



**Pitch Deck**

# The **Kare** Proposition

## **Huge Market Opportunity in Healthcare in Nigeria.**

In 2021, the Healthcare industry's contribution to GDP was N475.1 Billion.

source: agustoresearch

The Nigerian healthcare providers sector had total revenue of 17.2bn USD

source: researchandmarket

Only 40,000 out of 80,000 registered doctors practicing in Nigeria.

source: The Cable

# Problem

Only about 35% of Nigerians have access to basic healthcare facilities, while the rest of the population relies on overburdened and understaffed facilities or has limited access to healthcare altogether.

## 1. LIMITED ACCESS TO MEDICAL RECORDS.

Many patients in Kaduna, Nigeria face challenges in securely storing and accessing their medical records. Traditional paper-based systems make it difficult to maintain comprehensive and organized records, leading to inefficiencies and potential loss of critical health information.

## 2. FRAGMENTED HEALTHCARE COMMUNICATION.

The current healthcare system in Kaduna lacks a unified platform for seamless communication between patients, doctors, and healthcare facilities. This fragmentation results in miscommunication, delayed diagnoses, and compromised patient care.

## 3. INEFFECTIVE APPOINTMENT MANAGEMENT.

Patients often struggle with the time-consuming process of scheduling and managing appointments with healthcare providers. Manual appointment booking, long waiting times, and lack of reminders contribute to inconvenience and potential delays in accessing necessary medical care.

# Solution

In alignment with the third SDGs which is Good Health and Welbeing,  
We are Proposing the Following...

## 1. CENTRALIZED MEDICAL RECORD MANAGEMENT.

The platform offers a secure and centralized system for patients in Kaduna, Nigeria to store and access their medical records anytime, anywhere.

## 2. SEAMLESS COMMUNICATION AND COORDINATION

Patients can easily communicate with their healthcare providers, schedule appointments, receive updates on test results, and seek medical advice within the platform, ensuring efficient and effective communication.

## 3. EFFICIENT APPOINTMENT MANAGEMENT

The platform simplifies appointment scheduling, allowing patients to book appointments with their preferred doctors and healthcare facilities, receive automated reminders, and view their appointment history for better healthcare management.

# The Product

Kare addresses the needs of the Average Nigerian by providing an easy-to-use platform and devices

## Consumer Desires

Easy to use platform  
Seamless  
Inexpensive and Convenient



## Provider Desires

Hassle-free Platform  
Profitable  
Easy to implement

## Admin Process

Login using the MIN

Search for patient with MIN

Update the medical record



## Patient Process

Login with MIN

Check/Print/Share records

Use other services on the Platform

Transaction Complete

# Our Platform

**Kare**

Doctor Dashboard

- Dashboard
- Patients**
- Appointments
- Messaging
- Reports and Analytics
- Resource Center
- Account Settings

Search  18, May 2023 John Doe General Doctor

**Patient Records**

Name	Diagnosis	Status	Last Appointment	Next appointment	Option
Mary Joseph	Malaria	Awaiting surgery	09:15-09:45am	09:15-09:45am	...
John Smith	Stroke	Recovered	09:15-09:45am	09:15-09:45am	...
Mary Joseph	Liver failure	On treatment	09:15-09:45am	09:15-09:45am	...
Mary Joseph	Typhoid	Awaiting surgery	09:15-09:45am	09:15-09:45am	...
Mary Joseph	Gonorrhea	On treatment	09:15-09:45am	09:15-09:45am	...
Mary Joseph	Syphilis	Awaiting surgery	09:15-09:45am	09:15-09:45am	...
Mary Joseph	Cancer	Recovered	09:15-09:45am	09:15-09:45am	...
Mary Joseph	Kidney failure	On treatment	09:15-09:45am	09:15-09:45am	...
Mary Joseph	Malaria	Recovered	09:15-09:45am	09:15-09:45am	...
Mary Joseph	Covid 19	On treatment	09:15-09:45am	09:15-09:45am	...

< Prev 1 2 3 . . . 41 Next >

**Kare**

Patient Dashboard

- Dashboard
- Medical Records**
- Appointments
- Messaging
- Prescription Management
- Resource Center
- Account Settings

Search  18, May 2023 Doe John Patient

**Your Medical Record**

ID MR002

**Medical History**

- Allergies None
- Phone Asthma
- Previous Surgeries None

**Symptoms and Complaints**

- Primary Complaint Persistent cough and wheezing
- Additional Symptoms Shortness of breath, chest tightness

**Vital Signs**

- Blood Pressure 120/80 mmHg
- Heart Rate 80 bpm
- Temperature 36.5°C

**Diagnosis**

- Diagnosis Asthma exacerbation

**Treatment Plan**

- Medication Inhaler (Salbutamol)
- Dosage 2 puffs as needed for wheezing
- Frequency Every 4-6 hours

**Tests and Results**

- Test Type Spirometry
- Test Results FEV1: 70% predicted, FVC: 80% predicted
- Date of Test May 10, 2023

**Follow-up Instructions**

- Follow-up Date May 20, 2023
- Additional Instructions Avoid triggers such as smoke and allergens, continue taking

**Additional Notes**

- Notes Patient expressed concern about nighttime symptoms, advised on the importance of using a maintenance inhaler before bed

Share Record Print Record

**Kare**

Patient Dashboard

- Dashboard
- Medical Records
- Appointments**
- Messaging
- Prescription Management
- Resource Center
- Account Settings

