



Your Clinic's WhatsApp-First Operating System

Turn scattered patient interactions into organized, measurable care journeys — from first appointment to long-term relationship.

FOR CLINICS · POLYCLINICS · LABS · RADIOLOGY CENTERS



The Problem Every Clinic Knows Too Well

Right now, your patient interactions are scattered across tools, memory, and manual routines. The result: missed visits, slow responses, and no clear picture of what's happening.

Appointments

Tracked in calendars, spreadsheets, or sticky notes — with no shared visibility.

Messages

WhatsApp replies, calls, and reminders live on personal phones with no record.

Follow-ups

Depend on staff memory. Tasks disappear between people.

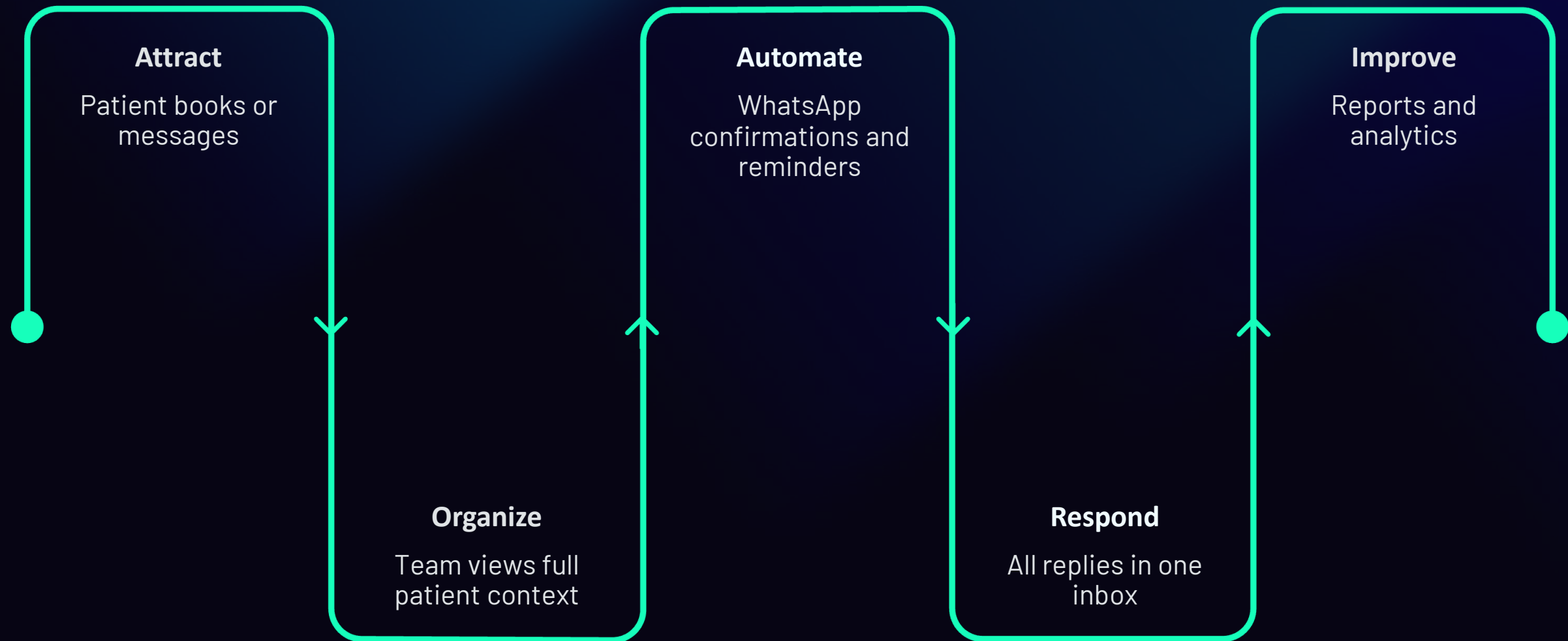
Payments

Disconnected from care delivery, making revenue hard to track.



