

# VIRTUAL HEALTHCARE SERVICES

Revolutionizing Access to Healthcare, Anywhere, Anytime

BY Cecilia Wangui, Founder/CEO



# INTRODUCTION

Welcome to our presentation on Virtual Healthcare System, a revolutionary approach to healthcare delivery.

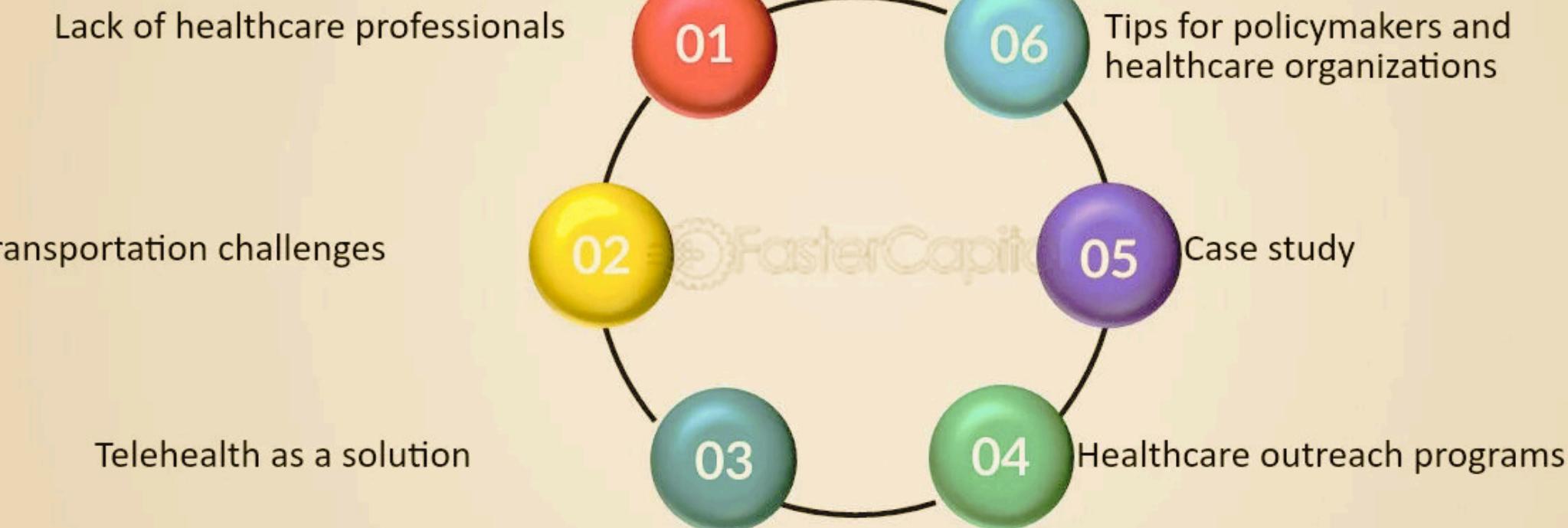


# PROBLEM STATEMENT

## The Healthcare system is facing major challenges

- Millions of people struggle to access timely, affordable and high quality healthcare.
- Barriers such as limited healthcare access, long wait times , high costs and the need for remote consultations are affecting patient care.
- Statistically, a significant portion of global population has unmet healthcare needs, particularly in undeserved or rural areas

## Analyzing the Divide in Health Care Accessibility



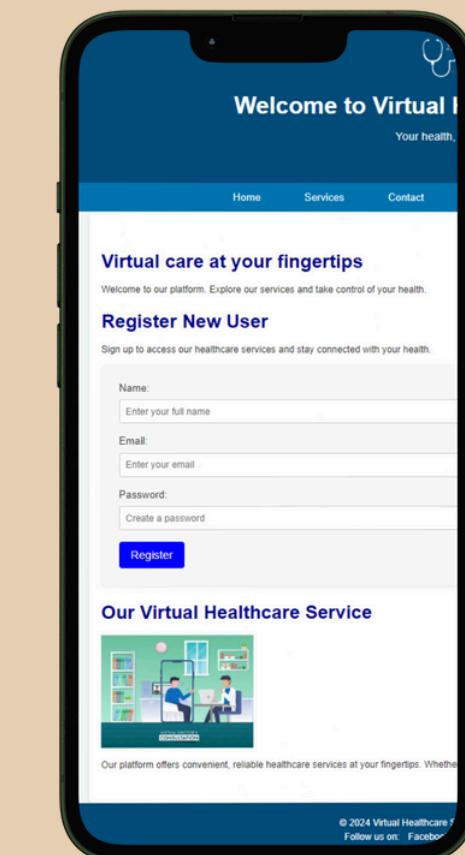
# SOLUTION

## Virtual Healthcare Services: A new era in Healthcare Access

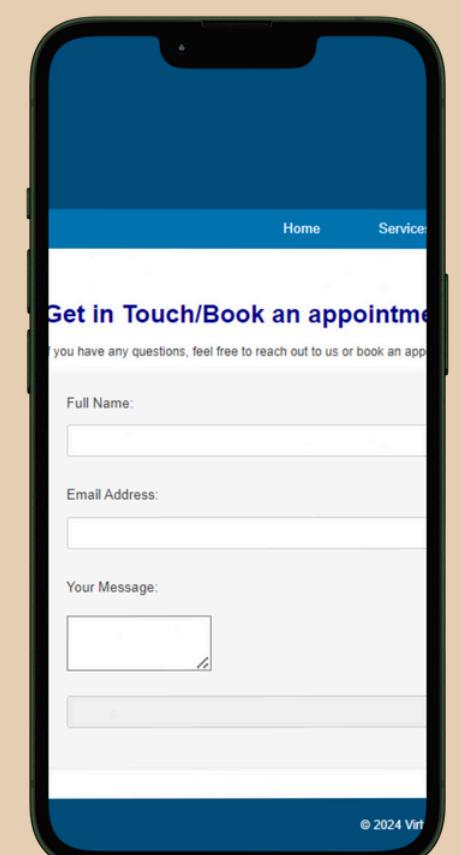
- Virtual Healthcare Services provides on-demand virtual consultations, prescriptions, and follow-up care.
- Patients can access healthcare from anywhere, improving convenience, accessibility, and affordability.

