

Connect2Clinic - Redefining Clinic Management

How Mantra Labs Built an Intelligent Clinic Management Solution to Transform Healthcare



PURPOSE



Connect2 Clinic

This case study demonstrates the successful implementation of the Connect2Clinic (C2C) platform by Mantra Labs for Alkem Labs.

Leveraging their product research expertise, Mantra Labs developed a comprehensive clinic management solution tailored to Alkem Labs' specific needs. The C2C platform has greatly improved clinic management, communication, and patient experience, showcasing the successful collaboration between Alkem Labs and Mantra Labs.

ABOUT

01



800+

Pharmaceutical Products

02



21

Manufacturing Facilities

03



\$1.4 Billion

Revenue Generated in 2022

04



5

Global R&D centers

ALKEM LABS

Founded in 1973, Alkem Labs has grown into one of India's largest generic and specialty pharmaceutical companies, with a presence in over 40 countries.

With a diverse portfolio of over 800 products and a focus on innovation, Alkem Labs continues to redefine the boundaries of healthcare and improve lives across the globe.

BACKGROUND

Unsatisfactory Results of Video Consulting Platform

01



The solution lacked features such as medical record management, e-prescriptions, and efficient appointment scheduling

02



Mantra Labs conducted an extensive product research and came up with a platform that caters to all major clinic management needs

03



After consultation from McKinsey, **Mantra Labs** was chosen the tech partner to solve the problem

BACKGROUND

Impact of COVID on Healthcare Services

01



Restrictions in **COVID lockdown** in 2020, hampered healthcare services

02



They used a **third-party solution** for video consultations, but it failed to cater to the needs of doctors and patients

03



Alkem Labs planned to tackle the problem with a video consulting platform that would allow remote consultations

PRODUCT RESEARCH

Mantra Lab's product research key insights

Doctors have to manage administrative tasks, appointment scheduling, payments, and more, resulting in decreased productivity.

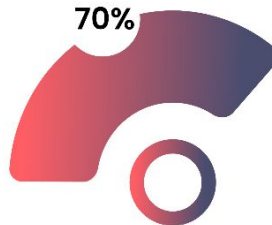
Moving beyond from a video consultation platform, we ideated upon creating a comprehensive solution to aid the respective stakeholders.

27%



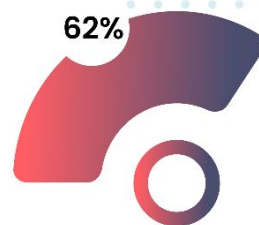
time spent on
administrative
tasks

70%



adverse events
results from
communication
issues

62%



hospitals lack a
digital solution

OBJECTIVE

After thorough product research, we set objectives for building a clinic management solution.

01

Enabling secure online consultations and e-prescriptions for convenient healthcare



03

Streamlining appointment scheduling and communication among doctors and patients



02

Seamless management of clinics and patient care



CONNECT2CLINIC

Comprehensive clinic management platform

Mantra Labs developed a platform that could handle all **major clinic operations**.

This platform was named Connect2Clinic (C2C), which can be used by doctors, patients and even hospital staffs through a mobile app or web portal

MOBILE APP



An easy-to-use platform for managing appointments, consultations, and medical records

WEB PORTAL



A comprehensive portal for doctors and clinic staff to manage multiple clinics, schedule appointments, and access patient records

FEATURES



Easy appointment scheduling

No phone calls or paperwork needed, appointment scheduling can now be done just with few clicks



Online consultation and e-prescriptions

This will allow people to avail healthcare services without having to visit the hospital



Centralized medical record management

Eliminating the need to maintain hard copies of medical records of patients



Multi-clinic management capabilities

Enables doctors to manage multiple clinics simultaneously and even on go



Integrated payment gateway

Allowing payment of fees and other services to be collected from both web portal and mobile app



Real-time doctor availability updates

Allows patients and staffs to check doctors' availability before booking any appointments

BENEFITS

A platform built for doctors. No need to go for inefficient **third-party solutions**

Secured messaging for doctors and patients

Easy retrieval of patient medical records for informed decision-making

Doctors can manage **multiple clinics with ease**

Doctors can take **online consultations** and give **e-prescription**



BENEFITS

Hassle-free appointment

booking through app or
web portal

Educational resources

for patient

Patients can **check real-time**
doctor's availability



OUTCOMES

01

Doctors can now schedule appointments without using any **third party platform**

02

30% increase in doctors and clinic's revenue



03

Better and wider healthcare access even in **remote areas**

04

20% reduction in medical expenses of patients with transparent fee structure and multiple doctors to choose from

