

Plus 91

Ref: GS-BP-WP-0111



Title: EasySolutions Drug Index

Classification: White Paper

**EDI
(EasySolutions Drug Index)**

White Paper

Date: 12-May-2007	Ref: GS-BP-WP-0111	Version1.0
Plus91		

Disclaimer: Property of Plus91. All rights Reserved.



Summary:

Plus91 a technology solutions firm is active in the Healthcare vertical since almost 6 months. They have already launched the successful EasyReports PNDT software in May 2007. One of their latest offerings is aimed at the entire Medical Fraternity in general and especially at GPs across India. The product is named EasySolutions Drug Index or EDI for short.

The concept is simple, Plus91 aims to provide to the GPs and other doctors, a comprehensive active database of all medicines, drugs, tonics, antibiotics etc that are allowed by the Government agencies in India. The database will be different from the websites and journals currently present in various aspects, thus making it a unique and useful tool.

The potential market for this software is huge. GPs across India number in the lakhs, and other doctors and hospitals may find EDI a practical and easy reference tool when required. Plus91 is looking at a major marketing and sales campaign highlighting the useful features of EDI and capturing a major market share through volume sales and low pricing.

Market Summary – Demographics, Geographic factors, Behavior

Plus91 possesses good information about the market and knows a great deal about the common features required to capture the customers in this particular niche area. This information is gathered through first hand interviews with doctors and leading tech savvy doctors in the industry. Also the current process was studied and the need for the software was understood.

- Market Needs

The current doctors have very little to go on as far as correct upto date and comprehensive medicine lists are concerned. The chief requirements are:

- a. An current and updated list
- b. An index available at the click of a button
- c. A searchable index, with multiple parameters
- d. Useful information about the drug e.g. dosage amount available, generic name etc

- Market Trends

In the long run Plus91 wants to distinguish itself by designing and selling product not seen before in the market. The EDI software is a step in this very direction. The trend to go Hi-Tech among the doctors is on the rise and this software will be seen as a required first. Journal subscription, late delivery, slow updation etc are seen as unacceptable

Date: 12-May-2007	Ref: GS-BP-WP-0111	Version1.0
Plus91		



- Market Demographics

Geographic: The software can be sold anywhere across India as the same laws and rules are applicable. Once successful using the given platform it can also be migrated to other countries. Here the database and names of medicines will change dependant on their Healthcare Laws and approvals.

Market Growth

The market is vast, and growing as more doctors and GPs are being produced than ever before. More importantly the growth is also in the need for change that is prevalent among today's generation. As more hospitals and doctors start using the computer, the potential market to sell the software to, will also grow manifold.

We can see an almost 20% growth in just the Indian market year on year. As more and more hospitals and healthcare organizations buy the software, this will also open up newer markets, especially doctors who earlier refused to buy.

SWOT Analysis - Strengths, Weaknesses, Opportunities and Threats

Strengths

1. Plus91 has a strong and multifaceted management team
2. Plus91 is adding features which would make the product more attractive
3. User friendly and easy to use software design
4. Flexible and direct sales plan to maximize contact with customer
5. Strong contacts in the medical sector to promote and support the product

Weaknesses

1. Plus91 is new start up and has as of now no experience or brand value attached to it.
2. Lack of resources to maintain stable sales teams across major cities in the country to aid sales.

Opportunities

1. No strong technology based competitor, hence it is an ideal opportunity for Plus91 to capture the market and build a high entry barrier for new participants.
2. Minimum expenditure in development and design and low cost marketing strategy to reduce cost of sales
3. Leveraging contacts with strong medical background, to promote sales through conferences, meetings and word of mouth promotions

Threats

1. Market potential may attract big competitors in the future
2. Sales in remote locations using a small team
3. Doctors and by extension their staff are very averse to computer usage, shedding this fear and embracing the software has to be done in a proper manner to extract maximum benefits from and for the clients

Date: 12-May-2007	Ref: GS-BP-WP-0111	Version1.0
Plus91		



Competition

The competition is twofold:

- a. Journals: The age-old source of drug information for doctors are journals subscribed to by them. Most famous among them is MAMI a monthly journal that gives information about the drugs available. It is updated monthly and is only got through subscription. Our competitors in this section include:
 1. MAMI
 2. MIMS
- b. Medical websites: Medical websites, general as well as specialization specific have sprung up; these websites offer a thorough list of drugs and medicine in India. Some of the major players are:
 1. http://www.medindia.net/doctors/drug_information/home.asp

Product Features

1. Easy to use GUI and automatic database updation procedure
2. Simple training instructions
3. Find a drug at the click of a button
4. Database and software guaranteed not to crash
5. Additional query features built into the software
6. Constant update reminders
7. Back up functionality against mishaps

Keys to Success

1. Quick distribution of software once publicity and promotions start
2. A world class product which will greatly cut down time and effort
3. Easy to use interface which will be accepted by doctors as some thing they can use
4. Minimizing sales cost through effective planning and logistics management
5. Effective security management to avoid copying of the software and piracy
6. Most importantly, focusing on USPs to differentiate and sell the product.

