



GIFT CARDS

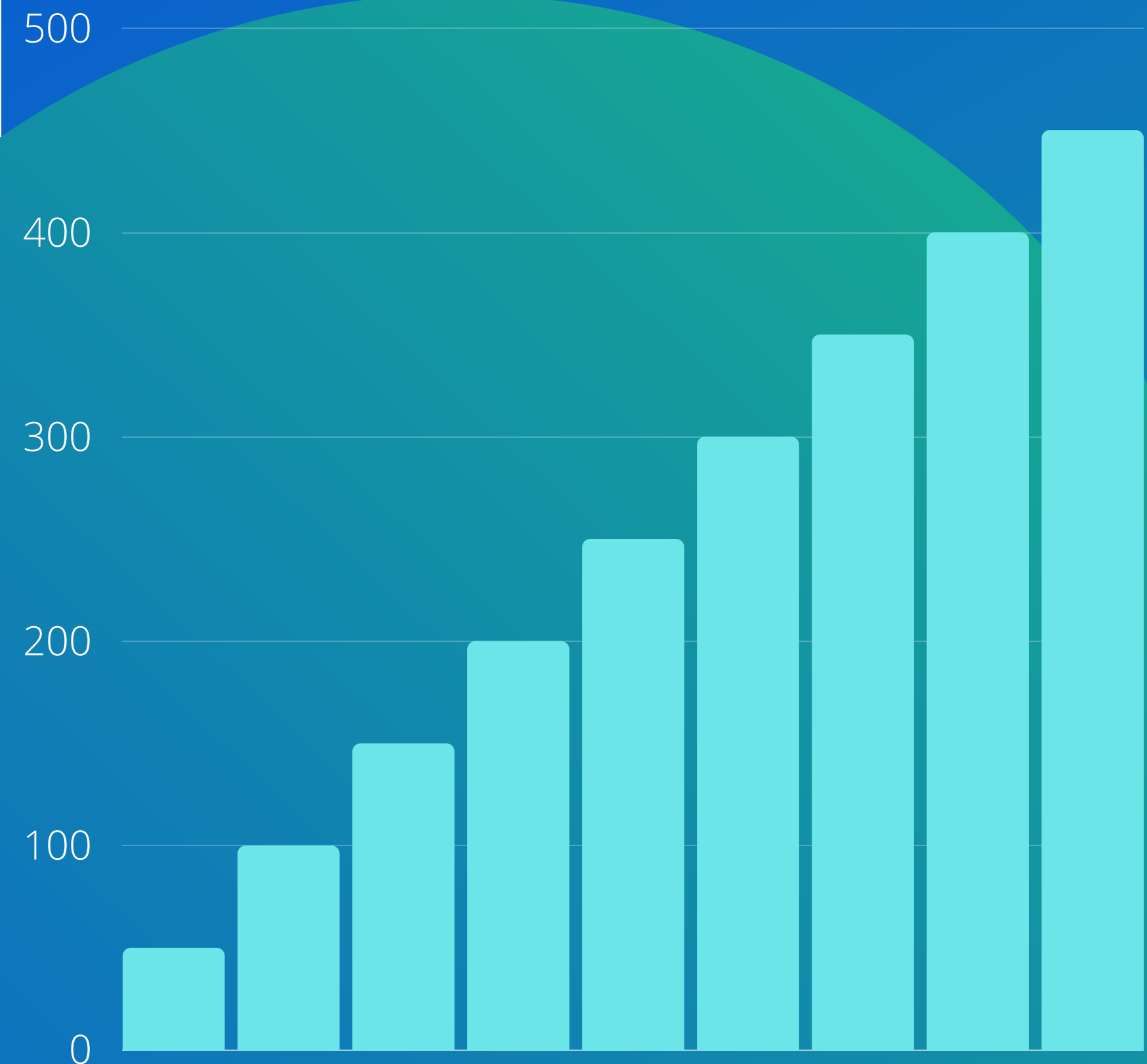
SOLVING CHALLENGES OF THE HEALTHCARE SECTOR



The Journey

THE STORY OF INCREASING NUMBER OF E- CARD SALES,
DISTRIBUTION CHANNEL AND HAPPY CONSUMERS





HEALTHCARE IS ONE OF THE LARGEST SECTORS OF THE INDIAN ECONOMY BY REVENUE AND CONTINUES TO GROW AT A RAPID PACE. IT IS PROJECTED TO BE WORTH UP TO 372 BILLION DOLLARS BY THE END OF 2022.

THE GROWTH OF THE INDUSTRY IS DRIVEN BY:

- ✓ THE RISING PROPORTION OF LIFESTYLE DISEASES
- ✓ THE AGING POPULATION
- ✓ A GROWING MIDDLE CLASS
- ✓ INCREASING ADOPTION OF DIGITAL TECHNOLOGIES
- ✓ INCREASING HEALTH AND HYGIENE AWARENESS POST-COVID-19

Size of the healthcare market in India from 2008 to 2020
(Statista 2022 Healthcare market Report)

Problem Areas

EXTREMELY HIGH COMPETITION
IN THE HEALTHCARE SECTOR

GIVEAWAY PRODUCTS DON'T
EXCITE CONSUMERS FOR A
LONGER TIME

DIFFICULT TO UPSELL AND INCREASE
THE AVERAGE TICKET SIZE OF
PURCHASES

BIGGEST CHALLENGE IS TO IMPROVE
CUSTOMER EXPERIENCE AT THE
COUNTER

The Prime Goal

BUSINESSES IN THE HEALTHCARE SECTOR LOOK FORWARD TO INCREASING THE INFLUX OF NEW CUSTOMERS AND RETAINING EXISTING CUSTOMERS IN ORDER TO INCREASE THE NUMBER OF SALES.

