

Serona Health Private Limited

Product Description

About us

Serona Health Pvt Ltd (<http://eseronahealth.com/>) is an organization conceived to address and bridge the gap between IT and the healthcare industry. Serona Health aims to enhance and evolve the interdependence of either domains through a blend of experienced technology experts and practicing healthcare professionals. Our panels of experts have the ability to envision, conceptualize, execute and deploy web based, mobile and stand alone software solutions along with developing educational and promotional content for hospitals, pharmaceutical industry, physicians, patients and allied health services.

Our solutions are formulated after intensive study of current research, guidelines and identifying the knowledge lacunae that exist within the healthcare industry. Serona Health attempts to contain and bridge these deficits applying diligently researched and filtered content to algorithms which conform to software programming protocols. Our technology experts help to provide shape to these programs for execution and deployment across various media and devices.

Product vertical

1. Virtual Clinic: (<http://eseronahealth.com/vcindex.php>)

An interactive health consultation portal enabling medical and allied health providers to consult remotely via internet with patients. The portal allows for creating unique sub-domains which act as a personalized websites to run your own online virtual clinic.

Virtual Clinic Product Description

Objective:

Serona Health Private Limited has developed an internet based health consultation portal enabling health record storage, online audio/video consultation, transmission of lab reports and radiology imaging studies for organizations. The portal allows for creating unique sub-domains which act as a personalized websites to run a physicians online virtual clinic.

The consultation portal will enable clinicians to run an online practice and makes it easier for physicians to access patient medical records and also consult live, with remotely located patients through an integrated video chat messaging system. The portal also facilitates interact and evolve your practice through a referral ecosystem using exclusive features provided within the portal.

The virtual clinic also integrates pharmacies (medical shops) and diagnostic centers into its unique ecosystem enabling comprehensive access and minimizes effort and time for patients as well as physicians.

Key Features of Virtual clinic engine powering the portal:

- Personalized Online Clinic (sub domain generation).
- Healthqrds,MedIQrd.
- Integrated audio/Video chat
- Medical Record storage
- Virtual Clinic Assistant (chat/Telephone assistant service).
- Dicom (Radiology) Viewer
- Set Your Own Fee
- Prescribe/Order Online
- Practice Enhancement Tools (calculators, Online testing tools)
- Online Lab Orders
- Schedule Appointments
- Allied Services (Integration for Physiotherapists etc)
- Online Payment Gateway
- Forums.
- Email /SMS notifications.
- Portal access to diagnostic centers and pharmacy centers
- Encrypted SMS code tracking of diagnostic tests and medication orders.
- Enroll organizations
- Enroll diagnostic centers and pharmacy centers.
- VICA (virtual clinic assistant) to provide online support through chat and telephone services and help to all users.

Modules in Virtual Clinic:

Patient	Physician	Lab	Pharmacy
<ul style="list-style-type: none"> • Patient Registration • Patient Login • Update profile • View Profile • Health Card • My Health Records • My Personal Profile • Physicians List (Search, Add Physician) • Take an appointment • Payment Gateway • Chat • Email • Switch • Lab orders • Image orders • Medication orders • Order Regular 	<ul style="list-style-type: none"> • Physician Registration • Physician Login • Forgot Password • Update profile • View Profile • Patient list • View Patient Health Records • Patient calculators • Chat • Email • My Appointments • Clinic settings • Order Lab test • Order Imaging Test • Order Medication • Previous Labs • Previous Imaging • Previous 	<ul style="list-style-type: none"> • Lab Register • Lab Login • Patient List • View Lab orders • Upload Reports/Enter Report Values • View imaging orders • Upload Reports • Promotional SMS and E-mail 	<ul style="list-style-type: none"> • Pharmacy Register • Pharmacy Login • Patient List • View Medication orders • Order Regular Medications • Promotional SMS and E-mail

<p>Medications</p> <ul style="list-style-type: none"> • Lab Graphs • Calculators • Education Resource • Download Health Card • Suggest a Doctor • Forum • Click To Call • Review 	<p>Medications</p> <ul style="list-style-type: none"> • Patient Lab graphs • Patient Calculators • Promotional SMS and E-mail • Forum • Click To Call • Review 		
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Virtual clinic provides:

