



**PLATFORM TO DIGITIZE, INNOVATE & INTEGRATE INDIA'S
EMERGENCY RESPONSE**

**TRUSTED EMERGENCY RESPONSE PARTNER
FOR OVER 3000 HOSPITALS**

IMPACT - JOURNEY SO FAR



5 STATES

3000+ HOSPITALS ENGAGED

134+ DISTRICTS COVERED

5000+ HEALTH WORKERS TRAINED

70K+ LIVES SAVED

700+ AMBULANCES ONBOARD

~278Mn Impacted

~1000 AMBULANCE DRIVERS TRAINED

~20 min SLA



PROBLEM STATEMENT - EMERGENCY RESPONSE SERVICES (ERS) IN PVT HOSPITALS

COST



LOW UTILIZATION,
LOW REALIZATION



HIGH COSTS OF
MANAGEMENT

QUALITY & EFFICIENCY



LACK OF
TRAINING



HIGH RESPONSE
TIMES



FRAGMENTED
VENDORS



NO KPI
MONITORING

REVENUE



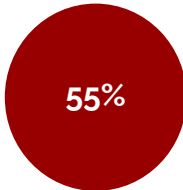
LIMITED
COVERAGE



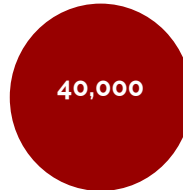
PATIENT LEAKAGE
DURING CONVERSION



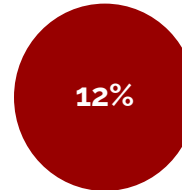
HOSPITAL BED
TO POPULATION
RATIO



AVERAGE
OCCUPANCY
RATE



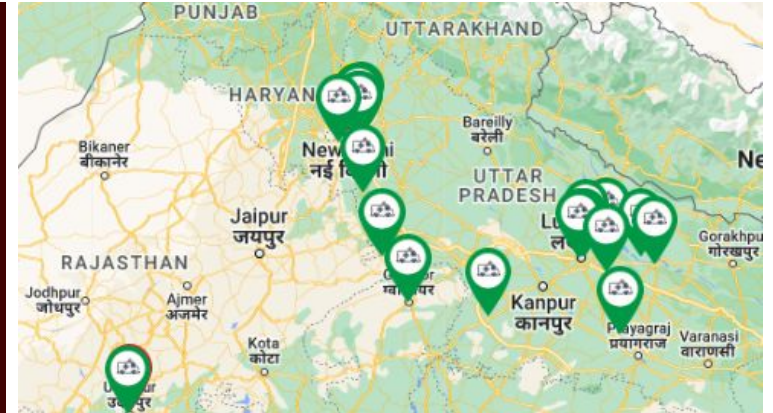
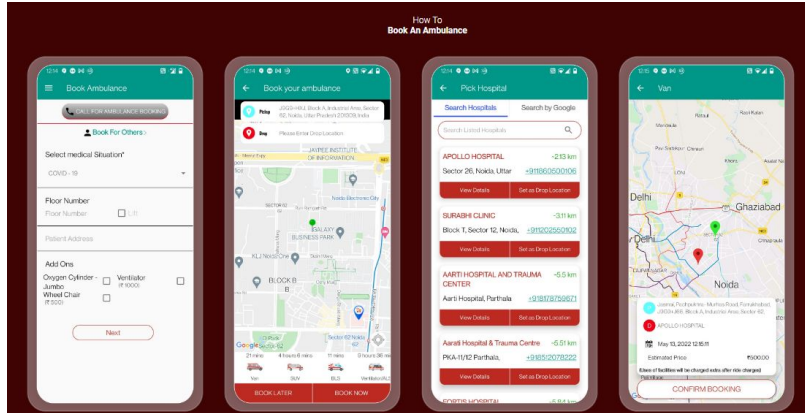
AVERAGE
REVENUE PER
OCCUPIED BED




NET PROFIT FOR
PRIVATE
HOSPITALS

THE MERRY HEALTH APP

- Dashboard
- Facilities
- Owner List
- Driver List
- Employee List
- Ambulance List
- Ride List
- Offline Ride List
- Ride Refused List
- SOS List
- Pending Ride
- Admin Wallet
- add Wallet
- Owner Wallet List
- User/Hospital/partner Wallet List
- Partners
- Partner Hospital
- User
- Annual Subscription
- Listed Hospital
- Consultant Partners
- Consultant Hospitals
- Diagnostics
- Pharmacy
- Offers
- EMR
- Call Back
- Settings



