



CarePlus

Smart Follow-Up Reminder System for
Healthcare Providers.

Ensuring timely patient follow-ups, reducing
no-shows, and improving care.





The Problem/Idea

The Problem:

- Over 40% of patients miss follow-up appointments.
- Manual tracking by providers is error-prone and inefficient.
- Missed follow-ups lead to worsened health outcomes and overloaded systems.

Our Idea:

CarePlus is a smart, intuitive healthtech platform that automates patient follow-up reminders, empowering providers to focus on care — not admin.



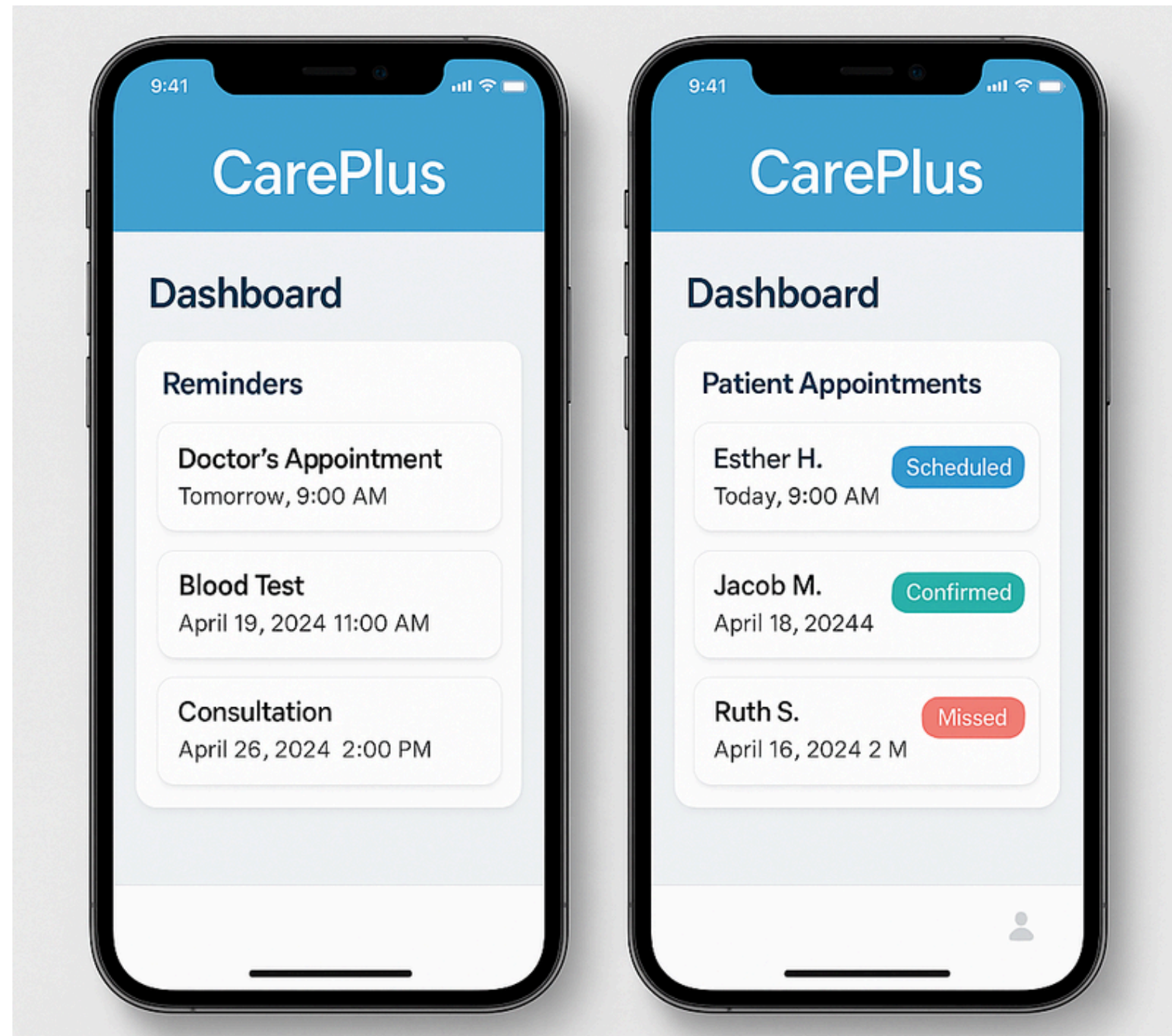
Solution

CarePlus – Smart Follow-Up Reminder System

- Automates SMS/email reminders for follow-ups.
- Streamlined workflows for each user that includes: patients, healthcare workers, and admins.
- Analytics and logs to track patient interactions.
- Customizable follow-up intervals and patient onboarding.



