STRATEGY ANALYSIS – SOCIAL WELFARE INITIATIVES

ORIGIN MEDICAL

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Executive Summary:

This document provides an in-depth analysis for Origin Medical, an AI imaging company specialising in foetal medicine, focusing on social welfare initiatives by leading AI medical imaging companies. It examines the impact of these initiatives, such as Butterfly Network's and Qure.ai's AI-driven technologies for early disease screening in low-resource settings.

The analysis highlights the effectiveness of these programs and their contributions to improving healthcare in low- and middle-income countries. Based on these insights, the document proposes key strategies for Origin Medical to enhance its social impact and establish itself as a leader in AI-driven foetal medicine. This roadmap aims to help Origin Medical leverage AI technology to drive social impact and market success.

Introduction:

Using medical imaging to diagnose diseases early is essential to improving patient outcomes and cutting expenses. Timely action, made possible by early diagnosis, can greatly increase treatment effectiveness and increase survival rates. For example, the five – year survival rate for breast cancer can be increased to over 99% with early detection, compared to 27% with late detection.

Diagnostic tools like ultrasound, CT scans, and MRIs are essential for spotting illnesses in their early stages. Early diagnosis using imaging can lower the likelihood of serious events like heart attacks by as much as 30% in the case of cardiovascular illnesses. Moreover, early detection has a significant economic impact on the world economy, with potential savings of billions in medical expenses and lost productivity. The global economic impact of early detection is substantial, potentially saving billions in treatment costs and productivity losses. According to the World Health Organization, early diagnosis and treatment of tuberculosis alone could prevent 6 million deaths and save $56 billion by 2025.
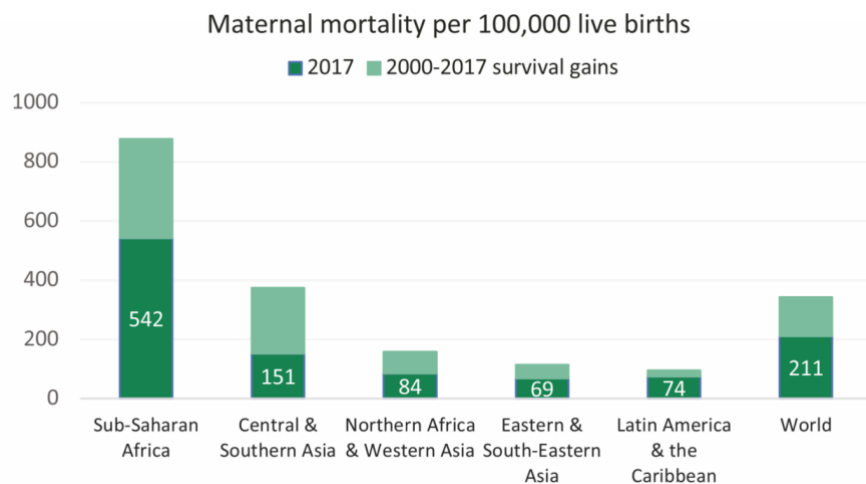
MATERNAL AND CHILD HEALTH

According to the **World Health Organization (WHO)**, about 295,000 women died during and following pregnancy and childbirth in 2017. Almost all of these deaths (94%) occurred in low-resource settings. The major causes include complications during birth, infections, and birth defects which are often preventable with, early detection, timely medical intervention and proper healthcare facilities.

Among 100 reporting low- and middle-income countries, 92% had set explicit country targets for maternal mortality, 82% for neonatal mortality, but only 25% for stillbirth rates. In all SDG regions, targets for maternal mortality were slightly more common than for neonatal mortality. The practice of target setting for maternal and neonatal mortality was most frequent in the higher mortality regions of sub-Saharan Africa and Central & Southern Asia, as well as Eastern & South-eastern Asia, with more than 80% of countries reporting the presence of targets.

Targets for stillbirth rates are still uncommon, likely due to measurement challenges and neglect in policies and programs. In all regions, the percentage of countries with a stillbirth
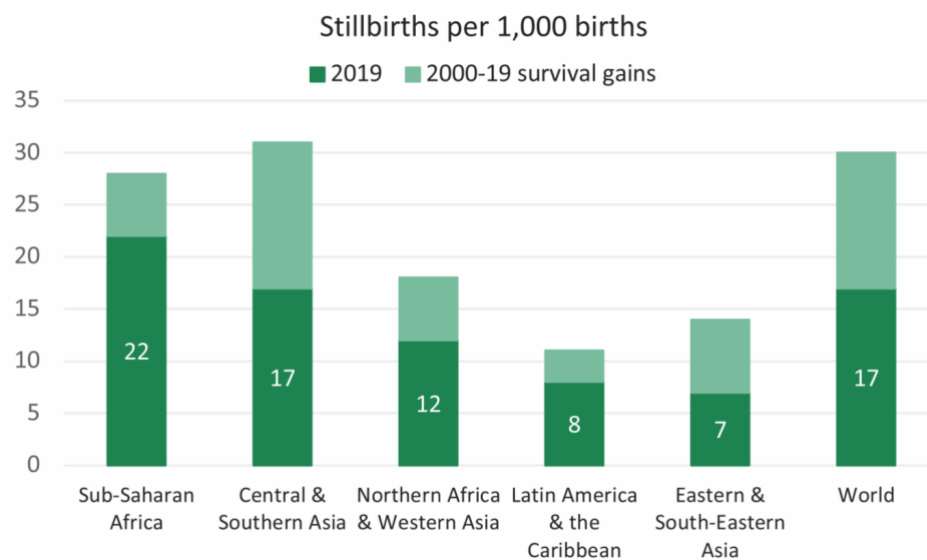
target was less than 50%, and only one in four countries reported a national target (UNICEF report).

