



BUSINESS WEBSITE & BOOKING SYSTEM

A CONNECTED DIGITAL FRONT DESK FOR GROWING HEALTHCARE PRACTICES

Combine a credible clinic website with modular appointment requests, structured patient intake, staff controls and communication handoffs. Select only the tools your clinic needs.

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TABLE OF CONTENTS

A clickable guide to the booking workflow, modular features, clinic operations, launch and handover.

01	Plan fit and workflow purpose	3
02	Booking workflow and status model	4
03	Patient and staff experience	5
04	What reception receives	6
05	Price clarity and module costs	7
06	What you receive and handover	8
07	Website foundation	9
08	Appointment requests and patient intake	10
09	Admin panel and schedules	11
10	WhatsApp and email handoffs	12
11	Choose the right plan level	13
12	Configuration examples	14
13	Delivery and acceptance process	15
14	Hosting and account ownership	16
15A	AI Shifa desktop mockup	17
15B	AI Shifa mobile mockup	18
16	Your project contact	19
17	Ready-to-launch checklist	20
18	After-delivery support	21
19	Commercial terms	22
20	Next step and frequently asked questions	23

01 | PLAN FIT

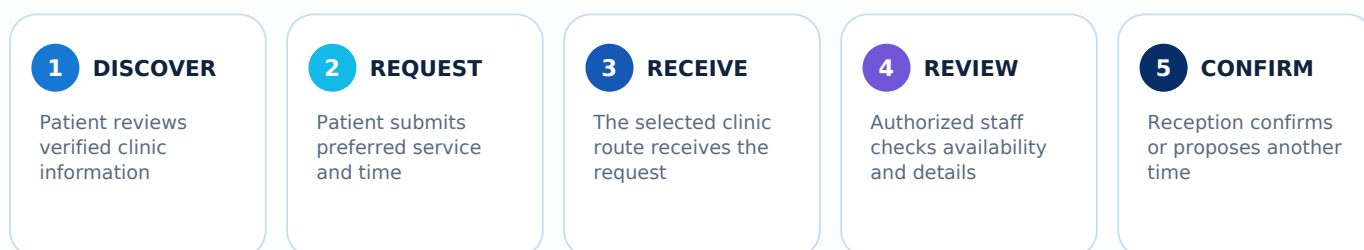
A practical digital front desk for growing clinics

For practices that need a professional website plus structured appointment requests and optional staff operations.

WHAT THIS PLAN DELIVERS

The Business Plan connects a credible patient-facing website with a documented appointment workflow. Clinics can add intake, staff controls and communication routes while keeping every booking decision under reception control.

How the appointment journey works



CLEAR BOUNDARY

An online request is not a confirmed appointment. The clinic controls acceptance, rescheduling and follow-up. The system is not an emergency service, diagnostic tool, treatment platform or electronic health record.

Good fit for



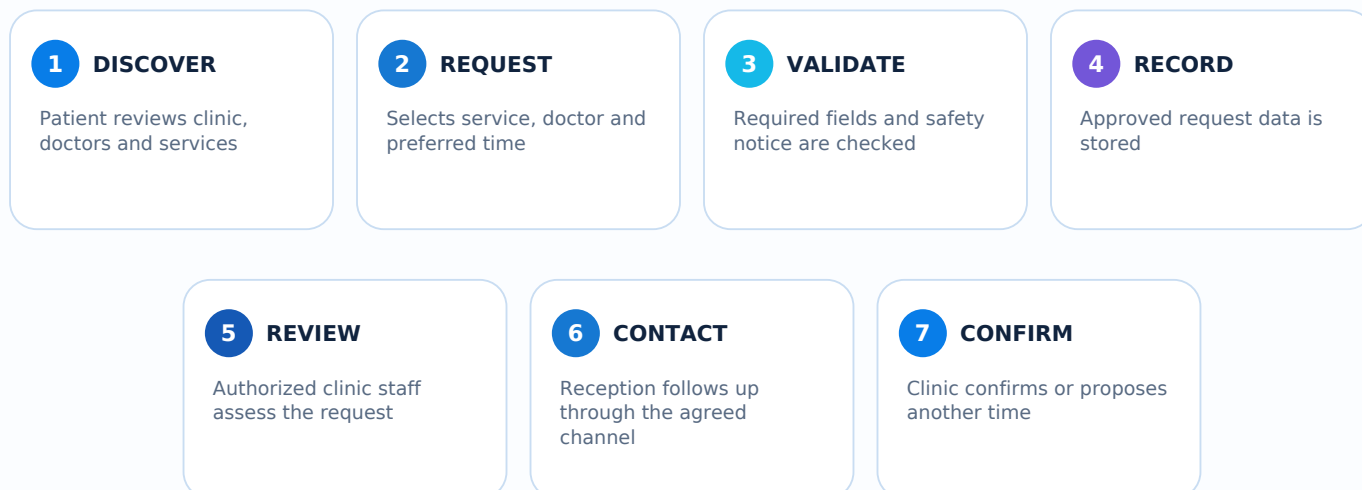
A controlled booking journey from request to response

Every step has a clear owner, visible outcome and defined boundary for the patient and clinic team.

