



# Building Healthcare Communities Connecting Lives

Healthcare in India is emerging as a domain with immense potential and strong Government initiatives like National Rural Health Mission (NRHM) are further energising the segment.

Healthcare has a unique set of attributes and with its infrastructure concentrated largely in urban areas, quality care is affordable only by the middle classes. Rural healthcare is focused on acute, reactive care and more importantly, not widely accessible.

### Healthcare quick facts\*

- ◆ Currently a US\$35 billion industry in India
- ◆ Expected to cross US\$75 billion by 2012
- ◆ Healthcare expenditure set to increase from 0.9% of GDP to 2-3% of GDP by 2012
- ◆ Health Insurance is a highly promising segment growing at 50% per year

The challenge is to ensure that quality healthcare is affordable and accessible and it is here that IT could play a seminal role by enabling a quick, seamless and affordable exchange of information across centres (urban, semi-urban and rural) ensuring effective diagnosis, inference and treatment.

Effective IT implementation has the potential to significantly impact the domain by delivering quality healthcare to a larger section of the populace.



- ◆ US\$ 465 billion is needed to catch up with demographic shifts as well as improvement in healthcare indicators in the next 10 years (i.e. 2018).\*
- ◆ Total healthcare infrastructure expenditure for 2013 is predicted to reach US\$ 14.2 billion.\*\*

\* Source : Technopak Advisors in their report - 'India Healthcare Trends 2008'

\*\* Source : KPMG - Global infrastructure: trend monitor; Indian healthcare edition; Outlook 2009 - 2013

# Welcome to HealthHiway™

HealthHiway is a cloud-based Health Information Network that enables a seamless exchange of knowledge leading to efficiency and increased reach for your business, enabling enhanced patient care.

HealthHiway solutions connect hospitals, doctors, clinics, insurance providers and patients enabling them to share and manage information more efficiently and effectively. We offer smart solutions built on global standards and industry best practices and the Software-as-a-Service (SaaS) model allows for easy adoption of technology, reducing up-front investments saving on the cost of maintenance and future upgrades. HealthHiway is among the first to introduce solutions as SaaS for the healthcare industry in India.

As an industry initiative, we work closely with leading players from the healthcare industry to develop standard-based solutions that will ensure and enable continued growth of the industry. Our current healthcare partners are an integral part of an ever growing connected healthcare network.



## HealthHiway Solutions

- ClaimsConnect - An online claims processing engine
- DocConnect - An interactive portal for doctors
- PHR HealthConnect - An online personal health record



# DocConnect™

Online visibility, interactive medical content and electronic medical transactions exclusively for Doctors! DocConnect is an online platform designed exclusively to help doctors access a larger audience, network with key opinion leaders & peer group, access personalized relevant medical information and deliver more effective patient care, anywhere anytime.



Build and grow your online visibility by creating a **professional profile** on the web

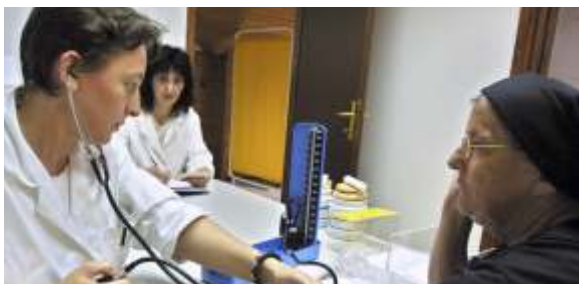
**Get recognized** for your professional knowledge by contributing medical content

Build your professional network by **connecting** with medical professionals you know and trust

**Create and Access** interactive multi-media medical content and case studies

**Engage and interact** with Key opinion leaders and peer groups about medical conditions, procedures, conferences, latest medical technology, clinical updates etc.

Perform track-able electronic medical transactions such as **e-prescription, e-Referral** etc.



# DocConnect™

e-Referral (Electronic Referral Management) is an easy to use transaction tool that allows providers and their preferred network of referral physicians to exchange vital patient referral information with each other on the Internet or a mobile tool, enhancing patient care continuity and improve relationships with all stake holders.



**Exchange patient information real time,** safely and securely via an easy to use tool. Keep your referral physicians up to date regarding their patient's current status.

Providers can enable the referral physicians to access informative **medical content, CMEs, Case reports** from hospital KOLs. Using the chat function, physicians can discuss online about patients and seek second opinion on difficult cases

**Eliminate delays due to lack of information** by sending or receiving all vital information regarding the patient for a tertiary care handover, thereby enhancing clinical outcomes and patient satisfaction



Referral Physicians can enhance their **communication with specialists & KOLs** at the referral hospital by connecting with them using the "second opinion" or the "connect with a specialist" option. This is an effective tool for exchange of clinical knowledge and information thus enhancing relationship with referral physician and specialist doctors.

With the powerful **analytical tool,** both the hospital and referral physicians can track their referrals by the click of a button and know the treatment status of patients at all times.

# ClaimsConnect™



ClaimsConnect is an online claims processing solution that helps doctors submit patient insurance claims, keep track of the cases and settle claims easily. The solution helps in managing the Health Insurance desk effectively and efficiently.

**SMS and email alerts** intimate the provider, patients and TPAs of the claims process. Structured MIS and advanced statistical reports track the performance and monitor efficiency.

ClaimsConnect helps the user **track requests in real-time**, online. It keeps track of the time of each request and thereby enhances the accountability of the TPA on the response time.

It **eliminates the problem of lost/misplaced faxes**, assisting in the immediate processing of claims.

ClaimsConnect enables **submission of pre-authorisation requests/claims** and automate processes at the insurance desk.

**Online claims submissions** to TPAs along with requisite reports to support the claim is a unique feature of this solution. This allows hospitals to manage the insurance process and patient bills more effectively.

It offers easy pre-authorisation and approvals online in **a standardized format**. The interaction between the hospital and the TPA takes place in real-time allowing for a quicker, more effective process.

It gives **easy access to leading TPAs** in the country on a single platform.



# PHR HealthConnect



PHR HealthConnect is a Personal Health Record embedded in a Connected Health Ecosystem. It allows the user to create, review, maintain or share records of their health conditions, medical history, medications or health interventions with their healthcare providers and family members. Individuals can take an active role in monitoring their health & well being through the health record.

**Receive and store data** from different health care entities like doctors, hospitals, pharmacies, insurance etc., letting patients organize and access all their health information anytime, anywhere.

It enables **secure sharing** of the users health information with their care provider or family. Users can decide on who should have access to their information and when based on an access granted by themselves.

Maintain **comprehensive personal health information** including information on medical conditions, medications, allergies, immunizations, hospital and doctor visits, medical procedures, tests and results, insurance details etc.

Users can set health goals and monitor the progress through tools and trackers. They can also receive personalized actionable information ensuring constant **preventive and wellness support**.

The connect feature lets users **communicate with their health network** - doctors, hospitals, pharmacies, diagnostic centers, insurance companies. Users can maintain contact information, send and receive messages, set up appointments, receive alerts and much more from their network.

A Knowledge base provides a host of **health education material**, articles and blogs, helping users thoroughly research and stay informed of any medical condition or treatment of their interest.

An **Entity Manager** is an administrator dashboard, that lets the administrator of a school, company or hospital care for the health and wellness of the people they manage.



To become Hiway ready,  
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