UNICEF reports that approximately 2.4 million children died in their first month of life in 2019, and the vast majority of these deaths occurred in low- and middle-income countries.
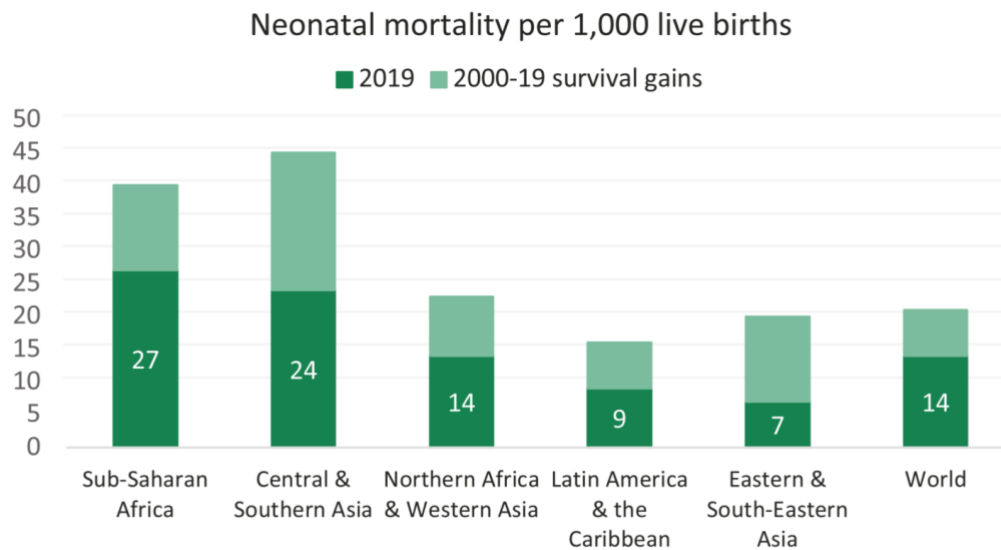

Figure 1: Maternal Mortality (2017-2019) – SDG Region

(https://data.unicef.org/wp-content/uploads/2021/04/Report-AlignMNH-Final-19Apr.pdf)


Figure 2: Still Births (2017-2019) – SDG Region

(https://data.unicef.org/wp-content/uploads/2021/04/Report-AlignMNH-Final-19Apr.pdf)

Neonatal mortality per 1,000 live births

■ 2019 ■ 2000-19 survival gains

Sub-Saharan Africa: 27
Central & Southern Asia: 24
Northern Africa & Western Asia: 14
Latin America & the Caribbean: 9
Eastern & South-Eastern Asia: 7
World: 14

Figure 3: Neonatal mortality (2019) – SDG Region

(https://data.unicef.org/wp-content/uploads/2021/04/Report-AlignMNH-Final-19Apr.pdf)

