



Care Pay Ltd

● **Hanga Pitchfest 2024 Pitch Deck**

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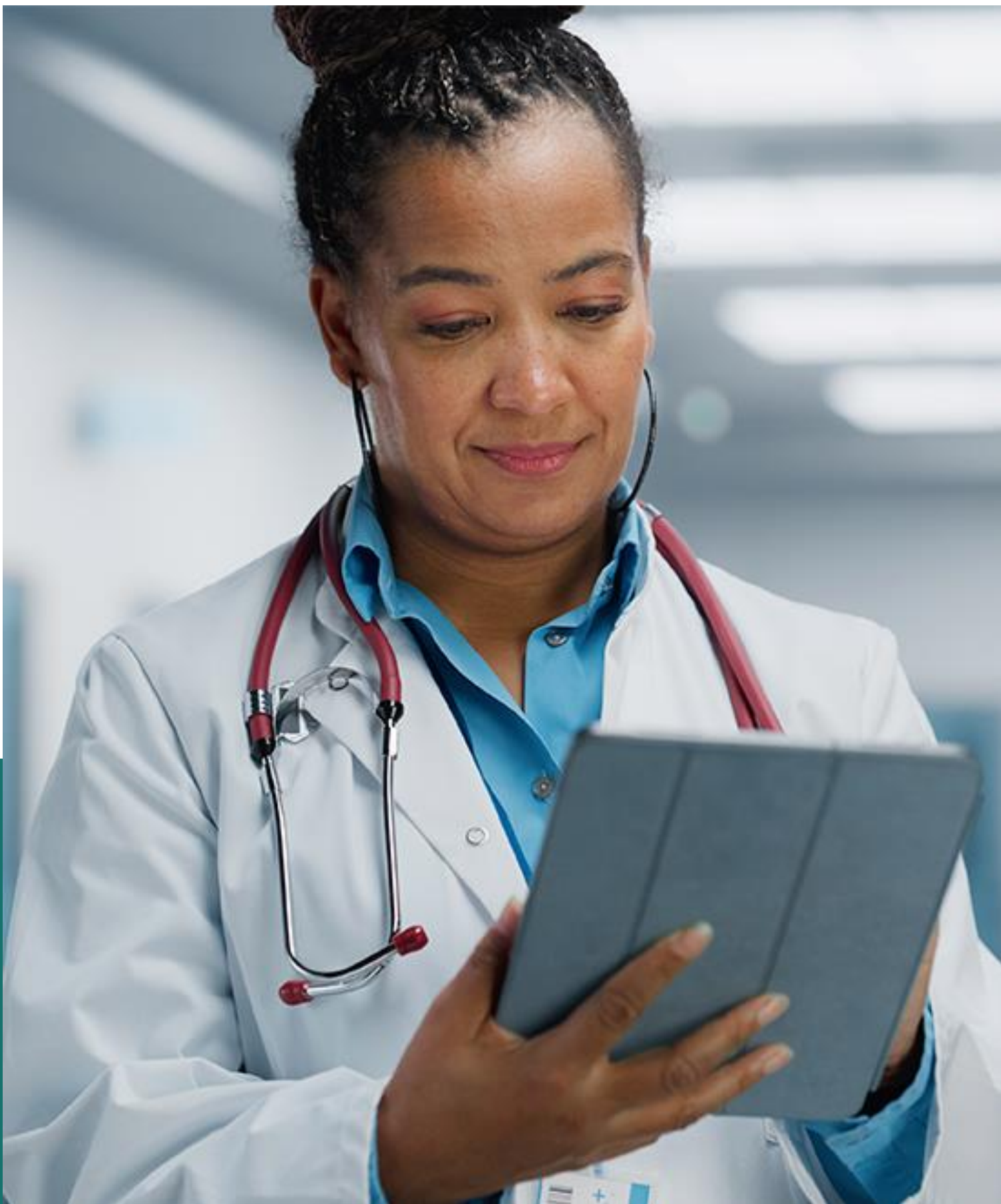
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CarePay Ltd



WHAT WE BELIEVE IN

Product

CarePay System

Mission

CarePay empowers healthcare providers and insurers through seamless, AI-driven claims processing automation, accelerating reimbursements and fostering trust between healthcare providers and insurers.