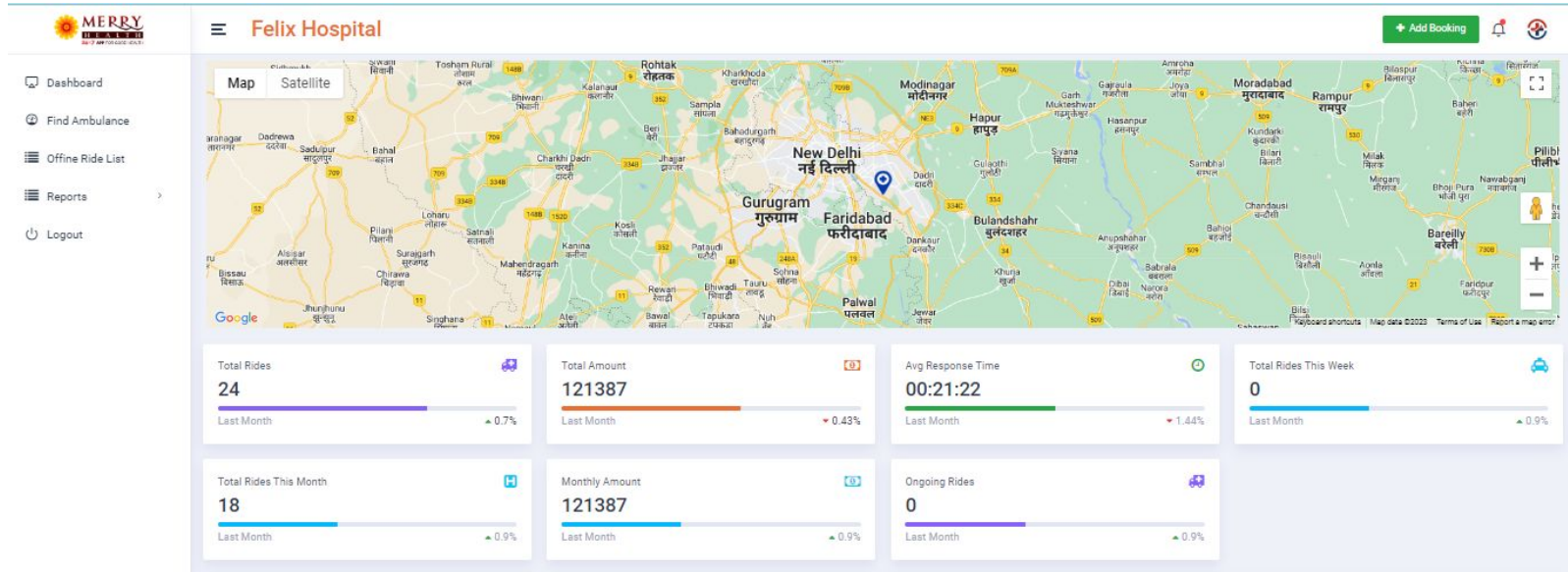
Sr.No	Hospital Name	Number of ambulance	Contact Number	Alternate Number	Address	Location	Location lat lng	Status	Action
1	SATYAM NURSING HOME	0	9935017784		NEAR P.A.C CAMP BICHHIA.	26 Bn. Police Academy Camp, Maitripuram, Gorakhpur, Uttar Pradesh, India	26.7628456,83.3970733	Active	

800+ AMBULANCES

3000+ HOSPITALS

450+ OPERATORS

AN END TO END EMERGENCY RESPONSE SOLUTION SUITED FOR HOSPITALS TO REQUEST, TRACK AND MANAGE AMBULATORY SERVICES IN CATCHMENT AREAS ACROSS GEOGRAPHIES.



