roundglass

Downloading Healthcare:

How technology will spark the next leg of innovation and impact that the health insurance sector in India seeks.

Insurance sector imperatives

The insurance sector is poised to play a truly pivotal role in the advancement of quality health care for all in the country today. The very high incidence of out-of-pocket healthcare expenses in India (>60% by estimates) make a strong case for push of insurance penetration and adoption in India. This, coupled with rising incidence of lifestyle-related ailments and the dual disease burden, has been the guiding light for all stakeholders in the sector. On the other hand, the challenges facing the sector are multifold as well. These could broadly be categorized as

Distribution
How to meet the impetrative of reaching out and connecting to the wide geographical dispersion in India, with nearly 60% of the populace residing in rural India.

Care Provisioning
The acutely low doctor-patient ratio in India, further aggravated by 70% of qualified doctors residing in urban centres, is a problem that amplifies the issues of inequitable access to care.

Systems & Processing
Scale penetration and adoption needs robust and standardized systems and technology deployment for efficiency, leakage prevention and data validation.

A comprehensive, customer-centric and collaborative approach between all key - stakeholders – payers (insurers), government and regulators, and providers is the approach that is needed and we are already seeing the key players come together purposefully with

the intent to prepare a blueprint and execution plan for an ideal and outcome oriented healthcare ecosystem in India.

About RoundGlass

RoundGlass, a wholistic wellbeing company with a wide array of technology and domain expertise-fuelled solutions, aspires to be a partner of choice in this endeavour. RoundGlass has built a suite of solutions that empower both care seekers and care providers with a smart blend of technology, content and experiences at every point of the seeker-provider engagement journey.

RoundGlass Cross is a digital healthcare platform for providers that helps improve care delivery through effortless connectivity, smart technology and a patient-centric approach. It aims to bridge a fragmented healthcare system to ensure that care delivery keeps pace with advances in technology

RoundGlass Reach is our care seeker platform that brings together comprehensive clinical care features, scientifically designed habit-formation techniques and a mix of one-on-one coaching along with do-it-yourself programs, that enable an individual's journey to wellbeing.

Capability enhancement

RoundGlass' platform and solutions dovetail with those of payer to solve for the most persistent and unwieldy challenges that could face the payer ecosystem. Here is a quick snapshot of some of these, addressed across 3 distinct categories

I.   **Customer**
- Customer retention and engagement
- Adoption of a pathway to health and wellbeing
- Customer value differentiation
- Actionable usage and behavioural analytics

II.   **Process management**
- Deep provider network, with depth of specialties and geographical spread
- Operational costs, time and resource optimization
- Standardization
- Data sanctity, privacy and security

III. **Financial management**
- Prevention of fraud and leakage
- Digitized claims management
- Bulk negotiation power
- Reporting and analytics

Proven model, demonstrable value

Towards bringing healthcare coverage inclusion to underserviced [population], we have partnered with a Maharatna PSU for enabling a digital cashless OPD facility for all of its 200,000+ beneficiaries.
Multiple components of the RoundGlass Cross platform come together in sync with the organization's Administration, IT and Finance teams to enable a seamless end-to-end experience for beneficiaries, employer and provider alike. Features

Doctor Listing:
Built from our network of over 400,000 doctors in over 1500+ locations across India, this lets beneficiaries search for doctors and book in-person and virtual appointments.

Assisted On-Boarding
Dedicated user experience curation to familiarize beneficiaries and aid platform adoption.

Digitized Doctor-Patient Encounter
Digital health records generated in globally accepted codification standards (SNOMED) for longitudinal health tracking. Gold standard data security and privacy protocols.

Downstream Services
Enablement of IPD procedures, pharmacy and lab operations, follow-up and second opinions towards minimizing cost escalations at point of care.

Claims Management
Automatic claims generation at point of care, eliminating fraud and minimizing overheads and effort duplication.

Reporting & Analytics
Reconciliation reports and usage tracking through real-time dashboards.

Summary

Built by the team behind Edifecs (www.edifecs.com) – a global leader of over 25 years in Healthcare IT – RoundGlass aims to partner with healthcare payers in bringing healthcare coverage to millions of Indians through our doctor network, interconnected care seeker and care provider platforms and adherence to global data management and security standards.RoundGlass recognizes the core challenges that need to be addressed by the insurance industry and is ready, with innovative technology and domain insight, to partner in solving for these.

We would love to hear from you – drop us a line on cross@round.glass or 77188-73888.