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# Omega Hospitals

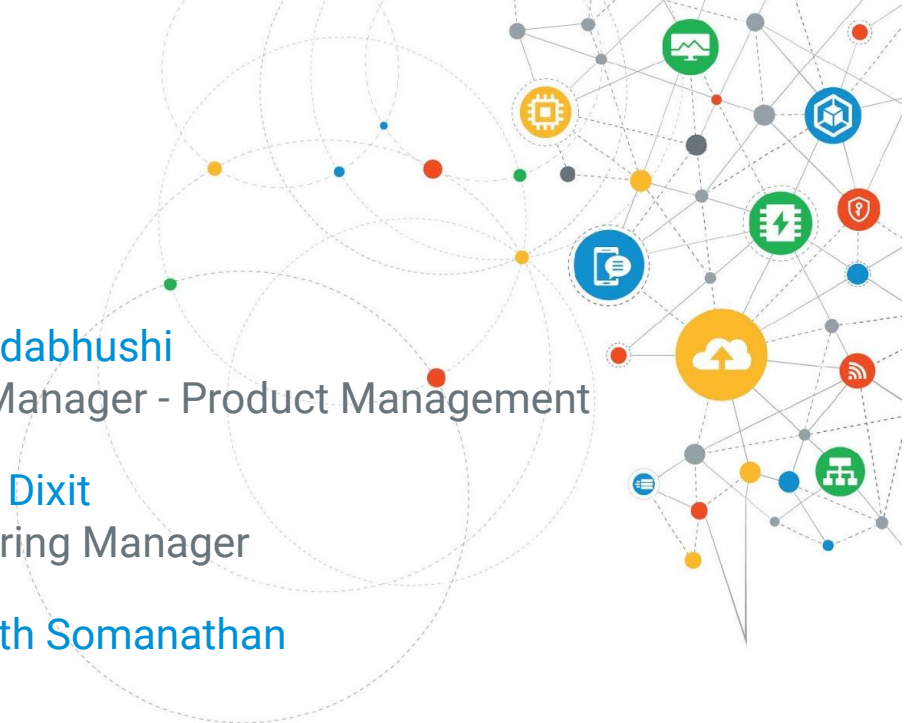
## Round 02

Freshworks

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# Business Overview

- Omega hospitals has 5200 cr. annual revenue
- 8 hospital, 17 clinics in infra
- Stalled growth rate: .8%. Came down from 2.3% (*last yr*)
- Strong in *oncology, ortho, cardiology* health segment
- Weak in reach lifestyle diseases
- TASL acquisition
- Eyeing global expansion
- Wants to leverage tech and attract wealthy segment
- Wants to be seen as global tech-healthcare leader

# Opportunities & Tech Interventions

Lifestyle management using technology

Telemedicine

Global expansion

Community cloud

Mental well being

Increasing

Cloud, IoT, Drones, Real time analysis

Mobile App, Subscription based services

Periodic checkup, Preventive solutions trend

# The Big Idea

We will create globally connected, lifestyle centric “O-Mega” app which can deliver

- Subscription based Digital Content to improve lifestyle choices.
- Live online chat / video consultation for physical and mental illnesses

## O-Mega app will help

- Target wealthy customer segment
- Grow Top of the line funnel without a high level of IT expenditure
- Brand awareness across the globe without physical presence
- Entry into global markets as digital-first hospital and establish as technology leader in the healthcare industry
- Warn / Notify prospects about potential healthcare risks based on predictive analytics

# Project Objectives

- Grow Top of the line funnel
- Leverage new tech & existing data
- Establish brand awareness across the globe
- Establish digital-first hospital reputation with new expansions
- Target Lifestyle disease & mental health awareness
- Attract wealthy segment with tech & lifestyle disease segment
- Growing in TASL's existing tech-first philosophy
- Target 15% CAGR to double revenue
- Maintain good margin/profit

# Project Scope and Risks

## Scope:

- Build a new / Modify existing TASL app with more lifestyle disease & mental well being module
- Build subscription based / content based awareness model via app
- Move existing disconnected services to cloud
- Build data gathering & analysis systems with IoT + App

## Risks:

- Security & Privacy of patient data(ISEC)
- App adoption rate
- Cyber threats
- Telemedicine, if not implemented properly

# Technologies & Tools

- *G-Suite* for the hospital team
- *GKE* with *istio* for the new cloud based infra
- *Cloud Healthcare API*
- *Cloud SQL* for data storage,
- *Pub/Sub* and *BigQuery* for analytics & report delivery
- *Cloud Data Fusion* for real time analytics
- *Auto ML*, *Cloud Translate*
- *Cloud Memorystore* for caching
- *Cloud AI* for predictive analysis
- *Cloud Security Command Centre*
- *Stackdriver* logging/trace/monitoring
- *DLP* api for privacy protection
- *Anthos* for existing h/w if any
- Container registry, IAM, Deployment manager
- Cloud builds, cloud functions, Google Cloud IoT API

# Project Plan

- In first 2 months start using tech and connect globally dispersed systems with cloud tech. A consulting team with prior experience in this might help kickstart
- Start The App project eyeing 4-6 months for a MVP
- Hire / Dedicate a part of IT team(4-6 people) just for this new direction for this duration with iPhone / Android both eyeing global app stores for release.
- Hire content writers / Buy content to start subscription based awareness program around lifestyle diseases. This can go in parallel with App Dev



# Business Impact and Outcomes

- Grow Top of the line funnel
- Low IT/Infrastructure expenditure
- Brand awareness via app
- Global presence without physical presence
- Digital-first hospital
- Technology leader in the healthcare industry
- Stepping into lifestyle disease segment
- Traction for “Wealthy segment”
- Opportunity to pioneer e-healthcare community
- The App “O-Mega”

# Final Recommendations

- Target growth while maintaining margin/profit
- Expand IT teams
- Target quick deliveries without investing much on infrastructure
- Leverage existing TASL tech & learnings
- Build The App: “O-Mega”



Thank you

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