

Business opportunity for -RBMR health care center

The healthcare industry in India is witnessing significant growth, but there remains a pressing gap in providing affordable and quality healthcare services to underserved populations.

RBMR HEALTH CARE COUNCIL, under the guidance of RBMR HEALTH CARE

COUNCIL, offers a unique business opportunity to franchisees committed to bridging this gap.

Key advantages of the business opportunity include:

1.High Demand for Affordable Healthcare

I)Rising healthcare costs have made it challenging for lower-income and middle-class families to access essential services.

II)RBMR HEALTH CARE COUNCIL provides these services at significantly reduced costs, making healthcare accessible to all.

2.Holistic Healthcare Model

I)Unlike conventional healthcare centers, these centers combine allopathic, homeopathic, ayurvedic consultations under one roof, ensuring a comprehensive approach to wellness.

3.Strong Brand Backing

I)Operating under the RBMR HEALTH CARE COUNCIL'S name provides immediate credibility and trust among patients and the local community.

4.Government Alignment

I)the model aligns with India's healthcare initiatives to promote preventive care and affordable services, making it eligible for collaboration or support under various government programs.

5.Revenue Streams

I)Franchisees earn revenue through discounted diagnostics, medicines, and other paid services while maintaining a social mission.

6. Community Focus

The centers are designed to act as hubs for community health awareness, earning goodwill and long-term loyalty from the population served.

7. our marketing policy's as per geodemographics society structure of India.



OPPORTUNITY

Like- country-state/union territory -district- block- panchayat/municipality.

Services Offered

RBMR Health Care Center offers an array of services designed to cater to the diverse healthcare needs of the community.

Local medical service partner influence & give employment opportunity.

Local employment generation.

Digital health card on your mobile.

Cash less transition

Emergency credit officer

1. Free Services on booking digital slot.

These services are offered free of cost to ensure that everyone, regardless of their financial situation, can access basic healthcare:

- 24x7 Free Health Checkups: Basic health assessments, vital signs monitoring, and referrals for further care.
- Free Optometry Checkups: Eye testing and vision health evaluations.
Free full body quantum analysis by quantum analyzer
- Free ECG Services: Non-invasive heart health monitoring for early detection of cardiac issues.
Free Body glucose test. (trams & condition applying)
Free general checkup, like weight, blood presser, Hight, boy temperature, eye and tough test, heart beat monitoring, etc.
- Homeopathic Consultations: Personalized treatments for various chronic and acute conditions using homeopathy.
Ayurvedic Consultations: Traditional Ayurvedic solutions for maintaining health and addressing ailments.
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2. Discounted Services

Patients benefit from substantial discounts on advanced and essential services:

- Diagnostics: Blood tests, imaging (X-rays, ultrasounds, etc.), and pathology services at reduced rates.
- Ophthalmic Operations: Eye surgeries and procedures, including cataract removal, at a lower cost.

Eyeglasses: High-quality prescription glasses at affordable prices.

- Emergency and Ambulance Services: Rapid response at a minimal cost for critical cases.
- Referral Hospitalization: Collaborations with hospitals to ensure affordable care for advanced treatments.

3. Additional Services

These offerings enhance the holistic healthcare experience:

- Blood Collection: Home sample collection and reporting services.
- Emergency Services: 24x7 access to medical assistance for critical conditions.
- Community Health Programs: Regular health camps, awareness drives, and vaccination programs.
- Preventive Care: Focus on early detection and prevention through routine checkups and health counseling.

• **RBMR HEALTH CARD : DETAILS MENTIONED FURTHER**

Franchisee Eligibilities and Responsibility

1. Micro Model (For Rural Areas)

The Micro Model is designed to address the unique challenges of rural healthcare delivery, focusing on affordability, accessibility, and scalability in smaller communities.

Eligibility Criteria

1. Investment Requirements:

1. LIFE TIME MEMBER Fee: ₹4,999 (one-time, non-refundable)

2. Initial Investment (Security Deposit): ₹1,75,001 (PART PAYMENT SHOULD BE DONE WITH

SOME CONDITION, MAY BE REFUNDABLE AFTER 3 MONTHS WITH SOME CONDITION)

1. This amount covers basic setup costs, initial inventory of medicines and diagnostic tools, branding, and operational support.

2. Space and Infrastructure:

.Minimum Space Requirement: 600 to 1000 sq. ft.

.The center should include:

.Consultation Room: For private discussions with patients.

