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#startupoftheday 152- Kulcare

01 May 2022 | Features

Digital-first, virtual care platform for physicians

Inception- 2020

Location- Mohali

Domain- Digital Health

Founders- Prateek Attree, Shantanu Bhardwaj

Total team strength- 10

Total funds raised- Bootstrapped Rs 3.8 crore, looking to do a Pre-series A round

Investors- NA

Revenue generated since inception- NA

Key Highlights-

- Provides both free and paid resources for a wide range of health professionals who need secure, compliant, easy-to-use tools to manage and build their business
- With telehealth, scheduling, Rx, billing, digital marketing, and more, all available on one simple and user-friendly platform, Kulcare is an EHR software for private practitioners
- Launched a disruptive queuing/patient intake system that minimizes patient wait time without disrupting or introducing new workflows
- Introduced quick tools like video calls, and quick Rx which any doctor can use even without a clinic
- Developed a system of billing and reporting that gives daily insights into the practice analytics
- The only company that brings digital referrals with other healthcare facilities
- Curated news, CME and jobs feature that processes lakhs of new and articles every month to generate a curated news, journal and jobs feed for a doctor
- Designed a unique feature set that lets doctors market themselves and build direct patient relationships in an easy manner
- Looking to have an installed base of 30,000 doctors in the next 2 years and 25% of the market in the next 5 years

Founder Speaks-

"Healthcare does not move at the pace of the consumer internet. The motivations and behaviors are very different, and health spending is still looked at as a cost not just by consumers but also by providers. There is no quick buck to be made here and we do what we do because of a deep passion for it.

Indian healthcare delivery is going to be unrecognizable from what it is today in the next 3-5 years. Simply the amount of money and human effort that has been poured into it is going to radically change things and we will be leapfrogging a lot of steps to get on par or even exceed healthcare delivery compared to some of the western nations."

- **Shantanu Bharadwaj, Founder & Chief Executive Officer, Kulcare, Mohali**

L-R- Shantanu Bhardwaj and Prateek Attree