### Key Features:

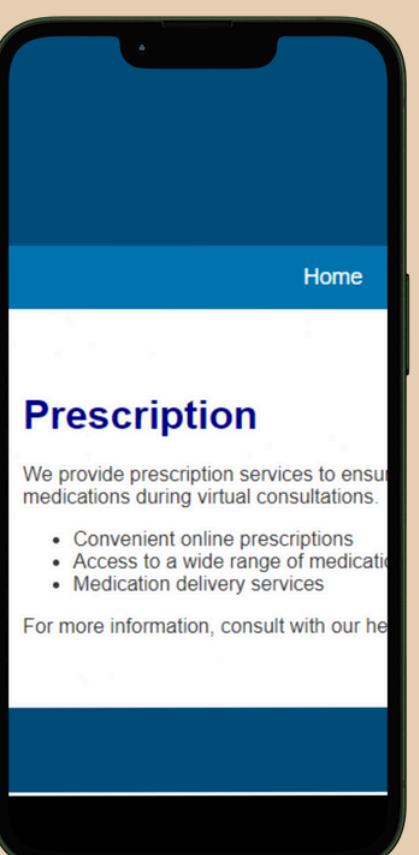
- Virtual consultations with licensed healthcare providers.
- Online prescription management and follow-up services.
- 24/7 availability for emergency consultations.
- Secure, HIPAA-compliant platform.