SUCCESS STORIES



01

20K+ DOCTORS

have been onboarded on the platform,
enabling efficient clinic management
across multiple locations



02

EFFICIENCY

Improved patient satisfaction with a 25%
reduction in wait times and a 20% increase in
overall patient experience



03

CLIENTS

Apollo Clinics and Breach Candy Hospitals
have adopted the C2C platform, indicating its
widespread success and adoption in the
healthcare industry



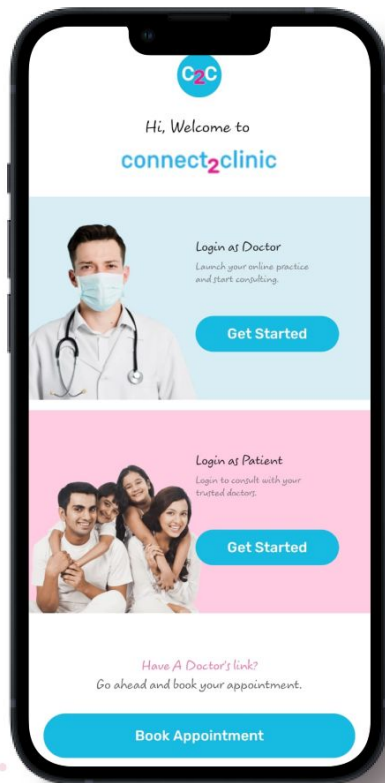
04

30+ SPECIALISTS

C2C has enabled over 30 specialties to be
covered by doctors, increasing the
accessibility of healthcare to patients