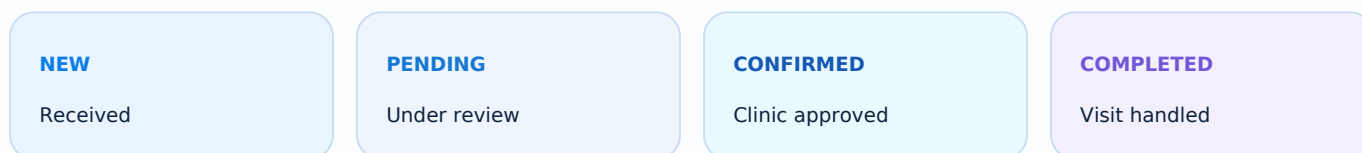
WHAT THIS PLAN CHANGES

The Business Plan connects a credible clinic website with structured appointment requests and optional staff tools. It helps the clinic replace scattered inquiries with one documented workflow while keeping every booking decision under clinic control.

Complete booking journey



Appointment status model



EXCEPTION: CANCELLED

OPTIONAL: RESCHEDULED

OPTIONAL: FOLLOW-UP REQUIRED

Optional statuses are activated only when included in the approved scope.

CLINICAL BOUNDARY

Submitting a request does not confirm an appointment. Confirmation remains a clinic action. The system is not an emergency service, diagnostic tool, treatment platform or electronic health record.

03 | EXPERIENCE

One system. Two coordinated experiences.

Patients receive a clear route to request care while authorized staff retain control of review and confirmation.

OPERATIONAL VALUE

A professional booking workflow is not simply an online form. It creates a consistent handoff between the patient-facing website and the clinic team responsible for appointment decisions.

PATIENT EXPERIENCE

Simple, guided and mobile friendly

CLINIC STAFF EXPERIENCE

Controlled, searchable and accountable

- 1 Choose a doctor or service
- 2 Provide preferred date and time
- 3 Submit required contact details
- 4 Receive a clear submission outcome
- 5 Continue through WhatsApp or email where selected
- 6 No patient account required in the standard setup

- 1 Review requests in one staff workspace
- 2 Check availability before confirming
- 3 Search and filter approved request data
- 4 Update status and add approved operational notes
- 5 Use the configured follow-up channel
- 6 Protected access and CSV export with admin

PRACTICAL OUTCOME

The workflow can reduce repeated copying, missed context and fragmented follow-up. Results still depend on clinic response times, staff use and the approved operating process.

04 | RECEPTION RECORD

What your reception team receives

A structured request gives authorized staff the information and next action needed for controlled follow-up.

FICTIONAL DEMONSTRATION DATA

This example shows the shape of an operational booking record. It contains no real patient information and does not represent an actual appointment.

SAMPLE APPOINTMENT REQUEST

REFERENCE: BIZ-260914-001

PATIENT NAME

Ayesha Khan (fictional)

CONTACT NUMBER

0300 0000000

DOCTOR / SERVICE

Dr Hamza / General consultation

PREFERRED DATE & TIME

16 Sep 2026 / 10:30 AM

REQUEST STATUS

New

SUBMITTED

14 Sep 2026 / 09:42 AM

INTERNAL STAFF NOTE

Call to confirm the preferred time

NEXT ACTION

Reception follow-up through WhatsApp

How reception uses the record

1 REVIEW

Check requested doctor, service and preferred time.

2 VERIFY

Confirm availability and required contact details.

3 CONTACT

Respond through the configured email, WhatsApp or admin route.

4 UPDATE

Record the approved status and an operational note where included.

OPERATIONAL AND PRIVACY BOUNDARY

Only approved fields required for the booking workflow are collected. Reception controls follow-up and confirmation. The record is not an electronic health record, diagnosis, emergency-triage result or treatment instruction.

05 | PRICE CLARITY

Every module has a clear purpose and price

The Business Plan starts with the website foundation. Optional tools are added only after written selection and approval.

