customers and an increased business opportunity. You can grow your business with zero additional investment.



Optimal Utilisation of Infrastructure

The challenge of optimal utilisation of your infrastructure facilities can be overcome thanks to the growing number of customers and better time management with our systems.



Access to New Age Analytics

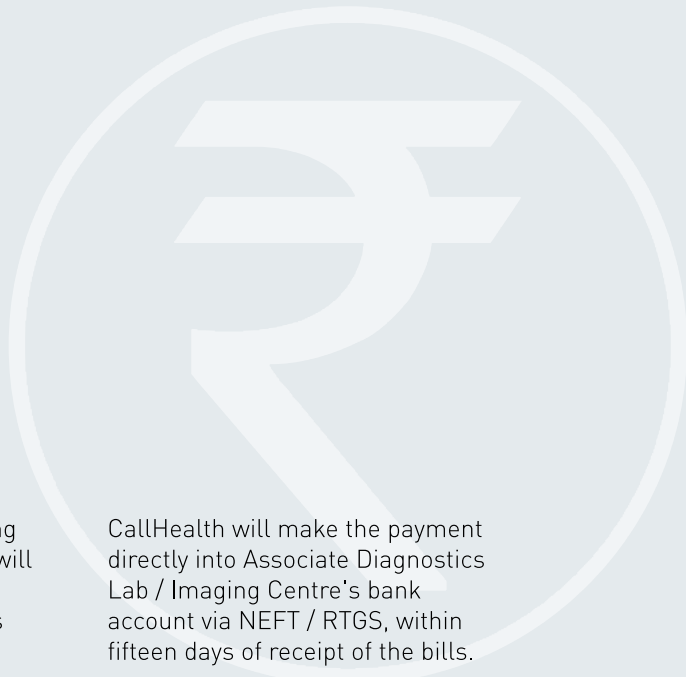
Our cutting edge business intelligence and data analysis tools are at your disposal to provide detailed business analytics for fast, systematic growth of your organisation. By integrating our systems, we can enhance customer experience and ensure patient delight.



Promotional Programmes

To drive business on the fast-growth track, CallHealth will undertake joint promotion programmes and marketing campaigns with Associates like you.

Commercial Proposal



For Diagnostics Lab / Imaging Centre services, CallHealth will bill the customer and collect payments for all the services availed by the customer.

At the time of registration, the rates of all tests for CallHealth customers will be mutually agreed between the Diagnostics Lab / Imaging Centre and CallHealth. Every month, the Diagnostics Lab / Imaging Centre needs to raise an invoice on CallHealth for all the tests conducted in their facility through CallHealth, as per the mutually agreed rates.

CallHealth will make the payment directly into Associate Diagnostics Lab / Imaging Centre's bank account via NEFT / RTGS, within fifteen days of receipt of the bills.

Complete transparency is maintained and the Associate Diagnostics Lab / Imaging Centres can log onto the Associate Zone and view the payment history on their dashboard.

Dos & Don'ts

Should you choose to Associate with CallHealth, we request you to follow certain guidelines to ensure smooth functioning of operations, which would be in our mutual interest.



Dos:



Allow CallHealth for reconciliation of billing every month.



Inform of any changes in facilities i.e. infrastructure, pricing, upgradation etc.



Maintain records of customers referred by CallHealth confidentially.



Integrate your system with ours for better customer experience.



Ensure timely readiness of reports.



Don'ts:



Don't directly solicit CallHealth facilitated patients.



Don't share CallHealth information with other competitors.



Don't entertain personal favour requests from CallHealth staff or use them for personal work.



Registration Process

To ensure an even spread of Associates across the city as it helps us provide faster service to our customers and ensures better business for you, Registration is by invitation only.

The invited Diagnostics Lab / Imaging Centres will have to log-on to www.associate.callhealth.com and follow the steps as shown there to Register.

On completion of Registration, they will be notified through an email confirming the same.

The following documents are required for Registration:

- Copy of Medical Establishment License
- Scanned copy of Pan Card

If required, our Officer can come and help you out with the Registration process.

In case a Diagnostics Lab / Imaging Centre has multiple branches or establishments, separate Registration for each is not required if they are the same legal entity. If the branches or establishments are separate legal entities, then separate Registration is required.

In case of a direct approach by a Diagnostics Lab / Imaging Centre, it will be kept in reserve. As and when a business need arises, we would empanel it as an Associate.



Infrastructure Required

The only physical infrastructure that is needed for our Associates providing Diagnostics Lab / Imaging Services is a PC or laptop or tablet with good data connectivity. An online link will be shared with you to enable access to the application.

In order to ensure smooth coordination and real time scheduling of appointments, we recommend the integration of CallHealth Software Systems with the ERP software system or any other management systems used by the Associate Diagnostics Lab / Imaging Centre. CallHealth will need access to use this system interface. Needless to mention, access will be restricted to select authorised CallHealth Officers only and all security and confidentiality parameters will be fully complied with.

The integration of systems will ensure smooth coordination, faster and accurate responses to the customer, leading to customer delight.

It is also desirable that the Associate Diagnostics Lab / Imaging Centre provides space for CallHealth Facilitation Officers to sit and operate.



Legal Responsibilities

As partners, both of us have the legal liability for our respective functional areas. In case of sample collection at home, CallHealth takes responsibility for accurate collection of samples and delivering them in proper condition to the diagnostics labs.

All aspects related to testing, diagnosis and accuracy of reports and consequences thereof are the responsibility of the Diagnostics Centre.

In case of tests conducted at the Diagnostics / Imaging Centre, CallHealth is a facilitator and the entire responsibility of sample collection, testing, diagnosis and accuracy of the reports are the responsibility of the Diagnostics / Imaging Centre.

The Terms & Conditions are stated in the Agreement. However, as these keep changing from time to time, please refer to our website for the latest updates.



Feedback

CallHealth believes in complete transparency and we encourage mutually constructive feedback to continuously enhance customer experience. If you have any feedback or suggestions regarding our processes, you may post them from your dashboard on the Associate Zone or call our Associate Helpdesk.

We will also be sharing customer ratings and other feedback, if any, with you. Kindly note that strict confidentiality will be maintained and feedback and ratings will be shared only with the concerned Associate Diagnostics / Imaging Centre.



For any assistance please contact:
Associate Helpdesk on 1800 30 111 222 or email us at associate@callhealth.com



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