800+ AMBULANCES

3000+ HOSPITALS

450+ OPERATORS

140 DISTRICTS

CASE STUDY - REDUCE DROPOUTS & MONITOR REFERRALS

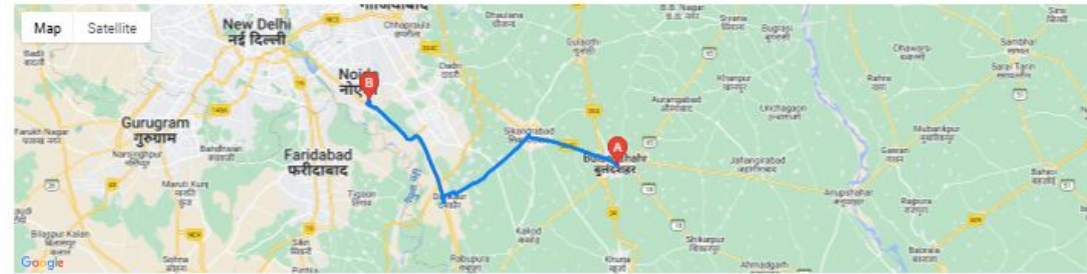
The Merry Health Platform helped a Noida-based hospital

- Reduce dropout rates of referrals from Bulandshahr, Aligarh and Meerut by 51%
- Provide an average response time of 17 minutes in these areas locally
- Cater to 30% more IPD patients per month
- Saved over 100+ hours of hospital admin staff in coordination

The image on the right shows an example of a patient being tracked from Bulandshahr to their destination in Noida

Ride Detail

Home / Ride Detail



Patient Name	Rekha Devi
Patient's Mobile	892975272
Pick up Location	ESI Dispensary, Laxmi Nagar, Bulandshahr, Uttar Pradesh, India
Drop Location	Felix Hospital, Felix Hospital, Paria Tieria, Sector 137, Noida, Uttar Pradesh, India
Total KM	63.6 KM
Ambulance Number	(UP13D7149) -
Driver name	Murseen
Owner Name	Murseen NA
Request received	2023-08-20 16:33:10
Ambulance assigned time	2023-08-20 16:38:02
Ambulance reached at pickup location	2023-08-20 16:50:26
Patient on the Way	2023-08-20 16:54:39
Ride completed	2023-08-20 18:21:47
Response time	17minute(s)
Journey Time	1hour(s) 27minute(s)
Date	20-08-2023 04:33:10
Status	Ride Completed

[Back](#)

ADVANTAGES & BENEFITS



IMPROVE
UTILIZATION



LOW COST OPEX
MODEL



STANDARDIZED
QUALITY



GREATER
COVERAGE



PERIODIC
TRAINING &
CERTIFICATION



LOW
RESPONSE
TIMES



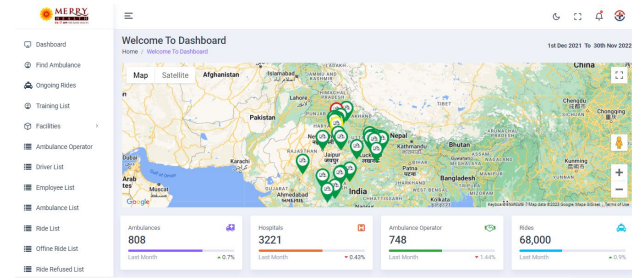
REAL TIME
MONITORING
DASHBOARD



MONITORED
REFERRALS

	BASIC	PREMIUM	PRO
ACCESS TO NETWORK OF 800+ AMBULANCES	✓	✓	✓
ACCESS TO 24/7 HELPLINE	✓	✓	✓
AMBULANCE TRACKING DASHBOARD	✓	✓	✓
REPORTS AND ANALYTICS		✓	✓
20MIN RESPONSE MODEL		✓	✓
DEDICATED CONCIERGE			✓
DEDICATED 24/7 HELPLINE EXTENSION			✓
PATIENT FEEDBACK ANALYTICS			✓
EXISTING FLEET MANAGEMENT			✓

