

# ABDM Communication Demo

## RCS & WhatsApp for IPS Officers Lucknow



# Objective

The Ayushman Bharat Digital Mission (ABDM) aims to revolutionize public healthcare communication through secure, verified, and citizen-centric digital channels. This demonstration showcases how RCS and WhatsApp can serve as trusted platforms for government-to-citizen engagement, fully aligned with the Digital India vision.

## Secure Communication

End-to-end encryption and verified sender identities ensure that every message reaches citizens through authenticated government channels, eliminating fraud and misinformation.

## Citizen-Centric Design

User-friendly interfaces and familiar messaging platforms make healthcare information accessible to all citizens, regardless of technical literacy or smartphone sophistication.

## Digital India Alignment

Integrated with ABDM infrastructure and national digital health ecosystem, ensuring seamless data flow and compliance with government standards.

# Why Messaging for Government

Modern messaging platforms offer unprecedented advantages for public healthcare communication. With over 500 million smartphone users in India, messaging has become the most direct and effective channel to reach citizens instantly.



## Trusted

Citizens recognize and trust messaging platforms they use daily. Government-verified sender badges eliminate doubts about authenticity, ensuring critical health information is received with confidence and acted upon promptly.



## Instant

Time-sensitive health alerts, emergency notifications, and urgent updates reach citizens within seconds. Real-time delivery ensures that critical information arrives when it matters most, potentially saving lives during health emergencies.



## Scalable

Reach millions of citizens simultaneously without infrastructure limitations. Whether broadcasting to an entire district or targeting specific demographics, messaging platforms handle volume efficiently with minimal cost per message.



## Auditable

Complete message trails, delivery receipts, and engagement metrics provide full accountability. Every communication is logged, tracked, and reportable, meeting government transparency and compliance requirements.

# RCS – Government Broadcast

Rich Communication Services (RCS) represents the next evolution of SMS, bringing app-like experiences directly to native messaging apps without requiring citizens to download anything new. For government healthcare communications, RCS offers a powerful broadcast channel that combines the reach of SMS with the richness of modern apps.

1

## Verified Sender

Government agencies appear with official badges and logos, instantly recognizable to citizens. The verified sender status, displayed prominently in the message interface, builds trust and prevents impersonation or phishing attempts.

2

## No App Required

Messages arrive in the default messaging app already installed on Android phones. Citizens receive rich, interactive content without downloading WhatsApp, Telegram, or any third-party application, ensuring maximum reach across all demographics.

3

## Rich Cards & Buttons

Send visually engaging cards with images, action buttons, and embedded links. Citizens can register for ABHA, book appointments, or access health records with a single tap, transforming passive broadcasts into interactive experiences.

