

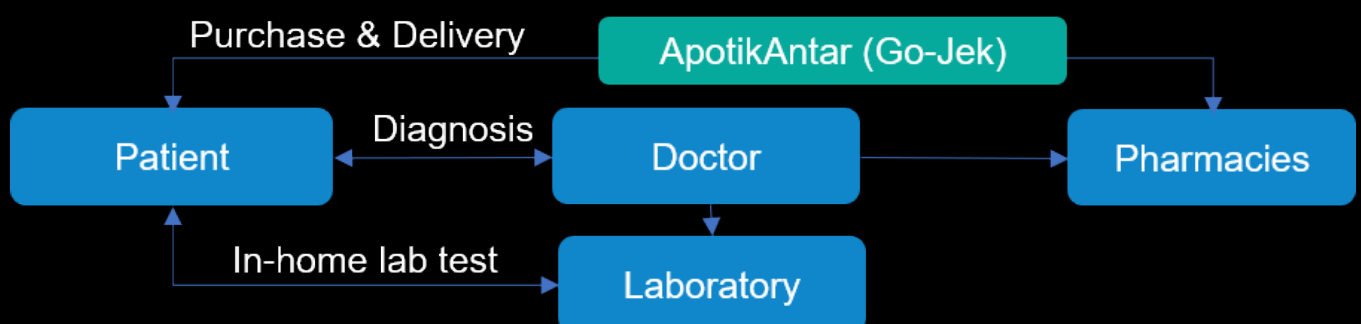
Case study: Halodoc



Company Description

Halodoc is a digital healthcare platform designed to offer live health consultation, anytime and anywhere. Founded in 2016, Halodoc brings together two formerly separate businesses, one for tele-consultation with healthcare professionals and one for the delivery of pharmaceuticals, all through its mobile application. The two medical services were formally merged under the Halodoc brand name in May 2017. Nowadays, Halodoc provides online consultation services between doctors and patients through video calls, web-based voice calls and chat, letting customers to order lab tests which are to be carried out in their homes and use the application to order medication from participating pharmacies, which can be delivered within an hour, enabling patients to connect with doctors and clinicians and access online health advice in real time.

Halodoc Products Overview



Solution Type: Telehealth platforms

Product Offered: online consultation, drug delivery, in-home lab tests, insurance

Access:

Provides customers with shortened wait times any time of the day at the doctors, pharmacy post appointment, and a cashless hospital visit through linking of insurance benefits

Charging Model:

Users to pick preferred doctors with price points from IDR25,000 (US\$1.7) per 10 to 15 minutes of consultations

Revenue:

Consultation fees which are determined by the doctor, commissions on drug sales, lab tests and insurance, and hospital referrals

Beneficiaries

Customer Base: 2 million customers

Customer Profile: Mostly housewives and executives aged between 23 and 35, 80% of patients residing outside the main cities of Jakarta and Surabaya

Partnership

Insurance provider:



Results of Success

- 40 million users on the platform (app or website)
- 22,000 licensed doctors
- 1,300 certified partner pharmacies
- More than 50 cities in Indonesia