homepage



book an  
appointment or  
consultation



get a  
prescription  
and follow-  
up care

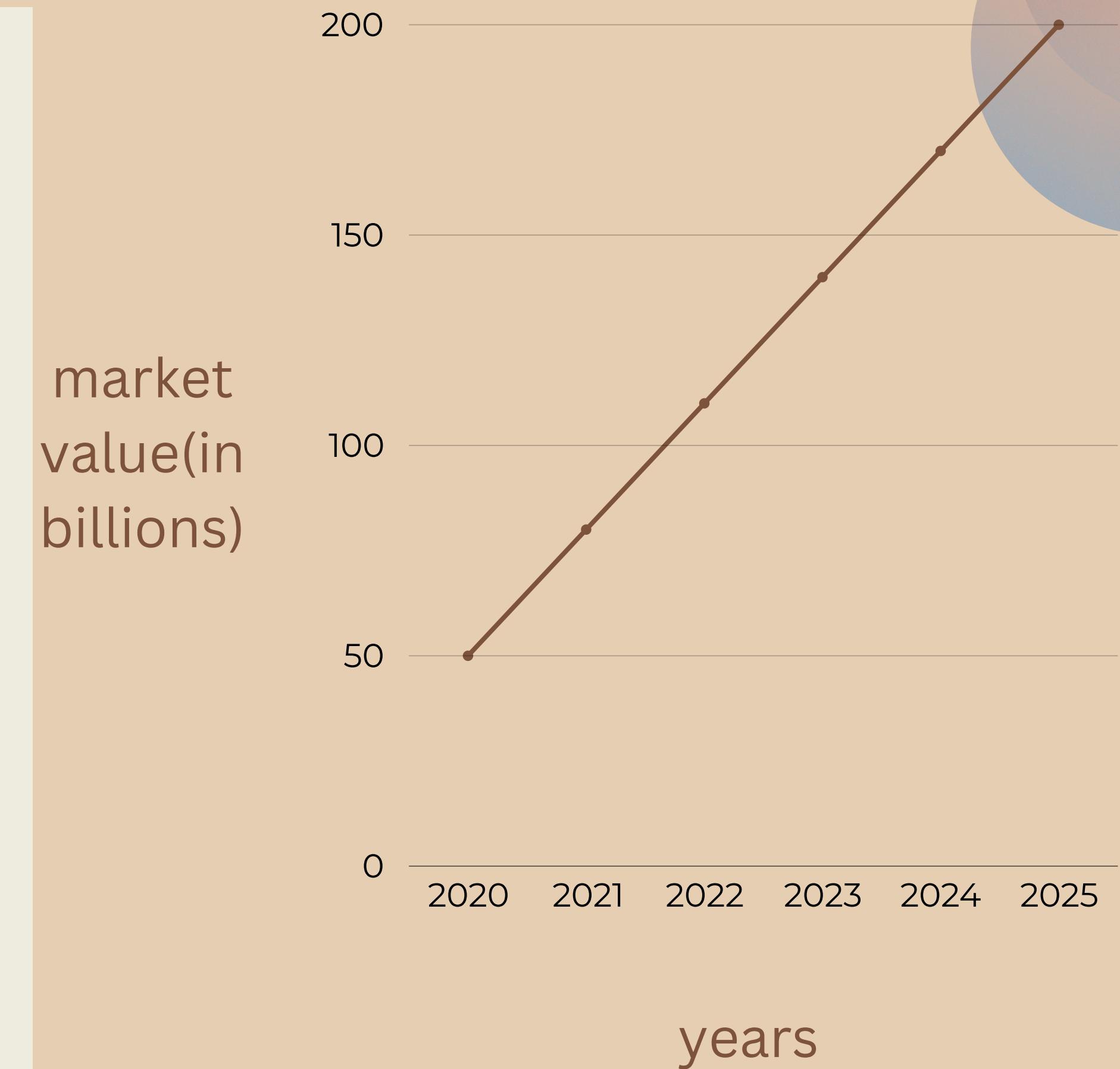
# MARKET OPPORTUNITY

## A GROWING GLOBAL MARKET FOR TELEMEDICINE CONTENT

- The telemedicine market is growing rapidly, driven by the demand for affordable, accessible healthcare.
- The global market for telemedicine is projected to reach \$200 billion by 2025.

### KEY DEMOGRAPHICS:

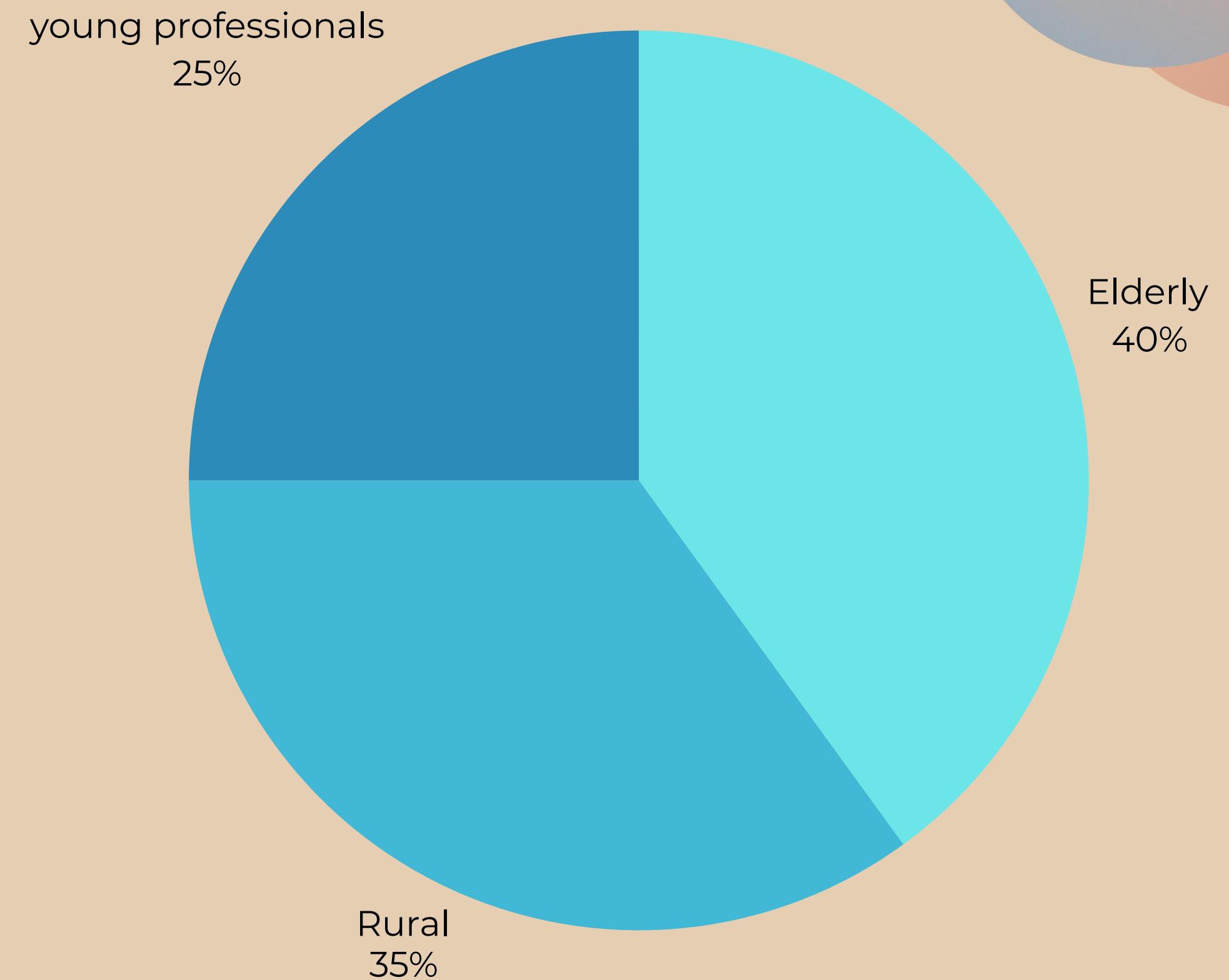
- Elderly populations needing ongoing care.
- Rural areas with limited healthcare access.
- Young professionals seeking convenient healthcare options.
- The platform ensures the privacy and confidentiality of patient information through encrypted communication channels.



# TARGET DEMOGRAPHICS

Target Demographics Breakdown:

- Visual Concept: A pie chart that highlights the key user groups.
  - Segments:
    - i. Elderly populations (40%).
    - ii. Rural residents (35%).
    - iii. Young professionals (25%).