A CENTRALIZED EMERGENCY RESPONSE MANAGEMENT SERVICE TO TRACK AMBULANCE FLEET MOVEMENTS & STAFF ACROSS CHANNEL HOSPITALS



CENTRALIZED GPS-ENABLED AMBULANCE & STAFF TRACKING DASHBOARD



24/7 DEDICATED CALL CENTER WITH HELPLINE NUMBER



DEDICATED CO-BRANDED EMERGENCY DESK



AMBULANCE FLEET RENTAL



24/7 CENTRAL COMMAND CENTER



HOSPITAL MAPPING

A CENTRALIZED EMERGENCY RESPONSE MANAGEMENT SERVICE TO TRACK AMBULANCE FLEET MOVEMENTS & STAFF ACROSS CHANNEL HOSPITALS

ON-CALL MODEL

- Pay per ride model
- Commercials based on distance and type of ambulance
- A wallet based deduction mechanism for each transaction

RENTAL MODEL

- Ambulances deployed at your premises on a monthly leased model
- Operations managed by Merry Health

REVENUE SHARE MODEL

- A Revenue Sharing model to convert the cost center into a profit center
- Asset Light - Ambulances owned and managed by Merry Health
- Asset Heavy - Ambulances owned by Hospital and managed by Merry Health

ON CALL MODEL

RIDE FEE

- Pay per ride model
- Commercials based on distance and type of ambulance
- A wallet based deduction mechanism for each transaction

SaaS PLATFORM FEE

- A Rs 5000/- per month subscription fee for the ambulance tracking portal and 24/7 call center integration

SUCCESS FEE

- A Rs 250/- per ride success fee on maintaining successful ETA and admitting the patient safely

BOOKING JOURNEY



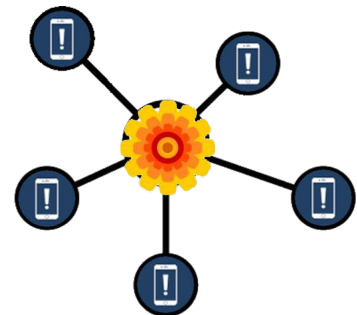
Hospital Receives
Emergency Request



Raise request on
Dashboard OR Call 24/7
Helpline



Merry tracks patient
location



Merry immediately notifies
nearest ambulances



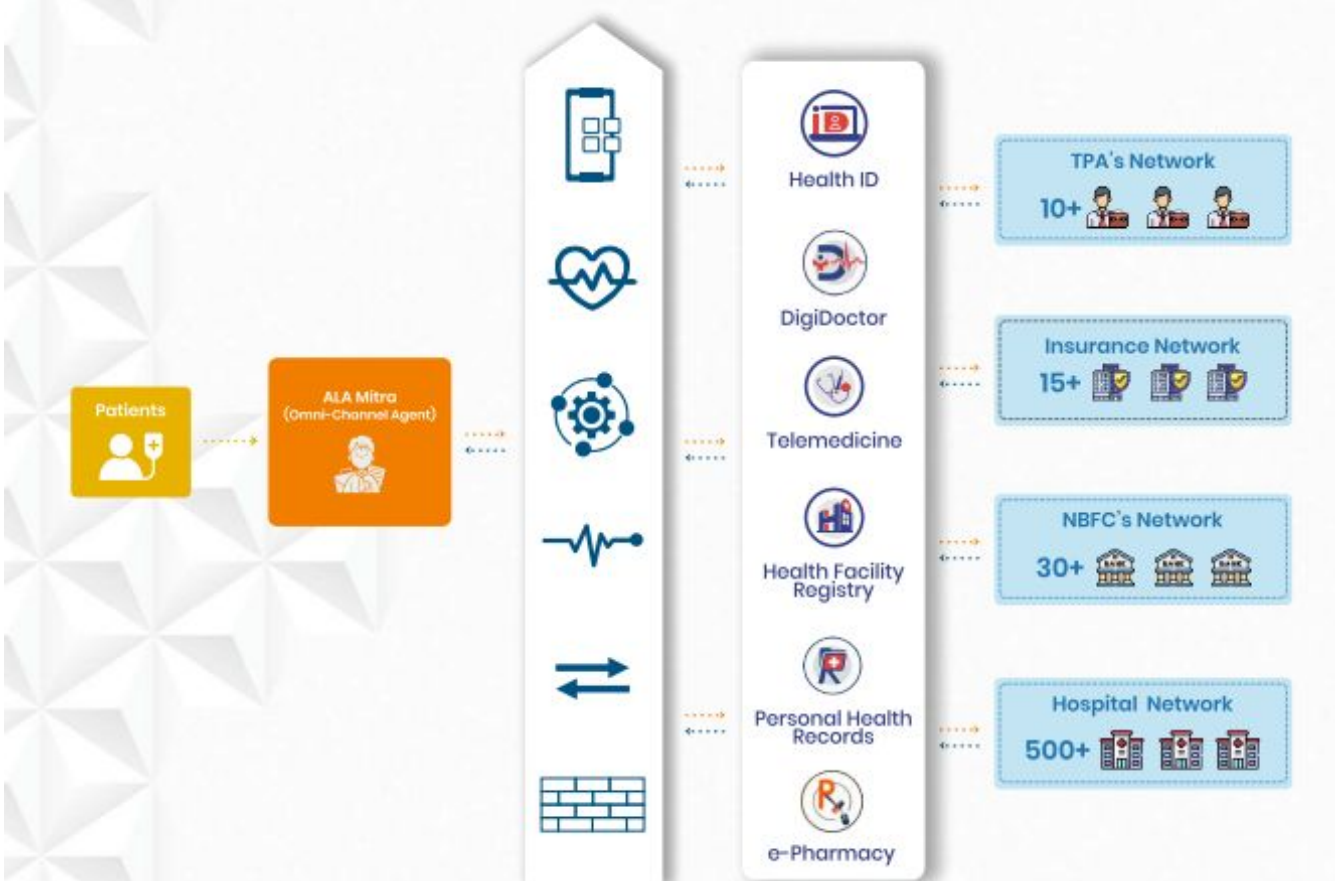
Merry sends you the nearest
available ambulance