Below is the graph from Statista presents the countries with the highest infant mortality rates as of 2021. Afghanistan leads with an alarming rate of 106.75 deaths per 1,000 live births, followed by Somalia at 88.03, and the Central African Republic at 84.22. Other countries with notably high rates include Guinea-Bissau, Chad, and Niger. These statistics highlight significant disparities in healthcare access and quality across regions. Effective interventions, including enhanced maternal and infant care, comprehensive vaccination programs, and improved healthcare infrastructure, are crucial to addressing these alarming rates.
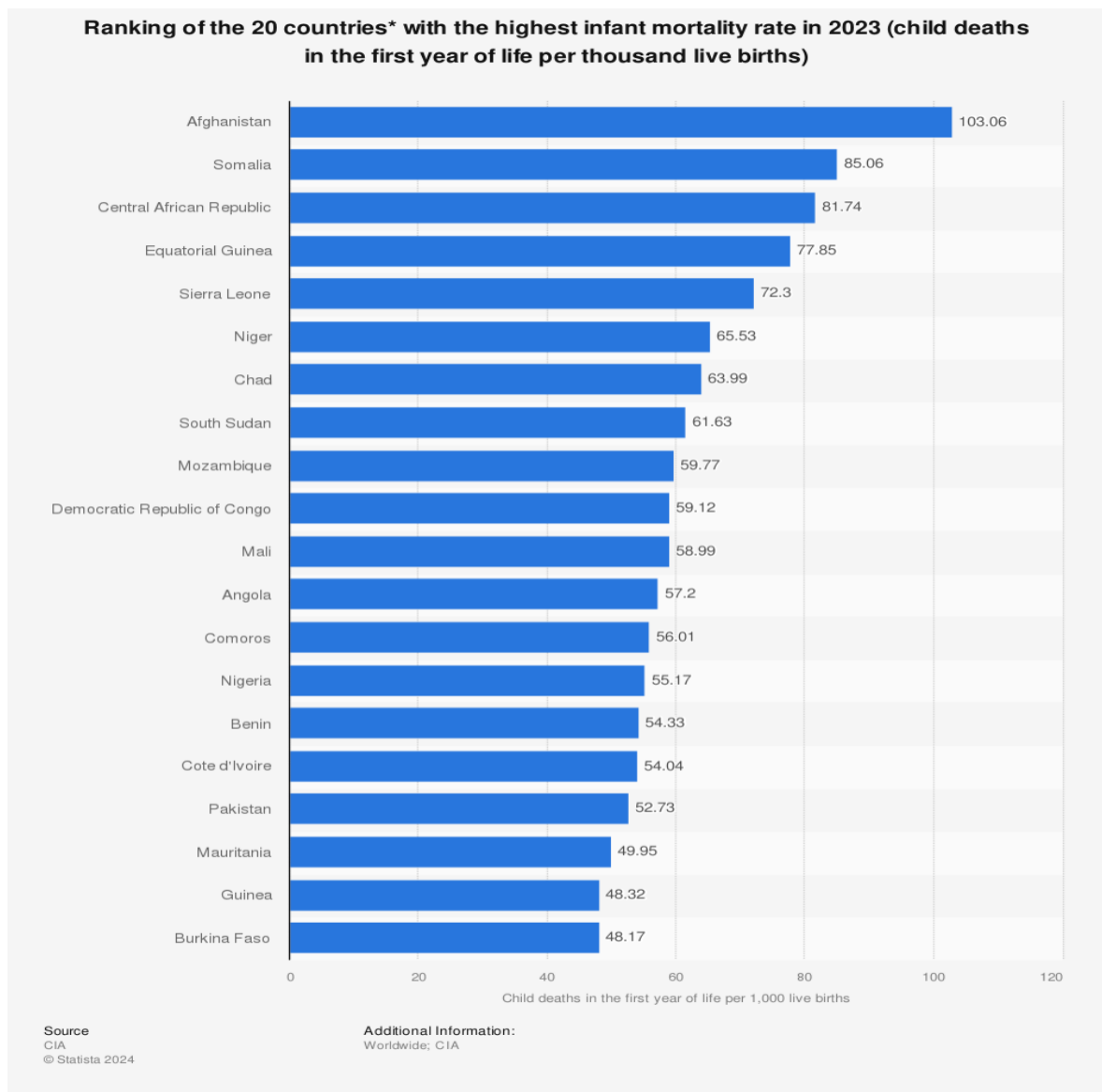
Graph 1: Countries with highest infant mortality rate (2023)

(https://www.statista.com/statistics/264714/countries-with-the-highest-infant-mortality-rate/)

By facilitating early identification and intervention for maternal and newborn health problems, improved medical imaging and AI-driven systems can greatly contribute to addressing these concerns. Modern imaging techniques can detect problems early in a pregnancy, enabling prompt medical intervention. AI systems have the potential to improve outcomes and lower death rates in low- and middle-income nations by increasing diagnostic accuracy, streamlining workflows, and predicting dangers.

Task 1: Social Welfare Initiatives by AI Driven Medical Imaging Firms:

1. BUTTERFLY NETWORK

    Butterfly network is an AI – driven medical equipment company whose major goal is to create worldwide access to valuable clinical insights using ultrasound technology, programmed by simple AI models.

    Social Initiatives by Butterfly Network:

    -   Jordan 2024, the firm's global Health Partner, a nonprofit organization – "The Emergency Project" equipped with Butterfly probes, enabled aiding of necessary healthcare to the refugee communities of Jordan. The organization plans to continue this in Zimbabwe and Kenya, to support the local communities denied of quality care and timely detection.

    -   Ethiopia 2024, the firm's partner WEEMA International helped to bridge the gaps in the maternal care. The organization helped to train midwives of Ethiopia to help the mothers know the health of their unborn babies.

    -   Kenya, June 2022, Butterfly Network and Access Afya were recognized by the World Bank Group and CES Global Tech Challenge for their innovative telehealth model in Kenya. This initiative leverages Butterfly's portable ultrasound devices to enhance telehealth services, providing critical diagnostic capabilities in underserved areas. By integrating cutting-edge technology with accessible healthcare, the program aims to improve patient outcomes and broaden access to essential medical services across Kenya.