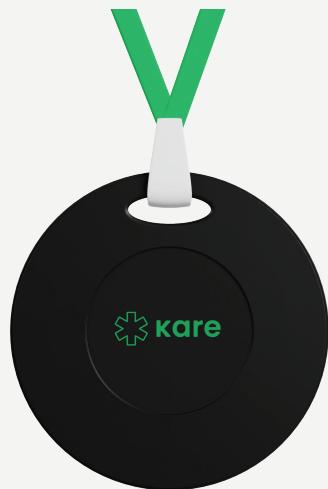
Search  18, May 2023 Doe John Patient

**Your Appointment History**

Doctor Name	Clinic/Hospital	Date and Time	Diagnosis	Treatment	Notes	Status
Dr. Ahmed Yusuf	Kaduna General Hospital	2023-05-20 09:00 AM	Common Cold	Rest, fluids	Follow-up in 3 days	Completed
Dr. Ahmed Yusuf	Kaduna General Hospital	2023-05-20 09:00 AM	Common Cold	Rest, fluids	Follow-up in 3 days	Completed
Dr. Ahmed Yusuf	Kaduna General Hospital	2023-05-20 09:00 AM	Common Cold	Rest, fluids	Follow-up in 3 days	Completed
Dr. Ahmed Yusuf	Kaduna General Hospital	2023-05-20 09:00 AM	Common Cold	Rest, fluids	Follow-up in 3 days	Completed
Dr. Ahmed Yusuf	Kaduna General Hospital	2023-05-20 09:00 AM	Common Cold	Rest, fluids	Follow-up in 3 days	Completed
Dr. Ahmed Yusuf	Kaduna General Hospital	2023-05-20 09:00 AM	Common Cold	Rest, fluids	Follow-up in 3 days	Completed
Dr. Ahmed Yusuf	Kaduna General Hospital	2023-05-20 09:00 AM	Common Cold	Rest, fluids	Follow-up in 3 days	Completed
Dr. Ahmed Yusuf	Kaduna General Hospital	2023-05-20 09:00 AM	Common Cold	Rest, fluids	Follow-up in 3 days	Completed
Dr. Ahmed Yusuf	Kaduna General Hospital	2023-05-20 09:00 AM	Common Cold	Rest, fluids	Follow-up in 3 days	Completed
Dr. Ahmed Yusuf	Kaduna General Hospital	2023-05-20 09:00 AM	Common Cold	Rest, fluids	Follow-up in 3 days	Completed

< Prev 1 2 3 . . . 41 Next >

# Hardware Solution



**Kare Tag**



**Kare Band**



**Kare NFC Reader**

**Financing Options available**



# **The Technology**

<b>Transaction</b>	<b>NFC Reader connects via Bluetooth to existing Smartphone, USSD for Feature Phones</b>
<b>Conversion</b>	<b>Once the band or tag is read by our NFC reader, data is converted into UHF Radio Signals for smart phones or GPRS for Feature Phones</b>
<b>Processing</b>	<b>Processors Route Signals to Kare software platform</b>
<b>Communication</b>	<b>Communication is automatic with the payment network, No Information is stored on devices.</b>
<b>Security</b>	<b>Security is achieved by the use of Blockchain, Admin/user Previlages ( For the Software ).</b>

**One Platform, Zero Stress.**

# Customer Acquisition

Kare intends to target its ideal customer by Mass Education and Wide Product Exposure

## **Target Customer.**

Petty Traders: Market Sellers, Food Sellers, Kiosk Owner, Traffic Hawker, Bus Driver, Local Taxi Drivers, NURTW Member, Ride Hailing Drivers, Service people, Handymen, individuals seller, Individuals, Dispatch Riders, Schools, Cornershops, Pharmacy, Courts, Hospitals, Restaurants etc...

**Market:** Hospitals, Pharmacies, Registered Clinics, Private Healthcare Providers

**Cost:** Customer Awareness and Mass Marketing.

## **USP.**

1. Ease of Daily Usage
2. Fair and Transparent Data Management
3. Technological Scale
4. Reducing physical visits to Hospitals
5. A healthcare Solution for everyone

## **Marketing.**

1. Word of Mouth
2. Radio and Terrestrial TV Ads
3. Flyers, Banner and Bills Boards
4. Social Media and Internet Ads

## **Retail.**

1. Sales/Marketing Agent Adoption model
2. Online Sales through product website
3. Mobiles application

**These Strategies should help us constantly acquire an average 1,000+ customers per month**

# Company Vision

**Our Primary Goal is to be the reason the Average Nigerian lives a healthy and fruitful life.**

## OUR FUTURE PLANS

**1. Expansion to Other Regions:** The project aims to expand its reach beyond Kaduna to other regions within the country. This includes targeting urban and rural areas to ensure healthcare access for a broader population.

**2. AI-Driven Health Insights:** By leveraging artificial intelligence (AI) technologies, the project intends to provide personalized health insights and recommendations to patients. This will enable individuals to make informed decisions about their health and well-being.

**3. Integration of Telemedicine:** The project plans to integrate telemedicine capabilities, allowing patients to have virtual consultations with healthcare providers. This will enhance convenience and accessibility, particularly for patients in remote areas.

**4. Integration of Mobile App:** A mobile app can significantly enhance the platform that allows patients to store and access their medical records.

**Simple and Efficient Solutions.**

**HEALTHCARE PERSONALIZED**

# **Team**

## **Olamide Michael Oladeji**

**Product Designer /UI&UX Designer /XR Designer /Brand & Web Designer**

## **Silas Ugwu**

**Software Engineer/BackEnd Development**

## **Oluwaseun Emmanuel Ola**

**Hardware Designer and Developer**

**The Founding team has a combined experience of over 10 Years in Software and Product Design, Technology and Marketing.**



**Thank You**

**ODSTUDIOX@gmail.com**