



Business Case Event

Knokcare (13.00 – 14.30 CET)

Knok, founded as a startup in 2015, is a Telemedicine Platform as a Service company offering an integrated care video platform for remote medical consultations through a combination of AI triage, advanced scheduling with Patient and Doctor notifications, video consultation, File Sharing, and Electronic Health Record (EHR).

Our mission is to make telemedicine easy to adopt for any stakeholder involved, by keeping things simple: no downloads required, accessible from everywhere.

With over 2 million registered patients and more than 10 thousand video consultations per month, knok is the market leader in Portugal and has operations in 4 continents.

We are looking for: Business administration, economics, social sciences, mathematics, statistics, computer science.

We offer: Internships, working student positions, permanent employment.

Our case study: Extracting business value from data

Besides gathering structured and unstructured Electronic Health Record data, the system is prepared to gather data from a symptom checker, biometric reading and data from patient surveys and connected devices.

As authorities, clients and patients collaborate to reduce hospital and care homes utilisation, knok's architecture evolves to deliver healthcare using different media.

From chat & SMS to one-on-one and video group sessions, regular phone calls for triage or advice from nurses and practitioners, and home or care homes, our architecture will incorporate different events that will improve patient-doctor relationship management.

Business case participants are required to outline ways to create business value from data collection and data analysis from multiple sources answering by means of which the following questions can be answered:

- How can such data help Health Insurers and Medical hospitals optimize their operations and businesses?
- In a world where privacy concerns are constantly on the rise, how can private entities safeguard themselves on using sensible patient data to optimize their businesses?

The task can be handled with analytical thinking skills, common sense and ad-hoc research. Calculations will not be necessary. Statistical knowledge may be helpful, but is not required. Accordingly, the business case is aimed at all students interested in the topic (regardless of their field of study).

We are eager to hear your ideas and look forward to exchanging them with you and to an interesting workshop in a relaxed atmosphere.