# RCS Use Cases

## ABHA Awareness

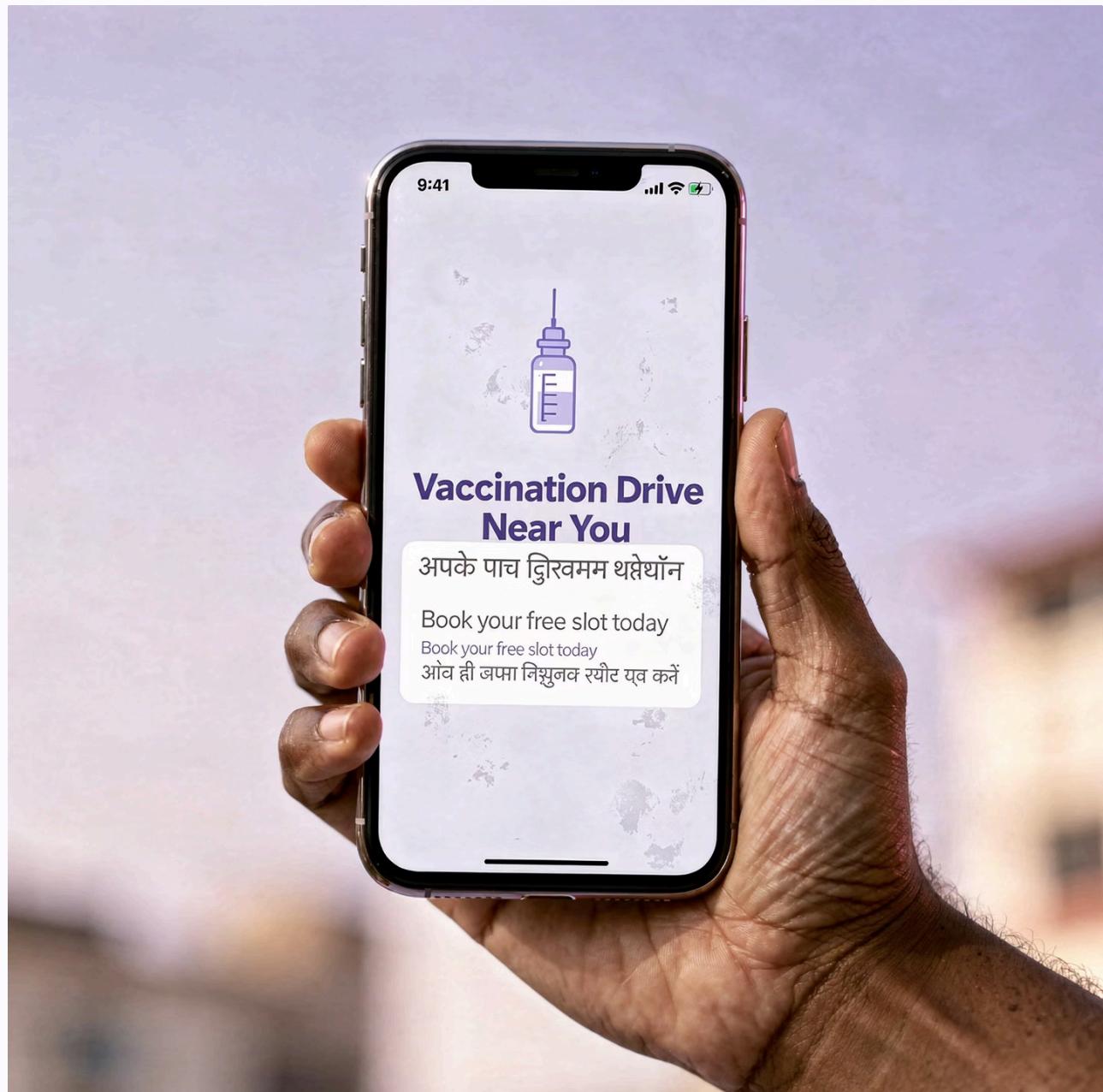
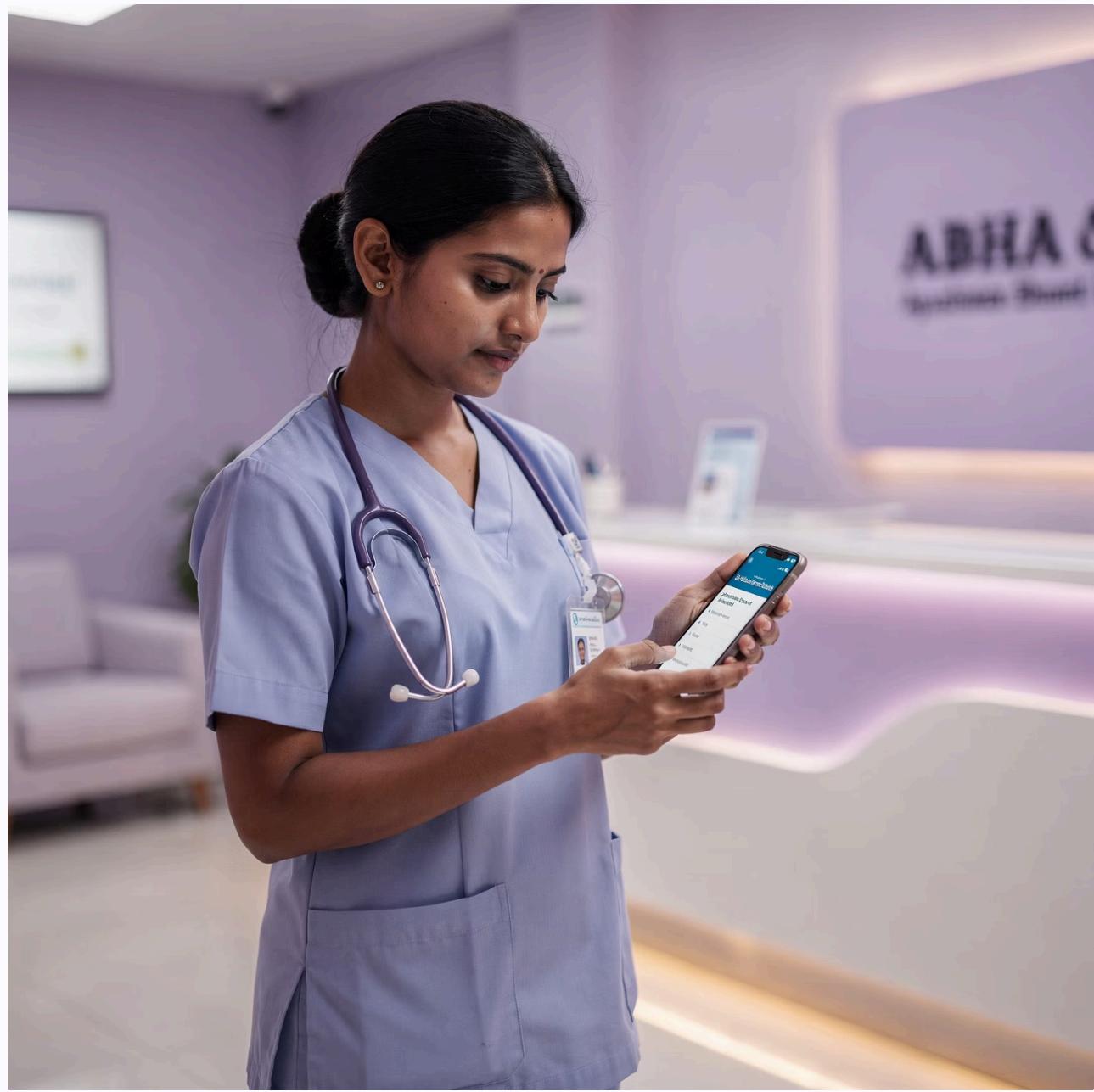
Broadcast campaigns explaining ABHA benefits, registration steps, and unique health ID advantages. Rich cards showcase success stories with images and direct registration links, making enrollment frictionless.

