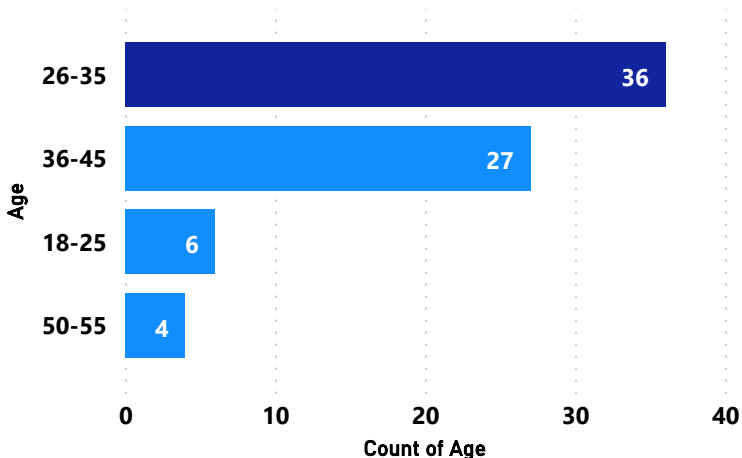


Demographic Insights

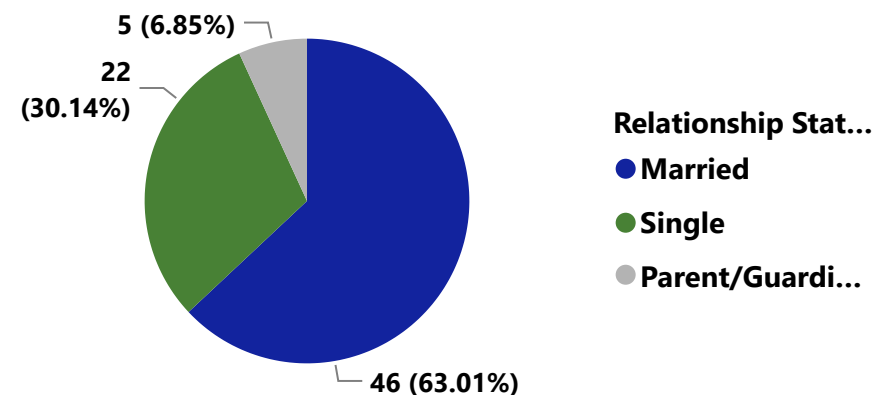
Date
January, 2024

Number of Respondents
73

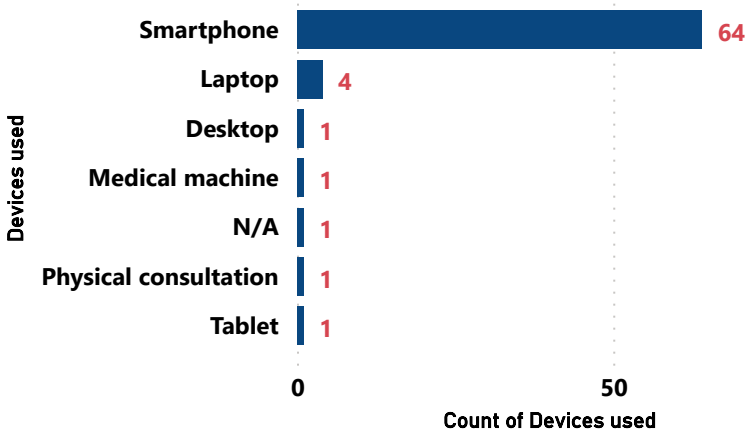
Age Distribution



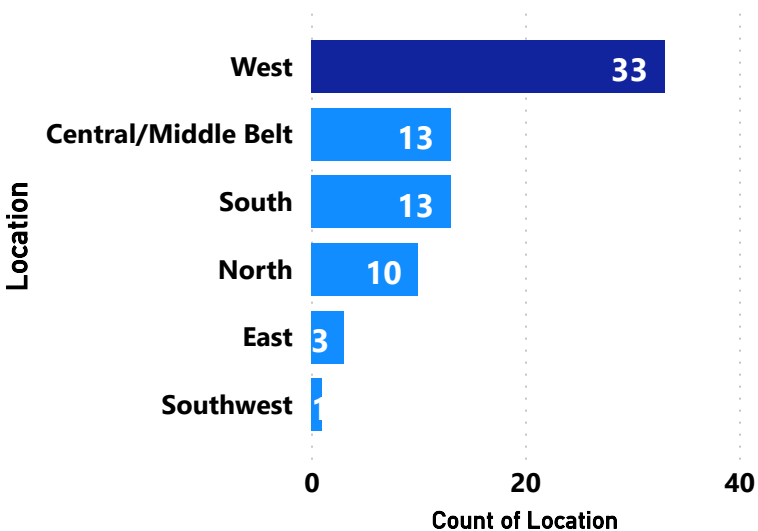
Relationship Status Distribution



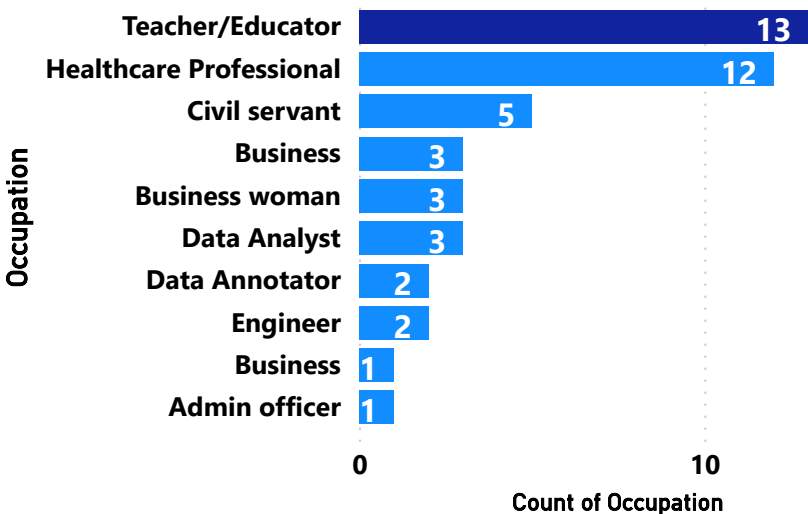
Devices Distribution



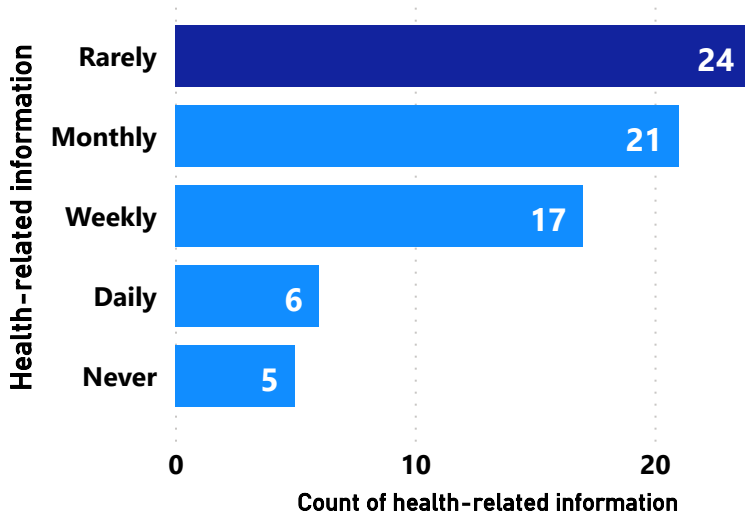
Location Distribution



Occupation Distribution

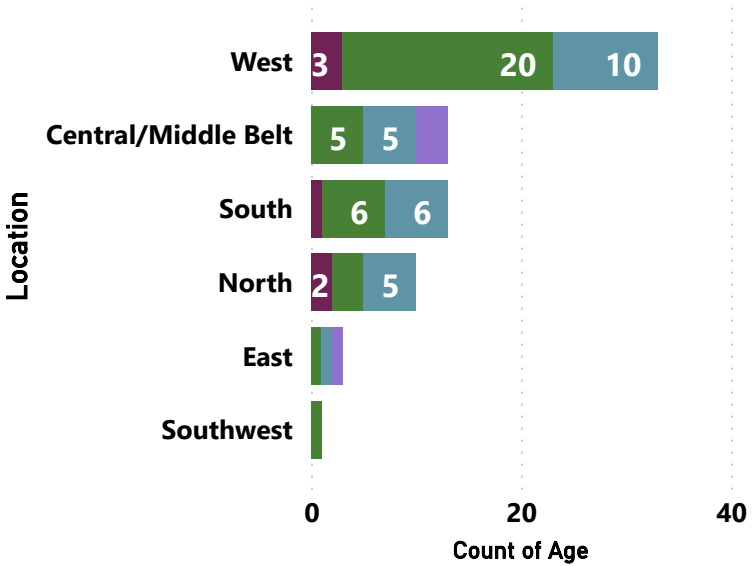


Health-related information

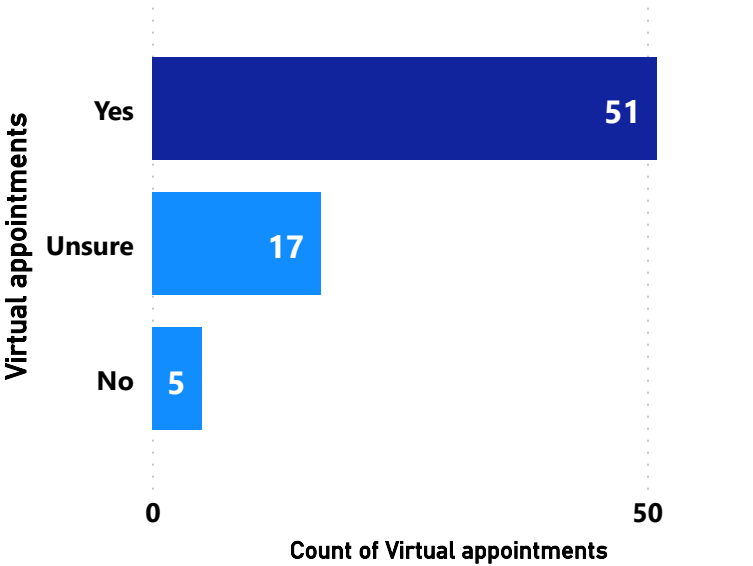


