



KompleteCare

NEW POSITIONING

NOVEMBER 2023

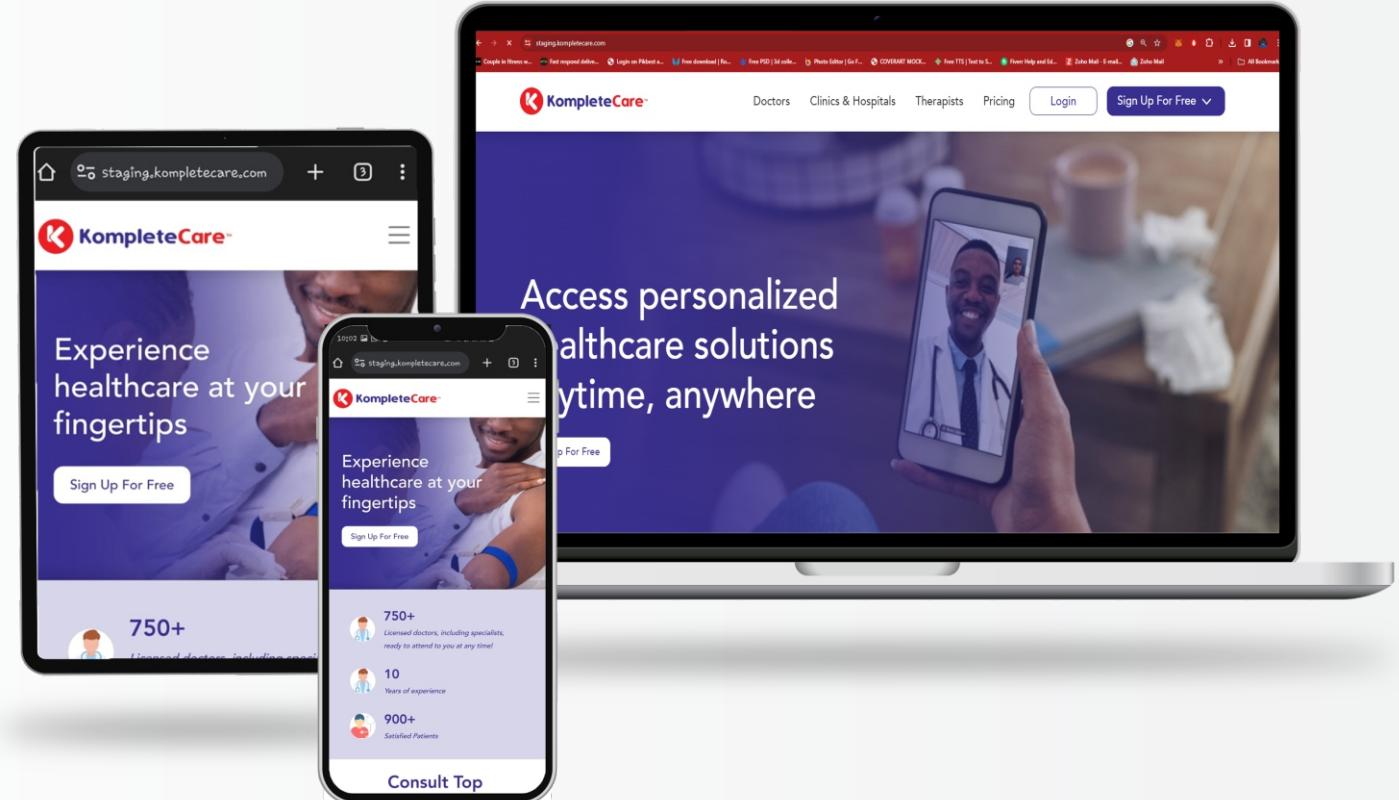
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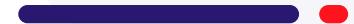




