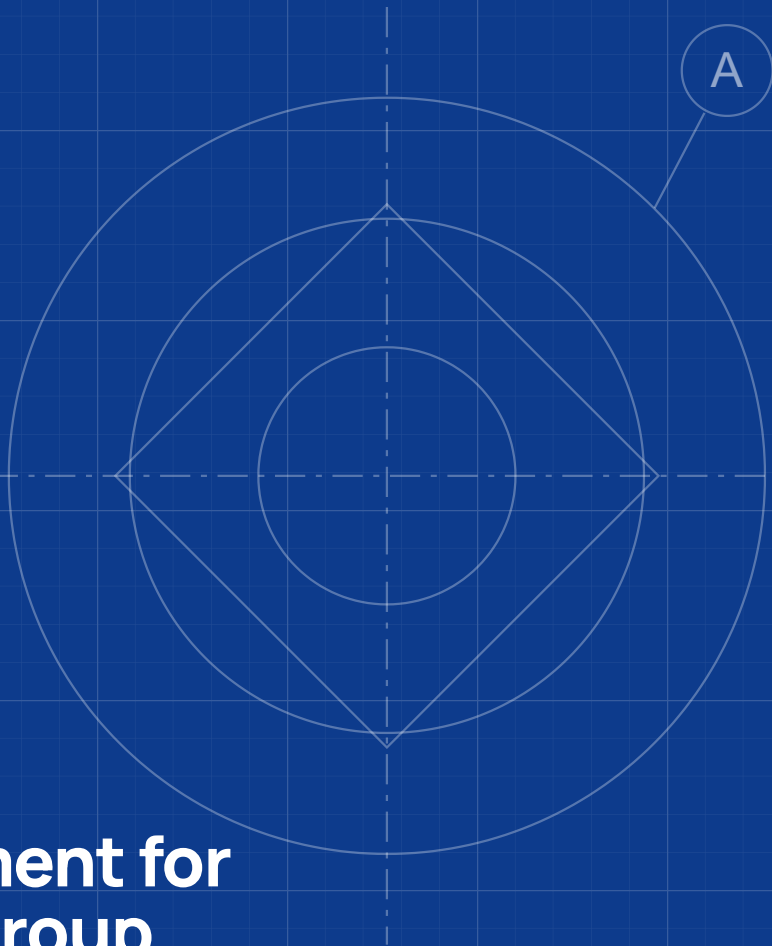


SOLUTION PROPOSAL

SOLUTION PROPOSAL & QUOTATION

26 SEPTEMBER 2026



AI Clinic Management for Aesthetic Clinic Group

An aesthetic clinic group with 3 branches handling about 2,000 appointments a month with 9 doctors.

SAMPLE PROPOSAL



PROJECT

AI Clinic Management for Aesthetic Clinic Group

DRAWN BY
DNA Maker AI
Engineer

CHECKED BY
DNA Maker engineering team

DATE
26 September 2026

SHEET
01 / 09

REV.
A

Executive Summary

Appointments, customer history and follow-ups currently live in LINE chats and a basic clinic system, so screening, reminders, post-treatment messages and next-course recall all depend on manual work. We will build an AI clinic management system that screens patient questions before booking, summarises each customer's history for the doctor, and automates reminders, post-treatment messages and recall campaigns. The result is fewer no-shows, doctors who start each appointment already informed, and more customers returning for their next course across all 3 branches.

SPECIFICATIONS

CLIENT

An aesthetic clinic group with 3 branches handling about 2,000 appointments a month with 9 doctors.

PROJECT

AI Clinic Management System

OVERALL TIMELINE

6 weeks

DELIVERY PHASES · SYSTEM COMPONENTS

4 · 6

3

Branches

2,000/month

Appointments

9

Doctors

OUR DIRECTION

AI screening handles patient questions before a booking is confirmed and feeds a unified customer record built from LINE chats and the clinic system. The same record powers AI history summaries for doctors and an automation layer that sends reminders, post-treatment messages and next-course recalls. Marketing automation then segments customers and runs campaigns across all 3 branches from one place.



Problem Analysis

Four distinct problems were found in the current clinic workflow.

1

FINDING 01

Scattered Customer Data

Customer history sits across LINE chats and a basic clinic system, so no single profile exists for a patient. Doctors enter appointments without the full treatment and conversation record, which costs time and risks inconsistent care.

2

FINDING 02

No Pre-Booking Screening

Patients book without any screening of their questions or suitability, so unsuitable cases reach the doctor and consume appointment slots. With 2,000 appointments a month, each wasted slot is direct lost capacity.

3

FINDING 03

Manual Reminders

Reminders are sent by hand from LINE chats, which does not scale across 3 branches. Missed reminders turn into no-shows and empty slots that could have been filled.

4

FINDING 04

No Recall Engine

Post-treatment messages and next-course follow-ups are not systematic, so customers are not brought back on schedule. The group loses repeat revenue it has already paid to acquire.



Solution Architecture

AI Clinic Management System

DETAIL A – HOW THE SYSTEM WORKS

AI Clinic Management System

Screening, reminders and follow-ups across 3 branches in one system.