Understanding how responses vary across different Demographic Segments

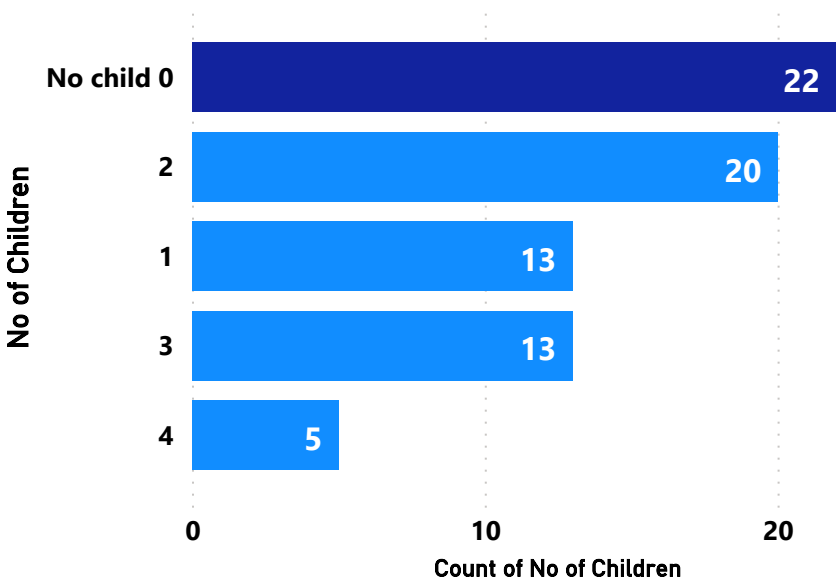
Age group by Location



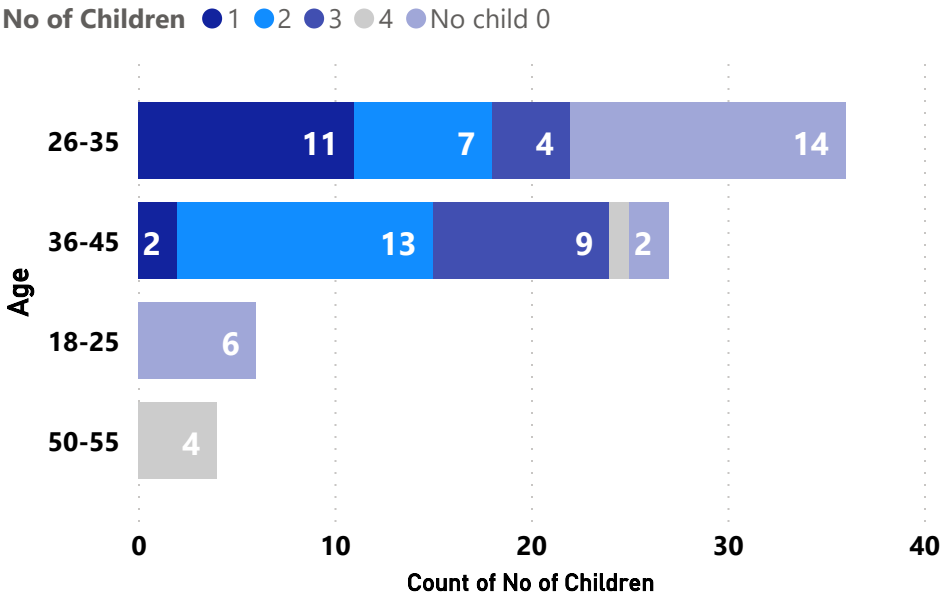
Response to virtual appointments



Children Distribution



Number of Children by Age



Key influencers Top segments

What influences Virtual appointments to be Yes ?

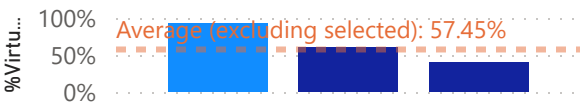
When...

Reaction using digital solutions is Very comfortable

....the likelihood of Virtual appointments being Yes increases by

1.61x