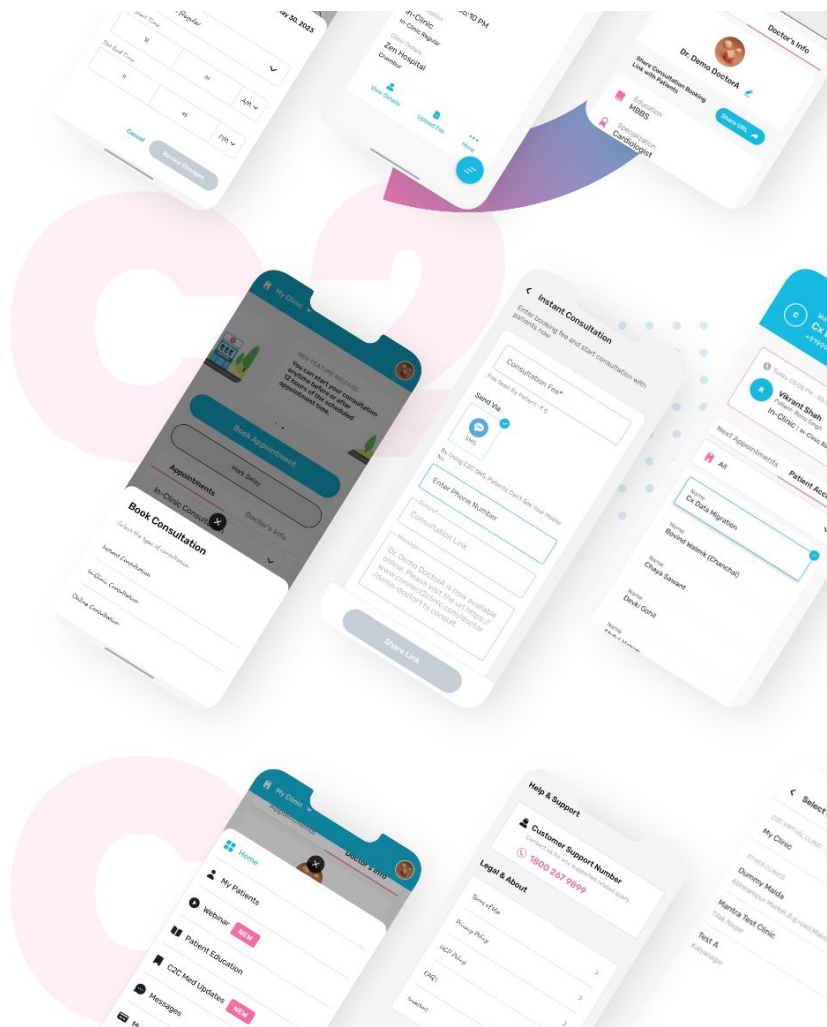
MOBILE APP

Healthcare at Fingertips

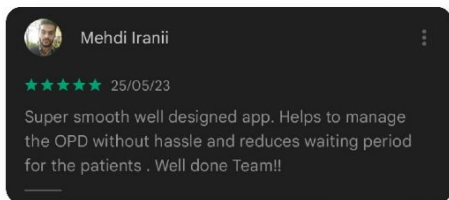



APP UI

The app's user interface features an intuitive design and user-friendly layout, catering to both doctors and patients, ensuring effortless navigation and an hassle-free usage.



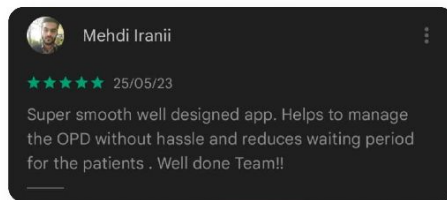
APP REVIEWS




 Mehdi Iranii

★★★★★ 25/05/23

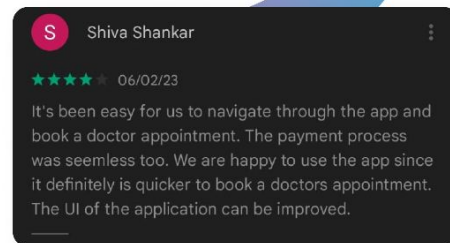
Super smooth well designed app. Helps to manage the OPD without hassle and reduces waiting period for the patients . Well done Team!!




 Mehdi Iranii

★★★★★ 25/05/23

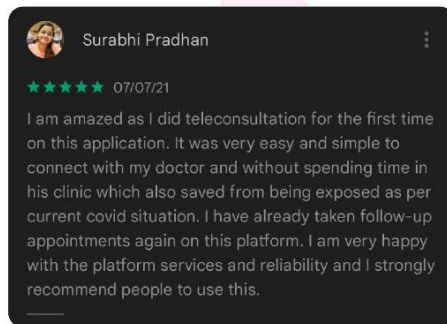
Super smooth well designed app. Helps to manage the OPD without hassle and reduces waiting period for the patients . Well done Team!!




 Shiva Shankar

★★★★★ 06/02/23

It's been easy for us to navigate through the app and book a doctor appointment. The payment process was seamless too. We are happy to use the app since it definitely is quicker to book a doctors appointment. The UI of the application can be improved.



 Surabhi Pradhan

★★★★★ 07/07/21

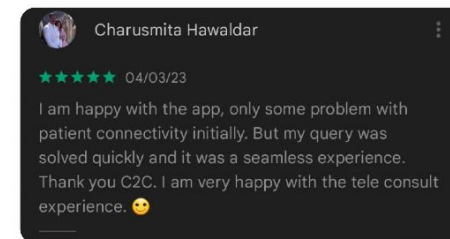
I am amazed as I did teleconsultation for the first time on this application. It was very easy and simple to connect with my doctor and without spending time in his clinic which also saved from being exposed as per current covid situation. I have already taken follow-up appointments again on this platform. I am very happy with the platform services and reliability and I strongly recommend people to use this.




 Tanay Pandit

★★★★★ 19/07/21

An excellent app extremely user friendly and easy to use. Already used it for 3 consultations. Video quality is excellent. Has a lot of features where you can book appointments with your doctor in advance. Have also done a follow up consultation with my doctor and it gave me a reminder to connect. In these difficult times certainly a big tool !!! Kudos