    -   Burlington, Nairobi, Kenya, September 2022, the firm launched a significant program in Kenya to empower midwives with the skills needed to perform ultrasounds, using their innovative portable ultrasound device, the iQ3. During this program, 500 iQ3 probes were distributed, ensuring that midwives across Kenya had the tools necessary to improve maternal and fetal health outcomes. The training provided about 500 midwives with the skills to conduct effective ultrasounds, enabling early detection of complications and better healthcare management for expectant mothers.

        Contributions: The programs by WEEMA International and the Midwives program significantly improved maternal and fetal care by enabling early detection of complications and better healthcare management for pregnant women. By empowering midwives with advanced diagnostic tools, the initiative bridged a critical gap in medical imaging access, ultimately enhancing healthcare outcomes in underserved communities. The other initiatives also helped the local community

hospitals and healthcare attain a quality, easy to use, and effective diagnostic tools for all possible ultrasound detections.

Value Proposition of the iQ+ and its impact:

The Butterfly iQ+, known for its portability and ease of use, was at the heart of this training program. Its unique selling proposition (USP) lies in its ability to transform any smartphone into a powerful ultrasound imaging device, making advanced diagnostic capabilities accessible in even the most remote areas.

The latest version iQ3 is a more efficient tool, delivering best in class imaging, with double processing power and optimized clarity, all at anyone's fingertips. Since the main roadblock in these poor communities is lack of access of much trained technicians to perform an ultrasound, this device enables the ease of use for anyone, at their fingertips.

Program Details:

Jordan: In 2024, "The Emergency Project" provided essential healthcare to refugee communities using Butterfly probes, with plans to expand to Zimbabwe and Kenya.

Ethiopia: Partnering with WEEMA International in 2024, the firm trained midwives to improve maternal care, enabling better monitoring of unborn babies' health.

Kenya: Recognised for innovative tele-health using portable ultrasound devices in 2022 and launching a program that trained 500 midwives to use iQ3 probes, enhancing maternal and foetal health outcomes across underserved areas.

Sponsorship and Funding:

The iQ+ maternal healthcare program of Kenya, Nairobi and Burlington, and Ethiopia (WEEMA International) was majorly sponsored by the Bill and Melinda Foundation. They sanctioned a $5 million grant to offer 500-100 probes to the midwives in the region, in September 2022. The Bill and Melinda Foundation are also the investors of the company.

Implementation-Strategies:

In the transformative initiative to improve maternal and fetal health in Kenya, several key strategies were implemented. The primary strategy involved comprehensive training for midwives and other healthcare providers on the use of these portable ultrasound devices.

Bill & Melinda Gates Foundation

Partnering with the Bill & Melinda Gates Foundation brought substantial financial resources and global visibility to the project. Their involvement helped ensure the procurement of the Butterfly iQ devices and supported the training programs. The foundation's reputation for advancing global health initiatives also helped attract additional support and credibility to the project.

Kenya Ministry of Health

Collaboration with the Kenya Ministry of Health ensured the initiative was aligned with national health policies and priorities. This partnership facilitated smoother implementation and integration of the devices into existing healthcare systems. The Ministry's endorsement also helped in gaining trust and acceptance from local communities and healthcare providers.

Kenyatta University

The launch was associated with this university by leveraging their facilities and knowledge base, the university ensured that healthcare workers received high-quality training. This partnership helped in building a sustainable model for ongoing education and support.

Global Ultrasound Institute

The Global Ultrasound Institute contributed its specialised knowledge in ultrasound technology and training. Their expertise ensured that the training programs were comprehensive and effective, empowering healthcare workers with the skills needed to make the best use of the Butterfly iQ devices.

The company is also associated with global health partners such as WEEMA International, The Emergency Project, and other Non-Profit organizations and hospitals like Access Afya. These are point of contact organizations to help create impact in the quality of healthcare in low-income locations, like above.

2. NIRAMAI

NIRAMAI (Non-Invasive Risk Assessment with Machine Intelligence) is a pioneering health technology company based in India. It focuses on developing innovative, non-invasive, and radiation-free solutions for early detection of breast cancer.

Social Initiatives by NIRAMAI:

- In October 2022, the Pink Express initiative was launched in Bangalore and neighboring locations in Karnataka, as well as in Punjab and surrounding states. This project is in association with the Punjab PINK project, focusing on AI-driven early detection of breast cancer. The mobile breast cancer screening service aims to provide community screening in areas with limited medical facilities. The Pink Express has been pivotal in reaching underserved communities, ensuring women have access to early detection services that can significantly improve health outcomes.
- In Bangalore, September 2022, the company's introduced easy-to-launch kits for community breast cancer screening. These kits are made accessible to apartment complexes and other community groups at a cost of just Rs. 1000 per day. This initiative has enabled women to undergo breast cancer screening in a convenient and affordable manner, thereby increasing the likelihood of early detection and treatment.