# PRODUCT OVERVIEW

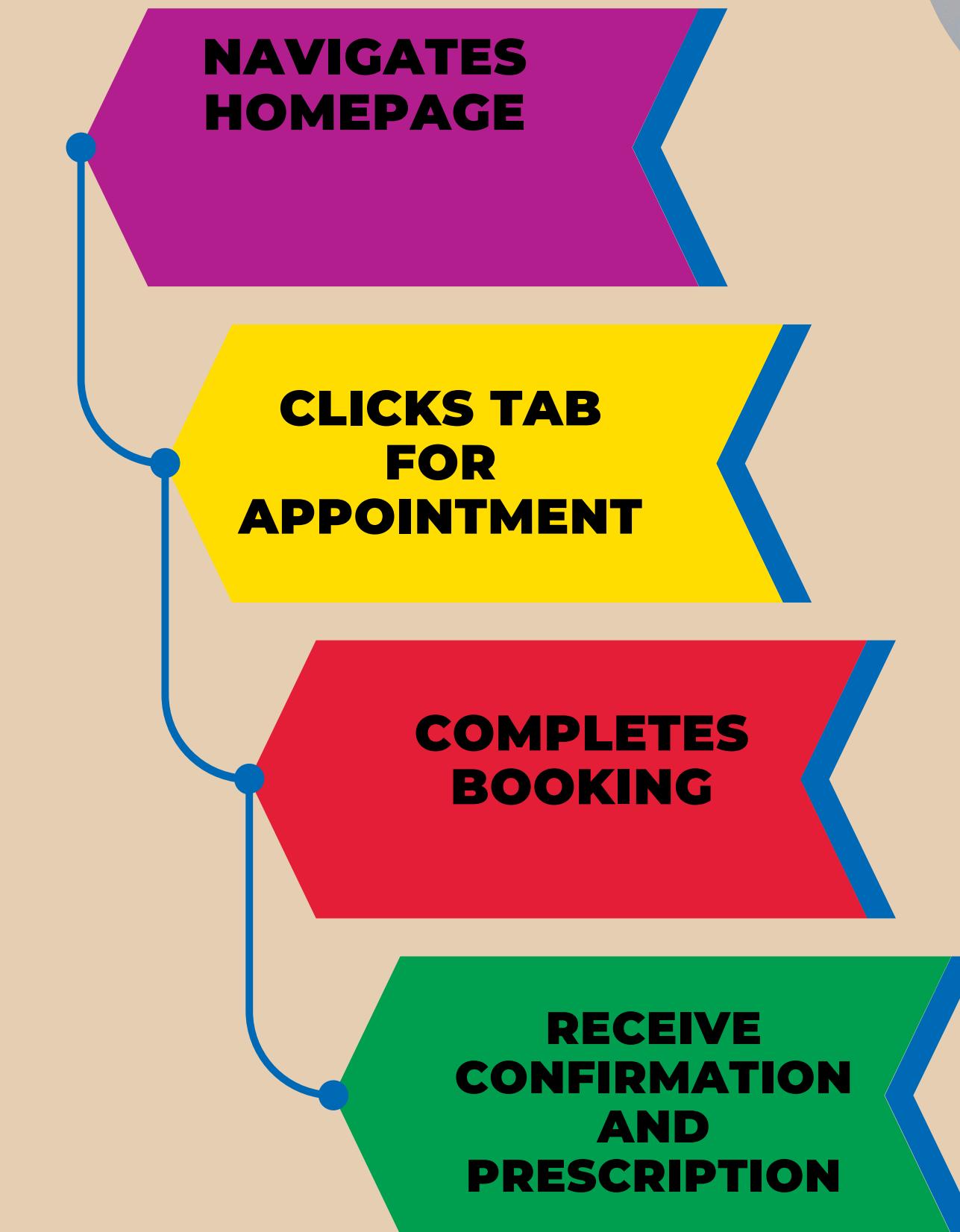
## HOW VIRTUAL HEALTHCARE SERVICES WORKS

A simple, intuitive platform where patients can:

- Book appointments with healthcare providers.
- Access a video consultation.
- Receive prescriptions and follow-up care.
- Manage their health records securely.

Our platform is designed to be user-friendly, fast and reliable for both patients and providers