 Charusmita Hawaldar

★★★★★ 04/03/23

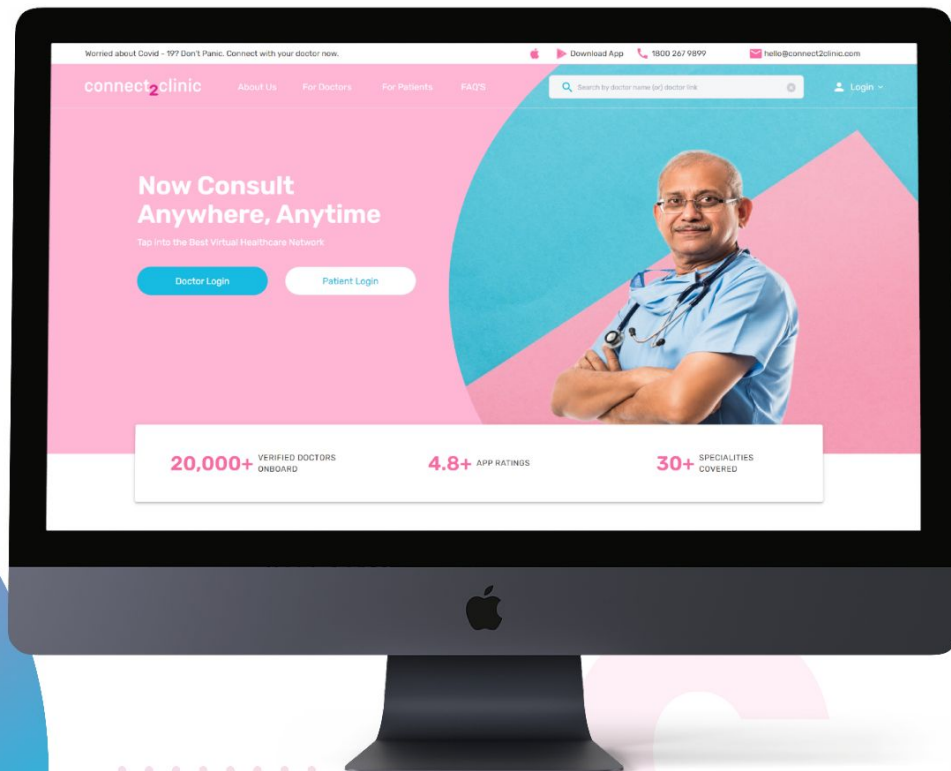
I am happy with the app, only some problem with patient connectivity initially. But my query was solved quickly and it was a seamless experience. Thank you C2C. I am very happy with the tele consult experience. 😊

10K
Downloads

4.8+

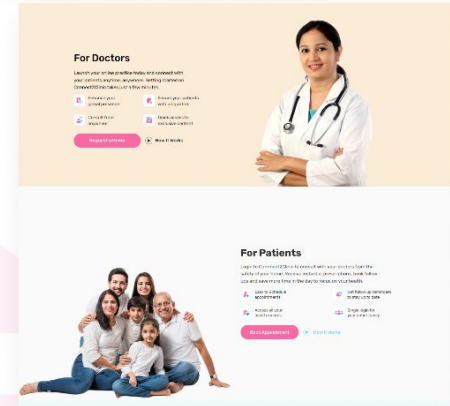
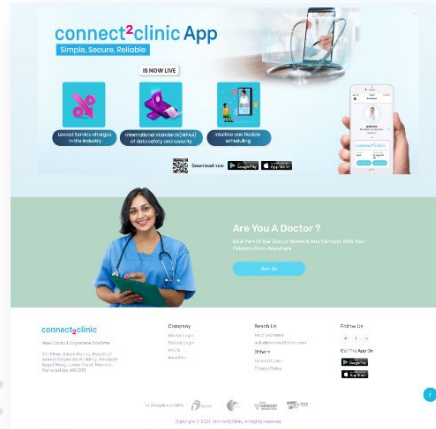
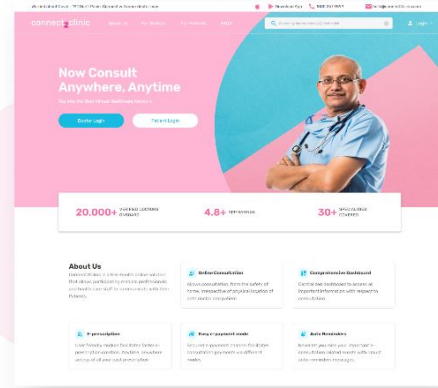
WEB PORTAL

Effortless Clinic Management Online



WEB UI

Intuitive web interface designed for seamless clinic management, streamlining processes for doctors, patients, and staff.



TECH STACK

Front End Technology



Web Portal
(React JS)



Mobile App
(React Native)

Back End Technology



Python



BE Architecture - Serverless
Architecture using AWS Lambdas

Data Control Language



PostgresSQL



Database
AWS RDS

Storage



AWS S3

THANK YOU

MANTRA LABS

Building Intelligent Experiences That Matter™ for Global Enterprises

125+
PROJECTS

300+
GEEKS

04
OFFICES