Pre Arrival Notification
& Tracking on Hospital
Dashboard

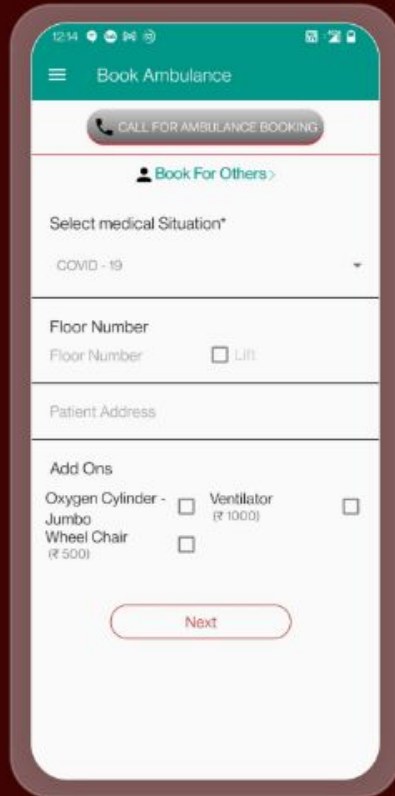


DEMAND GENERATION AS A SERVICE



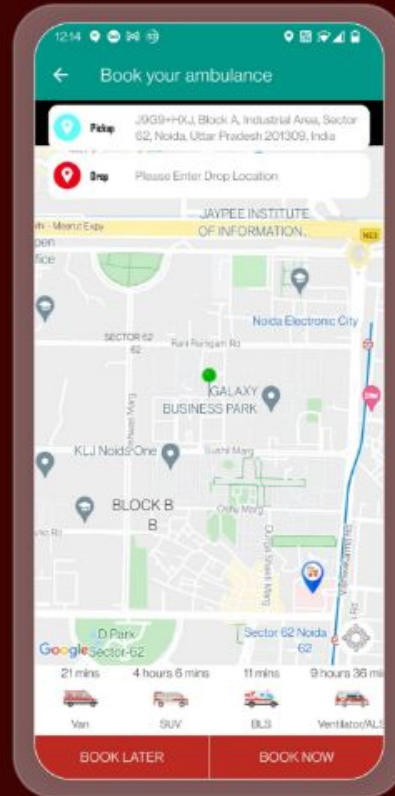
MERRY HEALTH <> ABDM ECOSYSTEM

USER INTERFACE



STEP 01

Enter basic information or directly call our 24/7
Helpline Center



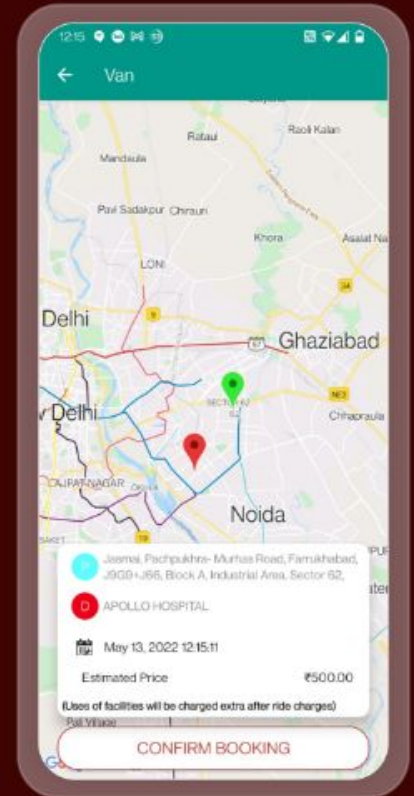
STEP 02

Enter your pickup location and type of ambulance
nearest to you



STEP 03

Choose from a wide range of partner hospitals
closest to your location

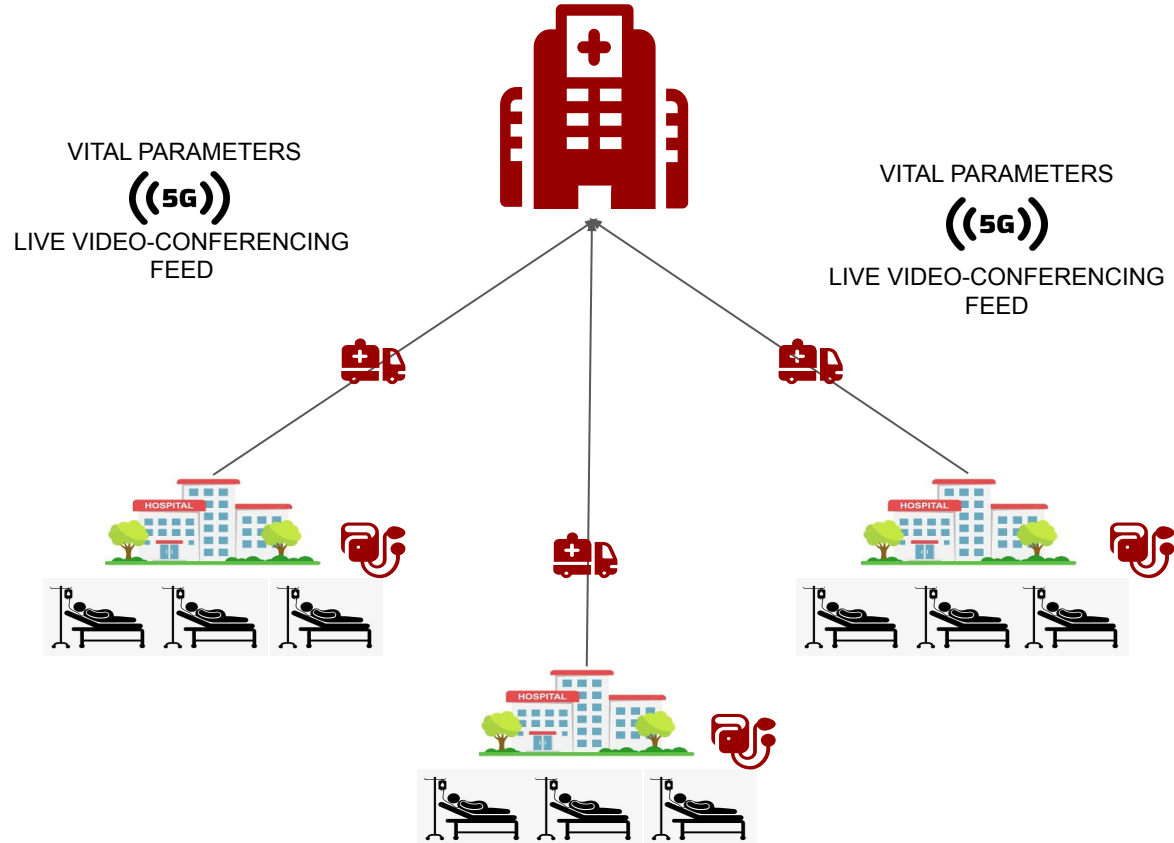


STEP 04

Confirm the booking to get estimated arrival time and
ambulance details

Activate World's Largest Virtual Hospital Network

- Hub & Spoke model connecting Tier 2 & 3 hospitals to a Tier 1 hospital
- Facilitate Remote Patient Monitoring & Telemedicine
- Provide medical transfer facilities using ambulance network
- Setup monitored referral channels to reduce drop-offs
- Provide improved quality & continuum of care for BHARAT



OUR CLIENTS





Felix Hospital

+ Add Booking



- Dashboard
- Find Ambulance
- Offline Ride List
- Reports
- Logout

Welcome To Dashboard

Home / Welcome To Dashboard



Total Rides

164

Last Month

▲ 0.7%



Total Amount

734354

Last Month

▼ 0.43%



Avg Response Time

00:55:03

Last Month

▼ 1.44%



Total Rides This Week

9

Last Month

▲ 0.9%



Total Rides This Month