Vision

CarePay aims to create a new era in African healthcare as the most trusted platform for automated claims processing, relied upon by insurers and healthcare providers, ensuring swift claim processing, prompt payments, and empowering providers to deliver exceptional care free from financial barriers.

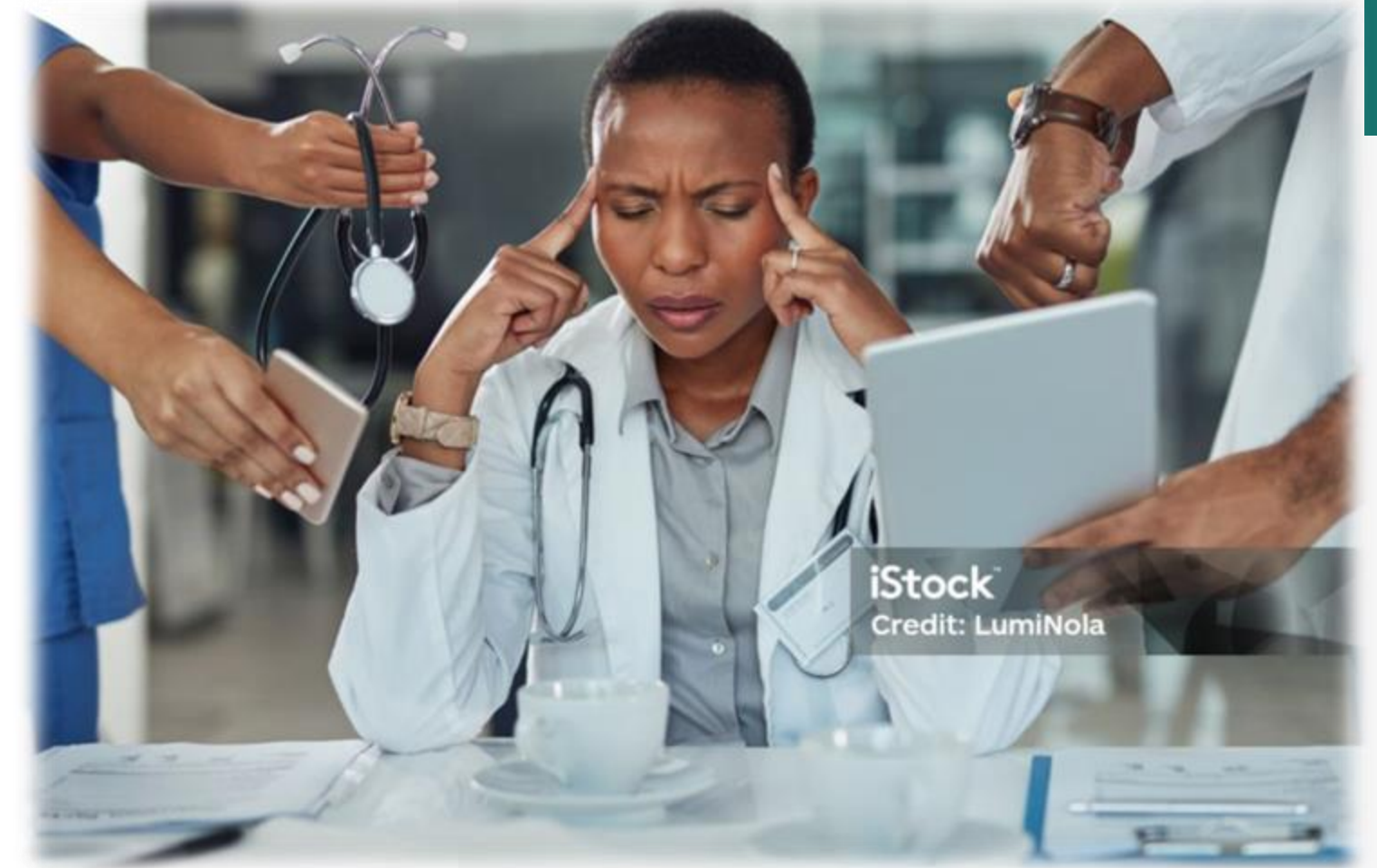
PROBLEMS



WE WILL SOLVE THE BELOW PROBLEMS

01 Chronic delays of claims payments

- Paper based health claims are submitted to insurances on a monthly basis, but claims processing and payments can take between 2 to 12 months to be processed.
- In 2022, even major medical insurers were banned by Rwanda Medical association for unpaid claims lasting up to 12 months ([Rwanda Tribune, 2022](#)).



