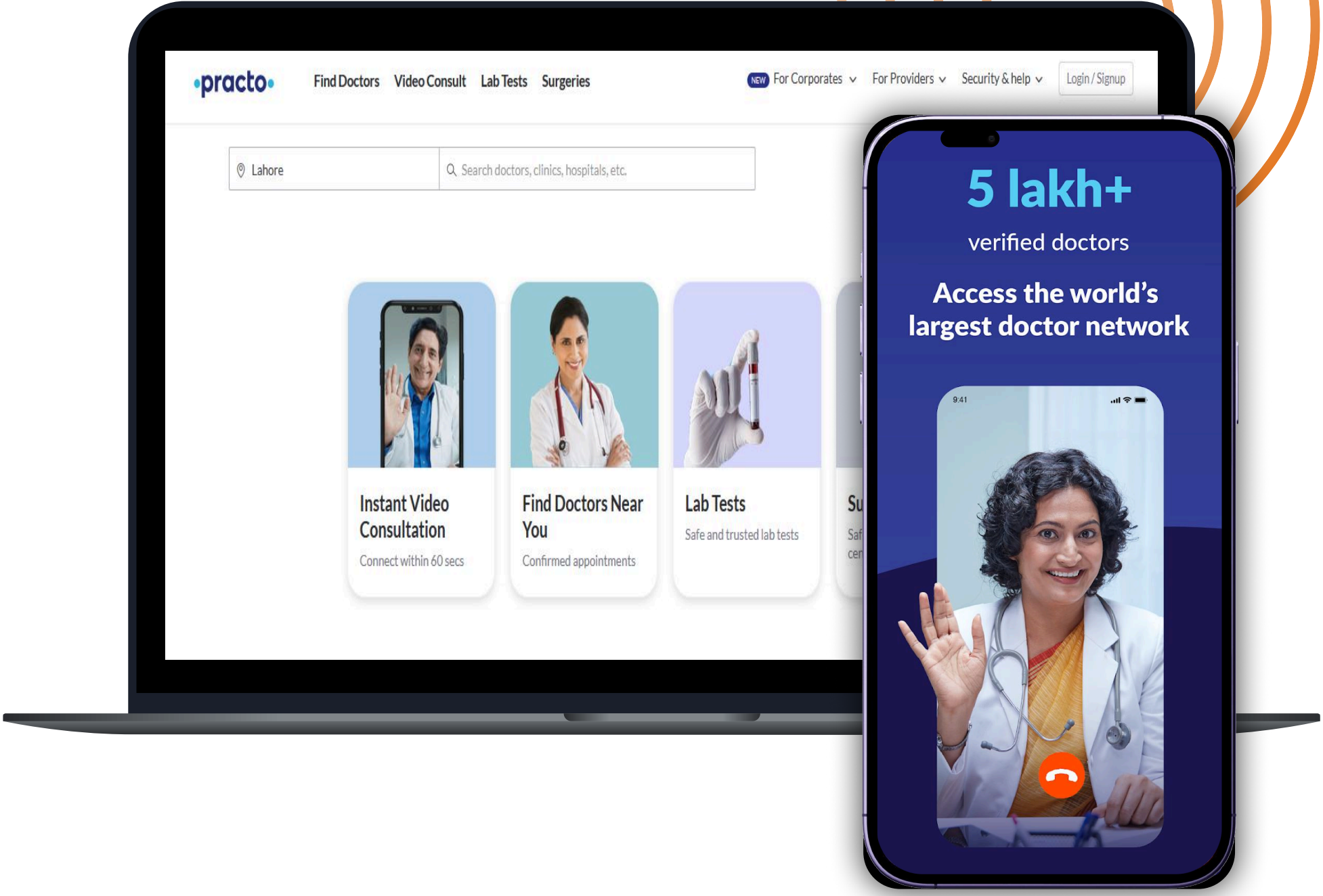


Case Study

Practo

Practo is a leading global digital healthcare platform that connects patients with healthcare providers, offering a unified ecosystem for appointments, telemedicine, diagnostics and more. With an expansive network of millions of users and over 100,000 doctors, Practo aims to simplify healthcare access, making quality care affordable accessible and convenient across multiple countries.



Problem Statement

Before platforms like Practo, patients struggled with limited access to verified doctors, fragmented appointment booking, inconsistent virtual consultations, poor coordination between care services, and difficulty managing medical records and prescriptions.

Possible Solution

We addressed these challenges by introducing booking deposits to curb no-shows and enhancing real-time synchronization for accurate scheduling. To improve accessibility, particularly for the elderly, we simplified the UI and added voice assistance, while enforcing strict encryption to ensure data security and compliance

Key Features

Patient Engagement Portal

- Search and filter healthcare providers by specialty, location, or availability
- Instant online appointment booking with real-time availability
- On-demand video consultations with verified doctors

Telehealth & Virtual Care

- Secure video and chat consultations with medical specialists
- Automated reminders and follow-up scheduling
- Integration with e-prescriptions and clinical notes

Smart Appointment Booking

- Booking deposits to reduce no-shows & fake appointments
- Verified doctors and clinics for trusted bookings
- Real-time appointment confirmation with instant availability updates to avoid scheduling conflicts

User-Friendly & Accessible UI

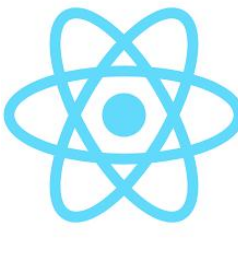
- Simplified interface for easy navigation
- Voice-assisted features for elderly & non-tech-savvy users
- Large, clear icons and readable fonts designed for improved accessibility and ease of use

Business Impact

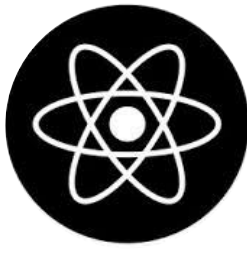
The enhancements led to a significant reduction in appointment no-shows and fake bookings, improving operational efficiency for clinics. User satisfaction increased due to a more intuitive and accessible interface, particularly among elderly patients. Real-time synchronization improved reliability and trust, while robust encryption strengthened data privacy and security across the platform.




Technology Stack



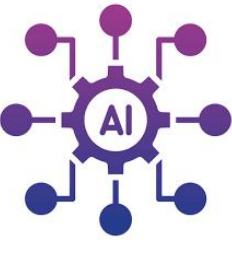
React




React Native




TypeScript



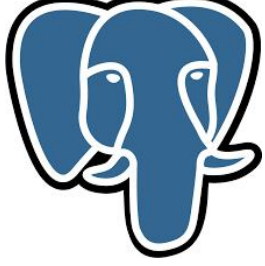
AI integration



Node.js



Python Django



Postgre SQL

Mobile+Web Screens



Thank you for your time :)