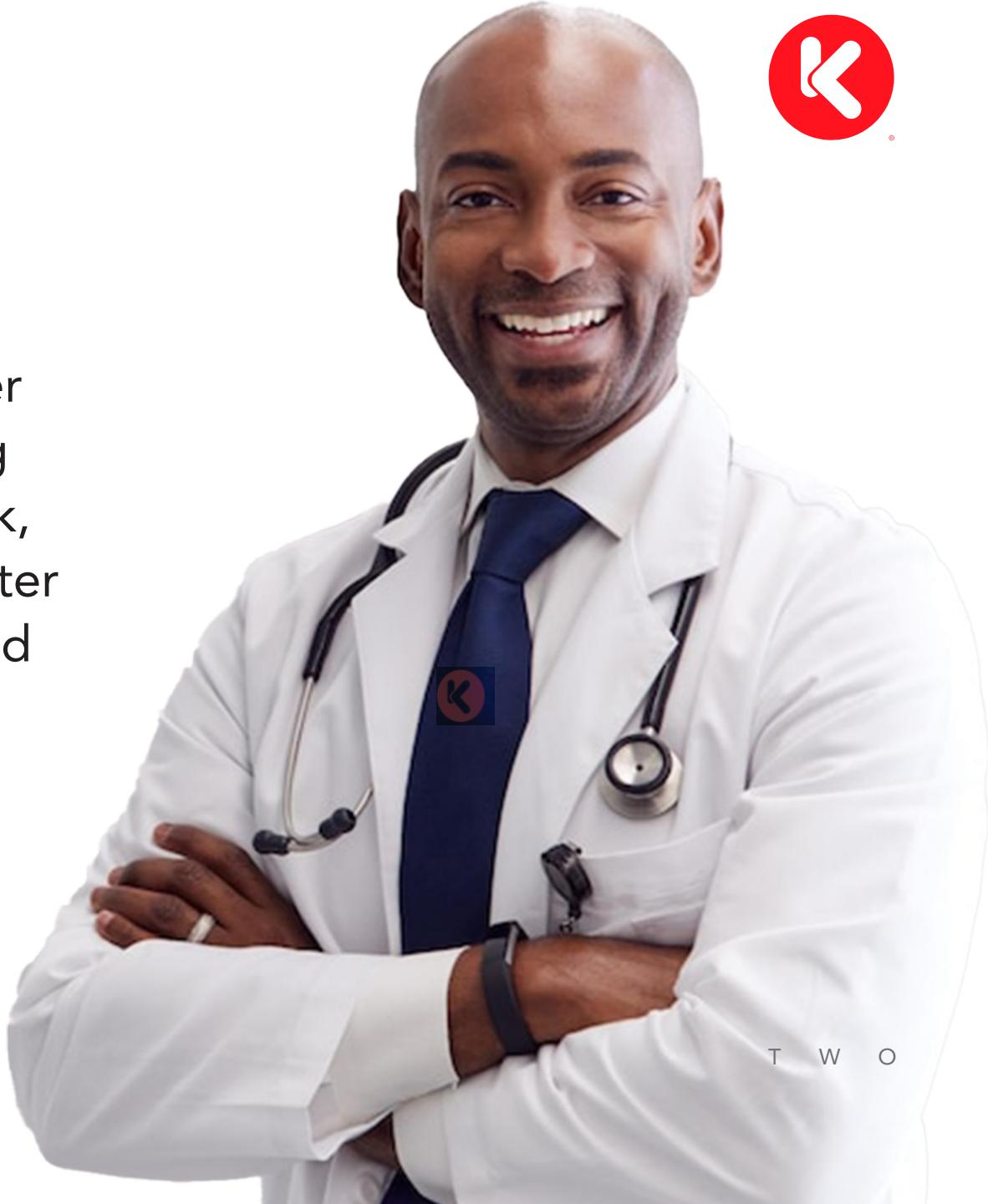
KompleteCare is a leading healthcare marketplace that connects patients with healthcare providers for convenient and accessible medical consultations.



At **KompleteCare**, we constantly evolve to better serve our clients, adapting to meet their evolving needs. Following extensive analysis and feedback, we have redefined our market positioning to better align with our values, the needs of our clients, and market reality.



↗ www.kompletecare.com



T W O

To Patients (B2C)

We are positioning our product to address and cater to the needs of two groups within the general populace - busy professionals, and those who consider their cases sensitive enough to require 101% privacy.

These two groups are wired to accept alternatives that help them avoid going to the hospital. They would be more receptive to our value proposition.

Hence, at this level of our journey, and as part of our efforts to achieve product-market fit (PMF), KompleteCare caters primarily to busy professionals through on-demand voice and video consultations, ensuring timely medical support without physical hospital visits.

Additionally, we prioritise privacy, offering discreet virtual care for sensitive issues, such as sexual health concerns, unwanted pregnancies, skin problems, and body odour, fostering a confidential healthcare experience.



**Healthcare for the
busy, and for when
privacy truly matters**

To Care Providers (B2B)

A digital health marketplace focused on transforming continuity of care



KompleteCare is a robust platform with numerous valuable features. However, many care providers are still adjusting to the concept of delivering healthcare without physical interaction, leading to potential queries that we may be unable to promptly address in the field.

