



Mary O'Brien

VideoDoc

Mary O'Brien and Damian Kissane started to work on the concept for their business in September 2012. Their idea was to launch a video tele-medicine 'pod' solution to operate in UK pharmacy consultation rooms. Technology advances such as mobile and in-app video conferencing, cloud computing and 4G enabled a practical mobile solution to be developed in 2013. In January 2014, a pilot platform – VideoDoc was built.

VideoDoc is an online doctor consultation business which allows doctors and patients to connect using a web portal (www.videodoc.ie / www.videodoc.co.uk) and mobile applications (iOS and Android). The portal provides a patient-centred experience, which supports clinicians and patients by offering the most affordable, flexible, secure and convenient encounter on the market today.

VideoDoc offers on demand and by appointment consultations, 24/7 with Irish doctors. The company aims to become the go-to brand for virtual healthcare services in Ireland and the UK. By integrating technology into existing care models, VideoDoc helps doctors and payers re-design the healthcare system. For the last three years, the VideoDoc team have been working with technology experts to build a scalable technology platform and working with clinicians to create models of care which can be delivered online.

VideoDoc has two business models. The first is a virtual clinic model offered via the VideoDoc brand and white-labelled solutions. This business model is a B2B model and VideoDoc has already secured clients which deliver a patient population of almost a million members. The second model targets GPs directly, by offering the technology to every doctor in Ireland and the UK. Following a three month free trial, they need to subscribe for a monthly fee of €100. This will allow every GP or healthcare who wants to increase services and expand patient care to reduce the burden on their practice by offering an on-demand or by appointment telemedicine service.

www.videodoc.ie

