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#startupoftheday 170- BestDoc Technology Pvt Ltd

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An intelligent patient relationship management solution for hospitals and healthcare providers



Inception- 2016

Location- Ernakulam, Kerala

Domain- Healthcare

Founders- **Afsal Salu and Fayaz Bin Abdu**

Total team strength- 100+

Total funds raised- Rs 16.6 crore

Investors- Accel and Arkam Ventures

Revenue generated since inception- NA

Key highlights-

- Covers multiple solutions for the entire out-patient (OP) journey, including appointment booking, patient registration, queue management, self-service healthcare kiosks, patient feedback, and teleconsultation solutions.
- Working closely with healthcare providers and enable them to strengthen their brand presence and get operational efficiencies
- The only startup from India that focuses on patient engagement and experience.
- Its modular, Saas-based solutions are easy-to-deploy at healthcare facilities.
- Have ISO 27001:2013 Certification for Information Security Management with adequate safeguards for patient data
- In 2018, BestDoc, which had been operating as a B2C company, embraced a B2B model after realizing the potential of digital adoption in the healthcare system in India
- Partnered with leading healthcare brands across the country, including 4 of the Top 10 listed enterprise hospital chains - Narayana Health and Motherhood in Bengaluru, Kauvery Hospitals and Sri Ramakrishna Hospital in Tamil Nadu, Aster Medcity, KIMSHEALTH and Baby Memorial Hospital in Kerala
- Since inception in Kochi (Kerala), expanded to Delhi, Bengaluru, Mumbai, Hyderabad, Chennai, Pune, Jaipur, Rajkot, and Coimbatore
- In 2021, BestDoc's patient self-service kiosks won the NASSCOM HIC award for OPD automation
- In 2022, the company emerged as a runner-up in NASSCOM's healthcare innovation challenge in the comprehensive care/OPD automation category

- FY22, in particular, saw BestDoc establish sales operations in the Middle East and launched In-patient & discharge management command center+app called BestDoc Concierge

Founder Speaks-

"Our vision for BestDoc is to help it expand and reach out to as many healthcare providers as possible across the globe. While we have already created a foothold in India, United Arab Emirates and the Philippines, there is still a huge international market for our products. More and more CIOs globally are shifting towards subscription-based enterprise healthcare solutions, making our solutions highly desirable for healthcare providers. We are planning to expand our presence across other Middle East markets like Saudi Arabia, Bahrain, Oman, and other Southeast Asian markets like Malaysia, Singapore and Indonesia. On the product development front, there are many opportunities to create innovative solutions to improve patient engagement at different touchpoints, such as discharge process optimisation.

Given that healthcare has had a history of paper-based/analog systems, the adoption of technology in healthcare settings has its own learning curve. Patients and providers need continuous training and guidance to adapt to better and more efficient ways of dealing with their challenges.

Talent retention and growth can be challenging for startups in the current environment. Having said that, we've managed to retain some of our key personnel who have been working with us for 5+ years."

- **Afsal Salu, Chief Executive Officer & Co-Founder, BestDoc, Ernakulam**