

AI-Powered End-to-End Medical Value Travel Platform

Category: Digital Excellence

Focus Area: Patient Engagement

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Problem Statement / Digital Challenge

International patients seeking treatment in India face a fragmented and non-transparent care journey. The process involves multiple disconnected stakeholders, including hospitals, facilitators, diagnostic centers, travel agencies, hotels, insurance providers, interpreters, and rehabilitation partners, resulting in delays, poor coordination, inconsistent communication, hidden costs, and inadequate post-treatment follow-up. These challenges reduce patient trust and negatively impact the overall experience.

A digital solution was required to integrate the entire patient journey into a single platform that enables transparent, coordinated, and patient-centric care from initial inquiry through recovery.

The primary stakeholders affected include international patients and caregivers, hospitals, clinicians, care coordinators, administrators, diagnostic providers, travel partners, and rehabilitation teams.

The initiative aims to improve key NABH quality dimensions including patient-centered care, continuity of care, communication, patient safety, care coordination, operational efficiency, transparency, documentation, and patient experience.

Digital Tool / Solution Implemented

ASAR Care is an in-house developed AI-powered Medical Value Travel platform that combines Artificial Intelligence and Operations Research to digitally orchestrate the complete cross-border patient journey.

The platform provides multilingual patient onboarding, AI-assisted treatment planning, hospital and specialist matching, digital medical records management, diagnostics coordination, appointment scheduling, medical visa assistance, travel and accommodation management, digital payments, teleconsultation, rehabilitation planning, and post-treatment follow-up.

Key features include:

AI-powered patient triage and care coordination

Digital Medical Wallet

Multilingual patient support

Provider marketplace

Workflow automation

Secure document and health record management

Care coordination dashboards

Performance monitoring and reporting

End-to-end patient journey management

The solution improves transparency, operational efficiency, and continuity of care while enabling hospitals to provide a seamless experience for international patients.

Digital Implementation Highlight

The initiative is currently being implemented in a phased manner.

Rollout Approach

Phase 1: MVP development and pilot implementation

Phase 2: Hospital onboarding and AI-enabled patient triage

Phase 3: Expansion to multiple specialties and international markets

Phase 4: Integration with insurance, embassy, and wellness partners

Phase 5: Full multilingual patient engagement platform

Departments Covered

International Patient Services

Hospital Operations

Care Coordination

Business Development

Diagnostics

Travel & Concierge Services

Patient Support

Implementation Team

The initiative is led by the founders of ASAR HealthTech & Innovation Lab, supported by healthcare strategy experts, AI and technology specialists, clinical advisors, and medical tourism professionals.

The implementation focuses on creating a scalable, compliant, AI-enabled ecosystem that improves operational efficiency, enhances patient experience, and strengthens coordination across the entire continuum of care.

Digital Impact

The ASAR Care platform is designed to improve operational efficiency and patient experience by digitizing and integrating the entire Medical Value Travel (MVT) journey. The expected impact includes reduced care coordination time, improved transparency in treatment planning and pricing, enhanced communication among stakeholders, and seamless continuity of care from pre-arrival to post-treatment follow-up.

The platform aims to improve documentation through centralized digital health records, automate patient workflows, and provide real-time visibility into patient status and care coordination activities. AI-assisted patient triage and multilingual support are expected to reduce administrative workload while improving responsiveness and patient engagement.

The solution has been designed in alignment with NABH principles of patient-centered care, continuity of care, documentation, communication, patient

safety, and quality improvement. As implementation progresses, key performance indicators such as patient satisfaction, turnaround time, referral conversion, and care coordination efficiency will be monitored to measure impact.

Key Enablers / Innovations

AI-powered patient triage and treatment matching.

Operations Research-based care coordination and workflow optimization.

End-to-end digital management of international patient journeys.

Multilingual patient engagement and communication.

Integrated ecosystem connecting hospitals, diagnostics, travel, accommodation, rehabilitation, and post-treatment care.

Digital Medical Wallet for secure document and health record management.

Scalable cloud-based platform designed to support cross-border healthcare delivery.

Key challenges addressed include fragmented care coordination, lack of transparency, inconsistent patient communication, and limited post-treatment continuity.

Key Learnings & Sustainability

Key learnings from the initiative include:

Successful digital transformation in medical value travel requires collaboration

across healthcare providers, travel partners, diagnostics, and support services rather than isolated digital solutions.

Patient trust is built through transparency, timely communication, and coordinated care across the entire treatment journey.

AI should augment healthcare professionals by automating administrative tasks while enabling more personalized and efficient patient support.

The platform has been designed as a scalable and sustainable digital ecosystem that can be expanded across hospitals, specialties, and international markets. Continuous monitoring of quality indicators and user feedback will drive ongoing improvements.

Reference Sources (If Applicable)

National Accreditation Board for Hospitals & Healthcare Providers (NABH) Standards and Accreditation Guidelines.

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World Health Organization (WHO) “Digital Health Guidelines.

Medical Tourism Association (MTA).

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