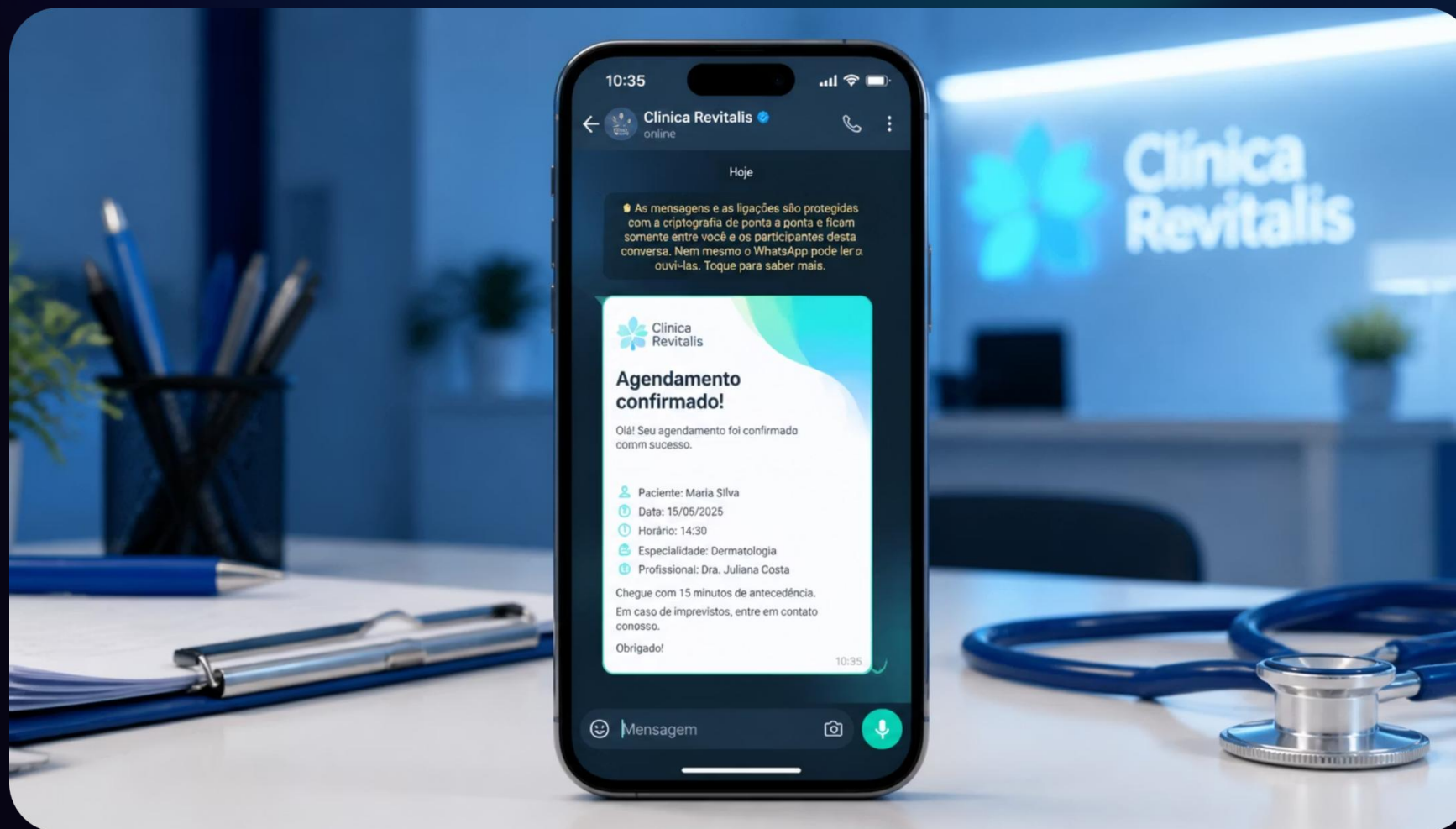
One Platform. Every Step of the Patient Journey.