← Virtual appointments is more likely to be Yes when Reaction using digital solutions is Very comfortable than otherwise (on average).

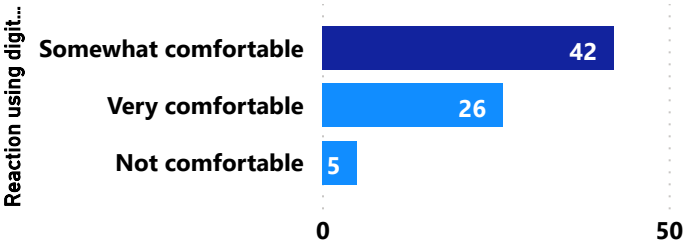


☐ Only show values that are influencers

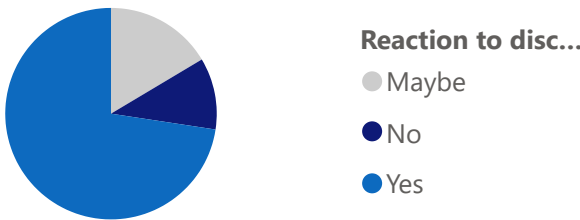
Technology Adoption Insights and Interest in Virtual Healthcare

Previous experience	Count of Previous experience
No	42
Yes	5
Nil	3
Had an online consultation to request mediation refill.	2
N/a	2
Non	2
Yes. I have a few friends/family that are medical personnels. I usually call/chat to explain the child's symptoms and await further instructions/directives	2
Awesome consultation	1
For symptoms with low criticality	1
Gcg	1
Good	1
HMO	1
I do that when I know is not a serious issue, like when they have cough or stomach discomfort but if it persists I take dem to the hospital	1
It was easy and communicative	1
No.	1
none	1
Nothing here	1
Summarized and brief	1
Yes I have and was great	1
Yes, after times in the middle of the night from friends and family who are doctors, when we had need for emergency due to the child displaying signs of discomfort and symptoms of ill health.	1