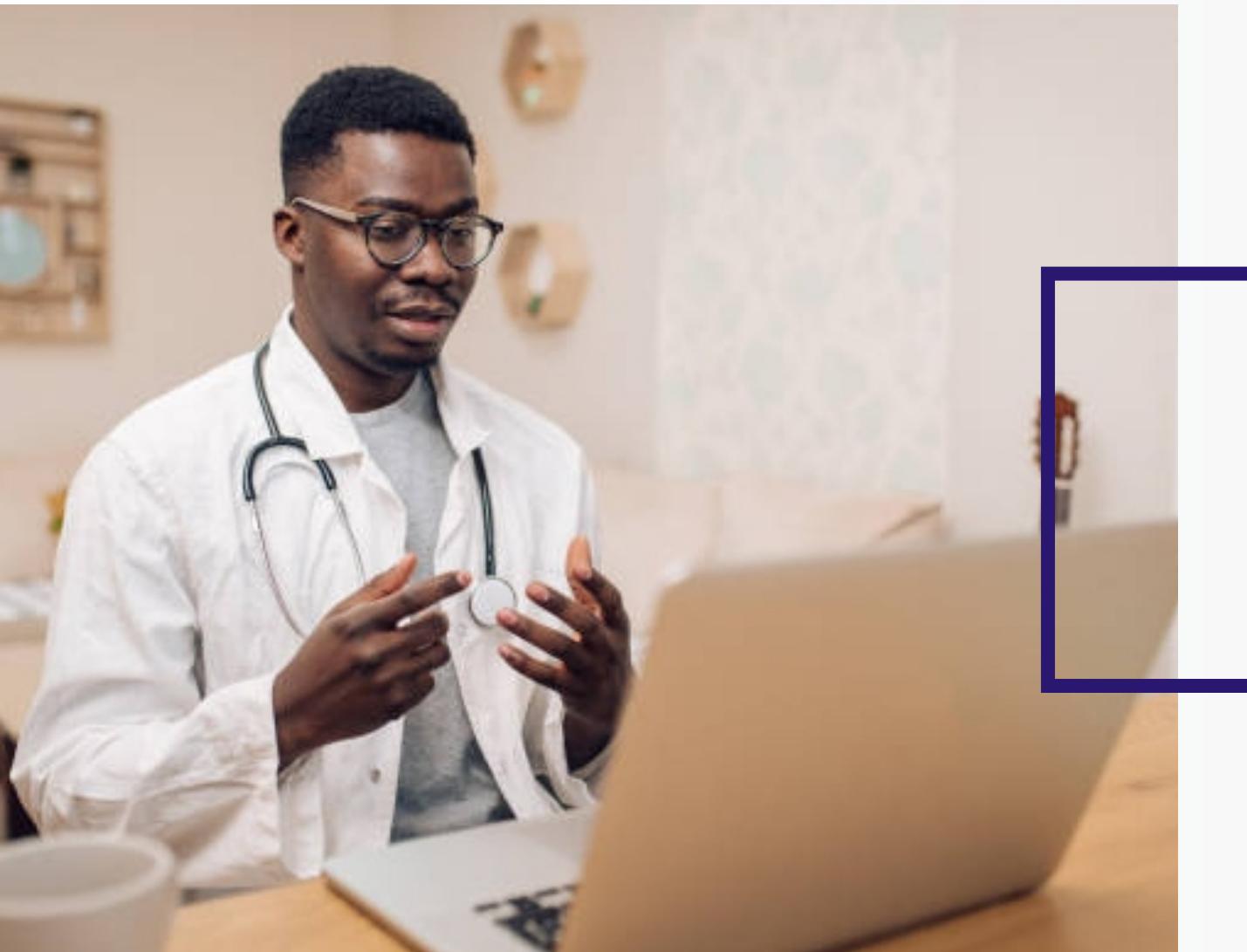
At the same time, our data suggests that healthcare providers are comfortable with the idea of using telemedicine for non-urgent care, particularly in preventive and follow-up care. This aligns with the concept of continuity of care and is an easier buy-in we can tap into.

Hence, at this level of our journey, and in our relations with care providers, KompleteCare focuses on transforming continuity of care, aiming to minimize in-person hospital visits unless vital.