63

Last Month

▲ 0.9%



Monthly Amount

451897

Last Month

▲ 0.9%



Ongoing Rides

0

Last Month

▲ 0.9%





Offline Booking

[Home](#) / [Offline Booking](#)

Patient Name:	<input type="text"/>												
Calling Number: *	<input type="text"/>												
Exact Address: *	<input type="text"/>												
Pickup Point: *	<input type="text" value="Enter Pickup Location"/>												
Drop Point: *	<input type="text" value="Enter Drop Location"/>												
Floor Number:	<input type="text"/>												
Lift:	<input type="radio"/> Yes <input type="radio"/> No												
Approx Distance (in KM):	<input type="text"/>												
Case / Disease:	<input type="text"/>												
Category:	<input type="text" value="Select Category"/>												
Patient Age:	<input type="text"/>												
Gender:	<input type="radio"/> Male <input type="radio"/> Female <input type="radio"/> Other												
Ambulance Type: *	<input type="text" value="Select Ambulance"/>												
Facilities: *	<table><tr><td><input type="checkbox"/> Wheel Chair</td><td><input type="checkbox"/> Oxygen Cylinder</td><td><input type="checkbox"/> Ventilator</td><td><input type="checkbox"/> BIPAP</td></tr><tr><td><input type="checkbox"/> CPAP</td><td><input type="checkbox"/> Doctor</td><td><input type="checkbox"/> Paramedic / EMT</td><td><input type="checkbox"/> Child / Infant