APPROVED PROJECT PKR 60k-140k Base plus selected modules	TO BEGIN 50% After scope and invoice approval	BEFORE LAUNCH 50% After private staging approval
INITIAL DELIVERY TARGET* 5-7 DAYS* After readiness conditions	CONSOLIDATED REVISIONS 5 ROUNDS Within the approved scope	TECHNICAL DEFECT SUPPORT 30 DAYS Delivered-code defects

Feature price detail

FEATURE	STATUS	PRICE
Essential website foundation (up to 5 pages)	REQUIRED BASE	PKR 60,000
Expanded website (up to 10 total pages)	OPTIONAL	+ PKR 10,000
Appointment request system	ROUTE REQUIRED	+ PKR 20,000
Standard patient intake form	OPTIONAL	+ PKR 10,000
Clinic admin panel	OPTIONAL	+ PKR 30,000
Appointment export (CSV)	WITH ADMIN	PKR 0
Doctor schedule management	WITH ADMIN	PKR 0
WhatsApp booking handoff	OPTIONAL	+ PKR 5,000
Email appointment notifications	OPTIONAL	+ PKR 5,000

COMMERCIAL CLARITY

Appointment requests require at least one receiving route: Email Notifications, WhatsApp Handoff or Clinic Admin Panel. Free schedule and CSV tools require the admin module. Unlisted work, future changes and recurring provider charges are quoted separately.

A complete Business system package

The clinic receives the approved website, selected workflow modules and the practical files and access information needed at handover.

1 Patient-facing website

One long-form website or up to five approved pages, expandable to ten.

2 Appointment workflow

Structured request capture, validation and clinic-controlled confirmation where selected.

3 Patient intake

Approved pre-consultation fields and notices where included in scope.

4 Clinic operations

Protected staff dashboard, statuses, schedules and CSV export where selected.

5 Communication routes

Working email, WhatsApp or admin receiving route according to the configuration.

6 Technical foundation

Responsive layouts, metadata, accessibility basics and agreed safeguards.

HANDOVER PACKAGE

What the clinic receives after final payment

- Published approved website and selected modules
- Database schema for the approved workflow
- Approved content and media organization
- Agreed account and access details
- Completed project source files
- Configured contact and receiving routes
- Deployment and environment information
- Thirty-day delivered-code defect support

Third-party licences, provider subscriptions and unlisted integrations remain subject to their own terms and costs.

07 | WEBSITE FOUNDATION

1. Patient-facing website foundation

The required base establishes a credible, fast and accessible public presence before workflow modules are added.

01 Essential website foundation

PKR 60,000

A custom-branded healthcare website that helps patients understand the clinic and take a clear next step.

- One long-form website or up to five linked static pages
- Doctor profiles, services, clinic information, gallery, FAQ and approved review highlights
- Click-to-call, WhatsApp, email, social and directions links
- Privacy-friendly click-to-load map and basic local SEO/schema setup
- Responsive layouts, keyboard focus, alt text and lightweight performance setup

REQUIRED BASE

02 Expanded website

+ PKR 10,000

Extends the public website to support broader services, multiple specialties or more detailed practitioner information.

- Expands the approved site to a maximum of ten total pages
- Suitable for dedicated doctor, specialty, facility or patient-information pages
- Page list and content responsibilities are confirmed before development

REQUIRES WEBSITE FOUNDATION

Patient-facing value path

1 DISCOVER

Search and referrals

2 UNDERSTAND

Services and doctors

3 TRUST

Verified information

4 ACT

Call, WhatsApp or request

08 | BOOKING & INTAKE

2. Appointment requests and patient intake

Structured submissions connect to a clinic-facing receiving route while preserving staff confirmation and clinical responsibility.

03

Appointment request system

+ PKR 20,000

Captures an appointment preference in a structured PHP/MySQL workflow.

- Doctor or service selection within the approved setup
- Preferred date and time request fields
- Patient name and verified contact fields
- Required validation and non-emergency acknowledgment
- Database storage with basic duplicate-submission controls
- Clear submission outcome for the patient

REQUIRES ONE MANAGEMENT ROUTE

04

Standard patient intake form

+ PKR 10,000

Adds an approved pre-consultation questionnaire to the request process.

- Chief concern and symptom duration
- Relevant medical history fields
- Medication and allergy fields
- Client-approved consent and privacy wording
- Minimum necessary data approach
- Authorized staff access only as defined in scope

REQUIRES BOOKING SYSTEM

Request lifecycle

1

ENTER

Patient provides details

2

CHECK

Required fields validate

3

STORE

Approved data is recorded

4

REVIEW

Clinic staff assess request

5

CONFIRM

Clinic responds directly

REQUIRED CLINIC-FACING ROUTE

Please select Email, WhatsApp or Admin Panel so the clinic can receive and manage appointment requests.

