



WHERE DESIGN MEETS HEALTHCARE

EMPATHY | AWARENESS & EDUCATION | CARE GIVING

SARMEYAH SOLUTIONS PRIVATE LIMITED

VISION

EMPATHY – the core solution to any and every product and service is largely missing in today's world – may it be corporate, government or any industry.

Smart Nirvana strives to provide unique empathetic design solutions to any problem in any industry.

We believe no one solution can cater to all so we do specific empathy studies of target audiences to come up with unique solutions which cater to specific needs.

HEALTHCARE IT & SERVICE

Experienced from global leading organizations on pharma and healthcare product design, development and service delivery, we cover the full circle

Competency Overview

Leadership team with a cumulative 50+ years experience on:

- Pharma Product Design and User Experience
- Pharma, Lifesciences & CPG service delivery across geographies
- Pharmacovigilance and Patient safety

HOW WE CREATE OUR VISION

We observe, and document the different real life situations in a typical Healthcare ecosystem in order to develop the Need Statement. create a "thick description" of real-world behaviours associated with the first two components of healthcare, assessment and prevention, both of which are daily processes undertaken by individuals and groups. This paves the way to 'Identify' 'Needs', 'Problem Areas' and all the stakeholders related to it.

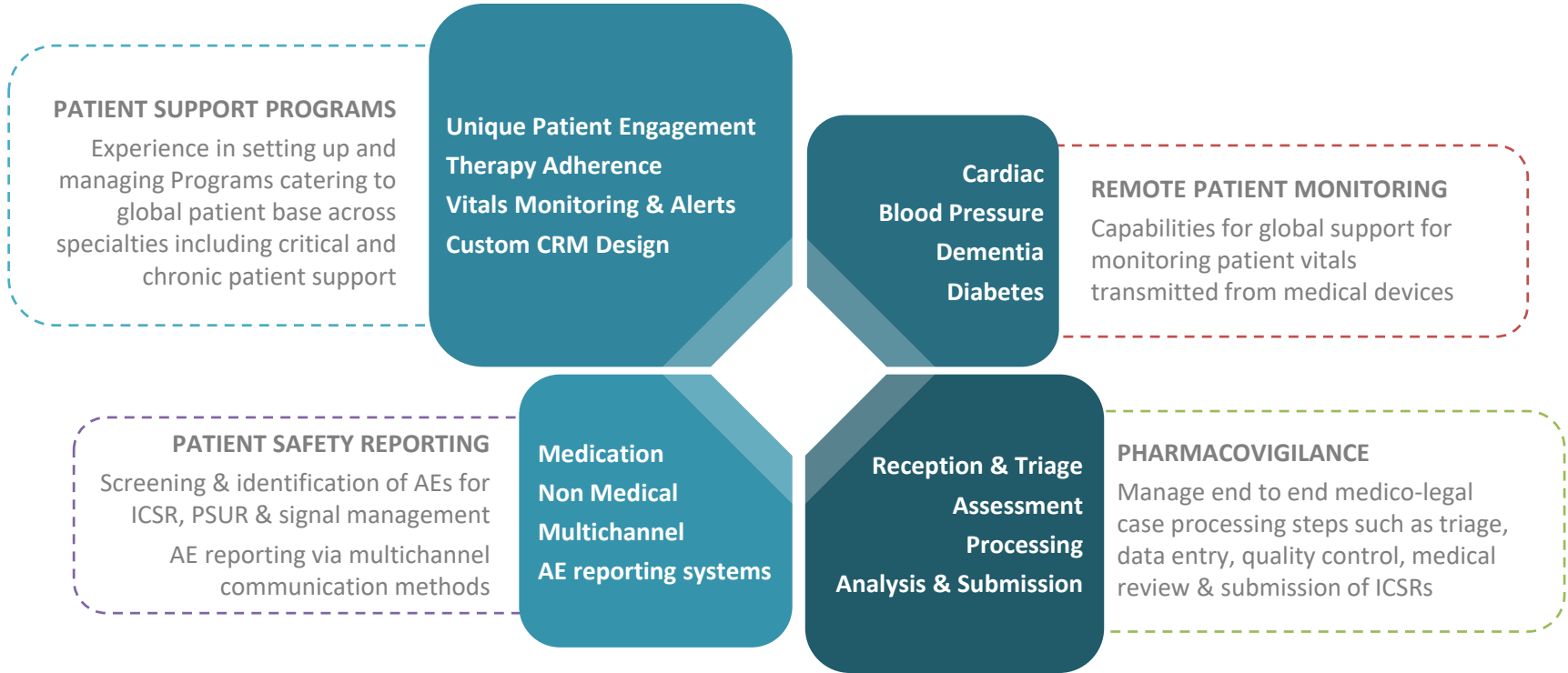
We do extensive User study of the eco system, Empathize with the stakeholders around the problem area/needs, create definite scenarios and personas to 'Deep' understand them and Define.

Once the problem area and the stakeholders and defined, we ideate the solution keeping the core value of Empathy.

We Implement the defined, ideated, empathized solution to bring delight to Healthcare.