Date: 12-May-2007	Ref: GS-BP-WP-0111	Version1.0
Plus91		



Marketing Strategy

Mission

To sell the EDI software to Doctors and Hospitals across India, and make it a world class product.

Marketing Objectives

Sustaining strong sales to capture maximum share of the market. Achieve a steady increase in market penetration. Structure marketing and sales strategy focused on the USPs of the product.

Positioning

Plus91 plans to position itself as a upcoming medical software solutions firm dealing in niche products and also catering to complete hospital management solutions.

EasySolutions Drug Index will be positioned as the first general healthcare product released by Plus91.

Marketing Mix

Price: EDI will be in a price band of Rs 3000 to Rs 5000 inclusive of taxes, installation and training for a subscription of 1 year.

Distribution: Initially, Plus91 will use direct to customer sales strategy especially in Metros. Over the Internet sales will also be encouraged and then maximized to gain a wider reach after initial penetration.

Advertising and promotion: Main form of promotion will be using the strong doctor contacts of the company to use word of mouth publicity. Demonstrations in conferences will also be used to promote the product. Promotions may also be started through company website and blogs. Another method that will be looked into will be cold calls to research centres and hospitals.

High degree of advertisement will be through personal calls and emails.

Customer Service: High level of after sales service will be used. Major part of it will be online and through the website to supply with essential updates, FAQs and help manuals. Plans to host a simple sales and customer service team will also be in the pipeline depending on the number of clients in any city.

Market Research

Market research will be carried out through meeting with GPs and Doctors in Mumbai, Pune and Bangalore. Data will also be gathered through questionnaires sent to the centres via emails and on the company website. Subscription numbers of the better off journals and hits on the competitor websites will also be taken into the consideration for pricing and delivery strategies.

Date: 12-May-2007	Ref: GS-BP-WP-0111	Version1.0
Plus91		

Financials

Breakeven Analysis

Cost: (5 years)

- Development – Rs. 20 lacs
- Marketing and Sales – Rs 10 lacs
- Data entry – Rs. 15 lacs
- After Sales Service – Rs 5 lacs
- Professional fees – Rs 50 lacs

Total Cost: Rs 1 Crore

Revenue

- Sales – $7500 \times 4000 =$ Rs. 3 Crores
- Re-orders – $5000 \times 2000 =$ Rs 1 Crore
- Maintenance fees – Rs 10 lacs

