Sehat Kahani - Expanding E-Health in Pakistan

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Proposal Status: Out of Scope

Executive Summary

1.The Problem

Pakistan, a population of 207 million and one of the fastest growing economies of the world still struggles to provide basic healthcare to 51% of its total population. Around 40 million people live below the poverty line. Almost 30 % of the population lacks access to even primary health care facilities. There is an acute deficiency of midwives, nurses, and female paramedical staff in rural area. The current density of nurses and midwives is about 3.8 per 10,000 Moreover, WHO (2015) reported that out of the 63% of medical students, only 23% are registered with the Pakistan medical and dental council despite producing nearly 170,000 general physicians and about 40,000 specialists each year according to the 2016 statistics by PMDC. This can be due to the socio cultural restraints that forbid women to work or due to domestic responsibilities.ON the other hand unfortunately we still live in a country where women and children in the marginalized populations do not access healthcare. According to WHO, only 26% of the women residing in rural Pakistan have access to Basic anti-natal care visits while 38% still deliver at home. Another statistic which states that only 37% of women are able to access quality healthcare because of the distance they need to cover (Pakistan Demographic Survey 2012-13)

2. The Solution and Introduction to Sehat Kahani:

Based in Pakistan, Sehat Kahani (which means story of health in Urdu) is a for-profit, sustainability focused, health tech social impact initiative, breeding female micro-entrepreneurs from all segments of society, Sehat Kahani democratizes healthcare by operating three distinct verticals which focus on provision of healthcare via e-health:

1. Enabling Access - E-Health Hubs: Sehat Kahani creates e-health clinics in the marginalized populations in order to create access to healthcare. Currently Sehat Kahani has 14 E-Health clinics located in 3 provinces of Pakistan which have reached out to 53,000 lives directly.
2. Enabling Outreach – Preventive health: Sehat Kahani creates health awareness and messaging in different segments of society. Currently, Sehat Kahani is working with Engro, GSK and Lifebuoy creating an impact on almost 400,000 lives.
3. Enabling Efficiency - Sehat Kahani Mobile Application: A wholistic mobile and web-based platform, it provides access to physicians round the clock through a technology-enables device. Currently, Sehat Kahani has launched this platform using the B2B model ensuring healthcare accessibility to employees and corporate executives through an innovative online virtual OPD utilizing E-Health.

Through these 3 verticals, Sehat Kahani ensures to fill in the healthcare gap by creating accessibility, efficiency as well as enhanced financial inclusion for females at all tiers of the workforce including not only female physicians but also Community Health workers, Nurses as well as Health Educators in the communities.

Through these 3 healthcare verticals Sehat Kahani has reached out and impacted more than 500,000 lives.

Digital Healthcare Consortium:

The Healthcare consortium Sehat Kahani is working on not only includes technical partners who will enable us to built this software but it also includes other strong implementation corporates, enabling us to scale this project:

1) Alchemative: A digital tech solutions provider which will support us in the establishment of an innovative Sehat Kahani Application (Digital Healthcare Solution) with easy accessibility and understanding by consumers as well as healthcare professionals (including physicians as well as peripheral staff)

2) Techvalley: An innovative implementation partner which will support us in scaling the application to various stakeholders in the KPK region including the government of KPK.

3) Virtual Healthcare Professionals: Responsible for provision of the telemedicine software including E-Webinars enabling extensive health education and CME's for the physicians onboarding the Sehat Kahani NEtwork of Physicians.

4) DKT Pakistan : Dhanak has 900 clinics pan Pakistan that can be upgraded by Sehat kahani

5) TDSP : Sehat Kahani and TDSP have joined hands to upgrade hubs in Balochistan, providing support and career opportunities to the midwives trained under the TDSP programme

6) Maternal, Newborn and Child Health : A step towards ensuring accessibility and availability of high quality maternal, newborn and child health services for all, is an initiative of the National MMNCH Program of Ministry of Health

7) Jazz, Pakistan : A telco & Internet operator spread across Pakistan.

Other future prospective partners will include the leading corporates including Unilever, GSK as well as leading telcos and banks (e.g Telenor Zong, UBl, HBL etc) to name a few facilitating us in expanding sehat Kahani customers in the corporate world. The health Ministries of Punjab, KPK and SIndh province are also prospective partners ensuring healthcare expansion across a greater scale.