1. A web based **Interactive portal** for physician consultation with patients (powered by “Virtual Clinic” engine).
2. **Healthcards (HealthQRds) :**



Ravi Kumar

ID No : RP25KK483Q
Gender : Male
DOB : 10-01-1991
Blood Group : B+
Organ Donor : No
Allergies : N/A



Insurance Company : United India
Insurance Policy No : 26064121
Card Expire Date : 11-01-2015
Phone No : +9177066545
Email : ani.honey972@gmail.com
Address : Flat No.407 Beside Gayatri College,
of Swagraha Sweet Store, Sri Swami
Ayyapa Society, Madhapur-81,
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Powered by Serona Health Pvt. Ltd.



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Features of HealthQrd

Printable identification document that can be printed on paper, cardboard, or any plastic surface.

1. Access to demographic data
2. Access to Medical Record data
3. Emergency access

Benefits of HealthQrd

Patient Benefits

- HealthQrd will integrate with online consultation portal.
- HealthQrd provides Universal access to all Healthcare institutes and Programs.
- Each card holder will be provided with a unique ID number.
- Provides emergency access to healthcare services through connecting to existing 104 services.
- HealthQrd helps keeps track of all prescriptions and lab tests.
- Users can update their own medical information using computer /Smart mobile phone.
- When healthQrd is presented it provides immediate access to patient health information through secure online portal.
- Legible and clear printed prescriptions can be given out while purchasing medicines.
- HealthQrd ensures that medication errors are minimized.
- Low income healthQrd can also be issued depending on the circumstances
- Access to remote online consultations where the doctor can view patient history along with his test results, through virtual clinic.
- In case fatal accidents the health information is accessed immediately which can save time on treatment.

Benefit to Government / Organization

- Identify and streamline health care beneficiaries across different geographical regions.
- Optimal utilization of health care resources
- Access to healthcare services for remote medically underserved areas.
- The health records will also serve as a forensic/legal document reporting service in medico-legal cases.
- Devise health policy decisions based on usability statistics & reporting services.
- Medical resources can be identified and diverted to problematic areas such as regions stricken by malaria/typhoid etc.
- The healthQrd provides data to organization for efficient budget planning.
- Unified health portal to disseminate health information and health alerts.
- Online CME / training & educational courses to remotely located Physicians/RMP.

3. **Virtual clinic PACS system:** The picture archiving and communications system (PACS) architecture incorporated in the virtual clinic is a secure closed loop system intended to make available, imaging studies only to the consulting physician. The **Digital Imaging and Communications in Medicine (DICOM)** application accepts images from most commonly accepted diagnostic modalities such as Xray/CTscans/MRI scans etc. The images are uploaded using the web portal as native dicom images or can also be uploaded in compressed file formats such as rar.
 - The uploaded files are sent from the user end over a secure encrypted SSL layer to the server (VPS). The images are extracted, parsed and converted using the server based dicom converter application into JPEG 2000 loss less images. The images are stored in NAS (net work associated storage) in an online virtual private server (VPS).The images along with the important meta data embedded in the dicom files are retrieved and rendered on a web browser for physician use.
 - The native dicom visualizer is a flash based application and works in all browsers supporting flash.
 -

- Moreover the application features image manipulation tools to aid in image interpretation and diagnosis.

4. The following is a brief outline of tools available in the Dicom visualizer:

- Contrast tools: To apply varying gray scale contrast to the images.
- Grey scale inverter: Inverts the gray scale and white scale levels.
- Auto contrast tool: Restores original contrast
- Image flip: Flips images vertically/horizontally.
- Multi slice view: select and view multiple slices simultaneously.
- Image zoom : zoom into images.
- Image pan : Pan the images.
- Measurement tool: such as for straight lines, angles and polygons.
- Annotate tool: to mark and annotate points and regions of interest within the image.

2. **SMS/Email alerts & Notifications** relating to drug refills, lab test updates and pending consultations, lab orders and medication order completion (order tracking).

