

Doctor Insta, India's 1st Video-Medicine Company, Connects hundreds of thousands of Patients to Doctors on Zoom

Customer: Doctor Insta, a virtual healthcare company offering e-consults through video, phone, and chat

Challenge: Needed a reliable and versatile communications service that would integrate with their mobile/desktop application to connect doctors to patients in low-bandwidth environments

Solution: Zoom's robust software development platform (developer.zoom.us) allowed for a seamless integration of services, and Zoom's adaptive layer technology ensured reliable communication regardless of location or bandwidth

Result: Using Zoom's video communications services, Doctor Insta is hosting thousands of virtual consultations each month

Established in 2015, Doctor Insta is a virtual medical consultation company based in India that connects patients to doctors through video, eliminating the need for in-person consultations. Many patients in India face barriers when going to see a doctor in person such as traffic and parking issues, time spent scheduling appointments and in waiting rooms, and becoming exposed to new diseases at the clinic. Patients who live in more rural areas have to travel long distances to see doctors, and certain specialists could be completely unavailable to them. With Doctor Insta, patients can avoid all these problems and receive a virtual medical consultation on demand. Also, patients who need consultations in specialties stigmatized in their culture, such as psychology and sexology, can do so in the privacy of their home. Currently, Doctor Insta employs thirty workers and connects about seventy doctors to patients throughout India every day.

Challenge

In order to address these problems, Doctor Insta needed a communications system that would reliably connect patients to doctors and also address any logistical issues. Specifically, Doctor Insta needed a service that would be reliable and adaptable to both urban and rural regions of India. Doctor Insta looked into many different communications services. **"While scoping video and audio software development kits, we tested lots of products by different companies. We even considered an in-house option using WebRTC. In the end, Zoom offered the best bang for our buck, had fabulous technology, and offered a beautiful product,"** says Amit Munjal, founder and CEO of Doctor Insta.

Doctor Insta.com
See a Doctor INSTAntly: Anytime, Anywhere

Solution

Zoom was an excellent solution for Doctor Insta. Zoom's robust software development kit for iOS and Android allowed for a simple and seamless integration into both the Doctor Insta mobile app and the Doctor Insta desktop application. With absolutely no training on the software, patients and doctors could easily start the consultation without logistical and technical issues. Doctor Insta was also impressed with how adaptive the Zoom software was. **"Not only does Zoom deliver high quality video and audio in areas with high bandwidth, but it adjusts the quality to deliver reliable video and audio in low bandwidth areas as well,"** says Munjal. Other features useful to the Doctor Insta team include:

- Zoom's browser agnostic services, which works on all popular internet platforms
- Intuitive signal status in bottom left corner of the screen, letting the patient and doctor know if bandwidth issues were present

Result

Thanks to Zoom, Doctor Insta helps connect patients and doctors from all regions of India. The company hosts thousands of meetings per month, and that number is growing in the double digits month over month. "Zoom became our favorite vendor by the merits of the product, by very good customer service from the Zoom sales team, and by its amazing tech support. We got Zoom because of the superior technology, and stuck with Zoom because of the latter two factors," says Manjal. In the future, Doctor Insta hopes to expand their services into Latin America, Africa, and other developing regions with similar challenges as they faced in India. As for their relationship with Zoom, they plan to expand their use of Zoom as they expand their platform, including patient education services on Zoom's Video Webinar platform.



About Zoom

Zoom is the leader in modern enterprise video communications, with an easy, reliable cloud platform for video and audio conferencing, chat, and webinars across mobile, desktop, and room systems. Zoom Rooms is the original software-based conference room solution used around the world in board, conference, huddle, and training rooms, as well as executive offices and classrooms. Founded in 2011, Zoom helps businesses and organizations bring their teams together in a frictionless environment to get more done. Zoom is publicly traded on Nasdaq (ticker: ZM) and headquartered in San Jose, California.