EMAIL + PKR 5,000

WHATSAPP + PKR 5,000

ADMIN PANEL + PKR 30,000

PATIENT SAFETY AND DATA BOUNDARY

Submitting a request does not confirm an appointment. The form displays clear non-emergency guidance and provides no diagnosis or treatment advice. The clinic approves every field, privacy notice, retention period and staff access role.

3. Staff dashboard and clinic operations

The operations layer organizes requests for authorized staff without turning the system into an electronic health record.

05 Clinic admin panel

+ PKR 30,000

A password-protected staff workspace for appointment operations defined in the approved scope.

- View and search submitted appointment requests
- Update approved statuses such as New, Pending, Confirmed, Completed and Cancelled
- Add internal operational notes where included
- Responsive access across desktop, tablet and mobile
- Authentication, approved access roles, session, CSRF and database safeguards

OPTIONAL OPERATIONS MODULE

06 Doctor schedule management

PKR 0

Staff controls for approved practitioner availability.

- Working days and consulting hours
- Leave-date controls and availability changes

FREE WITH ADMIN PANEL

07 Appointment CSV export

PKR 0

Exportable operational logs for clinic use.

- Structured CSV download
- Supports offline review and authorized archiving

FREE WITH ADMIN PANEL

Security posture

DATABASE

Safer database handling

Parameterized queries reduce SQL injection risk.

SESSIONS

Protected staff access

Secure cookie and session settings are applied where supported.

REQUESTS

Validated changes

CSRF checks protect state-changing staff actions.

PASSWORDS

Credential protection

Industry-standard password hashing is used for local accounts.

10 | NOTIFICATIONS

4. WhatsApp and email communication handoffs

Email or WhatsApp can provide the required clinic-facing route when the admin panel is not selected.

08
WhatsApp booking handoff
+ PKR 5,000

Creates a pre-filled message that helps reception continue the conversation in the clinic WhatsApp account.

- Uses selected booking details approved for the handoff
- Reduces manual copy-and-paste for reception
- Opens WhatsApp for staff-controlled communication
- Does not automatically approve or confirm a booking
- Standard module does not include a WhatsApp Business API bot

REQUIRES BOOKING SYSTEM

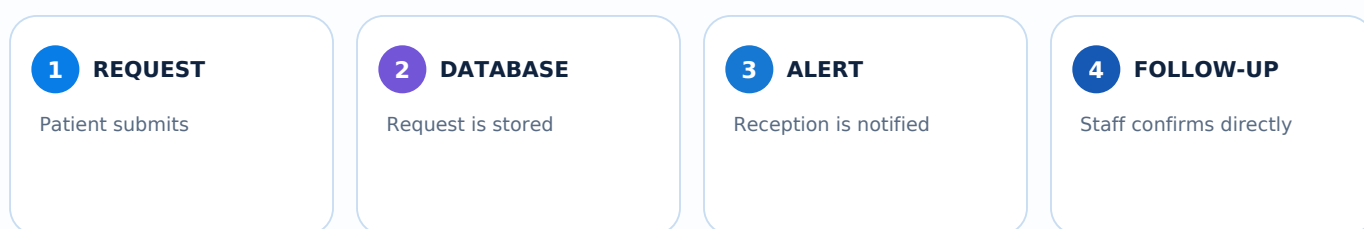
09
Email appointment notifications
+ PKR 5,000

Sends approved transactional alerts through the configured SMTP service.

- Reception notification after a valid submission
- Patient acknowledgment where included in scope
- Approved subject lines and message templates
- SMTP configuration and functional delivery testing
- Delivery depends on the email and hosting provider

REQUIRES BOOKING SYSTEM

Communication flow



AUTOMATION BOUNDARY

The Business Plan uses deterministic form and notification workflows. Generative AI receptionists, conversational bots, AI triage and LLM-based responses are not included and require a separately scoped AI Plan.

Booking requires at least one receiving route: Email, WhatsApp or Admin Panel. Multiple routes may be selected. Provider charges, restrictions and delivery limits remain separate.

11 | CHOOSE THE RIGHT LEVEL

Business balances presence with clinic operations

Choose the level that matches the clinic workflow. AI assistance and advanced external systems remain separately scoped.

Plan comparison

PLAN	BEST SUITED FOR
ESSENTIAL	Professional clinic presence, verified information and direct contact actions.
BUSINESS	Appointment requests, structured intake, staff controls and operational handoffs.
AI	AI-assisted conversations, structured summaries and workflow automation.

Beyond the standard Business configuration

Online payments

Payment gateways, billing, refunds and transaction reconciliation.

Patient portal or EHR

Patient accounts, clinical records, prescriptions or secure documents.

AI receptionist

Automated conversations, intake summaries and AI-assisted responses.