02 Financial strain and operational setbacks

- Clinics and hospitals are left with prolonged unpaid bills, affecting their ability to deliver quality care.
- The long waiting periods disrupt cash flow, pushing healthcare providers to their limits.

03 Paper-Based Claims: A Barrier to Efficiency

- Insurance claims officers are overwhelmed with ten of thousands of paperwork, reviewing, analyzing, checking for fraud, and validating claims.
- The current system is too time-consuming, leading to bottlenecks and delayed payments.

CarePay is the Solution

01 Real-Time Submission

CarePay allows providers to submit claims instantly, eliminating the monthly wait for claim submission.

02 AI-Powered Adjudication

Our AI evaluates and processes claims with speed and precision, drastically reducing delays.

03 Fraud Detection

Using machine learning, CarePay helps insurances detects fraudulent claims, reducing insurer losses

04 Automated Payment Processing

Claims are reviewed, approved, and paid automatically, making delayed reimbursements a thing of the past.



05 Dynamic Claims Prioritization

AI can prioritize claims based on complexity or risk, ensuring that simple, low-risk claims are processed and paid quickly, while more complex ones get extra attention.

06 Seamless Integration

Our platform integrates smoothly with both healthcare providers' and insurers' systems, reducing friction and administrative burden.

MARKET SIZE

CarePay Market: Nationwide Reach



Our solution affects the services provided to 90% of Rwanda’s 13 million population, as 90% of Rwandans are insured. We target health providers—hospitals, clinics, health centers, and pharmacies—that work with insurance companies across the country, along with their corresponding insurers.

Rwanda Private Medical Facilities Association (RPMFA)

Represents around 200 private hospitals, polyclinics, specialized clinics, and general clinics in Rwanda. In 2022, RPMFA banned some insurers for delayed payments, showcasing their influence in healthcare.

Public Health Providers

Rwanda has a network of 1,700 health posts, 500 health centers, 42 district hospitals, and 5 national referral hospitals, providing vast potential for digitized claims processing. (Source: RDB, 2024)

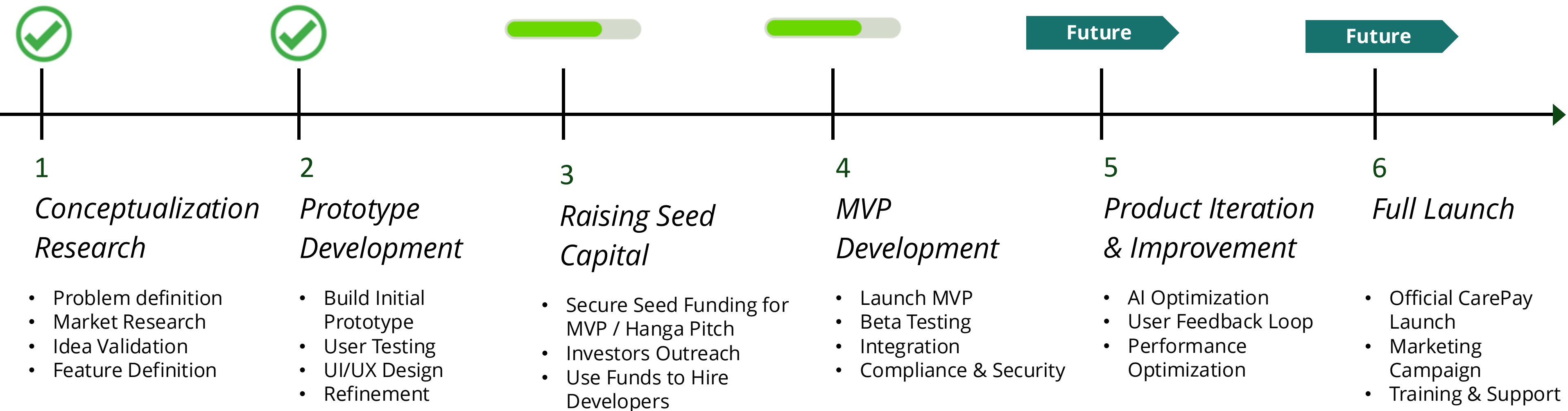
Insurance Companies

Rwanda has 16 licensed insurers, with 15 offering medical insurance (both public and private), presenting a significant market for CarePay. (Source: BNR, 2024)

In-house Insurances

Major institutions like Bralirwa, Equity, CIMERWA, Urwego, RBA, PSF, and the Rwanda Bar Association also manage in-house insurance, representing additional market opportunities.