MediFollow360 unifies patient CRM, scheduling, WhatsApp automation, inbox, surveys, analytics, and financial operations — all connected around every visit.



This is not just software modules — it is a continuous journey that keeps your center organized **before, during, and after every visit.**





CORE VALUE 1

WhatsApp Becomes Your Clinic's Front Door

Patients don't need another app. MediFollow360 uses WhatsApp — the app they already use — as the primary communication layer, while keeping your team in full control.

→ Smart Sender Setup

Messages come from the right doctor, branch, or care team.

→ Full Inbox in One Place

Every WhatsApp message becomes part of the patient record.

→ Delivery Tracking

Know exactly what was sent, delivered, read, or failed.



Appointments Become a Controlled Lifecycle

Not just a calendar note — MediFollow360 connects schedules, doctors, patient preferences, and rescheduling logic into one intelligent system.

1

Availability Intelligence

Doctor schedules, working hours, time-off blocks, and conflict checks protect every booking decision.

2

Operational Calendar

Clinic view, doctor view, resource view, bulk reschedule, and daily status — all in one place.

3

Full Lifecycle Visibility

Draft → Booked → Confirmed → Checked-in → In-Progress → Completed or Cancelled. The full story is always visible.





CORE VALUE 3

Follow-Up Programs Turn Care Into a Repeatable Journey

Instead of one-off reminders, design structured care journeys that run automatically around appointment timing and patient segments.



Program Builder

Create reusable patient journeys with steps, messages, and schedules. Standardize care instead of depending on memory.



Appointment Anchors

Send messages 48h before, 24h before, or after a visit. Reminders match the patient moment.



Capture Patient Answers

Structured replies tied to each step become searchable and auditable data.



Bulk Assignments

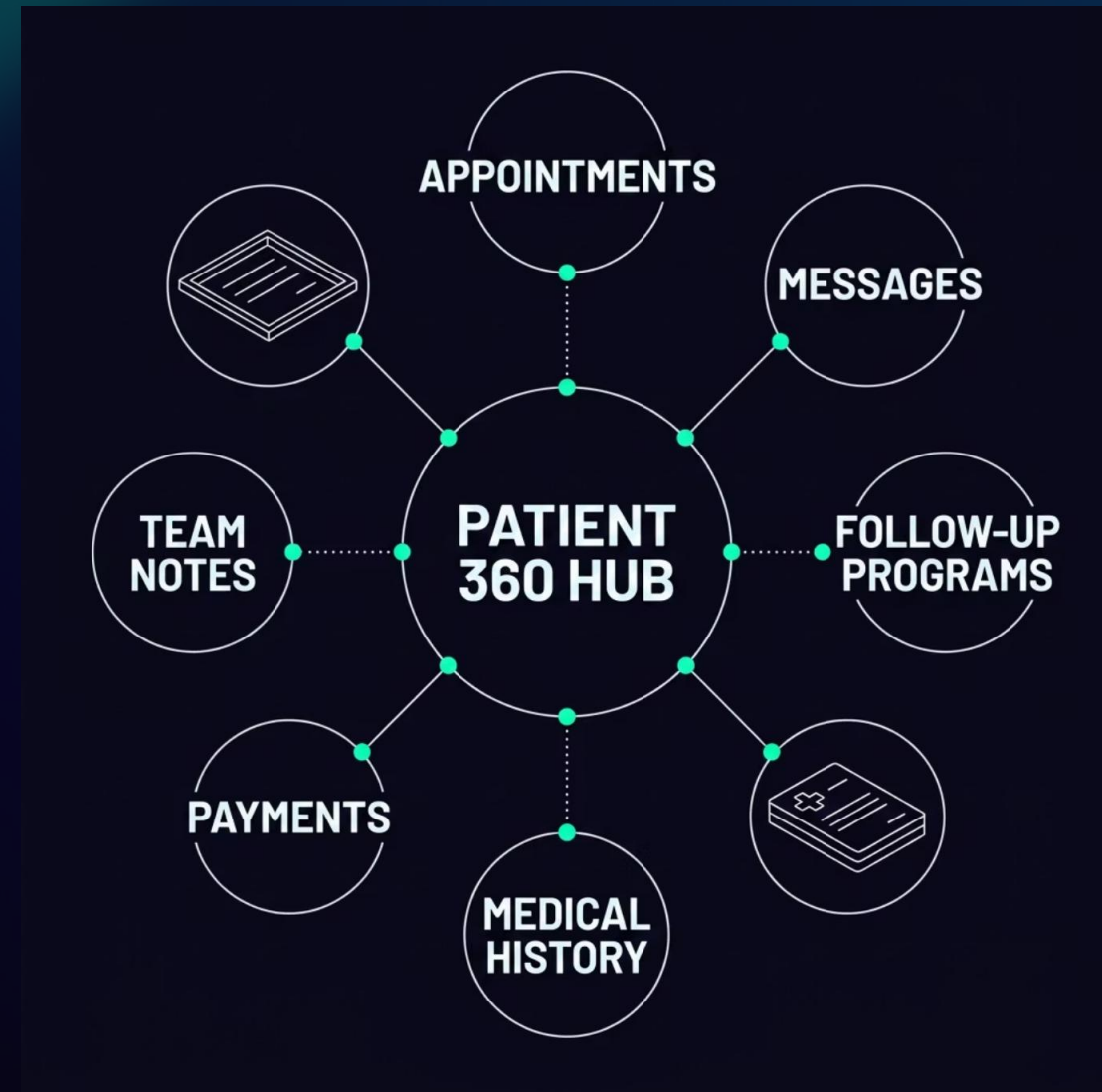
Enroll one patient or entire groups. Pause, resume, or reschedule at scale.