These initiatives have had a profound impact on women's health in the communities they serve. The Pink Express has brought vital screening services to remote areas, leading to early detection and treatment of breast cancer, which is crucial for better prognosis. The Easy Launch Kits have made breast cancer screening more accessible and affordable, encouraging more women to participate in regular screenings. These efforts have not only raised awareness about the importance of early detection but have also empowered women with the knowledge and resources to take proactive steps towards their health.

Value Proposition of the Thermalytixnand its impact:

Niramai's primary product, Thermalytix, is an innovative AI-based solution for early-stage breast cancer detection. It uses thermal imaging and machine learning algorithms to detect cancerous tissues, offering a non-invasive, radiation-free, and accurate method for breast cancer screening.
The value proposition of Niramai Thermalytix lies in its affordability, ease of use, and high accuracy, making it an ideal solution for widespread breast cancer screening, especially in low-resource settings.

Program Details:

The initiatives of Niramai mostly covered, states Karnataka and Punjab, in their cities and their neighboring rural districts and communities, creating significant impact for early detection of breast cancer, especially is low-income locations.

<u>Sponsorship and Funding:</u>

Project Pink: This initiative was funded by the Health & Family Welfare, Government of Punjab, in collaboration with Niramai. This funding has been crucial in deploying the Pink Express and other related projects, ensuring sustained operations and outreach. Easy Launch Kits: The company itself offered these kits at affordable rates, making it easier for communities to access breast cancer screening services.

<u>Implementation Strategies:</u> The firm partnered with the below to achieve their initiatives-

Rotary Palmville and Sakra World Hospital:

Provided logistical support and community outreach capabilities, ensuring the Pink Express could reach a wider audience.

Roche and Health & Family Welfare, Punjab:

Contributed technical expertise and funding, facilitating the smooth integration of AI-based screening technology into public health programs.

NGOs and Hospitals:

Organizations like Apollo Clinics and Medall Group helped in distributing and promoting the Easy Launch Kits, making breast cancer screening more accessible.

These partnerships have been strategically crucial in enhancing the reach and effectiveness of Niramai's initiatives, enabling them to make a significant impact on women's health in underserved regions.

3. QURE.AI

This firm is a leading artificial intelligence (AI) healthcare startup Qure.ai specializes in creating cutting-edge AI-powered solutions for diagnostics and imaging in medicine. The company's main goal is to improve healthcare professionals' diagnostic abilities by using AI to swiftly and effectively analyze radiological scans.

<u>Social Initiatives by Qure.ai:</u>

- Bihar, Purnia, CMC-P: TB Diagnosis Assistance, Qure.ai implemented its AI technology at Christian Medical College and Hospital (CMC-P), Bihar, to aid in TB diagnosis for hospital visitors. This region has a high prevalence of TB, making early detection crucial.

- Baran District Hospital, Rajasthan (2018): TB Diagnosis, Qure.ai introduced their AI solutions in Baran District Hospital, Rajasthan, another area with a significant TB burden. The goal was to improve the efficiency and accuracy of TB diagnosis.

- Managing Stroke Using AI in Rural India, Assam, to address the issues of stroke diagnosis and management, the Baptist Christian Hospital (BCH) in Tezpur, Assam, adopted Qure.ai's AI technology, qER, for rapid interpretation of head CT scans.

The First Two Initiatives showed results that the average Monthly Increase in TB Notification Rate- A 21% increase in TB notifications. Cases Predicted as Presumptive:21% of cases were identified as presumptive TB. Also, there was a low Treatment Enrollment Time that accelerated the process of enrolling patients for TB treatment. Managing Stroke Using AI in Rural India, the AI technology facilitated quicker and more accurate stroke diagnosis, leading to better patient outcomes and reduced time to treatment.

Product and Its Value Proposition:

qXR for TB

Qure.ai's qXR product can quickly pull up extensive data on TB patients, allowing for accurate and timely tracking. This information is critical for managing TB outbreaks effectively.

Managing Stroke Using qER

Qure.ai's qER technology provides rapid and accurate CT scan analysis for stroke patients, significantly reducing reporting time from over an hour to less than five minutes, enabling faster and more accurate decision-making in emergency situations. This FDA-approved technology detects various brain conditions, including strokes, and significantly reduces reporting time from over an hour to less than five minutes. This advancement aids non-specialist clinicians in rural areas, empowering them to make faster, more accurate decisions in emergency situations.

Program Details:

qXR for TB –
Cities Covered: Primarily Bihar, Baran and other rural districts.
Impact: Significant improvement in TB diagnosis and notification rates.

Managing Stroke Using AI in Rural India -
Regions Covered: Tezpur, Assam.
Impact: Improved stroke diagnosis and reduced time to treatment.

Sponsorship and Funding:

SAMRIDH Grant Supported by USAID and IPE Global:

This grant provided free access to TB detection technologies in the aforementioned regions. (The websites don't mention the value).

State Government Support:
Ongoing support from government initiatives to enhance the quality of the states's healthcare.