CarePay Path To Success



CarePay Revenue Model

CarePay Products

Description

Prices

CarePay HMIS

Free HMIS for public/private hospitals

- Zero cost

CarePay Bridge API

- API integration HIMS
- Cleaned Claims Data
- Unlimited API Calls

- 1 Million Rwf/ month

CarePay Analytics + Payment Service

- Automated claims adjudication
- Fraud detection
- Claims Payment

- 4 million Rwf / month
- Transaction fees will be applied based on Payment Gateway

CarePay Insure

- Insurance management system
- Automated claims adjudication
- Fraud detection
- Claims Payment

- 7 Million Rwf/month
- 1000 Rwf per card
- Transaction fees will be applied based on Payment Gateway

Competition

CarePay win the competition easily



- **CarePay** easily outcompetes Smart with lower costs and more features.
- The first Rwandan platform to connect healthcare providers and insurers seamlessly.
- Offers automated claims submission, AI adjudication, and fraud detection.

Competitor 1: Smart System (Kenya)

What They Offer: Insurance Management System, Biometric identification, manage memberships, cards, and policies.

Limitations: Expensive, No digital claims submission or analytics.

CarePay Advantage: More affordable, with additional features like real-time claims submission and fraud detection.

Competitor 2: Insurance Internal Systems

What They Offer: Manage memberships, cards, and policies.

Limitations: No digital claims submission or analytics.

CarePay Advantage: Bridge API enables digital claims submission and analytics.

Competitor 3: Hospital Systems (Open Clinics & Open MRS)

What They Offer: Free, open-source hospital management systems.

Limitations: No automated claims submission.

CarePay Advantage: CarePay integrates to automate claims submission and reduce delays.