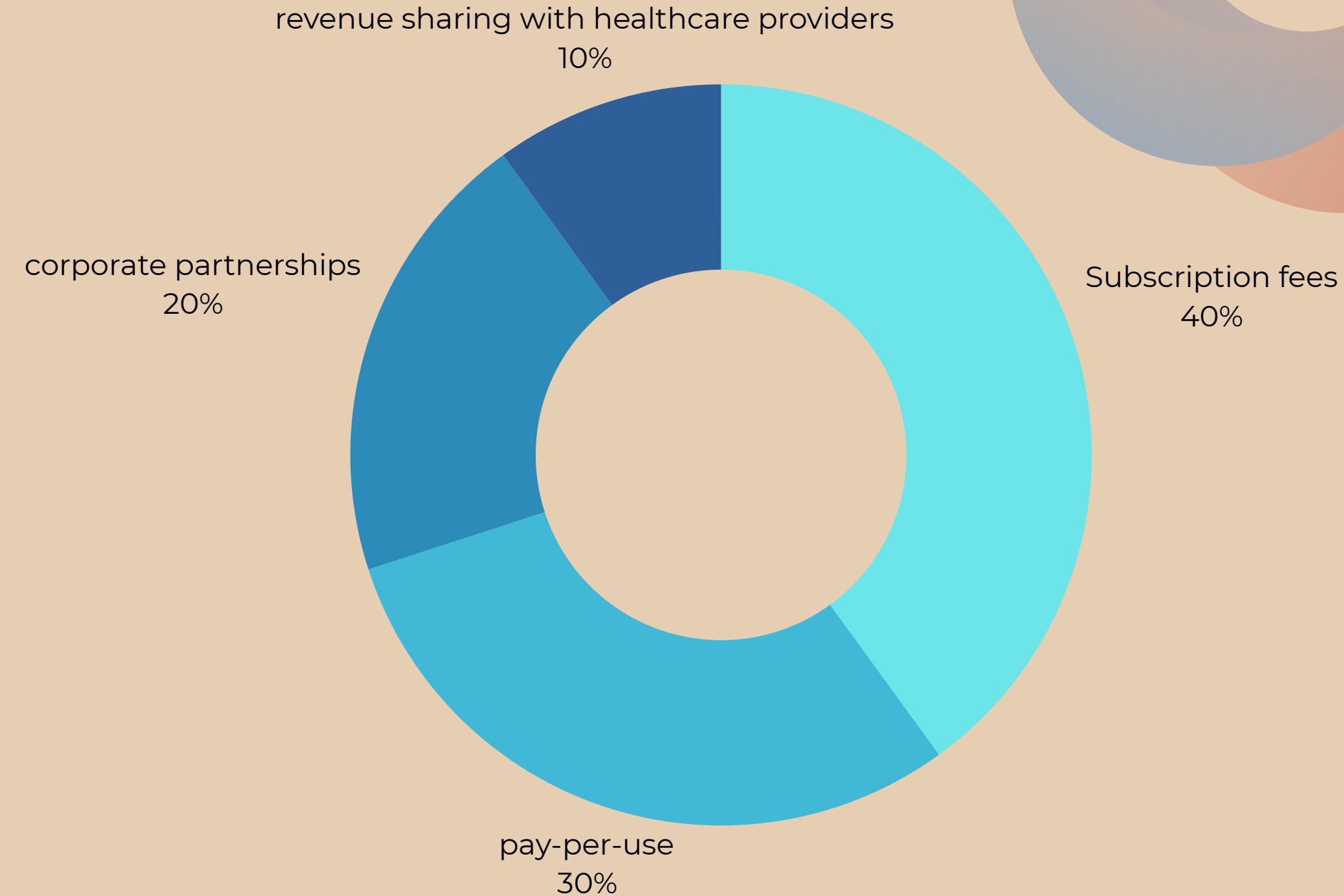
## USER FLOW



# BUSINESS MODEL

## A SUBSCRIPTION-BASED MODEL WITH MULTIPLE REVENUE STREAMS

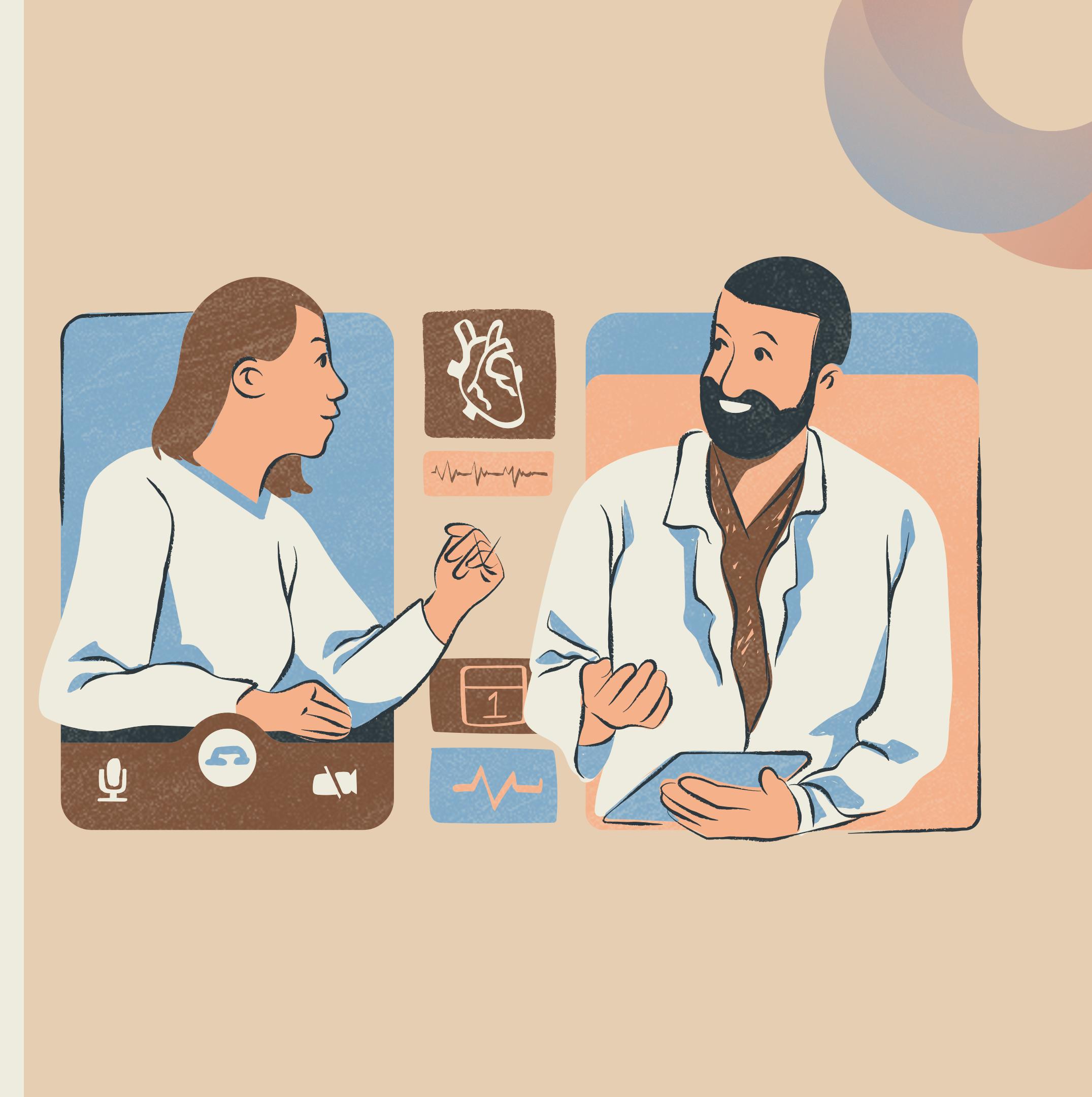
- Subscription fees: Patients subscribe to a monthly or annual plan for ongoing healthcare services.
- Pay-per-use: Patients opt for one-time consultations at competitive rates.
- Corporate partnerships: Partner with organisations for employees healthcare programs.
- Revenue sharing with healthcare providers: Providers can earn a commission for consultations via the platform