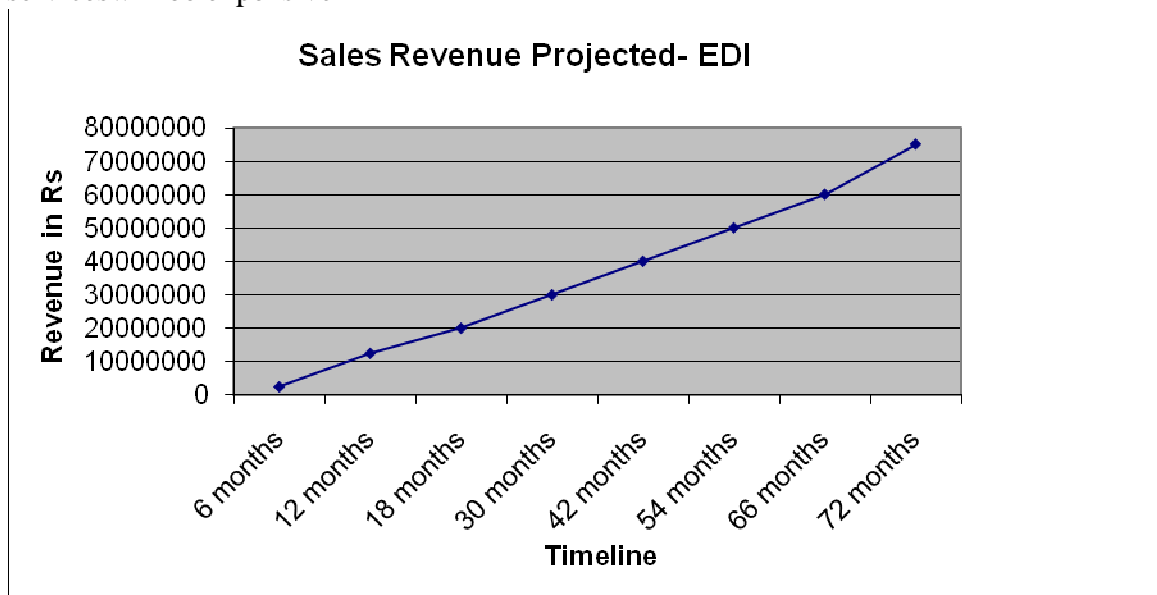
Total Revenue: Rs 4 Crores Approx

Breakeven Sales units: 2500

Breakeven Time (expected) = 18 to 24 months

Sales Forecast

The Sales forecast in terms of revenue is given below. The forecast shows that we can have increasing revenue from the sales of the project for over 6 years. Sustaining sales and re order levels will be important to ensure project viability as professional services will be expensive



Date: 12-May-2007	Ref: GS-BP-WP-0111	Version1.0
Plus91		

Disclaimer: Property of Plus91. All rights Reserved.



Title: EasySolutions Drug Index

Classification: White Paper

Sales Table: (all figures are cumulative)

Timeline	Numbers Sold	Direct	Internet	Reorders
3 months	100	100	0	0
6 months	400	300	100	0
9 months	800	600	200	0
1 year	1250	800	450	50
1.5 years	2000	1200	800	400
2 years	3000	1500	1500	1000
3 years	5000	2000	3000	2500
5 years	7500	3000	4500	5000

The Sales forecast shows a steady and good growth for the 5 years. A 75% reorder record also increases revenues.

Expenses Forecast:

They are of two types as shown below:

One time Cost:

- Development Charges
- Man Hours Used
- Infrastructure Charges

Recurring Cost:

- Data entry
- Professional Fees
- Sales and Marketing
- Internet Registration and Web space
- Redevelopment charges
- Customer Service

Date: 12-May-2007	Ref: GS-BP-WP-0111	Version1.0
Plus91		

Disclaimer: Property of Plus91. All rights Reserved.



Controls And Logistics

Implementation:

A team of people will be assigned the EDI project on inception. These would include:

- a. An architect to design the product
- b. A doctor to provide advice on design and usage
- c. Programmers to code as per the design
- d. Team Leader to co-ordinate the activities
- e. Marketing Team- to provide advertisement and promotional material and carry out direct sales.
- f. A set of pharmacists and doctors to make an upto date database
- g. Data entry operators

Process Timeline:

Since day of Project inception

Design Complete
Programming Complete
Front End ready
Alpha Testing
Complete Database updated
Beta testing
Start Marketing and Adverts
Final Database and Program
Test on Intranet
Test on Internet
Make first sales visits
Sell directly and on the website

The above timeline is subject to change as per the decision of the management or the team leader

Security

The software will have heavy encryption to prevent any sort of copying or duplication. Also security will be provided to the database, which is of vital importance to the software.

Date: 12-May-2007	Ref: GS-BP-WP-0111	Version1.0
Plus91		

Disclaimer: Property of Plus91. All rights Reserved.



Title: EasySolutions Drug Index

Revenue Handling

Revenue will come from five sources:

- a. New Sales online
- b. New Sales Direct
- c. Renewals Online
- d. Renewals Direct
- e. Maintenance Fees – Individual Visits

The most important method of revenue will be online. Hence a Credit Card payment system will be built into the website. Direct and maintenance sales will be in the form of cash or cheque. A tallying system will be built to maintain the books at end of each day.

Delivery Model:

Delivery will be of two types:

- a. Downloadable online on payment through credit card or purchase of passcode
- b. Direct installation on PC on purchase of passcode by a sales person

Database management:

The data entry operators will update database every 3 days. The professional services team comprising of pharmacists and doctors will provide the data for updation as per required schedule. Any emergency or urgent news will be reflected immediately. A special dedicated team of two people will handle the recurring data entry and maintenance of website. The database will be checked once a month for errors, bugs and speed.

