

# mCURA Channel Partner Program



## What We Are Building

mCURA is launching a nationwide Channel Partner Network to accelerate adoption of our Agentic AI-powered Smart OPD Platform. We aim to collaborate with trusted regional partners to deliver high-impact OPD digitization and AI-driven revenue enhancement to hospitals across India.

**Objective:** To make mCURA the default AI OPD engine for hospitals by leveraging strong regional relationships and partner-led outreach.



### Why Become an mCURA Channel Partner?

Our partners gain access to a fast-growing AI healthcare segment with strong demand and minimal technical complexity.

#### Partner Benefits:

- Attractive recurring revenue (8–15% depending on volume)
- No deep technical skills required—simple demos create high interest
- High-demand AI solution that hospitals are actively seeking
- Cross-sell potential across OPD, pharmacy, lab, and patient engagement modules
- Strong market opportunity with 70,000+ hospitals and clinics still using manual OPD processes



### What We Offer Partners

- Full sales enablement kit (demo videos, ROI sheets, case studies)
- Partner portal for deal registration and commission tracking
- Dedicated onboarding & implementation assistance
- Co-branded marketing support for your region
- WhatsApp-based support line for partner hospital clients

## Ideal Regional Partner Profile

- HIS/PACS vendors
- Medical equipment distributors
- Healthcare consultants and advisors
- Digital health solution providers
- Local IT integrators with hospital relationships

## Why Hospitals Choose mCURA

mCURA is an established OPD digitization platform with over 1 million + patient records processed and 390+ doctors actively using the solution. Our Agentic AI converts handwritten or voice-based notes into structured digital prescriptions in 40–60 seconds, enhancing OPD efficiency and revenue.

#### Key Differentiators:

- 100% On-Prem & Privacy-First AI (NABH & HIPAA aligned)
- 10+ years of OPD workflow expertise and data moat
- Accurate AI scribe engine with brand-generic mapping & classification
- Proven pharmacy & lab revenue uplift through better conversion
- Works with any HIS/EMR without disrupting workflows
- Hybrid Human + AI model ensures high accuracy from Day 1

## Why Now?

Hospitals are rapidly shifting toward AI-driven outpatient workflows. mCURA offers a proven, privacy-first, doctor-friendly solution that fits Indian OPD realities. The timing is ideal for partners to build a strong, sustainable business around Smart OPD automation.