# GO-TO-MARKET STRATEGY

## REACHING OUR AUDIENCE AND GAINING MARKET SHARE

- Awareness campaigns: utilize digital marketing, social media and SEO to increase visibility.
- Partnerships: collaborate with hospitals, insurance companies and healthcare providers.
- Referral programs: Incentivize current users to refer others to the platform.
- Local outreach: focus on areas with the highest unmet healthcare needs.



# COMPETITORS

Competitor	Strengths	Weaknesses
Teladoc Health	Established brand, diverse offerings	High costs, limited customization
Amwell	Strong insurer partnerships, broad services	Expensive for direct consumers
MDLIVE	User-friendly, wide range of specialists	Lacks advanced tech integration
Babylon Health	AI-driven tools, global reach	AI accuracy concerns, scaling issues
Practo (India)	Affordable, integrated services	Limited rural specialist access
Maple (Canada)	24/7 care, fast access	Not all services covered by insurance

# COMPETITORS

## Our Differentiation

- Affordable & Transparent Pricing:  
Competitive rates for all users.
- Personalized & Inclusive Care: Tailored services for underserved populations.
- End-to-End Services: Comprehensive care from consultations to follow-ups.

## Positioning Statement

We bridge the gaps left by competitors, offering patient-first, accessible, and tech-driven healthcare solutions.



# COMPETITIVE ADVANTAGE

## WHY VIRTUAL HEALTHCARE SERVICES STANDS OUT

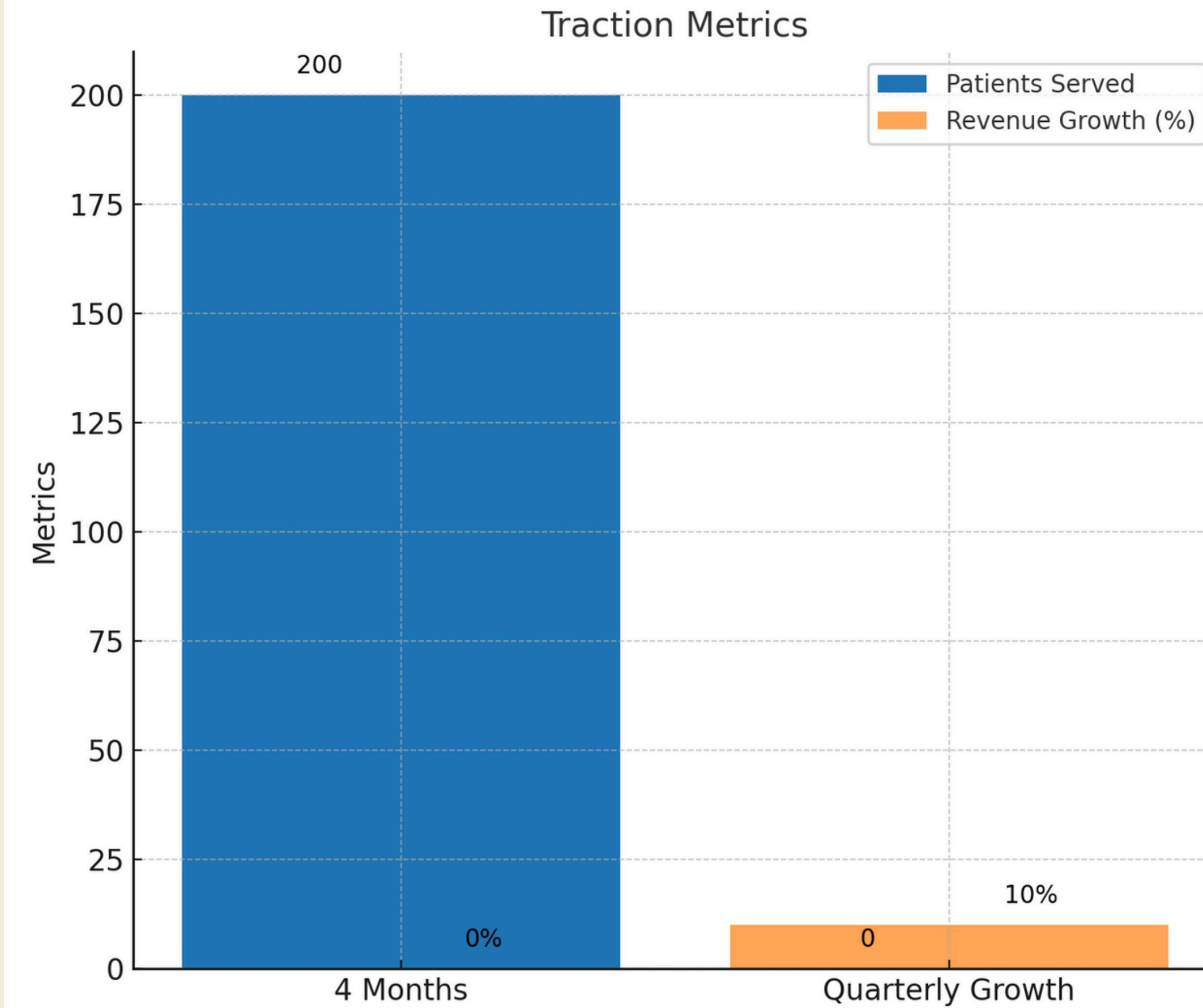
- Comprehensive services: Offering not only consultations but also prescription management and follow-up care.
- Accessible 24/7: Unlike traditional healthcare services, we are available round-the-clock.
- Cost-effective: lower cost for both patients and healthcare providers, eliminating travel and administrative overhead.
- Secure, HIPAA-compliant platform to ensure patient privacy.



