

Part 2 - Competitive Audit Report

1. Competitive audit goal(s)

Compare the efficiency of user experience of using e-healthcare platforms in India.

2. Who are your key competitors? (Description)

Key competitors of Medikal are Dial 4242, Practo and Apollo 24*7 Health & Medicine. All of the competitors are Multinational companies and are direct competitors except Practo. Practo is an indirect competitor as people can use Medikal to consult with Practo doctors.

3. What are the type and quality of competitors' products? (Description)

Dial 4242 is an app which facilitates ambulance booking services. Practo and Apollo on the other hand provide online doctor consultation and more. Practo offers many services like online doctor consulting, Lab test booking, medicine delivery, etc. It has so many services that sometimes it's difficult to navigate within the app. Apollo 24*7 Health & Medicine offers doctor's consultation with only Apollo doctors. So there is a limited group of doctor's listed on the application.

4. How do competitors position themselves in the market? (Description)

Dial 2424 is a platform where ambulance operators get bookings just like uber but it is run in very few states since it is a startup.

Practo positions itself as an aggregator of nearby clinics. They are promoting local and nearby clinics and empowering them with a platform for their patients to consult online. Practo is catering to the set of audience who is tech savvy and who likes online doctor consultations.

Apollo 24*7 Health & Medicine offers services which are related to the Apollo group. From doctors to hospitals, everything is under them.

Part 2 - Competitive Audit Report

5. How do competitors talk about themselves? (Description)

Dial 2424 is a startup with some great spirit of changing the modern day ambulance booking system. They are trying to sync all the ambulances into one single platform.

Practo has a very fun and friendly tone. It is making people aware of the advantages of e-healthcare and how the busy working millennials can avoid a doctor's clinic visit.

Apollo 24*7 Health & Medicine is very direct and to the point about its service features. They are communicating the experience their doctors have in the industry and they have a very loyal audience group.

6. Competitors' strengths (List)

Dial 2424 Strengths:

- Easy sign up option
- Simple design and detailed descriptions

Practo Strengths:

- Lot of healthcare related services offered
- Lab Test reports feature is very useful
- Educates users about health with blogs

Apollo 24*7 Health & Medicine Strengths:

- All Apollo related things under one roof
- First class treatment provided

7. Competitors' weaknesses (List)

Dial 2424 Weakness:

- Brand identity looks broken.
- Web and mobile UI are not similar.

Practo Weakness:

- Product images and text are too small.
- Too many navigation menus and overwhelming information architecture.

Apollo 24*7 Health & Medicine Weakness:

- Too much scrolling on all pages.
- Only Apollo services offered

Part 2 - Competitive Audit Report

8. Gaps (List)

Some gaps identified are:

- Both Practo and Apollo 24*7 Health & Medicine does not have ambulance booking feature
- Dial 2424 does not offer rewards and offers.

9. Opportunities (List)

Some Opportunities identified are:

- Provide ambulance booking feature.
- Provide a feature to store all the medical records on a repository within the app.
- Provide an experience closer to replicate the in-clinic doctor's consultation experience.