Custom integrations

External CRM, hospital, laboratory or third-party software links.

Advanced automation

API workflows, bots, reminders and multi-system orchestration.

Custom analytics

Special reporting, business intelligence and non-standard dashboards.

GROWTH PATH

The Business system can be expanded after launch. Advanced integrations, patient records and AI features are quoted separately so the approved operational scope stays clear.

Build the system your clinic actually needs

These examples show how approved modules combine. The final Statement of Work lists the exact selected configuration.

CONFIGURATION A

Website foundation

PKR 60,000

- Website foundation

RECOMMENDED FOR

For clinics that continue handling appointments through calls or walk-ins.

CONFIGURATION B

Reception alert workflow

PKR 85,000

- Website foundation
- Appointment system
- Email or WhatsApp handoff

RECOMMENDED FOR

For clinics receiving online requests through one selected front-desk channel.

CONFIGURATION C

Reception management suite

PKR 110,000

- Website foundation
- Appointment system
- Admin panel
- Schedule and CSV included

RECOMMENDED FOR

For reception teams that need a central request dashboard.

CONFIGURATION D

Full Business system

PKR 140,000

- All nine listed features
- Expanded 10-page website
- Booking, intake, admin and both alerts

RECOMMENDED FOR

For multi-doctor practices needing the complete standard configuration.

FREE WORKFLOW REVIEW BEFORE SELECTION

No module is assumed. A short consultation identifies the most suitable configuration, dependencies and responsibilities. The written scope and invoice then define the exact price before any payment is required.

13 | DELIVERY AND ACCEPTANCE

A controlled path from scope to launch

You review the system privately, provide consolidated feedback and approve the final result before publication.

1 Confirm scope

Written pages, selected modules, form fields, responsibilities and timeline are approved.

2 Provide materials

The clinic supplies verified content, branding, schedules, privacy wording and required access.

3 Build and check

The website, database and selected workflows are produced and checked across screen sizes.

4 Review privately

A protected staging link is shared for clinic review before production launch.

5 Refine

Up to five consolidated revision rounds are applied within the approved scope.

6 Approve and launch

Final payment, written approval, deployment and handover complete the project.

INITIAL DELIVERY TARGET*

5-7 BUSINESS DAYS

After readiness conditions

CONSOLIDATED REVISIONS

5 ROUNDS

Within approved scope

DEFECT SUPPORT

30 DAYS

After production launch

TIMING CONDITION

The delivery target begins after the written scope, 50% advance, verified materials, form fields, schedules and required access are received. Added scope, delayed decisions and third-party issues may extend the timeline.

Clear first-year costs and account ownership

Hosting, domain and email remain separate from the selected Business project price unless explicitly included in writing.

SELECTED SYSTEM

PKR 60k-140k

Based on approved modules

MANAGED HOSTING

PKR 5,000/year

Separate from development

DOMAIN

Actual cost

Registration and renewal

First-year cost comparison

COST ITEM	CLIENT-OWNED HOSTING	BUKHARI AI MANAGED
Selected project	PKR 60k-140k	PKR 60k-140k
Hosting	Paid directly to provider	PKR 5,000 per year
Domain	Actual provider cost	Actual provider cost
Business email, year 1	Depends on eligible plan	2 mailboxes included

MANAGED THROUGH BUKHARI AI

- Website hosting and deployment for PKR 5,000 per year
- Two business-email mailboxes included for the first year
- Mailbox renewal is confirmed at the provider's current rate before renewal
- Domain charged separately at actual provider cost

USE YOUR OWN HOSTING

- Clinic purchases and owns hosting, domain and email
- No separate annual hosting fee from Bukhari AI
- Clinic controls billing, renewals and account ownership
- Temporary deployment access is required

PROVIDER AND DEPLOYMENT CLARIFICATION

Hostinger is a practical option for PHP and MySQL projects. Eligible plans may include introductory domain or email offers, but rates and eligibility can change. Deployment covers publishing the approved system; provider outages, expired services, DNS delays and account restrictions remain outside development scope.

Account ownership: the clinic should own its domain, business email and critical service accounts wherever practical.