3. **Informational content** for patients and physicians.

4. **Online forum** for patient interaction.

5. **Online forum** for physician interaction.

6. **Administration Panel** has a superadmin to to handle the authentication process and to designate roles and hierarchy. The components and services in admin Panel are as given below:

1) **Patient**

a) Patient Records:

List of Patients registered in eseronahealth. Complete details of Patients
Super admin can monitor Patients (reject, Approve)

- b) Patient registration orders:
All Patient Registration Payment order details
- c) Patient registration transactions:
All Patient Registration Payment transaction details
- d) Patient consultation orders:
All Patient Consultation Payment order details
- e) Patient consultation transactions:
All Patient Consultation Payment transactions details
- f) Patient Testimonials:
Patients written Testimonials are visible here.
Super Admin can monitor testimonials from here.
- g) Patient login activities:
Patients login details are visible, like IP Address, Browser, Location, Time of logged on from where patient is logged in.
Graphical representation of Login activities

2) **Doctor**

- a) Doctor Records:
List of Doctors registered in eseronahelath. Complete details of Doctor
Super admin can monitor Doctors (reject, Approve)
- b) Doctor registration orders:
All Doctors Registration Payment order details
- c) Doctor registration transactions:
All Doctor Registration Payment transaction details
- d) Service consultation orders:
All Patient Consultation Payment order details
- e) Service Payments:
All Patient Consultation Payment transactions details
- f) Doctor Testimonials:
Doctors written Testimonials to eseronahelath services are visible here.
Super Admin can monitor testimonials from here.
- g) Doctor login activities:
Doctor login details are visible, like IP Address, Browser, Location, Time of logged on from where Doctor is logged in.
Graphical representation of Login activities

3) **Organization:**

- a) Organization Records:
List of Organization registered in eseronahealth. Complete details of Organization
Super admin can monitor Organizations (reject, Approve)
- b) Organization registration orders:
All Organization Registration Payment order details
- c) Organization registration transactions:
All Organizations Registration Payment transaction details
- d) Organization login activities:
Organization login details are visible, like IP Address, Browser, Location, Time of
logged on from where Organization is logged in.
Graphical representation of Login activities

4) **Ads management**

- a) Advertiser:
Super Admin can Register Advertiser by filling details form.
- b) Advertisement:
4 types of advertisements are there.
Universal , Single doctor domain, Domains by speciality , Domains by location.
As per user requirement Super Admin can upload advertisement image on particular
advertiser email.

5) **Packages:**

- a) Patient:
Patient Registration Packages details
- b) Physician:
Physician Registration Packages details
- c) Organization:
Organization Registration Packages details

6) FAQ

a) Patient:

List of Patient FAQ visible here.

Super admin monitors (add, edit, delete) all FAQs of Patient from here

b) Physician:

List of Physician FAQ visible here.

Super admin monitors (add, edit, delete) all FAQs of Physician from here

c) Manage serona services:

List of Serona services are visible here.

Super admin Monitors (adds, edit, delete) serona services from here like, Uploading Banner, Updating Profile details..Etc

7) Admin:

a) Admin details:

List of Admins Details are visible here.

b) Roles:

Super admin can create different roles from here, for example Admin, moderator...etc

c) Permissions:

List of Permissions are visible here.

Super admin can monitor all permissions from here.

d) Roles and permissions details:

Super admin can see a particular user permissions here by selecting users from the list.

8) Forum:

a) Category:

Forum Category monitoring will be done from here.

- b) Topics:
Super admin can monitor Forum topics from here.
- c) Reply:
Super admin can monitor Forum replies from here.
- d) Spam:
Super admin can monitor Forum Spams from here.

Interactive portal

The portal serves as a unified interface for physicians as well as patients, with informational content based on the role of the user. The end user roles will be as a patient or as a physician or an organization. An alternative portal has been deployed to provide access to diagnostic centers and pharmacy centers. An administration panel provided to handle the authentication process and to designate roles and hierarchy.

