

Project Name: Lupihope Patient Support Program

Client Name: Mr. Jitesh Choudhary

Company Name: LUPIN

Submitted by: Indigital Technologies

Date: 06/02/2024

**Objective:**

To build compliant & robust patient support program for effective patient and doctor engagement for brand LUPIHOPE

**Project Deliverables by Indigital**

1. One dedicated non-premium missed call number
2. Helpdesk support
3. CRM development for MR, helpdesk and HO
4. Free therapy storage and dispatch mechanism
5. Refill reminders to patients on SMS
6. Call recording software for compliance and quality control

**Project Deliverables by LUPIN**

1. Marketing of physical coupons/digital coupons and KIT deliverables
2. Manpower data in Indigital format
3. PV training, brief about therapy and brand

**Process of PSP**

* Allocation of one non-premium missed call number for the campaign
* Coupon designing & Printing by Indigital with missed call number and campaign brief
* Printing and Marketing will be managed by LUPIN
* MR will be given one web panel login; MR can share booklet to respective doctors and can update same it into web panel
* Total number of doctors: 30
* Doctor will give coupon to deserving patient along with LUPIHOPE PSP Coupon
* Patient will call on the missed call number mentioned in coupon for enrolling in Campaign
* On giving missed call patient will receive one auto SMS for enrolling in program
* Help desk executive will call back patient and take patient details, also brief the patient loyalty program
* Once helpdesk executive call ends patient will get one SMS, SMS will have a link wherein they can give their digital consent for enrolment in program and share prescription copy & purchase proof
* Patient can also prescription, purchase bill copies on WhatsApp number shared to them
* Verification executive will verify prescription, post verification patient will be eligible for free therapy i.e. 1 strip of LUPIHOPE on the purchase of 3 unit
* Free therapy will be dispatched to patients and tracking details of courier will be sent through SMS
* During the journey of PSP patient will get various digital reminders on regular basis
* Digital reminders will include
  + - Doctor Revisit
    - Repurchase

**Project Scope of Work & Costing (6 months)**

|  |  |
| --- | --- |
| **Job Description** | **Cost (INR)**  **6 months** |
| 1. **Allocation of Dedicated Missed Call Number**  * One dedicated non-premium missed call number for patient registration * Missed call rent for 3 months * Patients will call on the missed call number for enrolment * Auto notification SMS integration * As soon as patient gives missed call help desk executive will call back within 2 hours working hours * If patient gives missed call in non-working hours, then patient will be call backed next working day | **12,000/-** |
| 1. **CRM Panel Development**    * 1. **MR panel for coupon creation**  * Development of PHP Based MR panel * Functional and manual testing of web panel * HTML designing of web panel * DND open SMS gateway integration * MR data tagged with doctor will be shared by LUPIN in Indigital’s required format, or else MR will be given provision to upload doctor data * Integration of doctor code/coupon code on panel * Indigital will share MR wise Login Credentials and Panel link with HO which will be forwarded by HO to respective MR   1. **Web panel for help desk executive**   One PHP based web panel will be developed which will be accessed by help desk and will have below mentioned functionalities:   * Integration of dedicated missed call number * Panel development for recording patient details, patient consent * Auto notification SMS to patient * Digital touch points module integration * Integration of patient enrolment module * HTML designing of web panel * DND open SMS gateway integration * One shared/dedicated DLT approved SMS sender ID * Functional and manual testing of web panel   1. **HO panel development:** * HO will receive geography wise, HQ wise, doctor wise   number of patient enrolled details   1. Number of patient onboard 2. Number of coupon distribution 3. Number of active doctor 4. Number of non-active doctor 5. MR wise doctor wise patient enrolled 6. Patient starter kit dispatch report 7. Adverse event report    1. **Prescription upload setup cost**  * Patient will have to send prescription * Patient wise data will be uploaded on web panel   As per HIPAA compliance the entire PHI will be masked and will not be shared to any LUPIN official. | **2,50,000/-** |
| 1. **HIPAA compliant Help desk resources**  * Allocation of help desk executive * Type of executive to be allocated: **Dedicated executive** * No. of executive: **1** * Patient response time – 9.00 am to 6.00 pm (Monday-Friday). * Saturday executive will not be working. * Language Support: * Language Support: English + Hindi * Help desk will have below mentioned scope of work   To take below mentioned patient details   * + Name of patient   + Doctor name   + Coupon code   + Mobile number   + Address details with pin code   + Doctor Revisit Date * Help desk will also brief the benefits of campaign to enrolled patient * Helpdesk will ask patients to share RXN, Purchase proof copy via link or WhatsApp for verification purpose, Post verification patient will be eligible for free therapy * Helpdesk will share dispatch tracking details with patients via SMS/WhatsApp | **1,80,000/-** |
| 1. **Call Recording Software**  * One time set up cost * Subscription of 1 license of call recording software * DID rental cost * All the patient details will be recorded on calling software * Archival of all call recordings   \*Archival of recordings till the project is live | **21,000/-** |
| 1. **Shared Project Manager**  * Allocation for one share project manager * Manager will allocate one hour per day * Coordination with Helpdesk executive * Client coordination and reports * Escalation and Trouble shoot management | **1,20,000/-** |
| 1. **Prescription verification executive**  * **Allocation of 1 dedicated executive** for prescription validation * Executive will check the prescription copy with the details provided by patient and upload the image on web panel against respective patient * One executive can do maximum 70 prescription verification in a day * If project load demands higher verification, then additional executive need to be deployed at an additional cost | **1,20,000/-** |
| 1. **Server charges**  * Allocation of shared server * SSL certified server * Data Hosting | **48,000/-** |
| 1. **Free therapy Storage cost**  * The storage and delivery of the free therapy will be managed by Indigital’s Mumbai channel partner (stockiest) * LUPIN C&F or dispatch team will have to send the stocks directly to stockiest * Along with the stock ‘0’ value invoice of that stocks will be required * Invoice will be raised in the name of stockiest * Storage Support: * Storage of the Products in controlled climate * Ensuring security of Products by CCTV and locking options * Maintaining pest free environment * The storage of starter kit e will be done in 1 cabinet * Size per cabinet: 3X3X1.5 feet * Storage per cabinet: 750 units * Total Cabinet: 1 cabinet | **30,000/-** |
| 1. **Logistic management**  * Allocation of one shared executive * Weekly dispatches to patients * Inventory management * Coordination with logistic partner * Packaging of the consignment in green envelop * Dispatching the consignment * Updating Dispatch Details of patient on web panel   **Note: Total 750 Dispatches** | **90,000/-** |
| 1. **DND open 10,000 SMS batch**   1 SMS = 160 characters | **2,500/-** |
| 1. **Coupon Designing**  * Content for coupon will be shared by LUPIN | **5000/-** |
| 1. **Agency charges**   Note: If total executive increases, then agency charges will also increase. | **1,40,000/-** |
| 1. **Courier charges**   Actual | **On actual** |