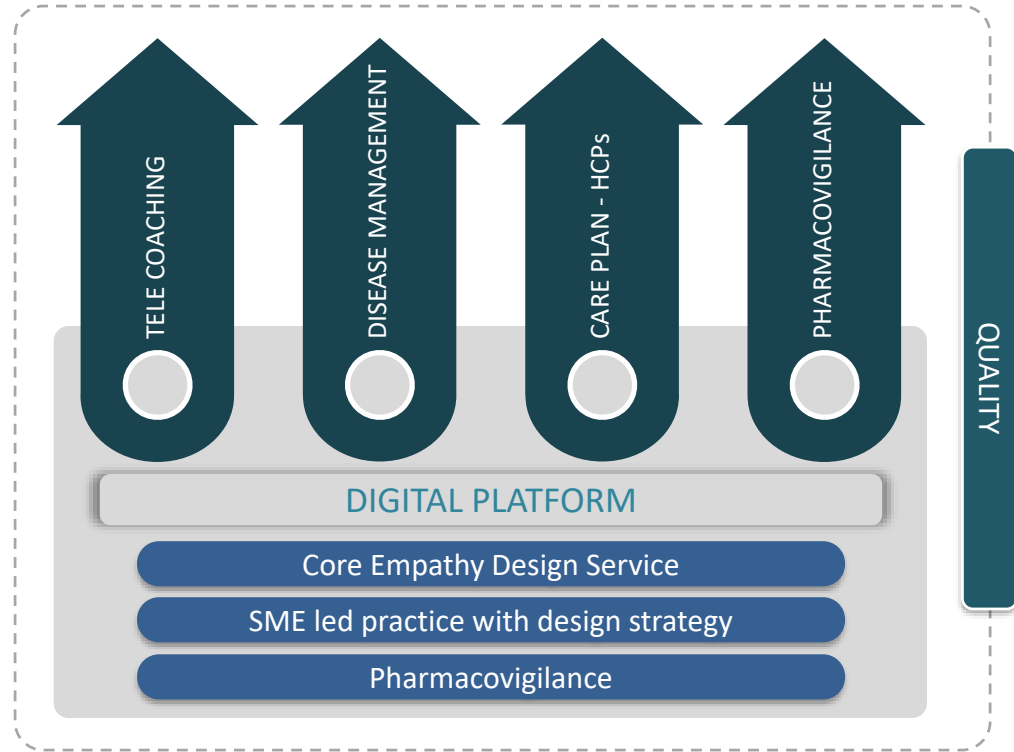
SERVICE LANDSCAPE



OPERATING STRUCTURE

At the core of the company, the core empathy design service works closely with the vertical SMEs to develop any program design that flows into our custom digital platform as a template.

Being predominantly a healthcare services organization, Pharmacovigilance and Quality work in tandem. All verticals extend services in combination with external stakeholders.



VALUE DIFFERENTIATOR

Employ Stanford D-School Design Thinking methodologies in solutions to augment end user goals.

50+ years of cumulative experience in our service offerings with core expertise in each practice.

Tailored business models to align with client specific modes of engagements.

Customizable and upgradable infra at short TAT to accommodate fast changing technologies.

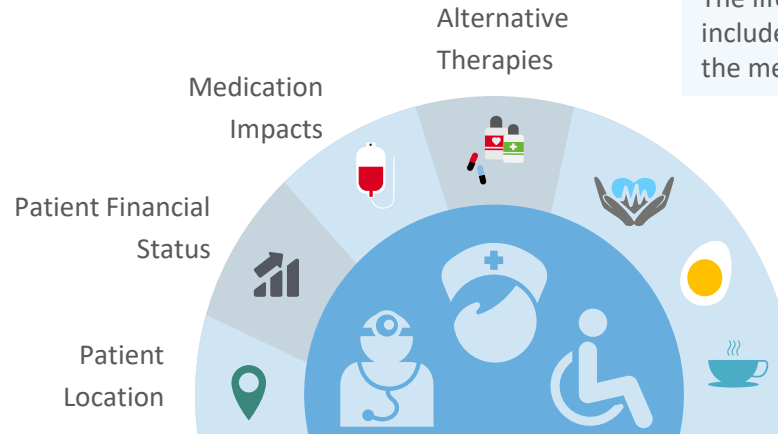
Client's access to governance of dedicated teams for better control and delivery management.



RELEVANT CASE STUDY – DIABETES PROGRAM

- Patient Support of pan India diabetes patients via new age platform connecting HCPs, Patients and Diabetes Coaches
- New patient outreach via tele-marketing followed by consent calls and welcome messages
- Monitoring BG levels and coaching on diets and care plan
- Adverse Event reporting to global pharma majors

For our unique design offering for Diabetes Patient Engagement Program, we have done a detailed study on Indian Diabetes patients and through a strategic partner digital platform we offer patient centered support around:




RELEVANT CASE STUDY – DIABETES PROGRAM

- 60% success on on-boarding of patients
- Out of 60% patients on-boarded, 80% are on going patients and responds to chat and calls
- **All of the 80% patient population who are active are compliant with diet and other lifestyle changes suggested to them**
- All of the 80% patient population who are active are compliant with medication and weekly BG checks
- 20% of the active population has reported health improvements together with lowering of their BG levels
- **All of the active patients are happy with the special care taken of them and have reacted positively to the program esp. the personalized diet given to them – increase in compliance**
- The positive feedback has been reported to the HCP leading to greater HCP compliance



THANK YOU

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