Proposal

Background

Pakistan is one of the countries where the usage of smartphones has increased exponentially over the years. Pakistan Telecommunication Authority (PTA) revealed that there are 31.77 million smartphone users in Pakistan and this number would reach 40 million by the end of this year. The swift growth of mobile media, has made South Asia, particularly Pakistan, a lucrative market for electronic media. This population mainly comprises of 21 to 30 years old, where they consist of 77 percent of the total smartphone users in Pakistan. 60 percent of these Pakistani's use more than one cell phone, mainly Android. Whereas, around 16 percent smartphone users regularly buy paid apps while remaining 84 percent are content with free apps.

On the other hand, four in five physicians (81%) use smartphones for work reasons, according to the current wave data from the Sources & Interactions Study. The availability of smartphones has made it possible for doctors to interact more with the patients; the way health care providers now communicate with patients is changing, as individuals become more and more sophisticated about using information technology to make health-related decisions.

Sehat Kahani Application Overview

Rationale:

Globally healthcare is becoming more and more digitized and Sehat Kahani; an E-Health company has initiated its third vertical which caters to make healthcare efficient and accessible to all. Working on our mission to make health care easy and accessible for all, Sehat Kahani envisions to design a mobile app for those who can't take out time from their busy schedule to see a doctor.

Sehat Kahani primarily focuses on using e-Health platforms to create holistic health solutions within Pakistan. Having used leased software initially for its services, Sehat Kahani decided to build its own software in 2017 to cater to two specific target markets: a) corporate employees who would prefer convenience by enhancing accessibility of healthcare through their smartphones. b) Middle income market (upper, middle and lower tiers) where the main barrier to entry is quality, easy access and time constraints in visiting a physical doctor. In particular, the Sehat Kahani mobile app aims to target the following beneficiaries

- Urban dwellers who are also smartphone users.
- Telcos as well as leading banks' customers
- Qualified physicians from various healthcare specialities with a focus on female physicians currently not actively engaged in the workforce.

- Corporates wishing to provide its employees with value added services.
- Medical universities students and future medical health force of Pakistan.
- Beneficiaries belonging to low middle income groups such as mid-level managers, factory workers etc.
- Governmental, private and NGO agencies in the health, clinical and health tech ICT sector.

Figure 1: Process in B2B Markets

The application will aim to focus on the following key features:

- Mobile and web based application
- Simple 3 step process to access a doctor
- Free chat with a doctor
- Video consultation with multiple consultants
- Online EMR system
- Integrated ICD codes
- Online mapping of doctors
- Online pharmacy and labs

Proposed Plan:

Sehat Kahani app will conveniently connect an online doctor to the client through a smart phone or a laptop without the hassle of scheduling an appointment and waiting for long hours in the waiting rooms of a physical healthcare facility. The customer can access a physician from the comfort of their homes or office just through 3 simple clicks. This is a customized health care solution for the executives as well as consumers in general however Sehat Kahani's initial go-to market will be the B2B route.. This app doesn't only make consultation possible but client can also get their lab tests done by ordering a test where a phlebotomist comes and collects the blood sample from the client's destination through our partner diagnostic companies. Beneficiaries can also order medications through this platform. This app can be used by executives for utilizing online OPD healthcare services provided by the respective company.

Phases of Development for the Sehat Kahani Digital Health Software (DHS)

The Sehat Kahani mobile application will be available to people in 3 different platforms; a web platform, an ios application and an android application. This application will enable individuals to create an extensive personal health wallet through a personal health record system which will be linked with the EMR system of the application, ensuring the development of an extensive patient data base. The support Sehat Kahani envisions from Digital Health Software include to but are not limited to the following:

1. Creation of an extensive application catering to the healthcare needs of Pakistani individuals considering the usual social and cultural barriers.
2. Ongoing support for the maintenance of the application, as well as integrations, iterations and further developments needed in the application from time to time.
3. Facilitation of the adoption of this application by leaders in the corporate industry through extensive B2B marketing.
4. Facilitation of adoption of this application by healthcare insurance providers in Pakistan
5. Development of features in the Sehat Kahani DHS
6. Adding new features to enable new business models in the Sehat Kahani DHS
7. Supporting new functionalities in DHS based on need assessment