IMPLEMENTATION



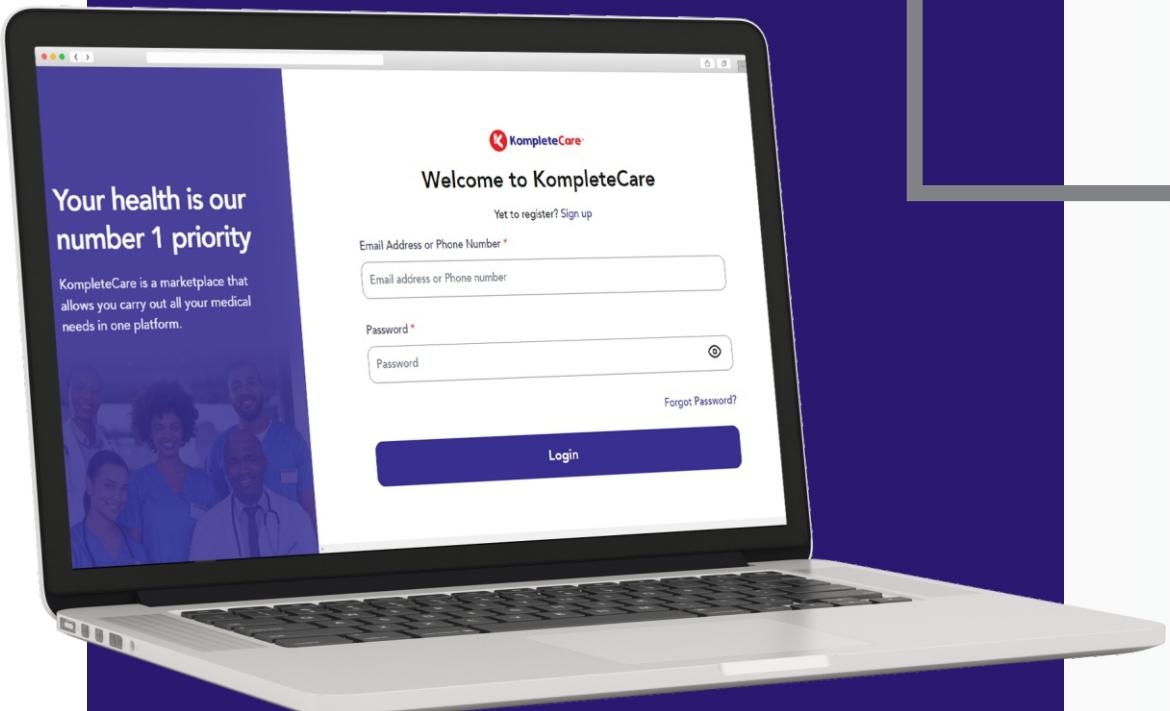
Product Development

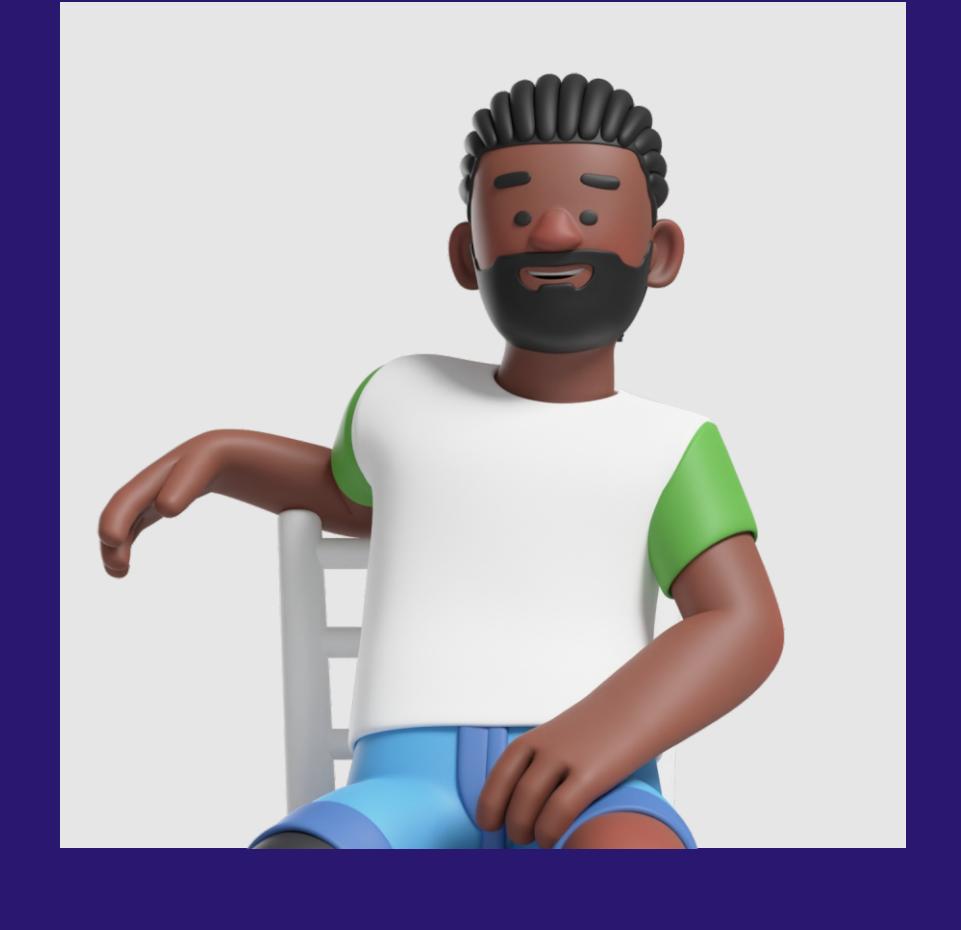
To effectively cater to our target audience, product development will focus on features that help us further emphasize this positioning. Every feature rollout will be accompanied by clear communication, demonstrating our dedication to providing solutions that address the unique needs of care providers and patients.