# **Cost Summary (For 3 months)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr. No.** | **Description** | **Cost (INR)**  **3 months** | **Billing term** |
| **A. Fixed Cost** | |  |  |
| 1 | Allocation of Non-Premium Missed Call Number | 12,000/- | 100% of the total fixed cost will be raised on advance basis  And rest will be raised as soon as technical development is submitted. All invoices must be cleared within 7 days from the date of receipt |
| 2 | Development of CRM Panel for MR/Helpdesk/HO | 2,50,000/- |
| 3 | Server charges | 48,000/- |
| 4 | Coupon Designing & Printing | 5,000/- |
| 5 | DND open 10,000 SMS batch | 2,500/- |
| **Total Fixed Cost (A)** | | **3,17,500/-** |  |
| **B. Variable cost** | |  |  |
| 1 | One dedicated HIPAA compliant Helpdesk resources | 1,80,000/- | Monthly advance will be billed which must be cleared on immediate basis |
| 2 | Starter kit Storage cost | 30,000/- |
| 3 | Call Recording Software | 21,000/- |
| 4 | Shared Project Manager | 1,20,000/- |
| 5 | Prescription verification executive | 1,20,000/- |
| 6 | Logistic management | 90,000/- |
| 7 | Agency charges | 1,40,000/- |
| 8 | Courier & packing charges & Call charges | ON ACTUAL |
| **Total Variable cost (B)** | | **7,01,000/-** |  |
| **Total Project cost (A+B)** | | **10,18,500/-** |  |
| **Total Project cost (A+B) Inclusive of GST** | | **12,01,830/-** |  |

**Project Terms & Condition**

* Purchase order (with your purchase in loop) is required for the initiation of the project
* 10,000 SMS sending cost is considered in the quotation, any additional batch will be charged extra
* 1 SMS is equal to 160 Characters
* Bill will be raised as per billing terms mentioned in the quote
* If any new development or change in scope of work will be charged additionally depending on development time
* Project needs to be renewed after 3 months from the date of activation. During renewal charges will be applicable based on scope of work
* VAPT and UAT test for web panel is not considered in above quotation.
* If due to any reason LUPIN discontinues the project or any work related to campaign Indigital will get 100% payment for respective project/campaign irrespective of completion of said project duration
* All the training of help desk will be done by LUPIN
* Costing is based on the above scope of work, in case of any addition/revision in scope of work costing will be revised based on nature of new scope of work
* All payments to be made in favour of Indigital Technologies LLP by cheque or bank transfer
* Validity of this proposal is for 30 days

For any query please feel free to contact

Mr. Dharmesh Mehta

Associated Vice President

Indigital Technologies

Mobile Number:- +919930021428

Email id:- dharmesh@indigitalit.com