Business Model and Financial Sustainability:

The Sehat Kahani application will be made available to employees of various corporates as well as through healthcare insurance ensuring a sustainable model is devised. For a usual corporate with approx 350 employees; a monthly subscription fees will be charged ranging from $2000-$3000 per month which will cover the Sehat Kahani marketing as well as management fees, while the consultations for the online physicians will be charged based on their tiers of engagement on a monthly billing mechanism (pricing mentioned below). At the end of the month, a monthly bill will be sent to the respective corporate to be paid for utilization of the services based on the number of consultations availed.
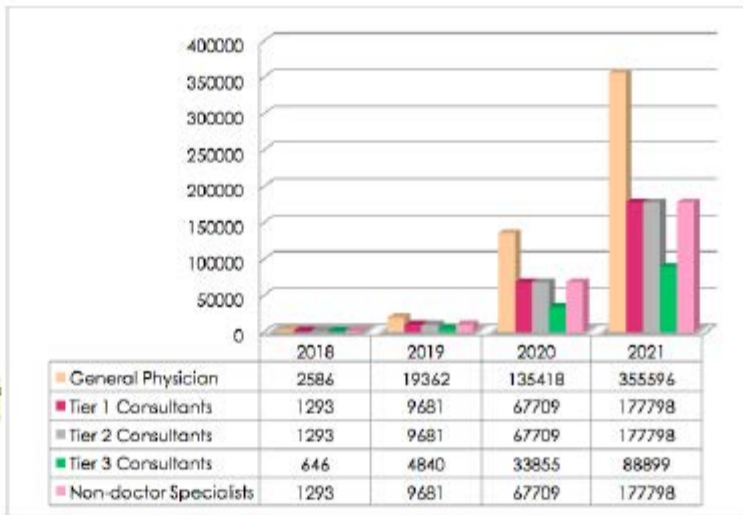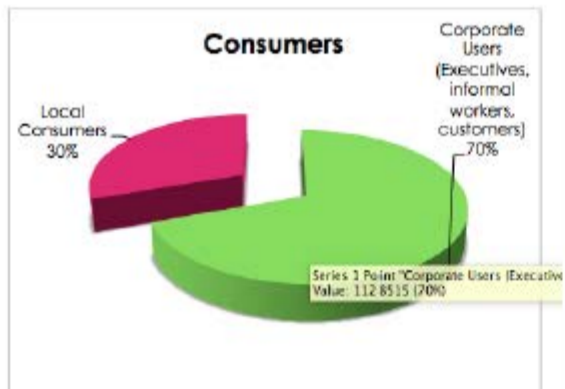
The physicians will be paid a 50% of their respective consultation fees while the remaining 50% will come to Sehat Kahani as the Gross Revenue.

Consultants				
General Physicians	Tier 1 Consultants	Tier 2 Consultants	Tier 3 Consultants	Non Doctor Specialists
	Gynaecology	Neurologist	Psychiatrist	Fitness Expert
	Pediatrician	Dentist	Psychologist	Nutritionist
	Gastroenterologist	Orthopedic Surgeon		
	Urologist	Dermatologist		
	Heart Specialist	Pulmonologist		
	ENT Specialist	Nephrologist		
	General Surgeon			
	Sonologist			

Consultant Tier	Consultation charges	Sehat Kahani Margin
General Physician	$0.5	
Tier 1 Consultants	$0.8	
Tier 2 Consultants	$1.5	50%
Tier 3 Consultants	$2.5	
Non doctors (Nutritionists, fitness experts etc)	$0.5	

Sehat Kahani Mobile Application and Impact:

Sehat Kahani envisions to reach out to approx 1 million users by the end of 2021 through this mobile application creating an estimated gross revenue of approx 5 Million USD

Consumers

- Local Consumers 30%
- Corporate Users (Executives, informal workers, customers) 70%

Series 1 Point "Corporate Users (Executive
Value: 112 8515 (70%)

	2018	2019	2020	2021
General Physician	2586	19362	135418	355596
Tier 1 Consultants	1293	9681	67709	177798
Tier 2 Consultants	1293	9681	67709	177798
Tier 3 Consultants	646	4840	33855	88899
Non-doctor Specialists	1293	9681	67709	177798

Commenting is closed.