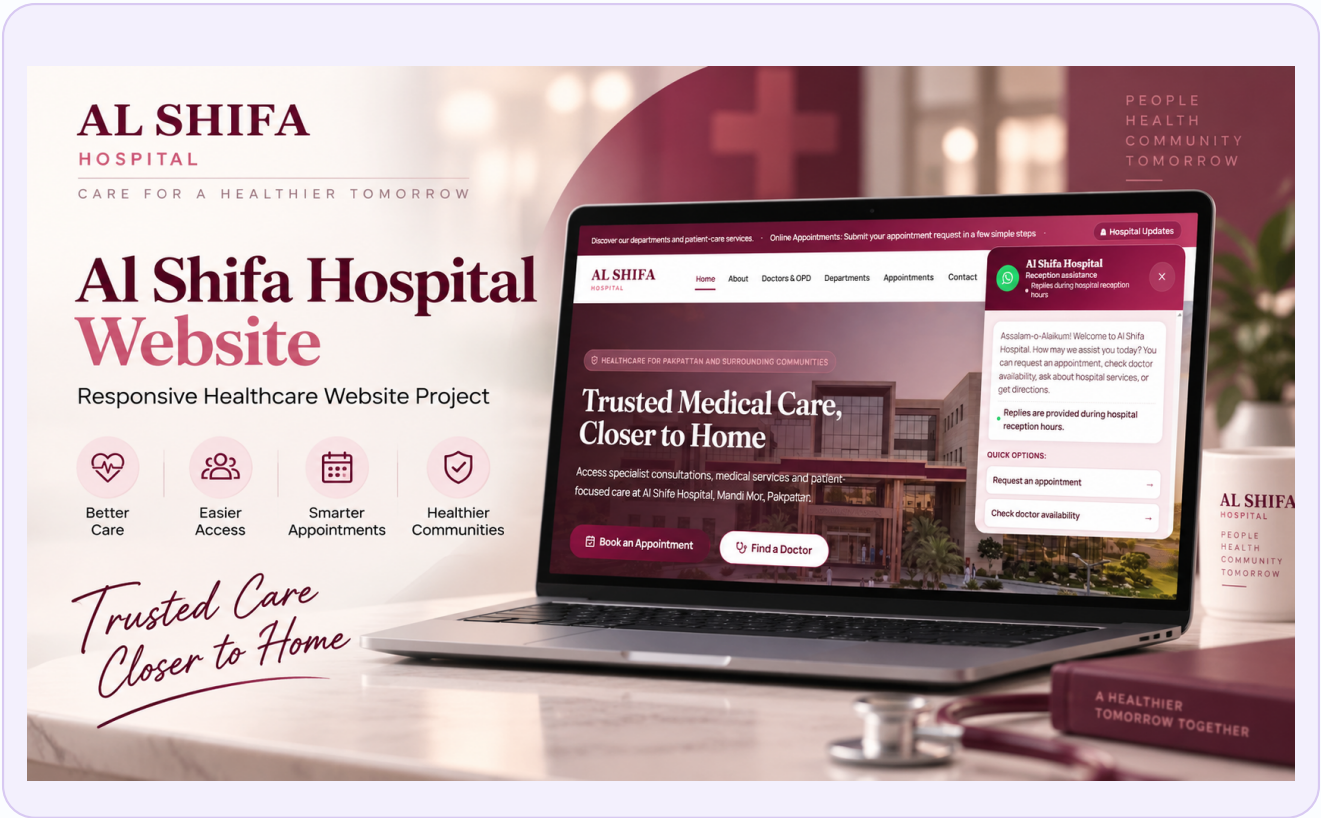
A polished desktop hospital website

A branded Al Shifa Hospital direction showing trust, services and a clear route to booking.

AL SHIFA DESKTOP MOCKUP

Al Shifa Hospital

SEE DEMO



WHAT THIS PROOF DEMONSTRATES

A polished hospital website direction showing trust-building visual hierarchy, service discovery, appointment booking and AI receptionist support. Demonstration only, not a client project or performance result.