Competitor 4: EdenCare Insurance Internal System

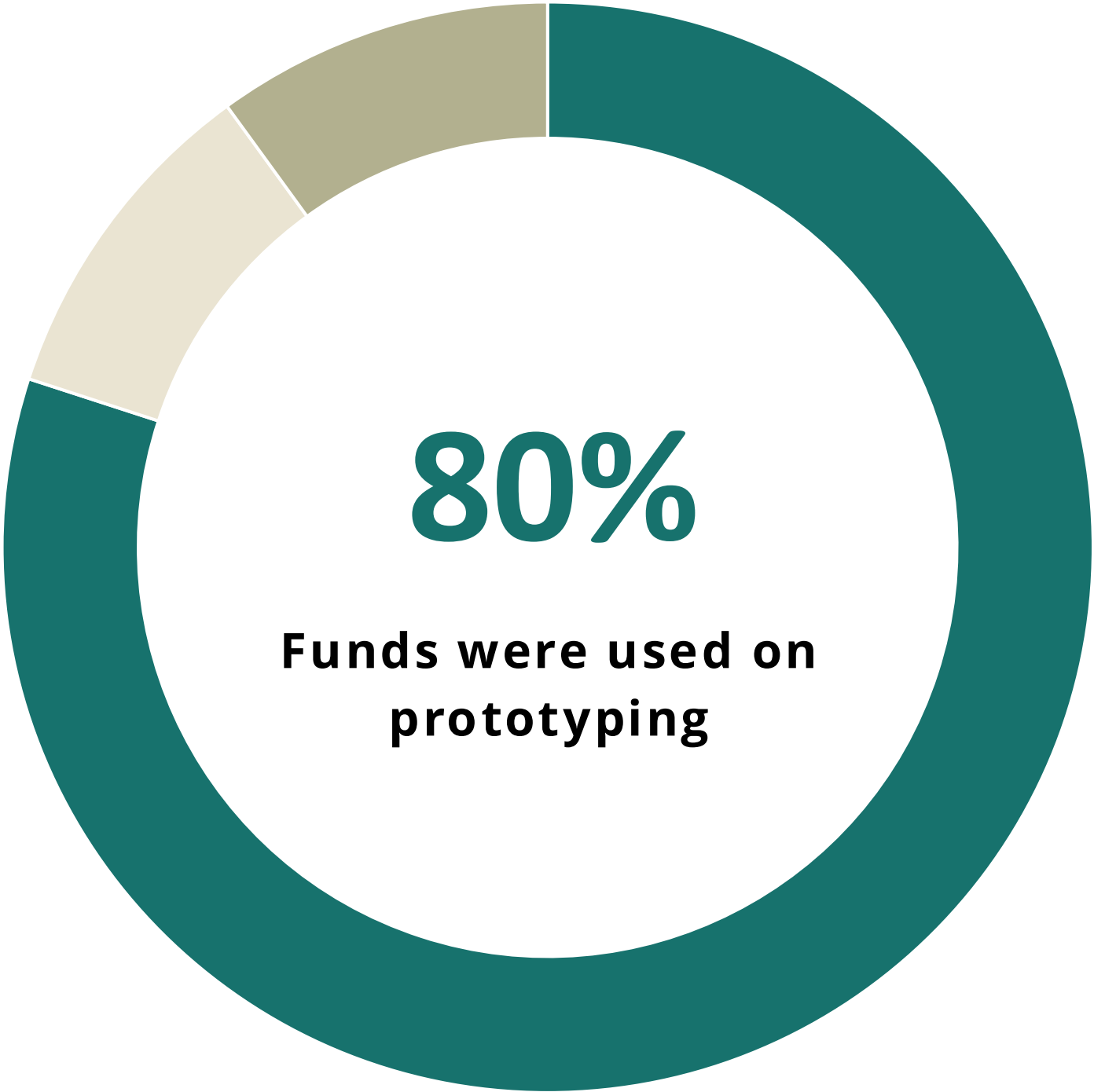
What They Offer: Insurance Management System with AI-powered claims analysis.

Limitations: No digital claims input. Humans manually input data from paperwork into the system.

CarePay Advantage: Bridge API provides digital claims data, speeding up claims processing.

Funding Status

Currently CarePay is self-funded 100%



CarePay Ltd

- **Current Status:** CarePay is currently **self-funded** by the team.
- **No External Funding Yet:** We have not raised any external funding so far.
- **Future Goal:** To scale our operations, we are seeking **seed capital** to:
 - Accelerate product development.
 - Expand our team.
 - Ensure a strong market entry.

80%	Prototype Development & MVP
10%	Conceptualization and Market Research
10%	Operational Costs

CarePay Dream Team



Founder & CEO

Maurice BIGIRIMANA

An expert in digital transformation and cybersecurity, currently the Manager of Application Security at the Bank of Kigali. He holds a Master's in IT from Carnegie Mellon University (CMU) and has served as a teaching assistant in digital strategy at CMU. His expertise in secure software development and passion for digital transformation drive his commitment to innovation.



Founder & CTO

Patrick IRADUKUNDA

With a Master's in IT from Carnegie Mellon University, he brings over five years of expertise in web, mobile app, and script development. His experience spans AI and machine learning research at CMU, where he contributed to cutting-edge projects, positioning him as a key force behind CarePay's technical innovations.



Health Tech Specialist

David MANZI

an Application Specialist for the Health Management Information System (HMIS) at King Faisal Hospital, holding a Master's in IT from Carnegie Mellon University. He specializes in customizing HMIS to meet user requirements and improve efficiency. With a strong foundation in healthcare technology, David plays a pivotal role in optimizing CarePay's integration with existing health systems.



Medical Claims Specialist

William G NAYITURIKI

Bringing over 4 years of experience as a Medical Claims Analyst, William currently works at Prime Insurance Ltd, after honing his expertise at the Rwanda Social Security Board (RSSB). With a Bachelor's in Nursing and a Master's in Public Health, William's knowledge ensures CarePay's solution is designed to automate claims processing with accuracy and speed.



THANK YOU

● **FOR YOUR NICE ATTENTION**

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