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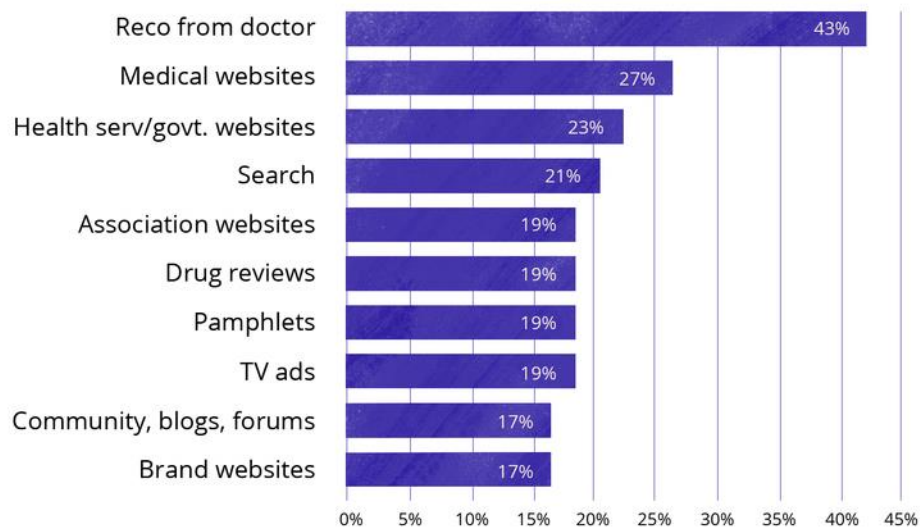
Introduction

We are proposing to design a website for your company. This proposal summarizes our understanding of your needs, the work we propose to do, the cost, and the timeframe for which we can commit to delivering it.

5 Reasons Why Your Hospital Needs a Website

More and more people choose a clinic with the help of famous Google or other search engines (in other words, resorting to the Internet). Moreover, before making an appointment with a doctor, your potential patient will definitely visit the site he likes and studies all the information it provides. So a hospital web resource is currently one of the most significant channels of sales of medical services and related products.

Share of leading sources for specific information about medical conditions of Ugandans as of 2021



As you can see, according to statistics, medical information websites rank second on the list of leading sources, which provide specific data about a healthcare condition. And it's one more factor pointing that you should build your hospital web resource. And although it seems to be obvious, let's allot out 5 main reasons why your clinic must have a site.

#1. Recognizable high-reputed brand

We won't discuss the importance of branding right now, it's the topic of another article. Let's just say the goal of branding is to create a harmonious image of your company... and a website is one of the elements of your branding strategy. It means your resource must prove to your clients (they're also patients) that your clinic is a respected institution worthy of their trust.

Also, don't forget: website design for the hospital has to match your corporate style.

#2. High competitiveness

Keep in mind that many hospitals and healthcare institutions work in the market, and yours is only one of them. Therefore, in order to attract a maximum of patients to your clinic, you need to use all the means of competitive struggle. And taking full advantage of web resources definitely belongs to these means.

#3. Customer loyalty

A website is a great opportunity to provide the best user experience and guarantee the loyalty of your customers, they're also patients (therefore, you'll improve the quality of treatment). In the course of our article, we'll tell you how to achieve such a goal by using your medical web resource.

#4. 24-hour patient communication

The site helps to always stay in touch with your patients. Feedback forms, online chats (including chatbots), instant messengers, and other communication channels come to the rescue in this regard. You can quickly respond to user messages and, among other things, learn their opinion on the level of medical services provided. So, you'll have a chance to correct the situation in a timely manner.

#5. Hospital Marketing

The higher the reputation of the medical institution, the greater the chances of attracting a maximum of clients (patients) and convincing them to choose your clinic. There are many ways to do this, and one of them is an online promotion (the so-called marketing of hospital services). Especially as most of us have long preferred Internet methods for finding information of any kind.

However, don't forget that a medical web resource is not the same as an entertainment one. In this case, it's about people's health, and you have no right to make a mistake. The hospital website development requires a delicate approach... Let's discuss it in more detail!

Proposed Solution

To ensure that your online medical website brings you the maximum benefit, we will provide the best user experience by offering the intuitive interface and helpful functionality.

We will build a custom practice website that incorporates the following features and functionality:

1. A detailed list of services and price list. This is the first thing a patient is usually trying to find: what exactly you are offering and how much it costs.
2. Booking an appointment with a doctor in the online mode;
3. Online chat. The patient can communicate with the representatives of medical organizations and ask questions, which interest him (it's another point of your hospital marketing strategy).

4. The emergency call. A very useful feature, which comes in handy when a patient needs to call in a doctor urgently.
5. Interactive map. Such a feature helps the patient find your hospital without any problem.
6. Blog. Devote one section of your online medicine site to articles, which may potentially interest patients. These articles can include useful medical tips, treatment programs, methods of diagnosis, and other things in the same vein.
7. Information about the doctors. Undoubtedly, your patients care about which specialist will treat them. Help them to get the data they are interested in by giving all the details about each doctor: his experience, qualifications, awards received. It'll also be advisable to indicate a doctor's schedule and provide a patient with a possibility to book an appointment with the expert immediately.
8. Description of the hospital's departments.
9. 3D tour over the hospital wards. The feature belongs to the expensive but noteworthy ones. It would be a good addition to the hospital website design - patients would appreciate the chance to see your clinic in the three-dimensional format (which can lead to a significant increase in the level of positive user experience).
10. Online doctor's advice. Of course, the doctor won't be able to make a full diagnosis using the services of your online medicine site but he can refer the patient to the right specialist or help in an emergency situation.
11. Feedback form. A patient should have the opportunity to get a feedback channel. It'd be also smart to lead the "Question-Answer" forum. It'll allow you to know the opinions and wishes of your patients much better.
12. The interactive advanced search to find the necessary information.
13. Features aimed at doctors' needs. Offer features focused on doctors to facilitate their interaction with patients and, as a result, improve the treatment process. The best medical websites for doctors provide such possibilities as online chat with a patient, video reviews of medicines, special means helping the attending physician monitor his patients, rapid calculations of medical formulas, etc.

COSTS FOR THE WEBSITE

SERVICE	COST
Design & Development	2,500,000
Hosting (50GB, 99.9% Service Uptime, Unlimited Bandwidth, FREE SSL Certificate, ROBUST Spam and Virus scanning, WEEKLY backups)	250,000 per month

TERMS AND CONDITIONS

1. Payment for the work will be made upon finishing the website. The first deposit will be 50% of the total fee.
2. The other balance shall be paid in two months from the time of the first instalment.
3. We will maintain freely for the first 6 months and from then on we will negotiate the maintenance fee with the concerned officials.

Work Plan

The website will be delivered in 2 weeks.

Alliance Tech Solutions

Norvik Hospital

Thank you for your business