15B | DESIGN PROOF

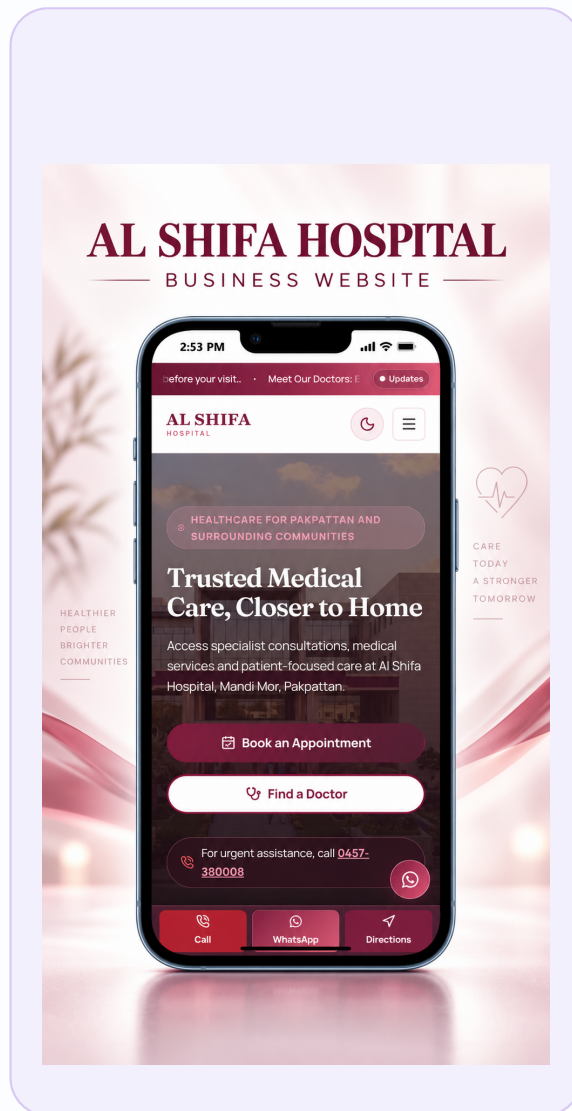
A responsive mobile hospital website

A focused mobile direction keeping trust, contact and appointment actions easy to reach.

AL SHIFA MOBILE MOCKUP

Al Shifa Hospital

SEE DEMO



WHAT THIS PROOF DEMONSTRATES

A mobile presentation showing how the hospital experience adapts to smaller screens while keeping booking and AI support visible. Demonstration only, not a client project or performance result.

One accountable point of contact from scope to handover

Direct communication supports faster decisions, clearer approvals and a more controlled clinic launch.

LEAD PROJECT CONTACT



Adnan Bukhari

Bukhari AI | Pakpattan Sharif, Pakistan

I help doctors, dentists and healthcare practices create clear patient-facing websites and practical digital workflows. My role is to turn your approved clinic process into a system your team can understand, review and use.

Your project will be planned, built and reviewed directly with me, giving you one point of contact for content, workflow decisions, staging feedback, deployment and handover.

 [admin@bukhari.ai.com](mailto:admin@bukhari.ai)

 **0321 4854145**

What you can expect

WRITTEN SCOPE

Know what is included

Every selected module, dependency and responsibility is documented before development.

PRIVATE REVIEW

Approve before launch

The working system is demonstrated privately before production deployment.

DIRECT ANSWERS

Stay informed

Questions about scope, implementation and handover come to one accountable contact.

CLEAR HANDOVER

Retain agreed files

Approved project files and database schema are supplied after full payment.

No payment is required before the project scope and official invoice are reviewed and approved.

A practical acceptance checklist

The clinic knows exactly what must work before written staging approval and production publication.

1 Responsive layout

Desktop, tablet and mobile views are visually checked.

2 Clinic facts

Name, services, doctors, hours and location are approved.

3 Booking fields

Required request fields, validation and notices work as approved.

4 Request records

Valid submissions reach the approved database and receiving route.

5 Staff access

Authorized users can sign in and use selected operational controls.

6 Notifications

Email, WhatsApp or admin handoffs work in the selected configuration.

7 Accessibility basics

Keyboard focus, labels and image alternative text are checked.

8 Layout integrity

No broken content, clipping or horizontal overflow remains.

9 Written approval

The clinic confirms staging acceptance before launch.

LAUNCH GATE

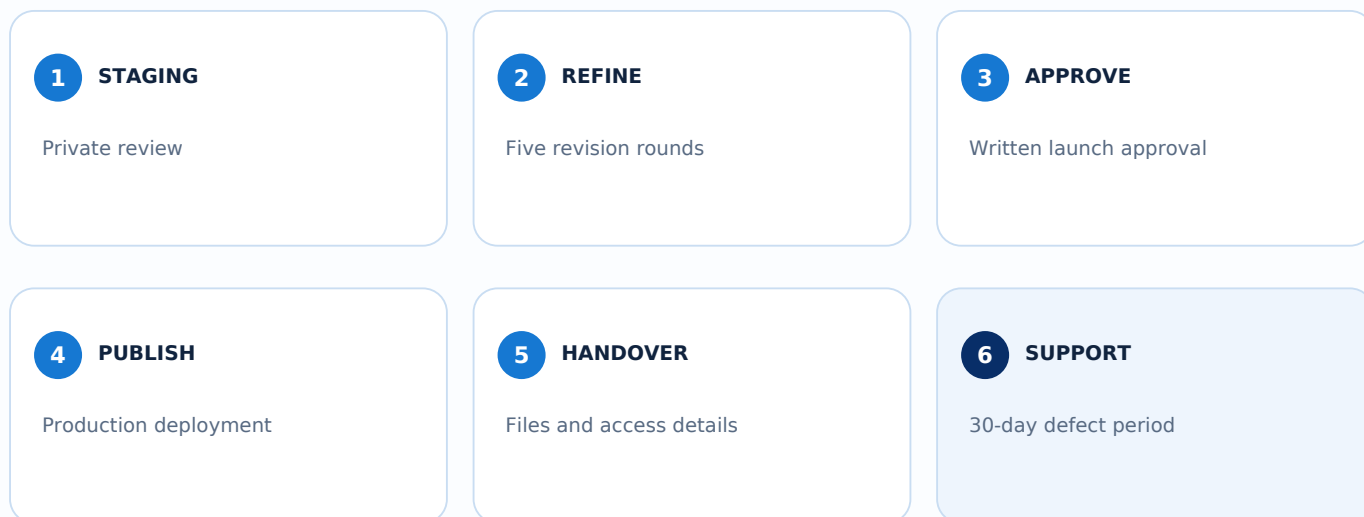
Written staging approval is required before publication.

