

Meta med chain technology

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Customer Problem: Lack of on time and to the needs medical services and low security of data transfer, low interoperability of related health organizations through a well- formed system. Loss of time, energy and money to receive favourable care services considering patient's background and medical history in emergency cases. Lack of enough trained professional HR especially during pandemic because of overload in responsibilities.

Product / Services: Meta Med Chain will be a decentralized system of block chain that improves efficiency and interoperability of related departments through its own chain and improves the financial management by using its own coin. There would be a web application and cloud network as Back office and front office for this project. In our long-term objectives, we plan to develop required interfaces to connect medical organization and last but not least assist them to design a compatible EHS or HIS system for their own.

Target Market: We are currently targeting younger generation of ages 24-50 in Ontario. This market would be our focus during the first 5 years, but it doesn't mean that we will limit ourselves to them. Through updated marketing campaigns we would cover potential future markets as well.

Business Model: The income for Meta med chain comes from the payment patients make to healthcare providers by our own coin, Medical organization receives the payment and pays the commission agreed to Meta med chain, and this will be our income. This model is for our 24 months plan as first step

Customers: Our target markets of customers are young generation that have internet access and knowledge and cultural accordance to use the application in a correct way. We decided to target 24-50 years generation of Ontario population that might change in the future to include more clients from other ages.

Sales and Marketing Strategy: The main marketing emphasis would be on both face to face and digital marketing through the below marketing plan model

Competitors: We currently have few competitors that have exactly the same product and services, but there are growing number of research and development plans going on to develop similar products. Other competitors are focusing on different products but focusing on our potential clients.

Competitive Advantage: Design and implement our own block chain and coin is the most important competitive advantage that we have, it's very professional, time consuming and needs high maintenance, but this will lead us to make a big change over other competitors, cause they are copying or using available block chains that definitely might have their own bugs and problems. We also design smart contracts directly between care receiver and provider; this will increase the security much higher than normal.

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Biography

Najmeh Askarynejad Amiri is affiliated from MBA Carleton University, Ottawa, Canada and she has done her [Healthcare](#) & Hospital Management in Tehran Medical University, Iran. She is Entrepreneur, CEO of Herald Group Georgia & HIRAD Co, Iran. Her interest in Business & Management Consulting, Investment and technology transfer consultation, Business setup and development plan consultation, strategic management and marketing plan analysis and consultation.

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