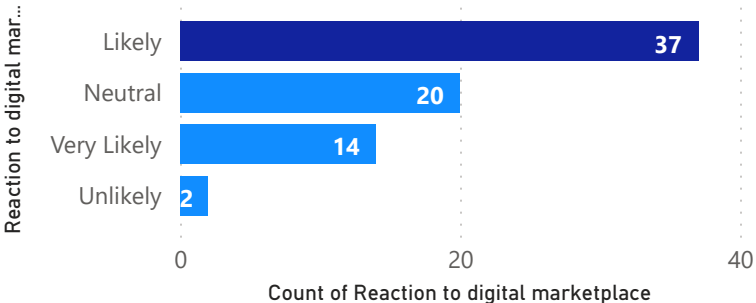
Reaction to using digital solutions



Reaction to discounted transportation

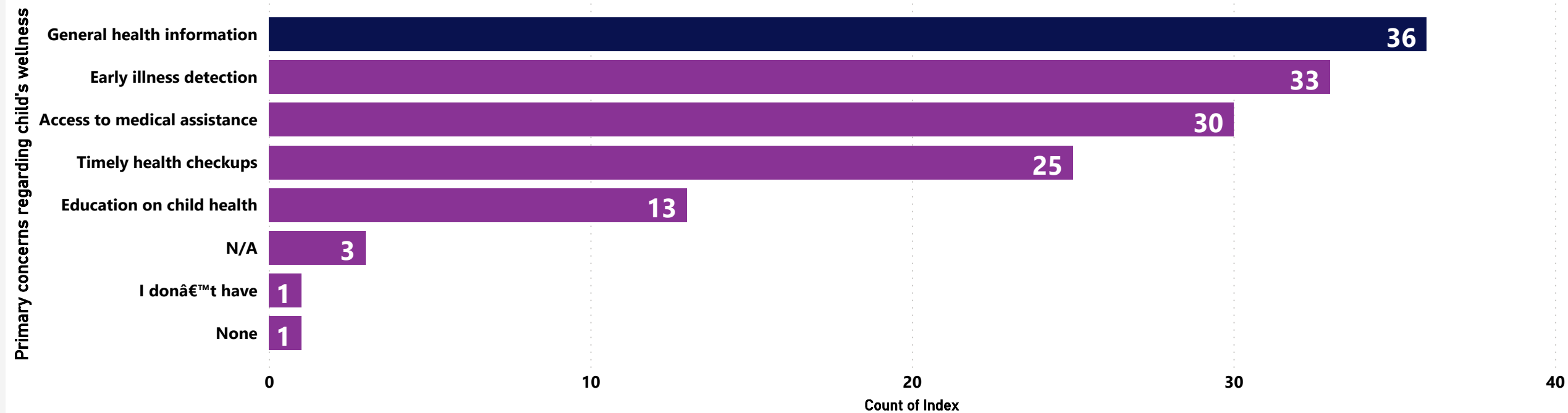


Reaction to digital marketplace

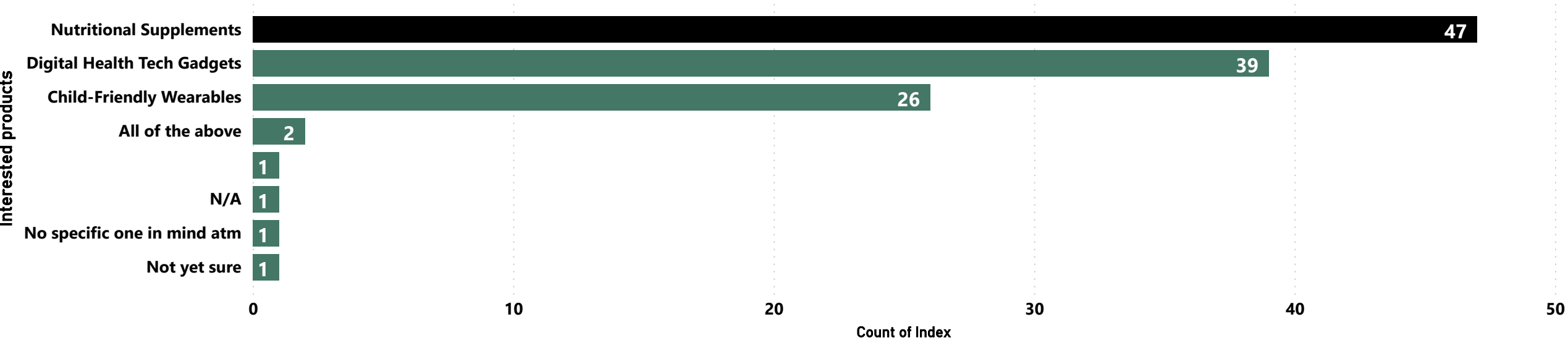


Preferred additional features	Additional features
No response	47
GAMES	2
none	2
Affordable goods	1
Any beneficial	1
Children's books	1
Daily child care contents	1
DISEASE detection/ Ailment recognition from image capture,	1
E fff	1
Easy to access health care innovations	1
Free children check up	1
Ggt	1
Health	1
Home health assessing kits	1
Home service	1
N/a	1
Nil	1
No idea yet	1
Not sure	1
Nutritional food for kids	1
One on one video or Audio conversation with a doctor incase of Emergency.	1
Organic treatment	1
Quick Response to immediate health problems	1
Robust	1

Primary concerns regarding child's wellness.