# TRACTION AND MILESTONES

## OUR ACHIEVEMENTS SO FAR

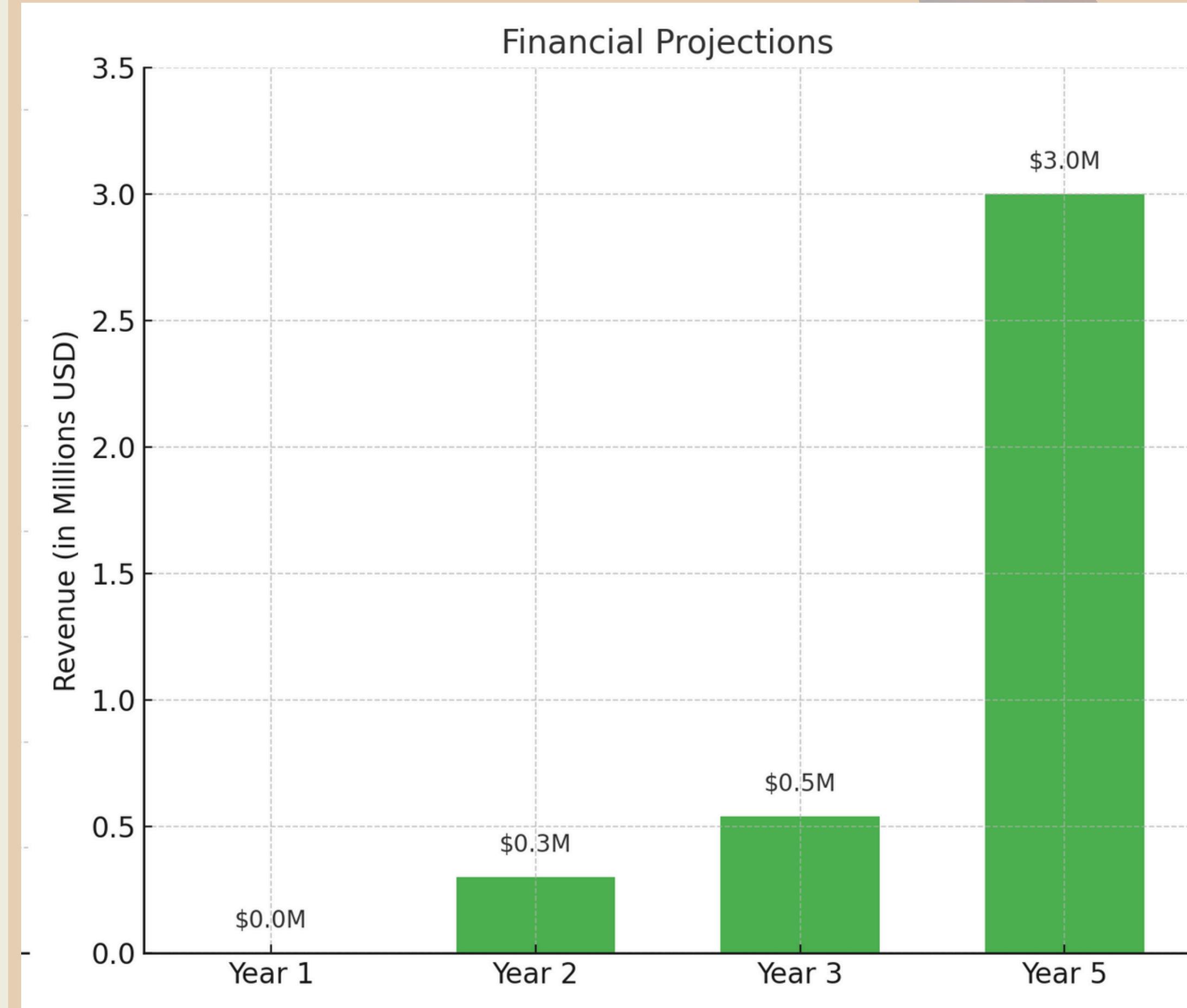
- User growth: 200+ patients served in the first 4 months.
- Partnerships: collaborated with local hospitals and clinics.
- Technology: launched a functional HIPAA-compliant platform.
- Revenue: Achieved a 10% growth in subscription revenue over the past quarter.



