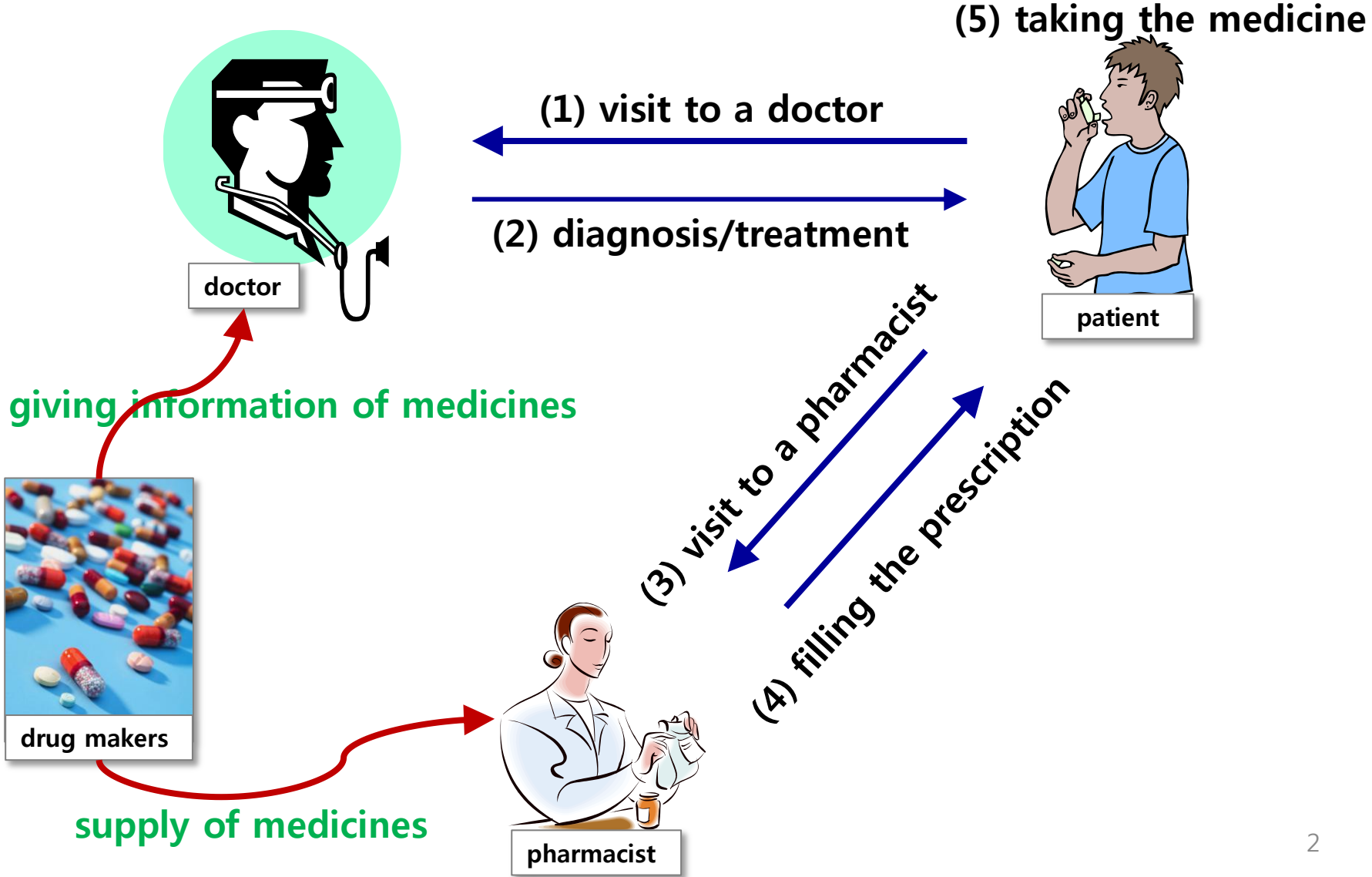


Neo Medical Service Platform

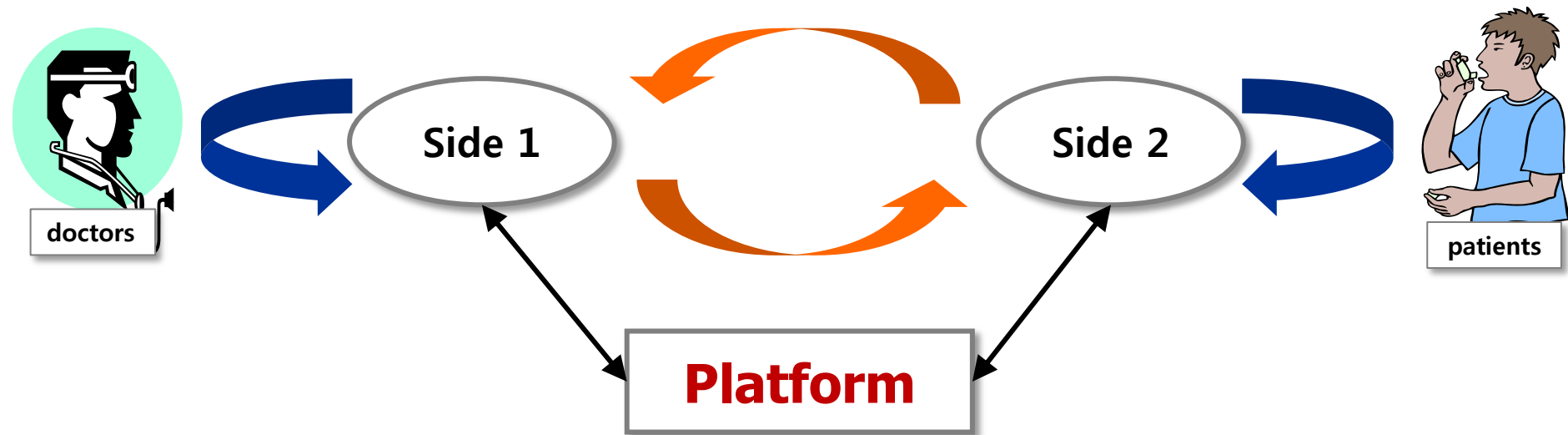
충북대학교
김미혜

Traditional Medical Service



Platform-Based Model

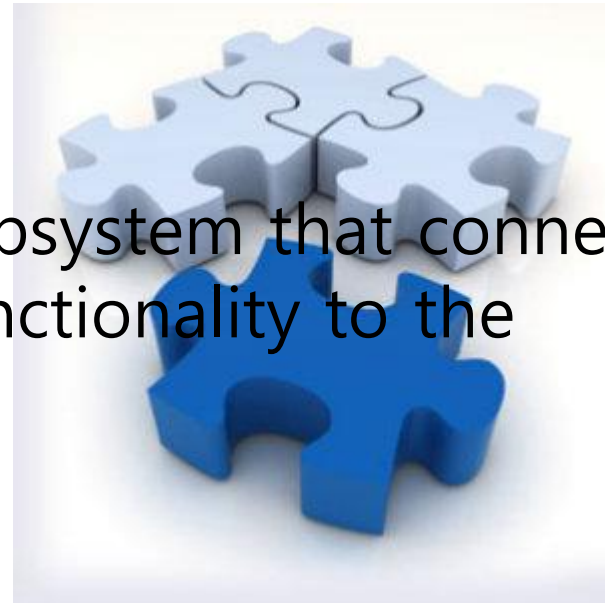
- Two-Sided Market