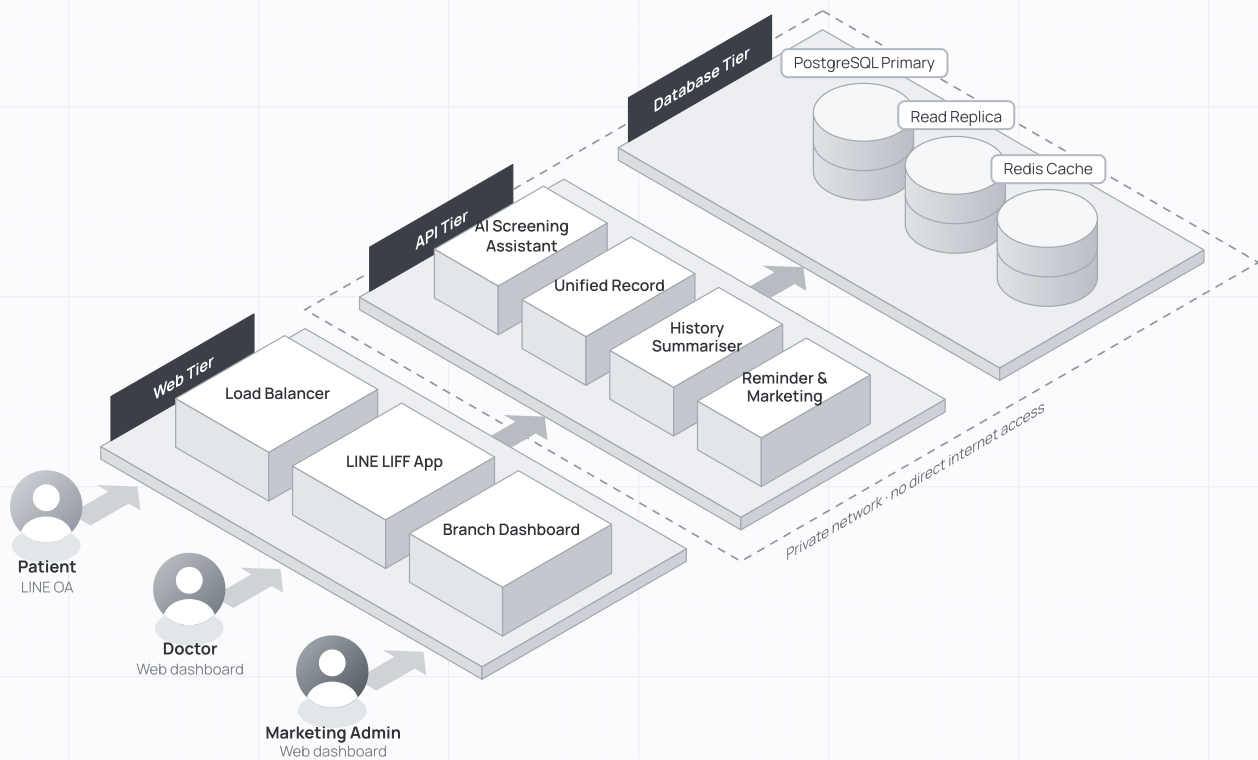


AI Clinic Management System – Screening, reminders and follow-ups across 3 branches in one system.



Deployment Architecture

A true 3-tier deployment — web, API and database on separate tiers, with the database in a private network, never exposed to the internet.



Who uses the system

Patient
LINE OA
Ask screening questions, book appointments, receive reminders

Doctor
Web dashboard
View AI history summaries before treatment

Marketing Admin
Web dashboard
Segment customers and run campaigns across branches

Traffic estimate

Daily volume

~80 appointments/day

Peak load

~0.1 req/s, 10 AM-12 PM

Concurrent users

~40 users

Capacity plan

2 app servers behind load balancer, auto-scaling to 4; PostgreSQL primary + replica, Redis cache

2,000 appointments/month $\approx$ 80/day; peak hour $\sim$ 15% = 12 appointments $\times$ $\sim$ 20 API calls $\approx$ 240 req/h $\approx$ 0.07 req/s; 2 app servers sustain $>3\times$ this peak.

Server and cloud hosting costs are not included in this proposal; they are billed by the provider directly to you.

Scope of Work

BILL OF MATERIALS

NO.	KEY COMPONENTS	ROLE
1	AI Screening Assistant	Answers and screens patient questions in LINE before a booking is confirmed.
2	Unified Customer Record	Merges LINE conversations and clinic system data into one profile per customer.
3	Customer History Summariser	Condenses each patient's appointments, treatments and chats into a short brief for the doctor.
4	Reminder and Follow-up Engine	Sends appointment reminders, post-treatment messages and next-course recalls automatically.
5	Marketing Automation	Segments customers and runs campaigns that bring them back for their next course.
6	Branch Dashboard	Gives the group one view of appointments, follow-ups and campaigns across all 3 branches.