Support</td></tr><tr><td><input type="checkbox"/> Spine Board</td><td><input type="checkbox"/> Extra attendant</td><td><input type="checkbox"/> Defibrillator</td><td></td></tr></table>	<input type="checkbox"/> Wheel Chair	<input type="checkbox"/> Oxygen Cylinder	<input type="checkbox"/> Ventilator	<input type="checkbox"/> BIPAP	<input type="checkbox"/> CPAP	<input type="checkbox"/> Doctor	<input type="checkbox"/> Paramedic / EMT	<input type="checkbox"/> Child / Infant Support	<input type="checkbox"/> Spine Board	<input type="checkbox"/> Extra attendant	<input type="checkbox"/> Defibrillator	
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<input type="checkbox"/> CPAP	<input type="checkbox"/> Doctor	<input type="checkbox"/> Paramedic / EMT	<input type="checkbox"/> Child / Infant Support										
<input type="checkbox"/> Spine Board	<input type="checkbox"/> Extra attendant	<input type="checkbox"/> Defibrillator											
Booked By:	<input type="text"/>												

Reports

Home / Reports

Last Week
 Last Month
 Last Year

Select Date

10/03/2023 - 10/03/2023

Find

Total Rides

9



Last Month + 0.7%

Total Amount

34486



Last Month + 0.43%

Avg Response Time

00:23:10



Last Month + 1.44%

Total Distance

487.1



Last Month + 0.9%

Response Time



Journey Time



THANK YOU



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