Target User Profiles

We identified and created user profiles as essential guides to shape our communication and platform design. The profiles fall into the two groups we chose to serve via our B2C position. These profiles help us fully grasp and imagine who we are addressing.





Femi

31, unmarried, gainfully employed, and a known ladies' man. Doesn't like stress. Works hard for his money and likes to flex hard as well. He isn't a fan of hospitals, and would rather avoid it if he can.



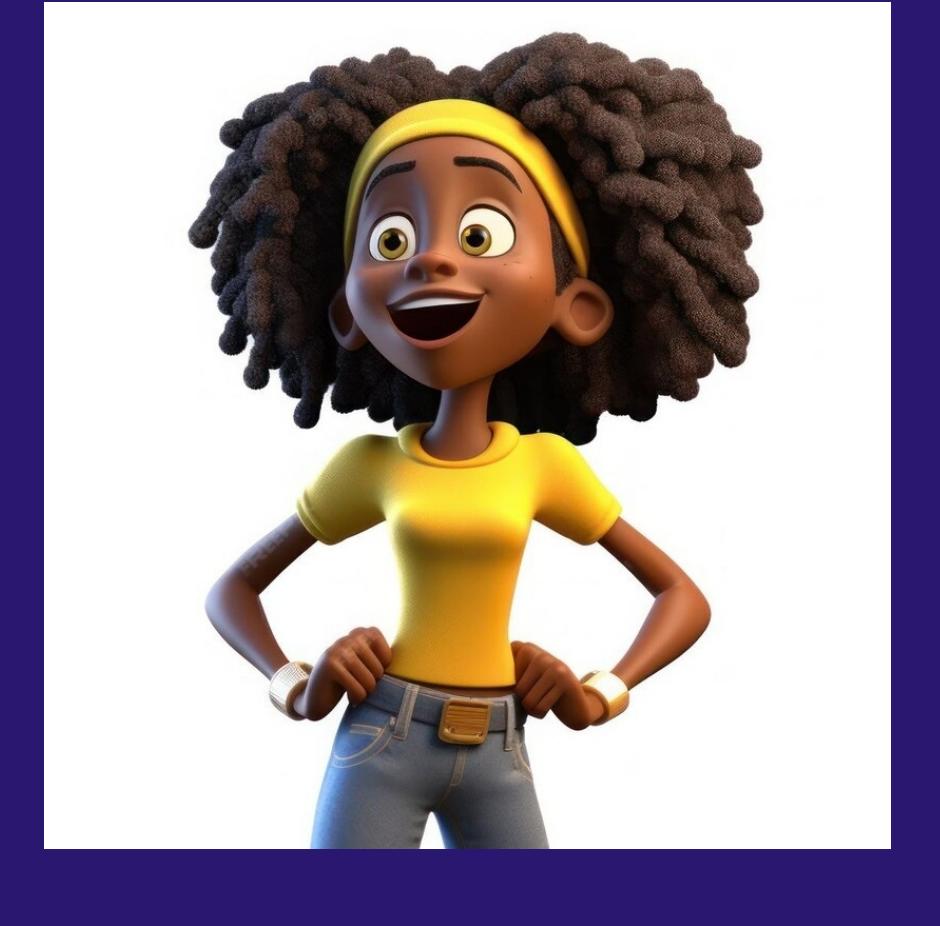
Martha

38. Lives far from home (abroad), first daughter of her family. Either or both of her parents are old and may not necessarily be sick but need care. She is burdened with work and her own family to give them the attention they need. She would prefer someone else take care of them and just report to her.