Any unresolved factual, legal, access, privacy or third-party issue is recorded before launch. Approval confirms the delivered system matches the agreed scope; it does not guarantee future rankings, traffic, inquiries or provider uptime.

18 | AFTER DELIVERY

Clear review, handover and support

Support covers technical defects in the delivered code. New content, new features and third-party problems are quoted separately.



What 30-day technical support covers

INCLUDED DEFECT SUPPORT	QUOTED SEPARATELY
✓ Broken links caused by delivered code	+ New pages, modules or sections
✓ Responsive-layout defects	+ Content or workflow changes
✓ Delivered booking actions not working	+ New functionality or integrations
✓ Deployment-related code defects	+ Provider, account, SMTP or DNS problems

SUPPORT PERIOD

The 30-day period begins after production launch and covers reproducible defects caused by delivered code. It does not extend the revision allowance or include new content, changed requirements, provider outages, expired services, account restrictions or third-party platform changes.

19 | COMMERCIAL TERMS

Clear commercial terms. A confident next step.

The signed Statement of Work and official invoice define the final agreement for the selected configuration.

01 Scope

Only written deliverables and modules in the approved Statement of Work are included.

02 Payment

A 50% advance starts work; the final 50% follows staging approval and precedes launch or handover.

03 Revisions

Five consolidated rounds cover reasonable changes within the approved scope.

04 Cancellation

Completed work and non-recoverable third-party costs are deducted before any refund is calculated.

05 Approvals and delays

One designated contact approves work; missing content, access or feedback pauses delivery dates.

06 Third parties

Hosting, domains, SMTP, WhatsApp, maps and external platforms follow their own terms and availability.

07 Confidentiality

Non-public materials are used for the project and reasonable administration with access limited as required.

08 Portfolio use

The finished public system is shown in a portfolio only with permission or where agreed in writing.

09 Maintenance

Future updates are quoted by request; many routine changes typically fall between PKR 5,000 and 10,000.

10 Validity and acceptance

The quote is valid for the period on the invoice. Paying the advance authorizes the approved scope.

FREQUENTLY ASKED

Can booking work without the admin panel?

Yes. Select Email or WhatsApp for manual reception handling. Admin is required for a dashboard, statuses, schedules and CSV export.

Can the system be expanded later?

Yes. Approved modules can be added later. AI reception or advanced automation can be scoped under the AI Plan.

HEALTHCARE, PRIVACY AND OWNERSHIP POSITION

The clinic approves medical facts, request fields, access roles, privacy wording, retention and emergency guidance. After full payment, the clinic receives the agreed project files and database schema. Third-party assets and services retain their own licences and terms.

A connected clinic workflow starts with a clear scope

Review your clinic requirements, choose the suitable configuration and receive a written scope before payment.

Ready to organize patient requests with a professional clinic workflow?

Book a free 15-minute consultation. We will review your current process, recommend the suitable Business configuration and provide a written scope before payment.

[DISCUSS ON WHATSAPP](#)
[REQUEST WRITTEN SCOPE](#)
[VIEW BUSINESS DEMO](#)

Frequently asked questions

1 Can booking work without the admin panel?

Yes. Select Email or WhatsApp as the receiving route. Admin is required for a dashboard, statuses, schedules and CSV export.

2 Can the system be expanded later?

Yes. Approved modules, integrations and AI-assisted tools can be scoped separately when the clinic is ready.

3 Does submitting a request confirm an appointment?

No. The clinic reviews availability and confirms or proposes another time through the selected follow-up channel.

4 Who owns the completed project files?

After full payment, the clinic receives the agreed project files and database schema. Third-party assets remain subject to their original licences.

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The signed Statement of Work and official invoice take precedence over this guide.