



**ANUPALAN**

Trusted. High quality. Cost effective care

Our approach to health is about creating a smooth, coordinated, personalised and bespoke experience for our patients. Our goals are to relieve symptoms and to improve prognosis in such a way that always puts our patients first.



Bespoke Solutions



Cost-effective Care



Experienced Physicians

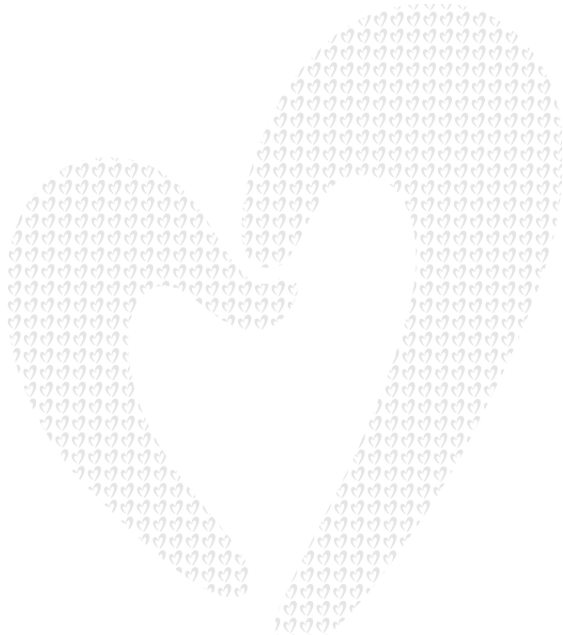
“No decision about me without me”.

Clarity of communication between our healthcare providers  
and our patients is mission critical.





Personalised Experience



## Evidence-based Practice

### Evidence-based Practice







Co-ordinated Care



Driving Healthcare Innovation



Comprehensive & Intelligently Designed





Anupalan has been carefully designed. It is a health care network which allows anyone to access selected medical professionals, who provide high-quality care. Our healthcare professionals have made significant contributions to hospital medicine and healthcare, and are passionate about their work and have demonstrated excellence in healthcare. At the principle core of ANUPALAN, our patients are in charge of their healthcare choices. We know that each patient is different and healthcare should be tailored to meet their individual needs. These considerations are based on multiple factors, the health issue, time, cost, location, the efficacy of treatment.

ANUPALAN enables our patients to choose their healthcare practitioner and to have a consultation and treatment that fits into their lives. Some of our patients are busy professional people who may need rapid assessment, diagnostics and treatment. We aim to provide the best options for treatment to the patient at the appropriate time, in a cost-effective manner.



## Our Mission:

To improve our patients' lives through the finest, world-class quality health care.





## Our Vision:

To be the leader in value-based integrated healthcare, by offering trusted, high-quality cost-effective care.

Anupalan is creating an ecosystem in the digital space to allow our patients to access the highest quality of health care providers across all specialties and disciplines and across the whole of India.

We are using this ecosystem to deliver and to continuously innovate and improve our services. We are a learning organisation, set on relentless and total quality improvement as new developments emerge in healthcare and in the way we can deliver healthcare.

## Our Values

We put People First by treating those we serve with compassion, dignity, integrity, ethically and mutual respect.

We strive for Excellence, for the finest clinical, service and operational outcomes.

We aim for the best Results by exceeding the expectations of the people we serve and those we set for ourselves.

## Ethics

ANUPALAN is ethical. We respect the autonomy of patient choice, we endeavour to act in the best interests of our patients, we minimise harm and we are a force for social justice.



## Why ANUPALAN

Reliable Services



Quick & Easy Appointment



24/7 Support



Happy Patients



## Benefits to Patients

- Ease of access to care.
- Affordable cost effective care.
- Free mobile app for anytime & anywhere access.
- Bespoke solutions through multidisciplinary care tailored to the specific individual.
- Unmatched Technology.
- Safe & Secure.

```
graph LR; A((Easier Search)) -->> B((Better Treatment)); B -->> C((Better Life));
```

Easier  
Search

>>

Better  
Treatment

>>

Better  
Life



## Benefits to our Doctors

- Become more efficient, save time, treat more patients.
- Increased efficiencies, Minimisation of chaos: a positive patient experience.
- Easy Access & Networking: Anupalan provides you with comprehensive online access to your patients and innovative ways to target the right messages to the right customer at the right time. Anupalan also helps you to transform your digital strategy to establish meaningful connections between industry and healthcare communities.

## Benefits to our Doctors

- Anupalan likewise offers unparalleled access to the healthcare professional and consumer audiences through our exclusive relationships. Our accredited doctors will always be on top of the game because of unmatched technology, easy access to better data results.
- Better Branding, Maximum Effectiveness.
- Showcase your expertise with health tips and advice and grow your reputation.

```
graph LR; A((Easier Search)) -->> B((Better Treatment)); B -->> C((Happy Patients));
```

Easier  
Search

>>

Better  
Treatment

>>

Happy  
Patients



The image features a hand holding a smartphone in the center-right. The phone's screen displays a blue background with a white outline of a person's head and shoulders. A network of white lines radiates from the phone, connecting it to twelve circular icons. These icons represent various healthcare concepts: a medical professional, a line graph, a document with a plus sign, a first aid kit, a pill, a heart rate monitor, a smartwatch, a heart with a pulse line, a smartphone with a heart, two speech bubbles, an ambulance, and a hand holding a pulse oximeter. The background is a light gray with a pattern of soft, out-of-focus white circles.