## Health Alerts

Distribute time-sensitive disease outbreak warnings, vaccination schedules, and seasonal health advisories. Geo-targeted alerts ensure relevant information reaches the right districts instantly during emergencies.

## Scheme Information

Share comprehensive details about Ayushman Bharat schemes, eligibility criteria, and enrollment processes. Interactive cards guide citizens through application steps with embedded forms and helpline numbers.



# WhatsApp – Citizen Interaction

While RCS excels at broadcast communication, WhatsApp Business API enables genuine two-way conversations between government healthcare services and individual citizens. This interactive channel transforms traditional one-way announcements into responsive, personalized support systems.



## Opt-in Based

Citizens explicitly consent to receive messages by initiating conversations or subscribing through QR codes and keywords. This opt-in model ensures compliance with privacy regulations and guarantees engaged audiences who actively want healthcare updates.



## End-to-End Encrypted

All conversations are protected by WhatsApp's robust encryption protocol, ensuring sensitive health information remains confidential. Medical records, test results, and personal health data are transmitted securely, meeting stringent healthcare privacy standards.



## Two-Way Support

Citizens can ask questions, request assistance, and receive personalized responses. Automated chatbots handle common queries instantly, while complex cases are seamlessly escalated to human support staff, creating a responsive healthcare support ecosystem.

# WhatsApp Use Cases

## Grievance Support



Citizens submit complaints, track resolution status, and receive updates through conversational interfaces. Automated ticket systems ensure every grievance is logged, assigned, and resolved transparently. Citizens receive acknowledgment messages immediately and status updates at every resolution stage, building confidence in government responsiveness.

## Appointment Reminders



Automated reminders for upcoming health checkups, vaccination schedules, and doctor consultations reduce no-shows significantly. Personalized messages include appointment details, clinic locations, required documents, and easy rescheduling options. Citizens can confirm, reschedule, or cancel appointments with simple reply messages.

## Helpdesk



24/7 intelligent chatbots answer frequently asked questions about ABHA registration, scheme benefits, hospital empanelment, and claim procedures. Natural language processing understands queries in multiple Indian languages, providing accurate responses instantly. Complex questions are escalated to trained operators during business hours.

# Security & Compliance

Government healthcare communication demands the highest security standards. Both RCS and WhatsApp implementations incorporate multiple layers of protection to safeguard citizen data and maintain trust in digital health infrastructure.

