

---

# BUSINESS MODEL EVALUATION FOR AN INTEGRATED AYURVEDA HEALTHCARE & RESEARCH CENTRE

---

A cross-country investment firm wanted evaluation of an integrated healthcare services and research firm and validate its business model



CONSULTING GUIDE

DECEMBER 2020

INDUSTRY HEALTHCARE

© BROWNE & MOHAN

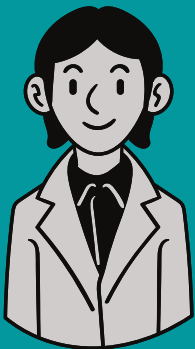
# CLIENT SITUATION



**Weak Revenue growth**



**Uneven patient experience, practice growth across 6 centres of Maharashtra**



**Unable to attract short-stay high-margin wellness market**



# SERVICES PROVIDED

Browne & Mohan consultants conducted sevaluation of the business model, service mix, suggested alternate service streams, new partnerships to increase reach, Categorized centers into wellness and integrated healthcare with differential pricing structure

## Evaluation of

1. Value of offerings
2. Revenue streams
3. Pricing structures
4. Customer segments to target and service mix
5. Standard Vs Customized packages
6. Partnerships
7. Hub-Spoke model of City-based clinics and referral centre
8. Day Clinic (OPD) and IPD
9. Promotion strategies