Strategic Implementations:

Qure.ai's initiatives have demonstrated the significant impact of AI in healthcare, particularly in improving TB and stroke diagnosis in under-resourced areas. With substantial funding and strategic partnerships, Qure.ai continues to enhance its product offerings and expand its social welfare programs, aiming to bring cutting-edge technology to the grassroots level. To achieve this they partner with-

Local Hospitals- Christian Medical College and Hospital (CMC-P), Bihar and Baran District Hospital, Rajasthan
The are the First-hand reach for the communities of rural India, to create medical awareness.

NITI Aayog and Piramal Foundation's Piramal Swasthya
Collaborated to ensure the effective use of AI in healthcare and expanded the reach of Qure.ai's solutions.

PATH
PATH Assisted in the implementation and scaling of Qure.ai's AI technology across various regions by providing technical support and facilitating local partnerships.

State Health Departments
They supported the rollout and integration of AI technology in public healthcare facilities, ensuring alignment with state health priorities and improving accessibility to TB and stroke diagnosis.

4. RAPID AI

RapidAI is a leading healthcare technology company that specializes in advanced imaging software for the diagnosis and treatment of vascular conditions, particularly those involving strokes and aneurysms.

Social initiatives by RAPID AI:

- Missouri, October 2023, the firm collaborated with the Texas Country Memorial Hospital, aiming to enhance stroke care in rural Missouri through advanced AI technology.

  The initiative has expedited the door-to-decision time in assessing and triaging stroke patients, significantly improving outcomes by providing rapid and accurate diagnoses and reducing time to treatment.

Rapid NCCT and NCCT Stroke Solution's Value Proposition:

They are able to accelerate door to decision time. They are able to reduce unnecessary transfers and quickly assess and treat patients who do not require transfers. They provide accurate results and clarity of operation.

Program Details:

The initiative was conducted at Texas County Memorial Hospital covering rural regions of the state like Missouri, specifically chosen to address the challenges faced by rural communities in accessing timely and advanced stroke care.

Sponsorship and Funding:

The initiative was funded by a grant from the Rural Citizens Access to Telehealth (RCAT) project, a partnership between the Missouri Telehealth Network and the Department of Social Services, MO HealthNet Division.

Strategic Implementations:

By supporting the RapidAI initiative, the DSS and MO HealthNet Division aimed to reduce healthcare disparities in rural Missouri. They recognized the importance of providing rural hospitals with the tools and resources needed to deliver high-quality care, thereby improving health outcomes for underserved populations. Their involvement ensured that even residents of remote areas had access to advanced medical diagnostics and timely stroke care, which are critical for saving lives and improving recovery rates.

Missouri Telehealth Network

Facilitated the telehealth infrastructure needed for the project.

Department of Social Services, MO HealthNet Division

Provided financial and strategic support to reduce barriers to care. The MO HealthNet Division, in collaboration with the Missouri Telehealth Network, played a strategic role in planning and executing the telehealth infrastructure necessary for the initiative. This infrastructure was vital for integrating RapidAI's technology into the hospital's existing systems.

Texas County Memorial Hospital

Implemented RapidAI technology to improve stroke care delivery and outcomes in the local community.

5. CAPTION HEALTH (by GE Heathcare)

Caption Health, acquired by GE Healthcare, is a leading innovator in artificial intelligence (AI) for medical imaging. The company's flagship product, Caption AI, leverages deep learning to guide clinicians through the process of capturing high-quality ultrasound images and interpreting them, even if they lack extensive experience in ultrasound imaging.

Social Welfare Initiatives by Caption Health

- Clinical Study in the rural areas, using AI Echo in a multiethnic cohort of 4600 participants, performed in a mobile exam unit. By deploying AI Echo in rural healthcare facilities, these studies have demonstrated improvements in diagnostic accuracy and patient outcomes, proving the technology's potential to bridge gaps in healthcare access and quality.
AI Echo imaging Technology and its Value proposition:

It can be used by non sonographers to acquire adequate quality images characterizing cardiac structure and function, in rural and predominantly obese population, suggesting utility across the spectrum of BMI and applicability across a wide spectrum of utility.

Sponsorship and Funding:

Bill and Melinda Foundation:

September 2023, Caption Health received a $44 Million grant from the Bill and Melinda Foundation to develop products for early detection, especially lung and obstretic algorithms and help the Maternal and Children groups of Population.

September 2020, they received $6.4 received a grant from the same foundation for the same category.

(This supports the Echo imaging as well).

Strategic Implementations:

Caption Health's AI Echo technology involves a multifaceted approach to ensure widespread adoption and maximum impact, particularly in underserved and rural areas. By partnering with local healthcare providers, hospitals, and government health agencies, Caption Health has been able to integrate AI Echo seamlessly into existing healthcare workflows.

Caption Health's strategic implementation of AI Echo technology is significantly bolstered through its exclusive partnership with Butterfly Network. This

collaboration aims to enhance early disease detection and management by integrating AI-based guidance and diagnostics. By leveraging Butterfly Network's portable ultrasound technology alongside Caption Health's AI capabilities, this partnership focuses on providing advanced diagnostic tools to clinicians, particularly in underserved and rural areas.

