



Revolutionising patient care
through automated appointment
reminders

Problem Statement

Doctors and clinics often miss following up with patients due to manual systems.

Missed follow-ups can lead to worsening health outcomes and reduced patient trust.

There's no affordable, easy-to-use system for small clinics to manage reminders efficiently.



Solution



A lightweight, affordable app that automates follow-up appointment reminders.



Sends SMS notifications to both patients and doctors on the scheduled date.



Integrated with Lovable and built using Python for reliability and ease of use

Product



Impilo Alert

Scalable: Future expansion to WhatsApp, email, or app notifications.

Stores Patient Info: Contact details and appointment dates.

Sends Automated SMS Reminders: Triggers on appointment dates.

Admin Panel: Easy management via Django Admin.

Statistics



01 2 out of 5 patients forget appointments when not reminded

02 95% of SMS messages are read within 3 minutes.

03 43 million people in Africa live in areas with limited digital health infrastructure.

Target Market

Private doctors – 20%

Local clinics – 20%

NGOs and health campaigns – 20%

Mobile health services – 20%

Pharmacies with consulting services – 20%



Market Size

Over 50,000 clinics and private practices across South Africa.

Market potential for reminder services: over R30M/year.



Competition

- Doctrack,
- Zocdoc
- HealthEngine



All these are premium platforms



Competitive Advantage

Built for low-bandwidth environments.

Focused only on follow-ups = easy to implement.

Open-source-ready; can be adopted by health NGOs.

Low cost and requires no new hardware.

- Simpler, lightweight tool
- Focused on follow-ups only
- Works offline with SMS fallback
- Low data usage and mobile-friendly



Project Traction

Month 1:

- 🛠 Built MVP using Django and integrated database for appointments

Month 2:

- ➡️ Connected Twilio for sending SMS reminders; tested locally

Month 3:

- 🧪 Ran a small pilot with a local clinic; sent real reminders

Month 4:

- 📢 Received positive feedback and interest from healthcare workers

Month 5:

- 📈 Preparing for public rollout, improved UI and planning onboarding strategy

Business Model



Freemium Tier: Free basic access for solo practitioners with limited SMS reminders.

Subscription Plans: Monthly paid plans for clinics and NGOs based on usage (e.g., R199–R799/month).

Pay-As-You-Go: On-demand SMS credits for flexible usage.

Business Model

Custom Deployments: Tailored solutions for large health organizations and government partners.

Revenue Streams: Subscriptions, SMS top-ups, custom setup fees, and long-term institutional contracts.



Go To Market

Partner with local health networks.

Direct outreach to private practices.

Social media campaigns targeting
nurses/doctors.

Leverage NGO health partners.



Social Impact (SDG's)

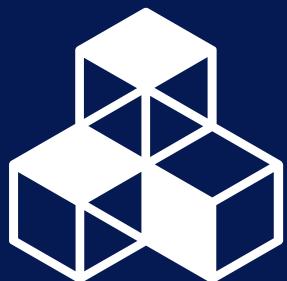
3 GOOD HEALTH
AND WELL-BEING



Impilo Alert ensures patients receive timely follow-up care, improving treatment outcomes and reducing missed appointments.

Social Impact (SDG's)

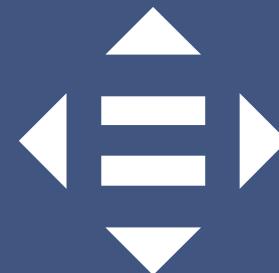
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



The system leverages simple, scalable technology to enhance healthcare delivery in underserved communities.

By making follow-up care accessible even in low-resource settings, Impilo Alert helps bridge the healthcare gap for vulnerable populations.

10 REDUCED INEQUALITIES



Our Financial Ask

R100 000.00 seed funding

1. Technical Development – R30,000
 - Django development, Twilio integration, frontend setup
2. Twilio SMS Credits – R15,000
 - SMS reminders for pilot clinics and testing
3. Marketing & Outreach – R20,000
 - Flyers, transport, ads, clinic demos



Our Financial Ask



4. Hosting & Tools – R10,000
• Cloud hosting, domain, email, repo tools

5. Team Support – R15,000
• Stipends for collaborators and testers

6. Buffer & Miscellaneous – R10,000
• Legal, internet, extra SMS volume

Our Team

Simamkele Sefalane
Founder/Developer
UX/UI tester



Mosa Mokhaneli
Founder/Developer
Research Assistant

Thank you!!

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