Integrated Healthcare

The world is changing. Competition in health care is universal.  
Your patients are online. You must be there to greet them.





## Look at How Digital is the Future for Healthcare Marketing:

The majority of medical care experts are spreading awareness of their services using electronic networks. 62% of advertising and marketing initiatives in the medical care market is on-line, making use of internet methods such as e-mail advertising and marketing, web content advertising, and blog sites.

We execute the most advanced online marketing strategies for getting your practice, clinic or hospital discovered, applauded and respected online. We help you as well, too:

- Increase number of new Clients and Patients.
- Drastically Increase Patient & Professional Referrals.
- Win the battle over persistent competition.
- Greatly show case your expertise and reputation.
- Motor up your marketing effectiveness.
- Increase revenues & become more profitable.

## Important Facts

76% of patients use Hospital websites for Research.

77% of clients are searching before scheduling medical appointments.

43% of hospital searches on the web come from the Search Engines and 1 out of 3 users of Social Media share what they know about Health-related Problems.

44% of patients rely on Information shared on social media, and for choosing specific Doctor or Hospital.

The Healthcare Information Technology (IT) market valued at US\$ 1 billion currently is expected to grow 1.5 times by 2020. Overall the Indian medical care system is now worth 100 billion U.S. dollars and will reach 280 billion in the next five years.

## Do you know ?

462 million active internet users in India

Searching for Health Info is the **3rd** most Popular online Activity

347 million active mobile internet users in India

## The Non-communicable disease burden in India

50 million  
patients

Heart or Cardiac

63 million  
patients

Diabetic problems

1.2 million  
patients

Cancer

0.9 Cases  
every year

Stroke

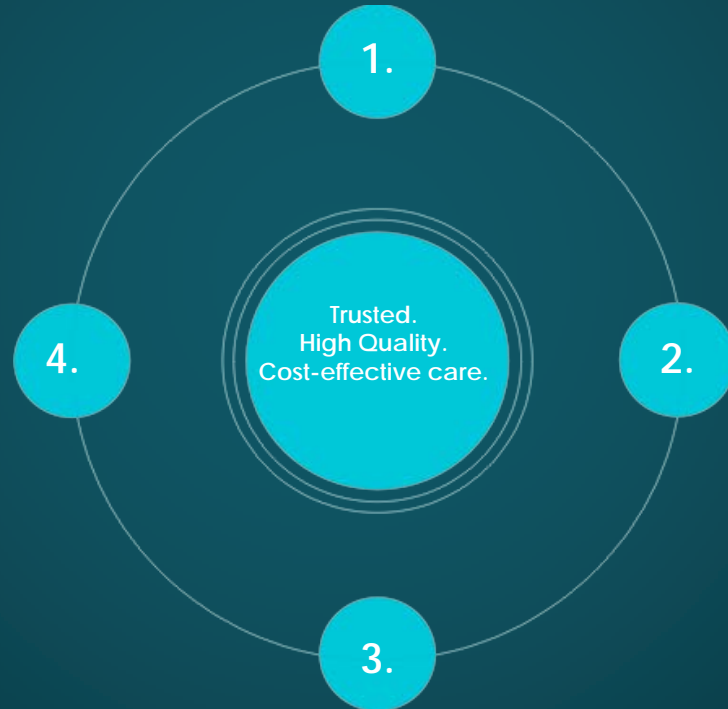
75,000  
Transplant  
required

Renal Failures

# How Anupalan works ?

Download Anupalan app from Google play and App stores and register on [www.myanupan.com](http://www.myanupan.com) or Anupalan app.

Now you're ready to reach, manage and treat even more patients effectively.



Set up your profile absolutely for free.

Simply answer few questions and you're done.

A close-up photograph of a doctor in a light blue medical coat holding the hand of an elderly male patient. The patient is smiling and looking upwards. The background is a soft, out-of-focus indoor setting.

## Comprehensive Solution

Anupalan provides a comprehensive solution to both physicians and patients to manage their time and resources.

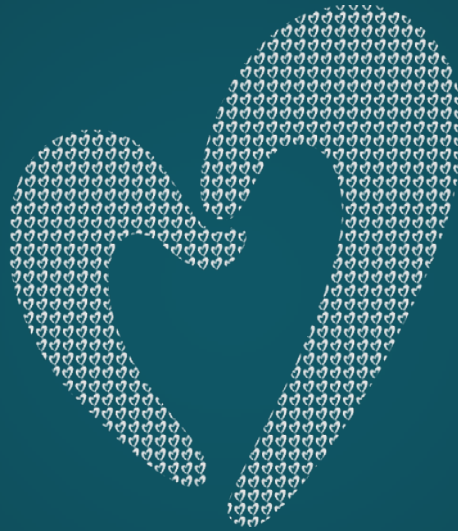
ANUPALAN empowers patients with access to the right services and treatments by connecting to truly excellent, medical professionals that practice evidence based medicine, at the leading edge of the standards in the developed World.





ANUPALAN will raise clinical standards and help reduce the costs of healthcare in India and improve access to more of our people to great care.





[www.myanupalan.com](http://www.myanupalan.com)