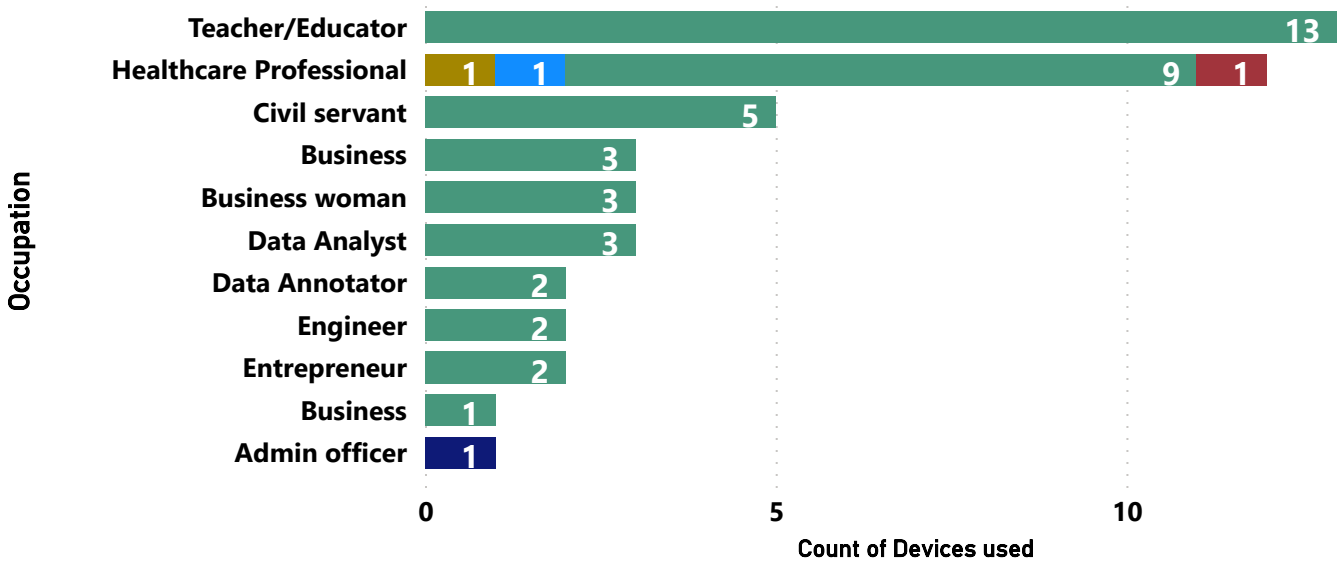


Interested products

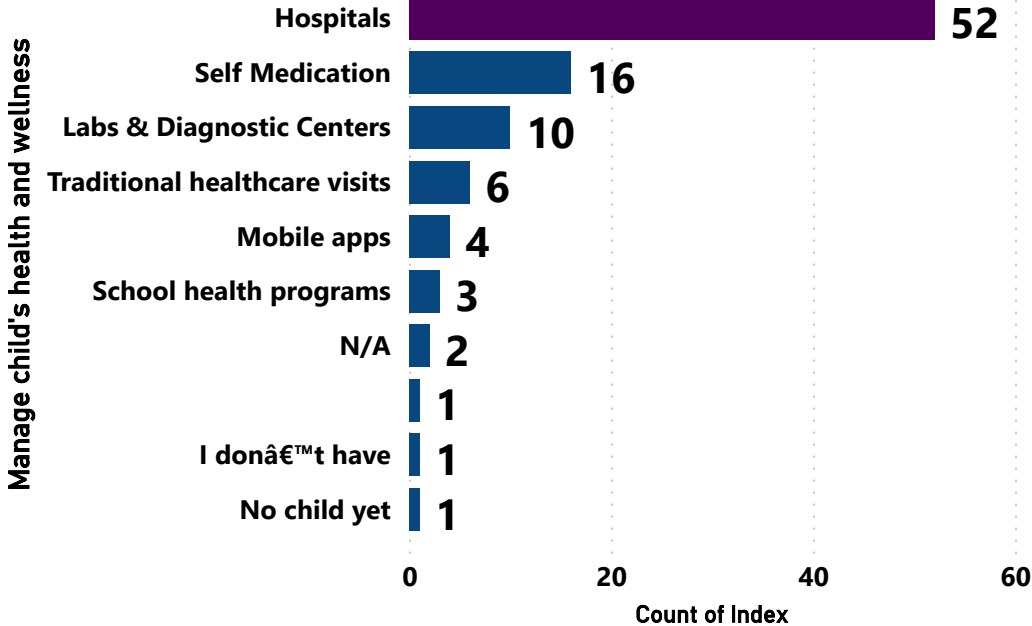


Devices used by Occupation

Devices used ● Desktop ● Laptop ● Medical machine ● N/A ● Physical consultation ● Smartphone ● Tablet



Manage child's health and wellness



Most beneficial features

