mCURA ushers in fully automated "NO Contact" OPDs for Hospitals/Clinics at Zero CAPEX – Redefining DIGITAL Health

The biggest challenge facing hospital OPDs today is that of over crowding as patients bustle around from one department to the other.The chaos is further compounded by the multiple patient interactions from billing/accounting to pharmacy to lab rooms, often leading to extreme frustration, time loss & also increases risk of infection.

Todays healthcare providers require feasible I.T. technology solutions that help mitigate the chaos surrounding OPDs and help improve patient service delivery experience and fast & efficient order fulfilment.This coupled with the systems that help improve OPD revenues while improving patient care is what is required in today's hospitals/clinics .

This is where Gurgaon headquartered mCURA's mobility platform-SMART OPD stays distinctive.

"We provide an integrated Mobility platform that will improve the clients' I.T. adoption, minimising I.T. spend & maximising the outcome. mCURA is the first company to bring health I.T. as a service that offers mobility infrastructure, technology platform and optional skilled manpower. Enhancing workflows it mitigates safety issues and curtails errors and revenue leakage", unveils Madhubala Radhakrishnan, Founder and President of mCURA.

mCURA facilitates Zero CAPEX model to hospitals/clinics of any size. "we bring mHEALTH into mainstream with an aim to transform traumatic visitation experience into a streamlined process. While ameliorating unpleasant visitation experience, we address crucial necessities of hospital CEOs and CIOs by bringing transparency in the crowd management and order fulfilment on real time basis. Patients get real time information on their mobile phones that helps them in easy decision making", opines Madhubala Radhakrishnan.

Rendering a technology cum infrastructure support, Smart OPD plays a crucial role in meeting core problems of OPD's such as, patient experience, doctors time management & revenue tracking. Its "Shortest service path" and "Easy Pay" models offer minimal counter visits while completely eliminating the necessity for spending valuable time at billing and registration counters.

"Labs, Pharmacy and even patients are being automatically informed. This helps facilitate faster filling of prescription, lowered waiting time for the test results & automatic medicine intake reminders to patients. By automating everything, redundancy can be avoided and manpower can be optimised", adds Madhubala Radhakrishnan.

Even in the present digital era, it is challenging for Doctors to use computers at point of care. Perceiving this, Smart OPD offers a Clinical Informatics Secretary equipped with iPAD to support doctors for quickly entering patient prescriptions digitally. Besides catering medical records in the chronological order through single view case sheet, it helps the doctors to review and enter their current findings immediately. Delivering pre defined templates for common ailments frequently seen in OPDs, it reduces doctor's time per patient visit and helps improve patient intakes. Its audio video tools enhance doctor patient communication better. Moreover by storing lab views of wounds and comparing it across time frames, doctors can measure treatment progressions. Moving Ahead mCURA is currently expanding its solution to Tier 2 and 3 towns where technology adoption is relatively lower and a solution like Smart OPD could significantly benefit hospitas/clinics.

Does this mean that the e-market for doctors / hospitals is growing?

Despite the massive shift in patient awareness and adoption to video/online solutions, it is limited to only 20% of the population in large cities, and that too with select evolved audience profiles. Rest of the 80% population residing in semi-urban and rural areas of the country, still do not have access to doctors. The localised model of healthcare providing is seeing a slow shift with doctors getting the freedom to practice anywhere due to the virtual platform.

With the aim of reducing the gap between the patient and the doctor in such semi-urban/rural areas, mCURA has enabled 10,000+ virtual OPDs in northern India where every OPD has got computer, printer with broadband connectivity. These virtual OPDs, called Hamara Clinic, is a platform where any patient can avail a video consultation with expert doctors from Sir Ganga Ram Hospital as well as Ex – AIIMS doctors, to begin with. Any doctor/hospital can join this fast expanding network. These Hamara Clinics aims at providing access to quality & timely care to people who cannot travel to cities just for the consultation, thereby saving them a lot of money, time and most importantly it saves them an earning day. In these Hamara Clinics, patients can avail both General & Specialty consultations between 8 am – 8 pm

Pre COVID, the physical OPD footfalls were primarily of patients that needed chronic /acute care with only a small percentage of patients needing episodic intervention. However, post the pandemic, the episodic intervention and preliminary consultation market has grown multi fold, both in terms of need as well as awareness. This change in patient behaviour leads to an exponential growth in the patient volume per doctor. Pre COVID, the percentage of episodic intervention was lower, since this need of the patient was a joint decision by other members of the family. Post COVID, however, the individual members of the family decide on the need for a doctor consultation, to be doubly sure, even in minor cases.

Madhubala Radhakrishnan established **mCURA** to make healthcare I.T. smart/fully contactless, by transforming desk service to mobility service that includes all hardware/software/trained staff which creates the wow factor to patients more than just a technology enablement for hospitals.

An MS Computer Science from California,USA. Madhubala has more than 20 years of experience in health IT and has handled global projects across US, UK, India & Canada Market.

Why this Informatics Secretary option to Doctors?
Doctors are too busy in OPD and they cannot take the attention away from the Patients as this breaks the digital data flow. Going forward, digital data is going to be a huge asset for any disease management and outcome analysis. Hence to bridge this gap mCURA has introduced this new role "Informatics Secretary", the first of its kind in India to strengthen the digital data flow.

Will Digitisation increase the cost?
Actually this reduces the burn to hospitals a) the exact revenue can be monitored and leakages can be immediately plugged, b) Capacity Utilisation can be optimised, c) Data reporting on real time gives transparency on revenue conversion

Since its fully on Mobility is huge CAPEX involved?
We are providing this entire solution on a ZERO capex model which makes easier for any hospital/clinic to adopt

Is it a OPD MANAGED CARE Service?
Depends on the hospital/clinic model they choose. This can be just a platform enablement and they can buy hardware on capex and use existing staff but we recommend the full-fledged solution as "Managed care" so the work flow and adoption is intact.

Final Question of What is in it for Patient?
Patient spends at least 2hrs for 10 mins consultation and has to stand in multiple queues which is completely taken care of by our mobility platform so patient gets the right information including costs involved & waiting time that reduces lot of hassles and is a big time saver for patients.