TODAY, E-GIFT CARDS ARE PROVING TO BE IDEAL TOOLS IN:

- ✓ SUPPORTING OVERALL WELLBEING
- ✓ IMPROVING HEALTH OUTCOMES
- ✓ ACHIEVING HEALTHCARE GOALS

IT IS POSSIBLE DUE TO INCREASED TENDENCY OF SELF-CARE AND CARING FOR LOVED ONES. BESIDES, THE PAYMENT AND GIFTING THROUGH E-GIFT CARDS HAVE BECOME SAFER, EASIER, AND MORE CONVENIENT.

Can Gift Cards help a Healthcare Sector?



YES, OF COURSE! GIFT CARDS ARE THE BEST REFUND AND BUY-BACK TOOLS, IN ADDITION TO BEING THE BEST HEALTH GIFTS. UNLIKE OTHER MARKETING TOOLS, GIFT CARDS ARE THE ONLY WAY TO UPSELL HEALTHCARE CONSUMERS WHILE MAKING THEM FEEL EXCITED AND IMPROVING THEIR EXPERIENCE.

GIFT CARDS IN THE HEALTHCARE SECTOR OFFER AN EASY WAY TO:

- ✓ MAKE CASHLESS PAYMENTS
- ✓ ENSURE GREAT SHOPPING EXPERIENCE
- ✓ CONVERT LESS SATISFACTORY CONSUMERS INTO HAPPY ONES
- ✓ MAKE CONSUMERS STICK TO YOUR HEALTHCARE BUSINESS
- ✓ BUILD MORE DISTRIBUTION CHANNELS TO INCREASE SALES



Benefits of E-Gift Cards in Healthcare

FOR HEALTHCARE BUSINESSES:

- ✓ ATTRACT NEW CUSTOMERS
- ✓ RETAIN EXISTING CUSTOMERS
- ✓ IMPROVE CONSUMER EXPERIENCE
- ✓ RAISE BRAND AWARENESS
- ✓ ULTIMATELY BOOST SALES AND REVENUE



Benefits of E-Gift Cards in Healthcare

FOR HEALTHCARE CONSUMERS:

- ✓ ELIMINATE THE NEED TO CARRY CASH
- ✓ SAFE AND EASY TO MAKE CASHLESS PAYMENTS
- ✓ NO NEED TO SHARE SENSITIVE DETAILS OF CREDIT/DEBIT CARDS
- ✓ ALLOW SHARING HEALTH GIFTS WITH LOVED ONES REGARDLESS OF THEIR LOCATIONS
- ✓ HELP INITIATE HOLISTIC HEALTH-RELATED EMPLOYEE INCENTIVES (FOR COMPANIES)



Valuedesign's Healthcare Clients



APOLLO, INDIA'S LARGEST PHARMACY NETWORK LAUNCHED GIFT CARDS IN PARTNERSHIP WITH VALUEDESIGN, AND IS WITNESSING A HUGE SPIKE IN ITS SALES GROWTH. ITS ONLINE CONSUMER BASE.



VERIDICUS HEALTH CARE - THE LEADING INDIA-BASED SUPPLIER AND EXPORTER OF NON-SURGICAL PRODUCTS LAUNCHED GIFT CARDS POWERED BY VALUEDESIGN TO EXPAND ITS ONLINE CONSUMER BASE.

Things to Consider

When planning Gift Card Program for your Health Care Network

SEE IF YOU NEED
PERSONALIZED
BRANDING SERVICES

1

DECIDE WHAT KIND
OF GIFT CARD YOU
WANT TO OFFER

2

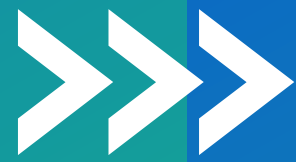
SEE IF YOU CAN GET
THE FULL CONTROL
OF THE GIFT CARD
SYSTEM

3

ENSURE YOUR
EXPERIENCE WITH E-
CARD PROGRAM IS
SEAMLESS AND
EASY TO ADMINISTER

4

WE ARE



 **valuedesign**

**LEADER IN PROVIDING
GIFTING SOLUTIONS TO
HEALTHCARE SECTOR**

VALUEDESIGN HAS BEEN PROVIDING PROFITABLE E-CARD SOLUTIONS TO HEALTHCARE BUSINESSES FOR YEARS. IT HAS LAUNCHED AND BEEN EFFECTIVELY MANAGING THE GIFT CARD PROGRAMS FOR APOLLO PHARMACY AND VERIDICUS HEALTH CARE.

SINCE ITS INCEPTION IN 2006, VALUEDESIGN HAS CONTRIBUTED IN THE SUCCESS OF CORPORATE AND RETAIL BUSINESSES BY HELPING RETAIN 50% OF THEIR CUSTOMERS AND ATTRACT NEW CUSTOMERS AT THE SAME TIME.



WE ARE



valuedesign

- ✓ MARKET LEADER OF E-CARD SOLUTIONS IN ASIA
- ✓ WORKED WITH 1000+ CORPORATE AND RETAIL BUSINESSES
- ✓ CATERED TO MORE THAN 100,288 STORES ACROSS ASIA
- ✓ PREPAID TRANSACTION PROCESSING VOLUME (JULY 2021-JUNE 2022): JPY 11,495 BILLION/ANNUM (USD 80 BILLION/ANNUM)





THANK YOU

TO GET IN TOUCH WITH US,
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