CORE VALUE 4

Every Team Member Sees the Same Patient

MediFollow360 keeps the patient profile, preferred doctor, guardians, messages, appointments, and history connected — so no one works with incomplete information.



360° Patient Profile

Names, language preference, default clinic, preferred doctor, tags, and identifiers — all in one view.

Segmentation Engine

Tags, custom fields, and program assignments let you target the right patients with the right journey.

Timeline Memory

Every event, consent change, appointment, message, and task builds a durable patient history.





CORE VALUES 5 & 6

Managers See Everything. Revenue Connects to Care.

Dashboards, reports, tasks, and financial tools turn your clinic into a managed system – with clear accountability at every level.

Dashboard

Today's due tasks, failed jobs, open items, and quick links – immediate focus for daily operations.

Reports & Analytics

Sent/delivered/read rates, visit performance by doctor and clinic, patient satisfaction scores, and survey tracking.

Tasks & Audit

Manual and automatic tasks with status updates. Audit logs and backups reduce operational risk.

Financial Operations

Service catalog, payment capture, refunds, adjustments, receipts, and revenue reports by doctor and clinic.



Built for Real Healthcare Complexity

MediFollow360 is not a shallow reminder tool. Its architecture is designed for multi-branch, multi-role, bilingual healthcare operations from day one.



Multi-Branch Ready

Organization and branch scoping across all records. A secure foundation that protects each location's data.



Bilingual by Design

English and Arabic content, language preferences, and RTL readiness – built for regional healthcare teams.



Role-Based Access

Staff see only what they need. Managers retain full control with permissions and team management.



Extensible Platform

Clinics, polyclinics, labs, radiology, AI packs, and future channels – the product grows without a rebuild.



What Your Clinic Gains with MediFollow360

"From appointment to follow-up, MediFollow360 keeps every patient conversation, task, schedule, and outcome connected."

For Clinic Owners

See visit flow, revenue signals, feedback, and staff accountability across all branches.

For Operations Teams

Manage bookings, schedules, inbox replies, templates, tasks, and patient records from one place.

For Your Patients

Receive timely WhatsApp reminders, confirmations, and follow-ups – without learning a new portal.

- ✔ **Ready to organize your clinic?** MediFollow360 is the growth platform for centers that want connected, measurable care delivery across every branch, doctor, and patient journey.