USP of the Software (For Client):

- a. Consolidated database of all medicines from all categories
- b. Easy Search option
- c. Multiple search criteria – e.g. Name, generic name, company name etc
- d. Extra information for each drug – e.g. patent, dosage values, prices, side effects etc
- e. Updation of database every 3 to 4 days
- f. Easy to use software
- g. Free online maintenance and special rates for visit
- h. Additional features to be built in over time – Online ordering of drugs, tie ups with local chemists to show availability, prescription reading, symptom recognition etc
- i. Cheap and easy to install

Date: 12-May-2007	Ref: GS-BP-WP-0111	Version1.0
Plus91		

Plus 91

Ref: GS-BP-WP-0111



Title: EasySolutions Drug Index

Classification: White Paper

USP of software (For Plus91)

- a. One time development cost
- b. Easy to migrate to other countries
- c. Large market
- d. Easy to get profit through cheap pricing and large volume sales
- e. Fixed process for updating and minor problems with respect to technology

Date: 12-May-2007	Ref: GS-BP-WP-0111	Version1.0
Plus91		

Disclaimer: Property of Plus91. All rights Reserved.



Title: EasySolutions Drug Index

Classification: White Paper

Write up on EDI:

EasySolutions Drug Index (EDI)

EDI is a software application for the healthcare sector to be brought out by Plus91. It is still in its developmental stage. The aim of EDI is to bring to the user, namely doctors and hospitals a rich and user-friendly database of all medicines and drugs available and legal in the country.

Why is EDI different?

EDI is different from the many journals and websites available presently because:

- It runs like a software application on your desktop. No need to connect to the net each time you log on.
- EDI updates will be out every 4 to 5 days. Faster than any thing else is the market. Live wouldn't be far from reality.
- EDI will have numerous added functions that will increase over time, making it more effective. E.g. Local Chemist Stocks, Latest FDA Approvals etc
- EDI will have a complete and elaborate database with additional information on each medicine. E.g. Dosage values, generic name, side effects etc
- EDI will provide 24/7 web support and maintenance.
- Over time EDI will also have a clinical decision making support system built in.

EDI is thus very different from what is available today. It will be a step in the right direction. Technology is permeating all factors of life making things efficient and effective. EDI aims to do exactly that with respect to drug indexing.

Why is Plus91 making EDI?

Plus91 is committed to making processes simpler. With its experience in healthcare, Plus91 saw an opportunity where it could help thousands of doctors with an easy to use solution.

Plus91 has the required experience in medical technology and software to design and deliver a solution for drug indexing. The number of medicines available is on the increase, and also the side effects, prices and approvals of each drug vary, some on a daily basis. Hence it is a must for every professional doctor to keep abreast with the latest and accurate knowledge.

Plus91 aims to deliver that at a good price that is beneficial to its business strategy and also to the clients. Plus91 aims to produce such niche solutions for the medical fraternity to increase its brand value and do its part in making healthcare safer and cheaper.

Date: 12-May-2007	Ref: GS-BP-WP-0111	Version1.0
Plus91		

Disclaimer: Property of Plus91. All rights Reserved.



How will the EDI application work?

The EDI application is a simple software program installed on your PC or laptop. You can access it at any time you like. When you wish to update your database to get the latest information you simply log onto the Internet and the database is automatically updated. Features that tell you the latest changes after each update and news flashes will be built into the system.

The database of drugs can be updated at your convenience. Our experts will update the main database every few days; it is from this database that the software downloads information. This ensures that anytime the latest and most accurate data is available. Hence the EDI application sits on your hard disk and can be accessed offline. Only when you wish to update yourself with the latest information you need to connect to the net. The process of downloading the data from the live database is simple and automatic.

How to buy the EDI application?

EDI will be available to the doctors, hospitals or chemists who wish to purchase it, online at our website, www.plus91.in, where payments will be through credit card or debit card. It can also be bought from our sales executive, you can contact us on the number provided on the website or in the advertisements once sales begin.

What are the benefits seen through usage of EDI?

EDI is an accurate and up to date repository of all data available on medicines in India. It is the perfect reference book

It is efficient due to the various search parameters available and the speed and accuracy of the search engine, unlike a book index.

EDI will also be easy to use and can be an educational tool for budding chemists, doctors and pharmacists.

EDI will also provide latest accurate information on data not provided in a simple compact manner anywhere else in a journal or website.

EDI does not require signing on to the Internet for its use. A connection to update the database is required occasionally.

What are the future plans for EDI?

EDI can also be migrated to a more interactive platform where, drug usage patterns, prescription history, and local availability of the drug can be got from the application. This however is an advanced stage of the product not to be seen for a few years.

Date: 12-May-2007	Ref: GS-BP-WP-0111	Version1.0
Plus91		

Disclaimer: Property of Plus91. All rights Reserved.