Task 2 – For ORIGIN MEDICAL

Infant mortality remains a critical concern in India, particularly in rural areas. Common causes of infant deaths include congenital heart defects, respiratory distress, and other conditions that can often be detected through ultrasound imaging. However, one significant challenge is that diagnosing conditions like Down syndrome can be difficult, even for experts.

This underscores the potential impact of a tool like the Origin Medical Exam Assistant, which could aid in diagnosing a range of conditions accurately and efficiently.
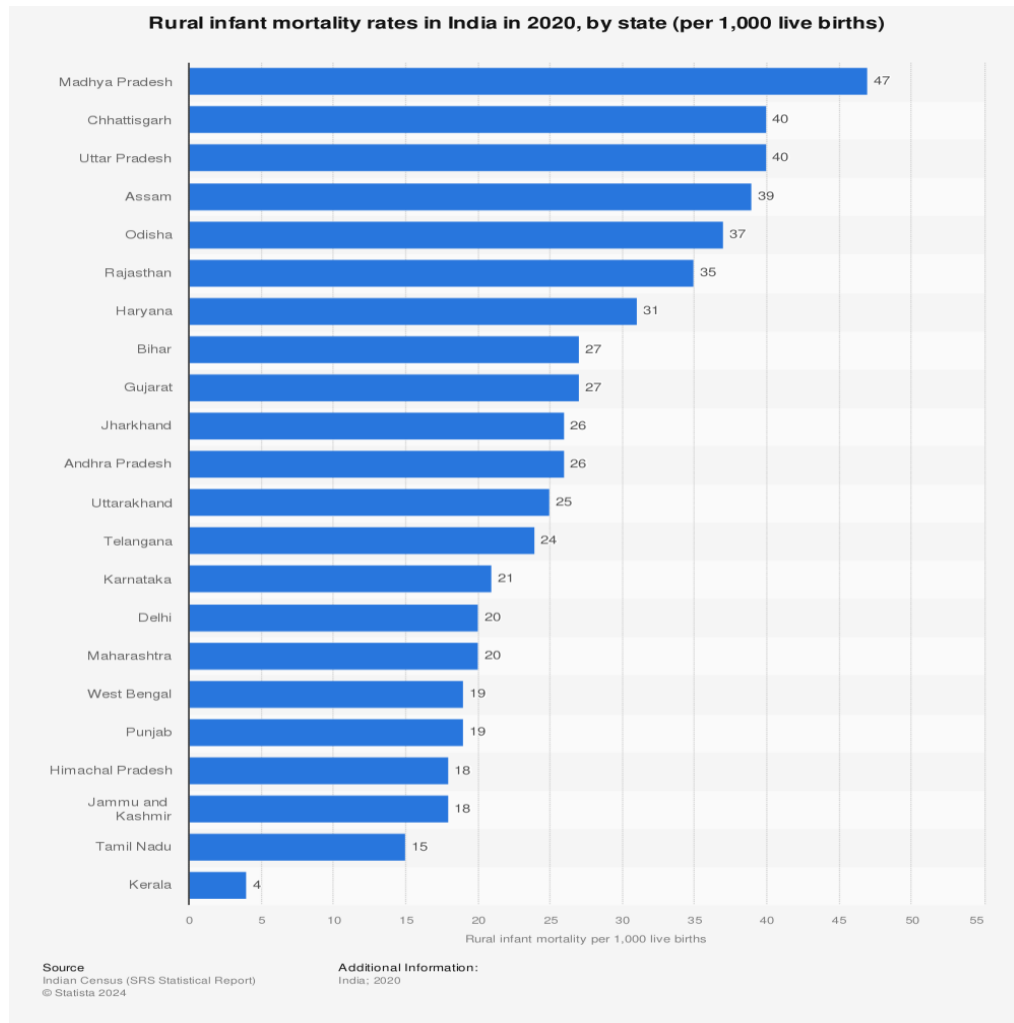
Challenges in Rural India

Rural India faces several healthcare challenges, including poor infrastructure, lack of timely access to medical facilities, and a shortage of specialists. Most healthcare providers in these areas are local doctors and midwives who may not have the expertise to handle complex medical conditions. Implementing AI-based diagnostic tools can bridge this gap, enabling timely and accurate interventions.

Strategies for Effective Social Welfare Initiatives

Before diving into specific regions, it's crucial to understand the widespread nature of infant mortality across rural India. Multiple states suffer from high infant mortality rates, often exacerbated by inadequate healthcare facilities and limited access to skilled medical professionals. By addressing these issues through strategic partnerships and AI technology, we can significantly improve maternal and infant health outcomes.