Product

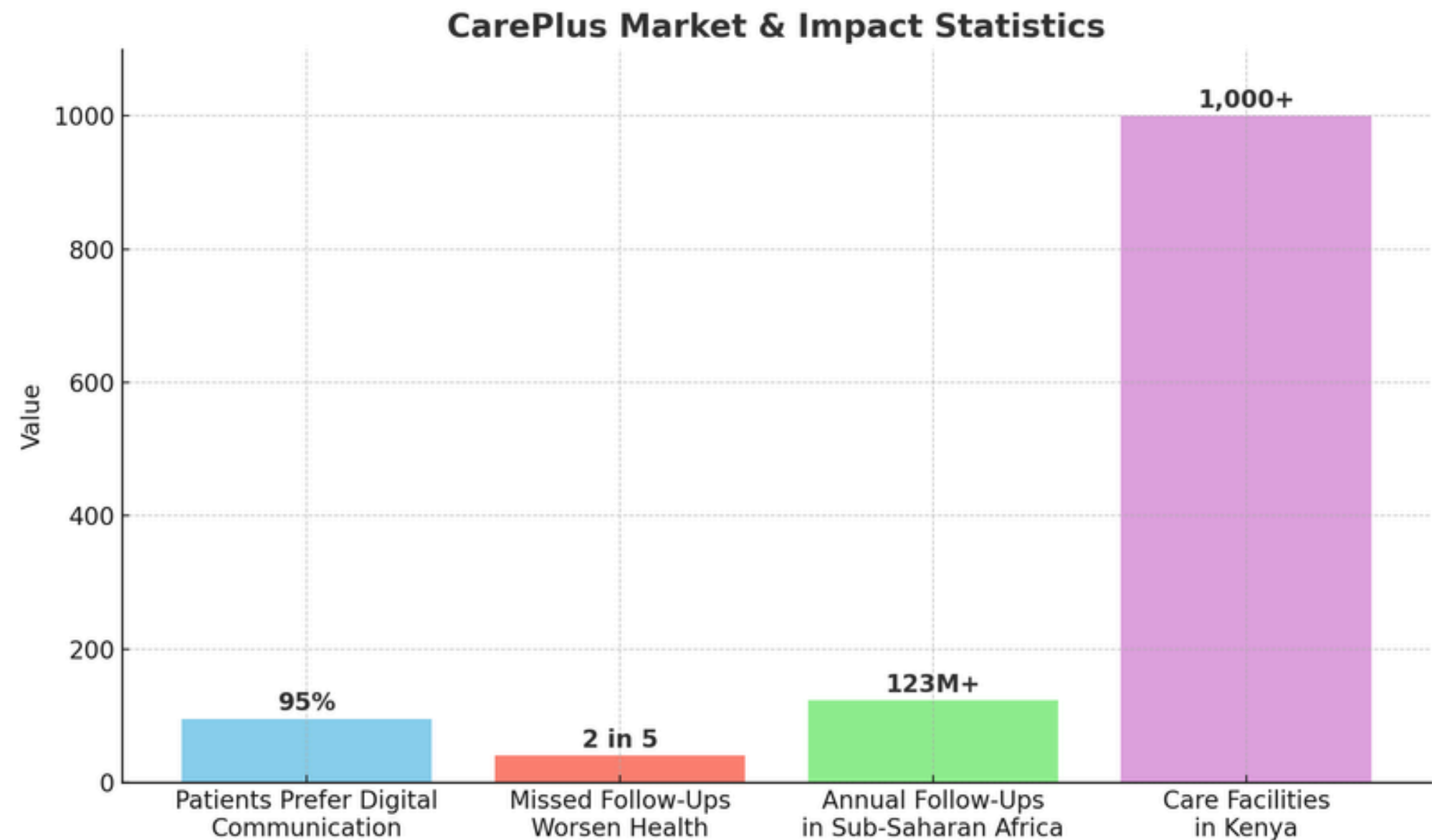


What CarePlus Does:

- Patients can register and receive automated reminders
- Healthcare workers create follow-up schedules and access patient status
- Admins manage staff accounts, view system logs, and monitor platform health
- Real-time alerts and rate limiting to avoid notification fatigue

Statistics

- 95% of patients prefer digital communication
- **2 in 5** missed follow-ups lead to worsened health outcomes
- 123M+ follow-ups annually in Sub-Saharan Africa
- 1,000+ care facilities in Kenya alone



Target Market

Our Ideal Users:

- Public & Private Hospitals: Provide comprehensive care and require organized follow-up tracking.
- Community Health Centers: Often serve high-volume patients in low-resource settings — benefit from automation.
- Clinics & Specialized Outpatient Departments: Focused care facilities that rely on consistent follow-up to maintain treatment outcomes.