Iniobong

27. Single. Working-class professional. She loves her job, and is paid well. She is focused on her career, and would like to be one of the best in her field. She needs to be at her best always. She takes adequate care of her health and skin. She is insured



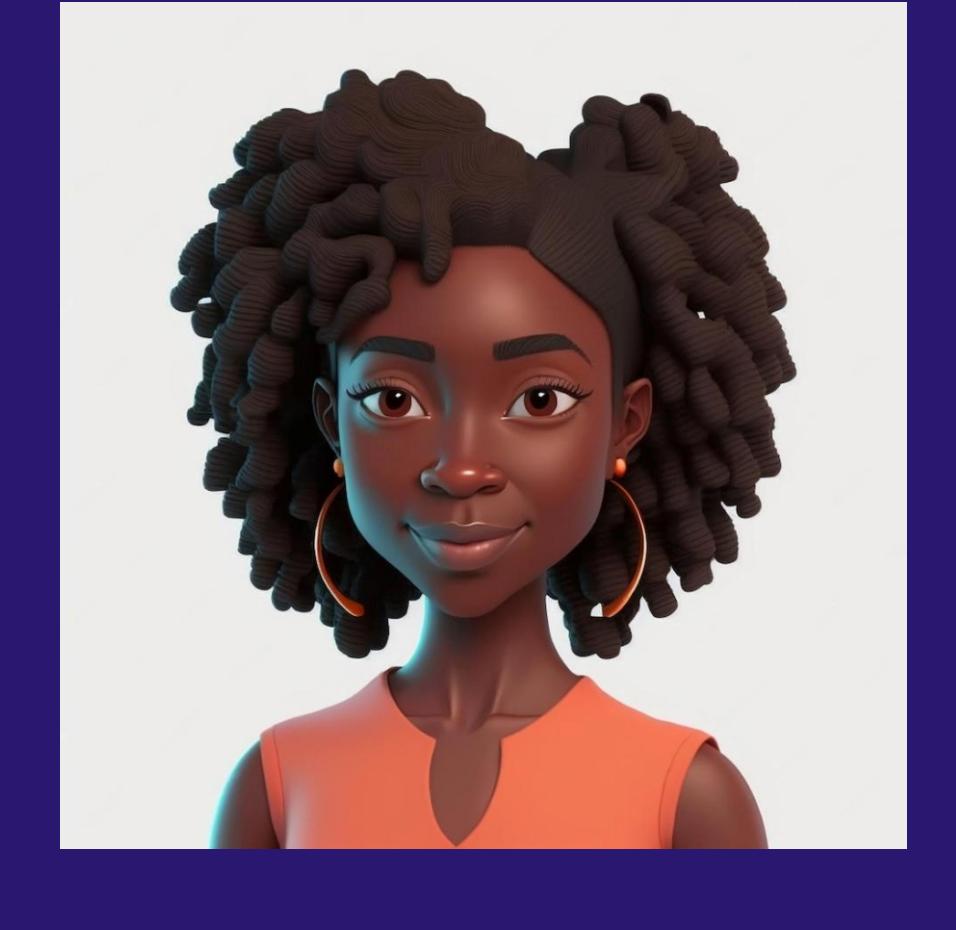
Angel

19. Still in university and is in a relationship or starting to navigate sexual life. She isn't working but she gets money from her parents, friends, boyfriends, male friends, etc. She very likely never had sexual education from a parent or guardian, so she gets those from her friends. She is sexually active (even though the parents don't know)