1. **Identify High Infant Mortality Regions**

Rural infant mortality rates in India in 2020, by state (per 1,000 live births)

State	Rate
Madhya Pradesh	47
Chhattisgarh	40
Uttar Pradesh	40
Assam	39
Odisha	37
Rajasthan	35
Haryana	31
Bihar	27
Gujarat	27
Jharkhand	26
Andhra Pradesh	26
Uttarakhand	25
Telangana	24
Karnataka	21
Delhi	20
Maharashtra	20
West Bengal	19
Punjab	19
Himachal Pradesh	18
Jammu and Kashmir	18
Tamil Nadu	15
Kerala	4

Rural infant mortality per 1,000 live births

Source
Indian Census (SRS Statistical Report)
© Statista 2024

Additional Information:
India; 2020

Graph 2: Infant Mortality Rates – India 2020

(https://www.statista.com)

From the above statistics it can be observed that, Madhya Pradesh and Chattisgarh are two states top on the list.

2. **Partner with Local and District Hospitals:**

Partnering with local and district hospitals is advantageous for several reasons:

- **Access to Communities:** Local hospitals are often the first point of contact for rural populations, making them ideal for implementing new healthcare initiatives.
- **Infrastructure Utilisation:** Leveraging existing healthcare infrastructure allows for a quicker and more efficient rollout of AI diagnostic tools.

- **Trusted Institutions:** Local hospitals are trusted by the community, ensuring better acceptance and cooperation from the local population.
- **Resource Optimisation:** These partnerships allow for the optimal use of limited resources, combining local knowledge with advanced technology to provide better care.

Collaborating with civil hospitals like **Barwah Civil Hospital** in Madhya Pradesh and community health centers to utilise the Origin Medical Exam Assistant. Conducting training camps for midwives and local women who act as physicians in pregnancy care, teaching them to interpret AI-guided diagnostics. If the tool supports guidance in all languages, it is more user friendly for these people.

3. **Affordable Medical Check-Up Camps with NGO's and Pregnancy Cares**

Organise health camps in collaboration with local hospitals, NGOs, and non-profit organisations. These camps can provide affordable and accessible medical check-ups, leveraging AI technology for better diagnostics.

Vriksham Pregnancy Care: A Community-Focused Initiative- Founded by Anupama, Vriksham Pregnancy Care is dedicated to providing comprehensive support and care for expectant mothers.

Partnering with Vriksham Pregnancy Care, Chennai to offer medical support to nearby villages can create a profound impact on these communities. This collaboration not only benefits the local populations but also provides Vriksham with the opportunity to become familiar with Origin's AI tools for record-keeping and detection purposes.

One of the key advantages of this partnership is the potential to raise awareness about the importance of maternal health and the availability of advanced medical support. By educating their clients about the benefits and functionalities of new medical devices, Vriksham can ensure that expectant mothers are well-informed and comfortable with using these tools.

4. **Sponsorships and Funding**

State Governments: Can support through funding, infrastructure improvements, and policy support to facilitate the implementation of AI diagnostic tools.

Kerala is often celebrated as a model state in India for its robust social welfare system and progressive policies. The state government's commitment to social welfare initiatives is reflected in its significant investments in education, healthcare, and social security, setting an example for other states to follow.

Potential Government Programs:

To list a few that could be possible to help AI Awareness are given below-

- <u>Surakhit Matravata Ashwasan by government of India (SUMAN):</u> aims to provide assured, dignified, respectful and quality healthcare at no cost and zero tolerance for denial of services for every woman and newborn visiting a public health facility.
- <u>Midwifery Programme by government of India</u>: to create a cadre for Nurses in Midwifery who are skilled in accordance with International Confederation of Midwives to offer services.

Grants from Potential Foundations:

The Reliance Foundation (Nita Ambani): Supports healthcare projects across India. Their funding can be utilised for infrastructure improvements and training programs for local healthcare providers.

Bill and Melinda Gates Foundation (India): Known for significant contributions to global health initiatives. Their funding can help scale the deployment of AI diagnostic tools and training programs.

Mastercard Foundation: Focuses on improving health and education in developing countries. Their support can aid in setting up training camps and affordable medical check-up camps.

Non-Governmental Organisations and Non-Profit Organizations:

Organisations like Pratyusha Support in Telangana, led by actress Samantha, can bring attention and resources to health camps, increasing reach and impact. They will be able to offer financial support and also increase the awareness more effectively because of their identity and fame.

Pratyusha Support: Founded by actress Samantha, this NGO focuses on healthcare for women and children.

Foundation for Mother and Child Health: Works to improve the health and nutrition of mothers and children in underserved communities.

This proposal highlights the importance of addressing infant mortality in rural India through the implementation of AI-driven diagnostic tools.

By focusing on regions with high infant mortality rates, partnering with local hospitals and organisations, and securing funding from various foundations, Origin Medical can make a significant impact to the society and thereby build strong nations as well as generate revenues in future to support further developments in healthcare.

Although this strategy is tailored for India, the approach can be adapted for global use, by connecting with such local hospitals, authorities and social welfare organisations, which aligns with Origin Medical's broader goals.

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