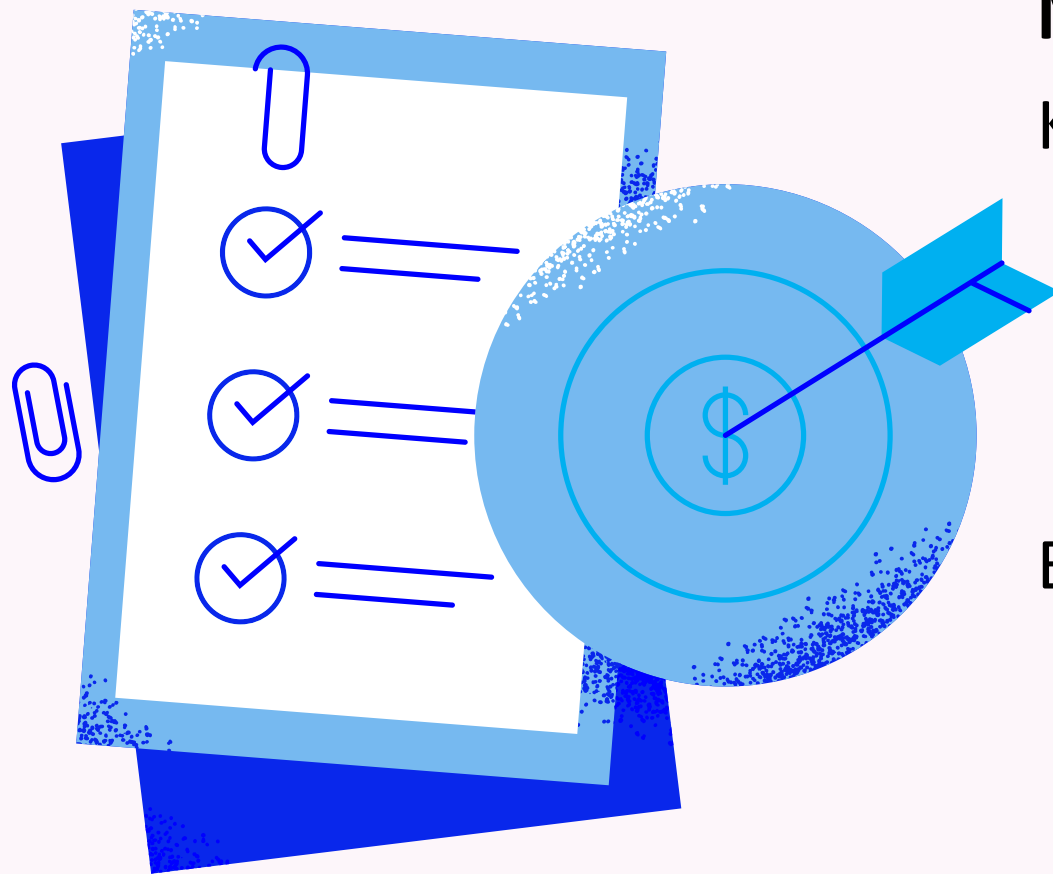
Market Opportunity

Kenya

- 1,000+ care facilities
- Many still rely on manual systems
- Ready for digital transformation

Expansion Potential

- East Africa as the next frontier
- Regional health networks growing in digital adoption





Competitors

Current Options:

- Manual appointment books
- General-purpose calendar apps
- Expensive EMR/EHR systems

Why We're Different:

- Simple and laser-focused on follow-ups.
- Affordable and tailored for low-resource settings
- Designed for healthcare workflows.
- Built for low-resource settings.

Competitive Advantage - Why CarePlus Stands Out

Role-Based Access

- Simplified workflows tailored for patients, healthcare workers, and admins
- Enhanced security through role-specific permissions

Built-In Analytics & System Logs

- Track patient interactions, follow-up rates, and platform usage
- Transparent insights for providers and administrators

Open-Source & Customizable

- Adaptable to local needs and clinic workflows
- Community-driven improvements and integrations

Scalable, Modern Infrastructure

- Hosted on Supabase for reliability, speed, and growth-ready performance
- Lightweight enough for low-resource clinics, powerful enough for expansion

Project Traction

Month 1: Planning & Requirements

Month 2: Backend Development

Month 3: Frontend & UI Integration

Month 4: Testing & Deployment

Month 5: Final Touches & Documentation

Month 6: Deployment to Lovable & GitHub

Business Model



- **Subscription plans** for advanced features and analytics
- **Custom integrations** as paid add-ons
- Profit margins estimated at 65% due to low hosting costs
- **Freemium** model for small clinics



Go To Market

Growth Plan

- Partner with local clinics & health workers
- Run pilot trials & gather feedback
- Promote via social media & health networks
- Leverage PLP & university exposure



Social Impact

Relevant SDGs:

SDG 3: Good Health and Well-being

SDG 9: Industry, Innovation, and Infrastructure

SDG 10: Reduced Inequalities

SDG 17: Partnerships for the Goals

Our Ask

We're seeking:

- **Mentorship & exposure** through the PLP network
- **Resources** to scale the backend and conduct pilot testing
- **Funding (\$2,000)** for cloud credits, SMS APIs, and onboarding materials

Team Members

1. **Jefther Simeon Afuyo** — Lead Developer & UI/UX Designer

- Oversees system architecture, backend development, and interface design.

2. **Kerry Koech** — Co-Founder & Product Strategist

- Leads product planning, research, stakeholder engagement, and communications.

3. **Opemipo Fagbohun** - Health Systems Advisor

- Provides insights into clinical workflows, user needs, and ensures product alignment with healthcare practices.

4. **Javan Meshack** - Research & Testing Lead

- Conducts product testing, gathers user feedback, and supports quality assurance to optimize user experience.



Group 393

THANK
YOU
DOCTOR