## Verified Identity

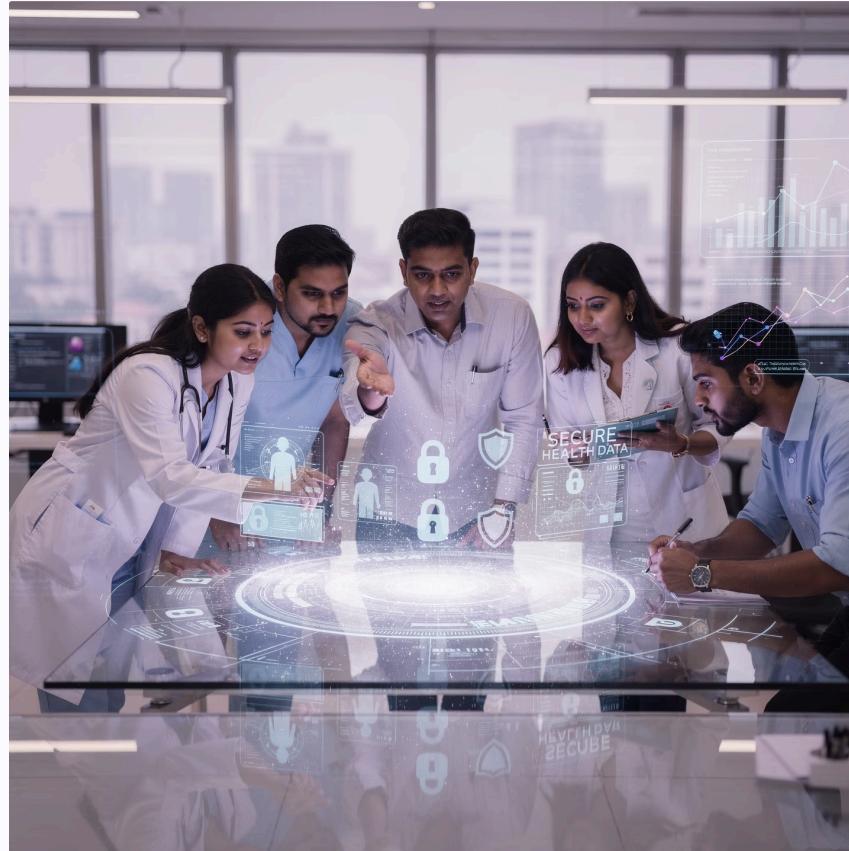
All government senders undergo rigorous verification processes. Official badges, registered business profiles, and authenticated phone numbers ensure citizens can distinguish legitimate government communications from fraudulent attempts.

## Consent Based

Every communication respects citizen privacy through explicit opt-in mechanisms. Citizens control their subscription preferences, can unsubscribe anytime, and their choices are immediately honored across all government healthcare channels.

## Audit Ready

Comprehensive logging of all messages, delivery statuses, and citizen interactions creates complete audit trails. Detailed analytics and reporting dashboards provide transparency, enabling performance review and compliance verification for government oversight.



Both platforms integrate seamlessly with ABDM's security framework, ensuring that every message, whether broadcast or interactive, maintains the integrity and confidentiality expected of government healthcare communication. Regular security audits and compliance reviews validate adherence to national digital health standards.

# RCS vs WhatsApp

While both platforms serve government healthcare communication, they excel in different scenarios. Understanding their complementary strengths enables strategic deployment for maximum citizen engagement and program effectiveness.

## Broadcast vs Interaction

RCS is the optimal broadcast channel for reaching millions of citizens simultaneously with awareness campaigns, health alerts, and scheme announcements. Its universal reach through default messaging apps ensures no citizen is left behind, regardless of app preferences or smartphone capabilities.

WhatsApp excels at personalized, interactive support where citizens need two-way conversations. Grievance resolution, appointment management, and helpdesk queries benefit from WhatsApp's conversational interface and citizens' existing familiarity with the platform.

## Together for Impact

The most effective government healthcare communication strategies deploy both platforms in coordinated campaigns. RCS broadcasts create initial awareness and drive large-scale engagement, while WhatsApp handles the personalized follow-up, support, and ongoing citizen relationships.

For example: RCS announces a new vaccination drive with rich cards containing dates, locations, and eligibility criteria. Citizens who tap "Register Interest" are seamlessly transitioned to WhatsApp for appointment scheduling, reminders, and post-vaccination follow-up support.

# Conclusion

## Trusted Digital Communication for Public Healthcare

The future of government healthcare communication lies in meeting citizens where they already are—on the messaging platforms they use every day. RCS and WhatsApp provide the trusted, secure, and scalable infrastructure needed to transform ABDM's vision into everyday reality for millions of Indian citizens.



### Verified & Secure

Government-authenticated channels citizens can trust



### Citizen-Centric

Accessible, familiar platforms requiring minimal digital literacy



### Scalable Impact

Infrastructure ready to serve India's vast population efficiently



### ABDM Aligned

Fully integrated with national digital health ecosystem

By leveraging these modern messaging platforms, IPS officers and government communication teams can build stronger connections with citizens, deliver critical health information instantly, and create a more responsive, transparent public healthcare system that truly serves Digital India's ambitions.