INCLUDED

- ☒ AI pre-booking screening in LINE
- ☒ Unified customer history and AI doctor briefs
- ☒ Automated reminders and post-treatment messages
- ☒ Next-course recall and marketing automation
- ☒ Dashboard across all 3 branches
- ☒ Integration with the existing clinic system

NOT INCLUDED IN THIS SCOPE

- ☐ Medical or clinical decision-making
- ☐ Content production for marketing campaigns
- ☐ Hardware procurement
- ☐ Server and cloud hosting costs

RISKS & MITIGATION

Clinic system integration may be limited by legacy API.	Conduct technical discovery in phase 1 and define fallback data sync methods.
AI screening accuracy may require iterative tuning.	Include UAT feedback loops and a post-launch tuning period.
Staff adoption of new dashboard and automation.	Provide training sessions and simple SOPs during rollout.

Delivery Plan

Overall timeline

6 weeks

Delivery phases

4

System components

6

Deliverables

6

Week 1

Week 2

Week 3

Week 4

Week 5

Week 6

Discovery & Integration Design

สัปดาห์ 1-2

Map clinic workflows, data sources, and LINE OA integration; confirm requirements and technical feasibility.

AI Screening & Unified Customer Record

สัปดาห์ 2-4

Build AI pre-booking screening in LINE and unified customer record from chats and clinic system.

History Summariser & Reminder Engine

สัปดาห์ 4-5

Implement AI doctor briefs and automated reminders, post-treatment messages, and next-course recalls.

Marketing Automation & Branch Dashboard

สัปดาห์ 5-6

Launch customer segmentation, cross-branch campaigns, and unified dashboard across all 3 branches.



Estimated Investment

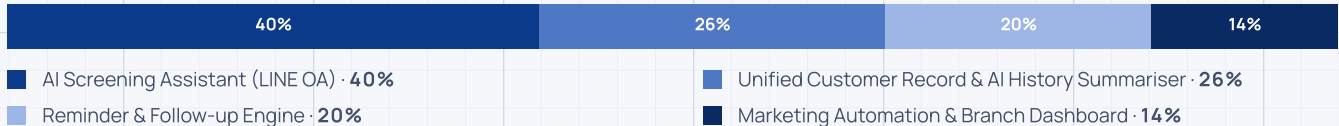
ESTIMATED TOTAL

฿150,000–350,000

Overall timeline

6 weeks

BUDGET BREAKDOWN



ITEM	PRICE RANGE (THB)	DURATION
AI Screening Assistant (LINE OA) Pre-booking screening chatbot that answers patient questions and qualifies bookings.	฿60,000–140,000	3 สัปดาห์
Unified Customer Record & AI History Summariser Consolidates LINE chats and clinic system data; generates AI doctor briefs.	฿40,000–90,000	3 สัปดาห์
Reminder & Follow-up Engine Automated reminders, post-treatment messages, and next-course recalls.	฿30,000–70,000	2 สัปดาห์
Marketing Automation & Branch Dashboard Segments customers and runs campaigns across all 3 branches from one dashboard.	฿20,000–50,000	2 สัปดาห์
Estimated total	฿150,000–350,000	6 weeks

PAYMENT TERMS



ESTIMATE ASSUMPTIONS

- Clinic system provides API or database access for integration.
- LINE Official Account is already set up and verified.
- Client provides timely feedback and access to doctors for UAT.
- Historical data is available in a structured or semi-structured format.

NOTE Every figure in this document is a preliminary estimate based solely on the information shared in conversation. Final pricing and timing are confirmed after a detailed requirements and systems review. Server and cloud hosting costs are not included in this proposal; they are billed by the provider directly to you.



Why DNA Maker

Thailand's leading banks, enterprises and government agencies trust us with systems that have to go live — and stay live.

500+
projects delivered since 2012

01 Chosen by Thailand's leaders

SCB, KBank, Krungsri, AIS, SCG, BDMS, the Treasury Department (Ministry of Finance) and Sony Device Thailand chose DNA Maker for systems where failure is not an option.

02 Bank-grade security, proven

A true 3-tier architecture (Web · API · Database) keeps your database off the public internet, validated by penetration and stress testing. Our Bluweo Engine is security-certified and runs at multiple bank groups.

03 You own 100% of it

Full source code and IP are handed to you — no plugin lock-in, no surprise licence fees, no limits on future changes.

04 Clears every go-live gate

We know bank and enterprise IT governance from the inside: every requirement in your TOR is covered, with no gaps and no surprises at acceptance.

05 Ready for the AI era

Content, search and data are structured for AI search engines and ChatGPT-style assistants, so the system grows with you instead of being rebuilt.

06 A partner long after launch

Multi-year client relationships, and a Bangkok team that stays on to improve the system and solve problems after go-live.

TRUSTED BY

SCB

Banking

KBank

Banking

Krungsri

Banking

AIS

Telecom

SCG

Industry

BDMS

Healthcare

Treasury Department

Ministry of Finance

Sony Device Thailand

Electronics

NEXT STEPS

- 1 Scoping session with engineering team to confirm requirements.
- 2 Sign off on technical discovery and integration plan.
- 3 Kick off project with contract signing and deposit.

Built to go live. Built to last.

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