Patient Services and Features:

- Registration service and providing login credentials.
- Searchable physician list to seek consultation
- Profile view along with an integrated ranking system
- An interactive permanent record of current and past medical history.
- Upload lab tests and current vitals.
- Seek online consultations from physicians across the country.
- Seek online appointment and consult.
- Audio/video chat facility.
- Online Payment processing.
- Personalized and secure email communication between physicians and patients.
- Review and receive physician orders (Labs, Imaging studies/prescriptions)

- Receive encrypted SMS code to avail diagnostic test and medication discounts with partnered clients.
- Notification alert by Email/SMS.
- Disease and customized stage specific patient education Information available from within the portal.

Physician Services and Features:

- Registration service and providing login credentials.
- Unique (URL) subdomain created for each physician.
- Each subdomain serves as a personal website of the physician.
- Physician's can upload their own educational content, videos and images as needed.
- View medical records of selected patients.
- Receive Email/SMS notification about patient consults, emails, lab or radiology imaging updates.
- Track referrals to diagnostic centers and pharmacy centers (order Tracking).
- Set customized triggers and alerts based on clinical guidelines and lab parameters.
- View a graphical representation of lab values over a specified period of time.
- Order new lab tests/Imaging/Medications.
- Online Dicom (Radiology) Viewer to visualize and annotate Radiology Images.
- Automated SMS/Email regarding physician orders.
- Communicate with the patient through secure email service from within the portal.
- Online referral system to other physicians /specialists

SMS/Email alerts

- Automated SMS/email notifications about new physician orders to patients.
- Automated SMS/email notifications about patient record updates to physicians.
- Physician controlled customized trigger settings to generate SMS email alerts for patients.
- Automated SMS/email notifications about pending lab tests, Imaging studies or review consultations.
- Automated SMS/email notifications about new informational content and promotional campaigns to patients and physicians generated by the system (Virtual clinic engine).

Informational content

The portal will serve as a medium to deliver informational content relating to the drugs as well as disease condition and complications. Extensive information regarding drug literature as well as disease management will be provided. The content will be administered using a robust inbuilt CMS (content management service) powered by the (Virtual Clinic engine).

The content will be classified primarily for the end user roles namely physician and patients.

Patient Informational content

- The content is programmed to be customized according to the disease status of the patient. The customized content will be viewed from within the patient portal after he logs into the system. The content is easy to understand and in a patient friendly language. It will be presented in the following formats*:

- Patient educational articles /Do's and Don'ts, drug information (Word documents/web pages/Pdf / Health comics).
- Drug mechanism of actions and patient education (Animation Videos and health comics).
- Coping with the disease (Articles/web pages / Testimonial videos).
- Specific information can also be sent by the consulting physician to the patients through the inbuilt secure email service.

* Language preference by default is American English, regional language content will be provided upon request.

Physician Informational content

The physician will have access to the drug literature, promotional campaigns as well as any promotional services offered by your organization. The content is customized based on the physician's core specialty and expertise. The content will be in the following formats:

- Clinical guidelines, Organization drug product literature, clinical trial information, interesting articles, KOL opinions (Word documents/Web pages/Pdf's).
- Online CME (Provided as an additional service)
- Latest research articles from high impact peer reviewed journals, concerning physician's specialty and interests. (Provided as an additional service).
- Promotional video content from KOL's. (content provided by Your organization)
- Video and animations on mechanism of action, latest scientific updates etc.

Online forum for patient interaction.

An online forum with a discussion board serves to communicate and interact with other patients. The forum has several channels based on disease stages and conditions. All patients will be automatically registered to use the forum once they are registered to use the online portal. The “url to the forum” will be present both on the home page (Patient can directly login into the forum) and also be present once patient logs into the portal. The forum will be moderated primarily by Serona health content team and based on forum activity individual volunteers can also be assigned as secondary moderators.

Aims :

- The forum serves as a medium to interact and share experiences. It provides an emotional outlet to share ones hopes and fears regarding their condition.
- All posts will have branding of Organization logo and product advertising based on Content.

Online forum for Physician interaction.