- Multi-Sided Market

Definition of Core Concepts

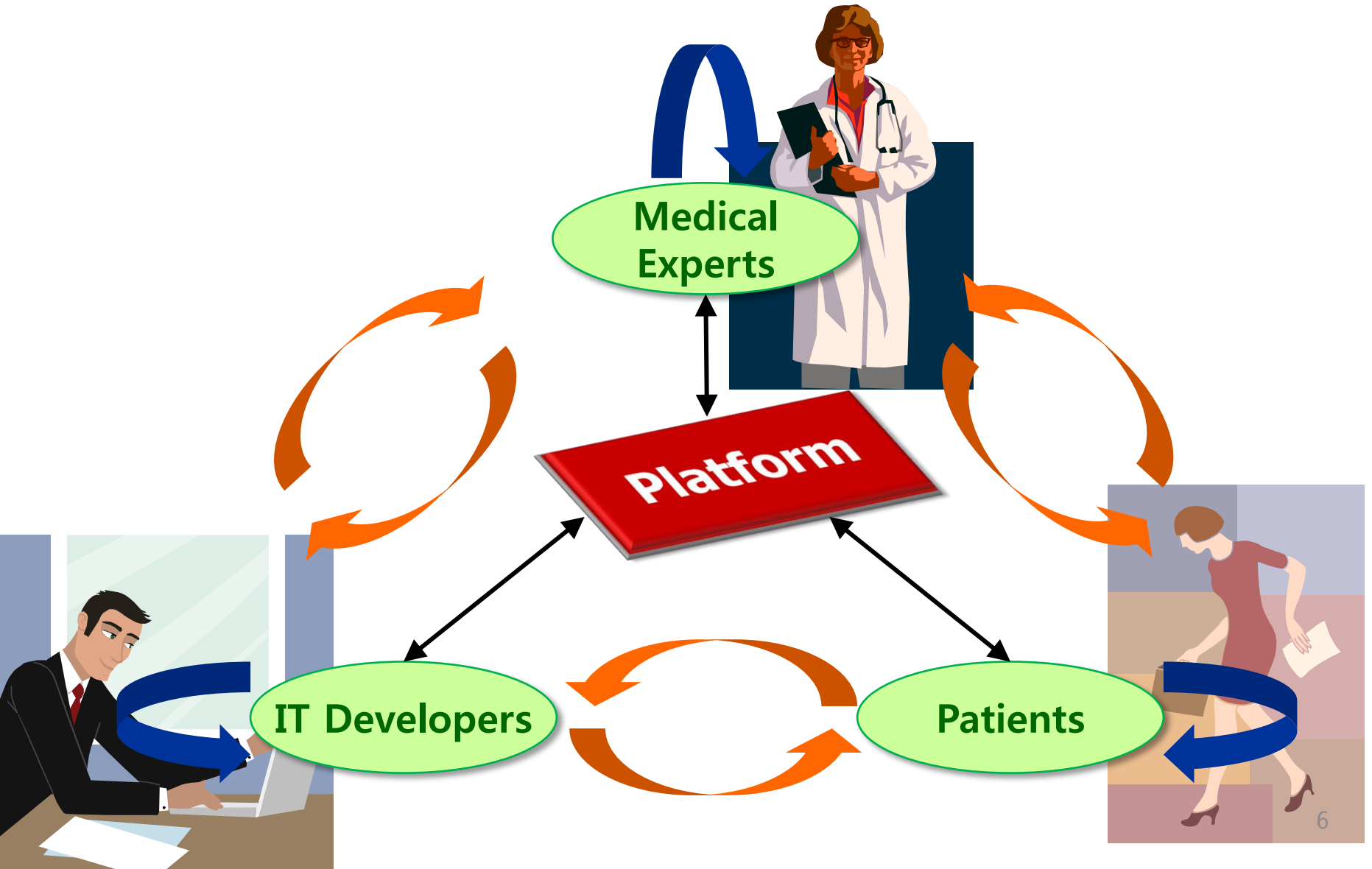
- (Software) Platform
 - The extensible codebase of a software-based system that provides core functionality shared by the modules that interoperate with it and the interfaces through which they interoperate
- Module
 - An add-on software subsystem that connects to the platform to add functionality to the platform



CyberPharmacy Process Model



CyberPharmacy Platform Model



THANK YOU !!!