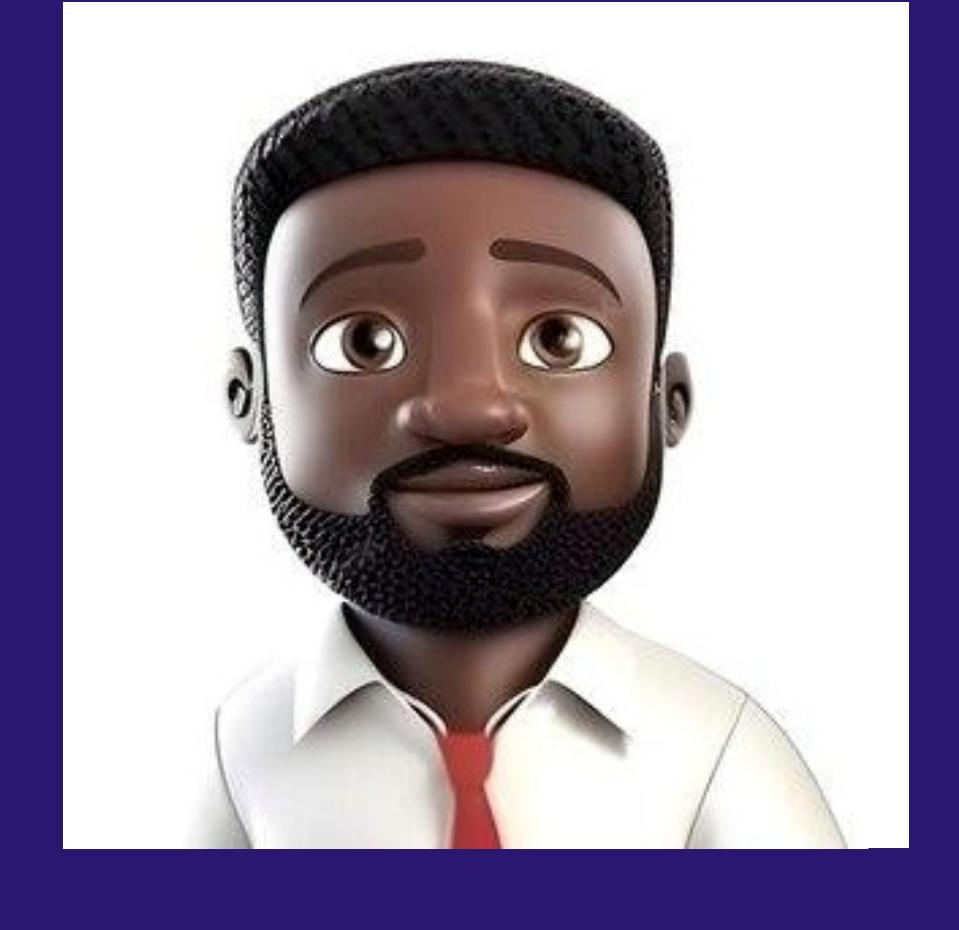
Austin

24. Recent graduate. No job stability/security (either unemployed or underemployed. Recently, he had a painful breakup or traumatic event that affects how he views life and relationships. Facing numerous pressure from family, friends, and the girls.



Hauwa

30. Directly or indirectly in showbiz (actress, OAP, content creator, influencer, public speaker, politics, etc). Needs to look, feel, and be her best always. Needs regular or constant care. May be a sickler, or disabled (visible and invisible)



Mr. Usman

40. Married (possibly with two wives). Owns a thriving local business. Has 3 - 4 kids.



Adaeze

30. newly married working-from-home first-time mum. Pregnant or just had a baby. No mother figure that is easily accessible. Husband is quite busy and isn't home until the evenings. Little to zero experience as it concerns childbirth and baby care, so is likely to freak out over any "minor" issue



Busy	101% privacy	Both	Other
Femi, Martha, Iniobong	Angel, Austin	Hauwa	Mr Usman, Adaeze



Sales Strategies

Our sales strategies will pivot around showcasing and selling compelling use cases for both B2B and our broader audience.

For B2B engagements, the emphasis will be on developing a relationship with hospitals, positioning ourselves as their partners in transforming continuity of care.

For B2C, we have identified major use cases we intend to sell using different tactics. The idea is to properly develop each, engage with the target profile, and sell our value proposition in line with the new positioning.





Use Cases	Weight/Value	Applicable User Profiles
To help young virile men lead a healthy life and remain in optimum wellness 24/7.	Moderate. Good short-term and long-term ROI. Sustainable.	Femi/Chris
To check on our user's parents weekly to ensure they are in optimum wellness and for any issue to be detected and treated early.	Strong. Good short-term and long-term ROI. Sustainable	Martha
To help young ladies navigate the perks of early womanhood without judgement especially as it revolves around feminine wellness (reproductive health, beauty, mental health, etc) within a safe space	Strong. Moderate ROI short-term. Great ROI long-term. Sustainable	Angel
To help young graduates (men) or undergraduates navigate the murky waters of early adulthood especially as it revolves around state of mind (mental health) and overall wellness.	Strong. Low short-term ROI. Good long-term ROI. Sustainable	Austin



Use Cases	Weight/Value	Applicable User Profiles
To provide a standby mother figure that also doubles as a natal care provider who would ensure she and her baby are in optimal health at all times	Strong. Good short-term and long-term ROI. Sustainable	Adaeze
To help her enjoy easy, remote, and/or instant access to care providers and ensure her health remains optimum.	Weak. Low short-term ROI. Good long-term ROI.	Iniobong/Portia
To help him enjoy easy, remote, affordable, and/or instant access to care providers which would ensure his family remains in optimum health.	Weak. Low short-term ROI. Good long-term ROI.	Mr Usman
Medical professionals are on standby to provide instant care, and also help her maintain optimum health.	Moderate. Moderate short-term ROI. Good long-term ROI	Hauwa



Client Relations and Communications

Client relations and communications will play a crucial role in this implementation. The positioning defines how to relate with clients and discuss with them.

For Care Providers, our goal is to become their trusted partner by gradually addressing and solving their challenges. To establish trust, we focus on conveying specific messages that resonate with their needs, earning the initial benefit of the doubt. Initially, we prioritize features like appointment scheduling to reduce waiting times and online consultations for follow-up care, aiming to fully satisfy these aspects before gradually addressing additional concerns.