An online forum with a discussion board serves to communicate and interact with other physicians. The forum has several channels based on core specialties and disease conditions. All physicians will be

Automatically registered to use the forum once they are registered to use the online portal. The “url to the forum” will be present both on the home page (physicians can directly login into the forum) and also be present once patient logs into the portal. The forum will be moderated primarily by Serona health on behalf of KOL’s (suggested by your organization) and based on forum activity individual volunteers can also be assigned as secondary moderators.

Aims:

- The forum serves as a medium to interact, share experiences and personal insights regarding disease conditions with other specialists.
- All posts will have branding of Organization logo and product advertising based on Content.

Benefits of Virtual Clinic engine for organizations:

Although the benefits of an online portal are many, the online portal is utilized to its full potential when it is integral to an inclusive marketing strategy. Some of the benefits have been outlined below.

- A unique brand specific UI and health portal of Your organization, with focus on drug information and conditions where the drugs are indicated.
- Direct brand advertising to physicians.
- Creating brand awareness and side effects profiling through online forums.
- Online discount coupons for drugs to patients.
- Online ordering of samples by physicians.
- Generate usage statistics of patients.
- Monitor drug prescribing statistics and generate reports.
- Keep track of referrals to diagnostic centers and pharmacy centers.

Benefits of “Virtual Clinic” and the HealthQrd for insurance sector:

Insurer Benefits

- HealthQrd will integrate with online “Virtual Clinic”.
- HealthQrd provides Universal access to Insurance company, TPA’s Healthcare institutes.
- HealthQrd helps keeps track of all prescriptions and lab tests.
- Users can update their own medical information using computer /Smart mobile phone.

- When healthQrd is presented it provides immediate access to patient health information through secure online portal.
- Enables legible and clear printed prescriptions can be given out while purchasing medicines.
- HealthQrd ensures that medication errors are minimized.
- Easier claim processing through a transparent process of health management
- Access to remote online consultations where the doctor can view patient history along with his test results, through virtual clinic.
- In case fatal accidents the health information is accessed immediately which can save time on treatment.

Benefit to Insurance companies

- Identify and streamline insurance beneficiaries across an organization.
- Optimal utilization of Insurance company resources.
- The health records will be stored as permanent record for retrieval and access.
- On demand online access to health reports of beneficiaries.
- The “Virtual Clinic” reporting and analytics provide health usage statistics and thus can help identifying candidates for NCB (No claim Bonus).
- New health insurance policies can be devised based on actuarial data gleaned from the use of the “Virtual Clinic”.
- Premium benefits for beneficiaries reaching health targets.
- Set and manage health targets for beneficiaries.
- Unified health portal to disseminate health information and health alerts.

Product Lines

Virtual Clinic:

Lists the products which utilize the Virtual clinic framework.

- Eseronahealth.com (main site)
- Sero-naclinics.com (testing site on continuous development and feature upgrades.)
- Matrixhospital.com (VC frame work integrated within Matrix hospitals)
- Sero-nahealth.org (VC frame work integrated within Challa hospitals)
- Lsch.in (VC frame work integrated within Little stars hospitals)
- Drtdreddy.in (VC frame work integrated within individual practitioners)
- Sero-nahealth.info (Responsive design for mobile devices)
- Medmavins.com (HealthIqrd integration).
- Phoenixclinics.com (VC frame work integrated within polyclinic practitioners)
- HDFC ergo (VC frame work integrated within Insurance Portals)
- Elbitdiagnostics.net (VC frame work integrated Diagnostic centers).
- Americahealthtravel (VC frame work integrated within medical tourism organizations)

Revenue Generation points in Virtual Clinic:

Modules	Comments
Health cards	
Patient registration	
Physician registration	
Lab registration	

Pharmacy registration	
Consultation	Remote,physical,chat,AV chat
Serona services	
Subscription packages	
PET tools	
Advertisements	Local,specialty based,universal,card login page,prescriptions.
SMS Promotional packages	Labs, physicians,pharmacy
Email promotional packages	Labs, physicians,pharmacy
Pharmacy drug promotion	In drug listing
E commerce products	
Allied services	Physiotherapy,hospice,
Forums cross linking reference	
VC site integration	
Website creation	

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