.Diagnostic Area: For free services like ECG, optometry, and blood pressure monitoring.

Storage Area: Secure and climate-controlled space for storing medicines and equipment.

.Must be well-ventilated, hygienic, and equipped with clean water and electricity.

.Air conditions and wi-fi facilities

2. Accessibility and Location:

The location should be in a central area of the village or town to maximize accessibility.

.Adequate parking or access for two-wheelers and four-wheelers is essential to ensure seamless patient inflow and support emergency services.

3. Commitment to Community Health:

oFranchisees should demonstrate a strong commitment to improving healthcare access in underserved rural communities.

.Regular participation in community health camps, awareness programs, and preventive healthcare initiatives is encouraged.

4. Target Patient Base:

oRural residents seeking affordable healthcare services for general health, vision, diagnostic, and emergency needs.



RBMR HEALTH CARE COUNCIL (COMPANY) RESPONSIBILITIES

1. Up to maximum 10 staff recruitment for each RBMR health care center. through our NATS Program.
2. 58 type of OTC allopathic medicine foe emergency use.
3. More than 500 medical equipment's on our health center.
4. More than 1000 + ayurvedic product on our center.
5. Comical less food product & pure spices, oil, ayurvedic plants & dust also available here.



1. Local medical vendors partnership (B2B Business) association service on discountable COST for members.
2. Blood collector & collection kit onboard mini lab.
3. Storage & quick transportation of sample.
4. Online report collection.
5. Sms notification. (T&G apply)
6. 24*7 customer care
7. Machineries list for checkup
 - a. Infrared Thermometer for each stuff.
 - b. Oximeter for each staff.
 - c. Digital weight machines for each staff.
 - d. Hight measurement tools for each stall.
 - e. Full body 32g quantum analyzer machine for team.
 - f. Portable ECG monitor machine for team.
 - g. Heart beat sound monitoring machine for team. (Digital Stethoscope)
 - h. patient checkup bed Frist aid medical box. for each health center.
 - i. nebulizer machine for each center
 - j. Portable Ultra-Light Medical Oxygen Cylinder Kit (248 Liters)

More than 4lacks INR. product value provided by company on your health care center.

Revenue earns of micro RBMR .health care center

We are giving single center in on gram panchayat. So minimum 5 thousand family connect to our health card for willingly gating those facilities.

5k health card = 30k patient/customer on your center

More than 2000 + Product & service gating 10% of targeted member per day

So 3k member get pouches product & services form your center.

So minimum business – 3000 * 100= 300000

Your benefit 10%= so you earn =30k / day

If 1% = you can earn = 3 k /day

Monthly income approx. 1 lake.

2. Macro Model (For Urban Areas)

The Macro Model is tailored to meet the complex and diverse healthcare demands of urban populations, offering a broader range of services in larger, more sophisticated facilities.

Eligibility Criteria

1. Investment Requirements:

- o LIFE TIME MEMBER Fee: ₹4,999 (one-time, non-refundable)

- o Initial Investment (Security Deposit): ₹2,45,001 (PART PAYMENT SHOULD BE DONE WITH SOME CONDITION, MAY BE REFUNDABLE AFTER 3 MONTHS WITH SOME CONDITION)

- o This amount supports the procurement of advanced diagnostic tools, medicines, branding, and operational training.

1. Space and Infrastructure:

- o Minimum Space Requirement: 1,000 - 1200 sq. ft.

- o The facility must include:

- § Multiple Consultation Rooms: Dedicated spaces for homeopathic, ayurvedic, astropethic, and general consultations.

Diagnostics and Lab Area: Equipped to handle blood collection, ECG, optometry, and other tests.

- § Storage Facility: Organized and secure storage for a diverse inventory of medicines and medical supplies.

- § Waiting Area: Comfortable seating arrangements for patients and visitors.

- o The facility must comply with urban healthcare regulations, with provisions for uninterrupted power supply, clean water, and air conditioning.

- o Air conditions and wi-fi facilities

2. Accessibility and Location:

The location should be in a central area of the village or town to maximize accessibility.

- o Adequate parking or access for two-wheelers and four-wheelers is essential to ensure seamless patient inflow and support emergency services.

3. Commitment to Community Health:

- o Franchisees should demonstrate a strong commitment to improving healthcare access in underserved rural communities.

- o Regular participation in community health camps, awareness programs, and preventive healthcare initiatives is encouraged.