With the general audience, our focus is on building trust and maintaining engagement through targeted campaigns and programs. Some users may require demonstrations to showcase how our platform delivers on its promises, while others benefit from free valuable materials and a secure space to express themselves.

Our goal is to ensure that our clients feel informed, supported, and confident in the transformative journey KompleteCare is leading in the healthcare landscape.



MEASURING SUCCESS

Success in our new positioning will be gauged through a combination of qualitative and quantitative metrics designed to capture the impact on both care providers and patients. Key performance indicators (KPIs) include:

Main

- Adoption Rates: Tracking the adoption rates of telemedicine features among care providers and patients will indicate the successful integration of our new positioning.
- Campaign Effectiveness: Assessing the effectiveness of engagement campaigns and programs targeted at the general audience, measured by participation rates, feedback, and increased user activity.
- Revenue Growth: Examining revenue growth resulting from increased platform usage and successful adoption of telemedicine features.



Others

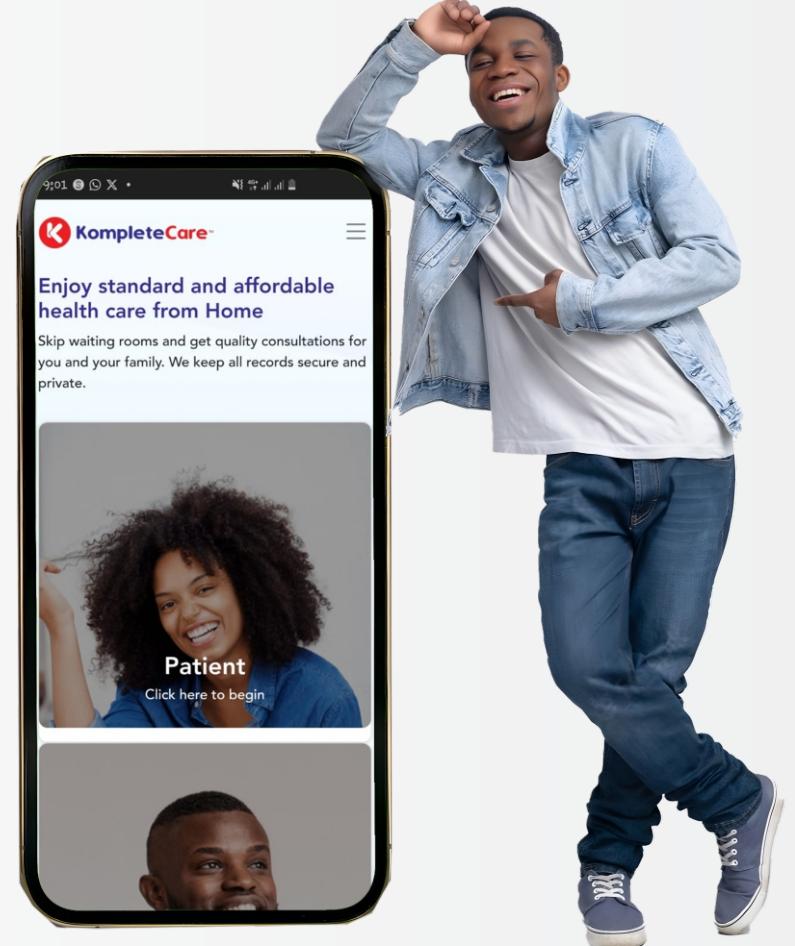
- Patient Satisfaction: Regularly assessing patient satisfaction through surveys and feedback will provide insights into the effectiveness of telemedicine in meeting their healthcare needs.
- Reduction in In-Person Visits: Monitoring the decrease in in-person hospital visits, especially for preventive and follow-up care, will signify the success of our continuity of care focus.
- Provider Engagement: Evaluating the engagement levels of care providers on our platform, measured by the frequency of telemedicine usage and positive feedback, will reflect the alignment of our services with their preferences.
- Brand Perception: Conducting brand perception surveys to understand how our new positioning is influencing the perception of KompleteCare among both care providers and the general audience.



WRAPPING UP

In this pivotal phase of our journey, our new market positioning serves as our compass, guiding us into the healthcare landscape with purpose and innovation. By prioritizing continuity of care for a select target demographic, we aim to seamlessly integrate into the market, meeting the unique needs of both care providers and patients. This phase is just the beginning, a foundational step towards achieving our market goals.

As we grow, learn, and welcome more users into the KompleteCare family, our positioning will evolve, guided by the unique challenges and aspirations of each moment. This is a journey, and with every step, we're shaping the healthcare experience of tomorrow.



THANK YOU