# FINANCIAL PROJECTIONS

## PROJECTED REVENUE AND GROWTH

- Year 1: Break-even point with steady user acquisition.
- Year 2: 30% growth in revenue as more users adopt the platform.
- Year 3: Expansion into new regions, increasing revenue by 80%.
- Year 5: Expected revenue of \$3 million+ as we scale nationally and internationally.





# TEAM MEMBERS



**CECILIA WANGUI**  
Founder & CEO  
Experience in  
healthcare technology  
and women's health  
advocacy



**MELISSA AWOUR**  
Clinica Advisor Licensed  
healthcare professional with  
expertise in women's health



**Jeremy MAINA**  
CTO Background in software  
development and telemedicine  
solutions

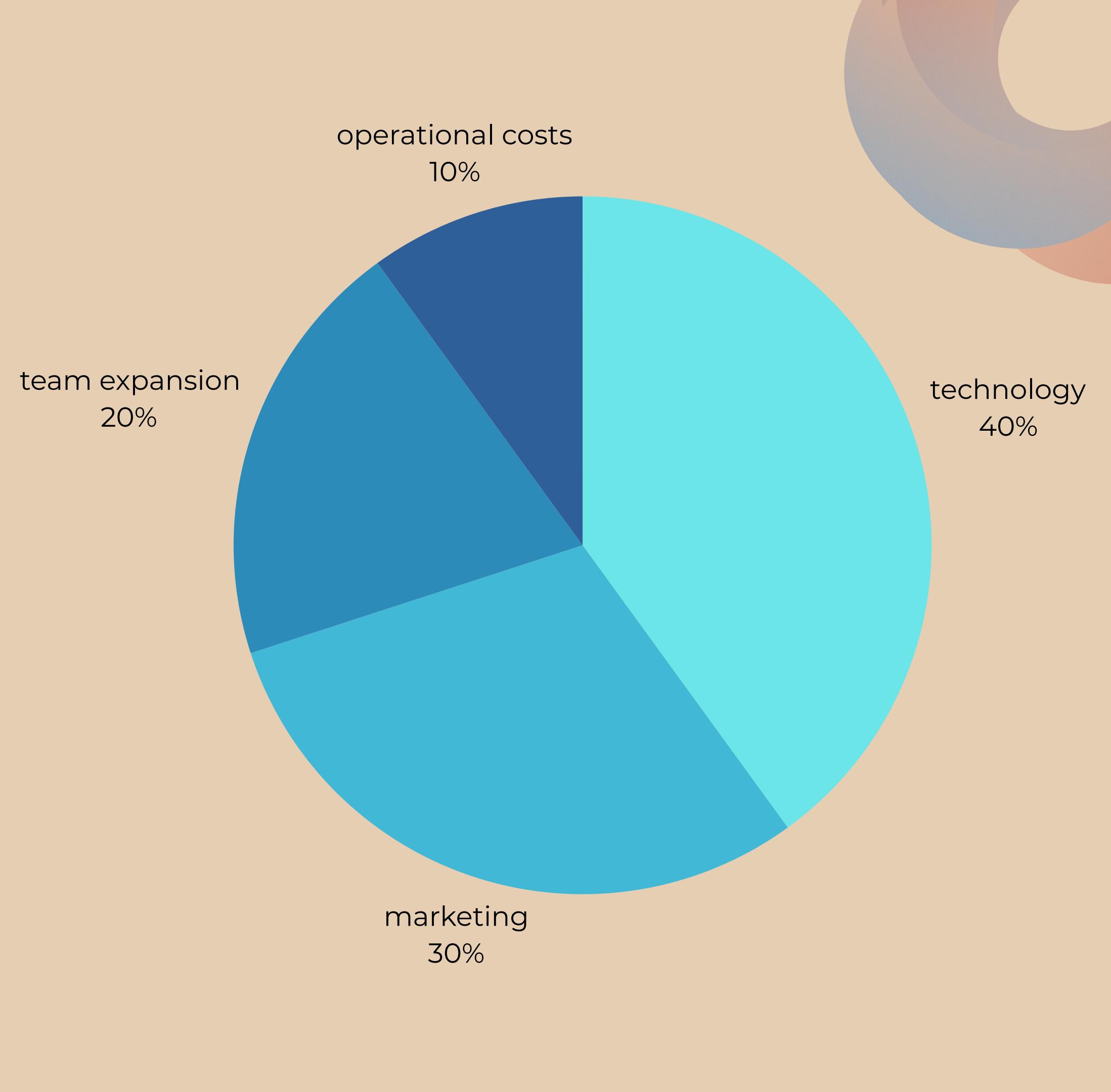


**MARTIN LUKAS**  
Marketing Director Experience  
in digital marketing and  
community outreach

# FUNDING ASK

## WE NEED YOUR SUPPORT TO SCALE

- Amount: Seeking \$5 million to expand operations, marketing and technology development.
- USE OF FUNDS**
- 40% for the technology development(platform improvements, scaling infrastructure)
  - 30% for marketing(ads, campaigns, partnerships).
  - 20% for team expansion(hiring key roles).
  - 10% for operational costs(office, legal fees).



# CLOSING AND CALL TO ACTION

THANKYOU!



## Contact Information

- Website: [www.virtualhealthcareservices.com](http://www.virtualhealthcareservices.com)
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- Phone: +254 700 000 000

## Follow Us on Social Media:

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