4. Target Patient Base:

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8. Storage & quick transportation of sample.
9. Online report collection.
10. Sms notification. (T&G apply)
11. 24*7 customer care
12. Machineries list for checkup
 - a. Infrared Thermometer for each staff.
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10,000 health card = 60.000 patient/customer on your center

More than 3000 + Product & service gating 10% of targeted member per day

So 5000 member get pouches product & services form your center.

So minimum business – 5000 * 200= 1000000

Your benefit 10%= so you earn =100000 / day

If 1% = you can earn = 10000 /day

Monthly income approx. 3 lake.

SUPPORT PROVIDED BY RBMR HEALTH CARE COUNCIL

To ensure the successful operation and sustainability of each RBMR HEALTH CARE COUNCIL, RBMR HEALTH CARE COUNCIL FOUNDATION provides extensive support to its franchisees. The details of the support offered are as follows:

1. Equipment & product

The foundation will supply all essential medical equipment needed to deliver high-quality health services at the center. This includes:

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BUSINESS MODEL FOR “RBMR HEALTH CARE COUNCIL”

More than 4lacks INR. product value provided by company on your Micro RBMR. health care center.

More than 6 lacks INR. product value provided by company on your Macro RMBR. health care center

consultancy zone

Allopathic consultancy & Medicines: For general healthcare, acute treatments, and emergencies.

· Homeopathic consultancy & Medicines: For alternative therapies and holistic health.

· Ayurvedic consultancy & Medicines: For traditional and preventive healthcare.

· Quantum Magnetic consultancy Medicines: For natural and herbal remedies.

The foundation handles procurement and ensures timely delivery, eliminating the franchisee's need to manage a supply chain.

Medicines will be provided at discounted rates, ensuring affordability for patients.



Staffing and Training

RBMR HEALTH CARE COUNCIL will manage the recruitment, training, and salary expenses of all staff required to run the center, including:

- Medical Professionals:
 - o Qualified practitioners for allopathic, homeopathic, and ayurvedic consultations.
 - o Diagnostic technicians for ECG, blood collection, and optometry.
- Support Staff:

Administrative staff to manage patient records, appointments, and inventory.

Training:

The foundation will provide comprehensive initial and ongoing training for all staff members to ensure high service standards.

· Workshops and skill development programs will be conducted periodically to keep the team updated on best practices and new healthcare technologies.

Salaries:

The foundation will bear the full salary costs of the staff, reducing the operational burden on franchisees.

5. Publicity

The foundation will actively support the marketing and publicity efforts to promote the center within its target community. This includes:

Local Advertising:

- o Flyers, banners, and posters distributed in high-visibility areas.
- o Newspaper ads and local radio campaigns to spread awareness.
- Digital Marketing:
 - o Social media promotions, Google My Business setup, and online advertisements.
 - o Regular updates on campaigns, offers, and health camps to attract a larger audience.
- Community Engagement:
 - o Organizing free health camps and awareness drives to build goodwill and attract patients.
 - o Collaborations with local organizations, schools, and government programs for health initiatives.

These efforts ensure maximum visibility and a steady flow of patients, enabling the center to thrive in its locality



Profit Sharing



RBMR Health Care Center operates on a performance-driven profit-sharing model, ensuring that franchisees are rewarded for their efforts and commitment to providing excellent healthcare services. The details of the profit-sharing structure are as follows:

1. Standard Profit Sharing

a) Franchisees will receive 10% to 14% of the total sales volume generated from:

Medicines (allopathic, homeopathic, ayurvedic, and Unani).

Other healthcare products available at the center.

Services offered, including diagnostics, consultations, and surgeries.

The exact percentage within this range will depend on the total sales volume achieved by the franchisee in a given period.

2. Performance-Based Incentives

· Franchisees may earn an additional 1% on their total sales volume based on outstanding performance metrics such as:

a Achieving or exceeding set monthly/quarterly sales targets.

b Maintaining exceptional patient satisfaction levels.

c Active participation in community health programs and initiatives organized by RBMR HEALTH CARE COUNCIL.

3. Benefits of the Model

· The profit-sharing system incentivizes franchisees to maximize sales while maintaining quality service and patient care.

· Performance-based rewards encourage innovation, dedication, and excellence in operations.

This structured and fair profit-sharing model empowers franchisees to grow their business while contributing to RBMR HEALTH CARE COUNCIL's mission of delivering accessible and affordable healthcare services.

