

The Pilot Team



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Innovations & Marketing

About Us

Providing affordable and accessible healthcare solutions is at the heart of Zuri Health. We are creating an all-inclusive service that caters for all individuals with a mobile device, regardless of their location, health history and social status.

Headquartered in **Nairobi, Kenya** and present in Nigeria, Zambia, Ghana, Uganda, South Africa, Senegal and Tanzania

Our Mission

To provide the best universal health experience

Our Vision

A healthier world where people are living longer, happier and healthier lives.

The Problem

Less than **50%** of Africans have access to **basic, affordable healthcare**

Healthcare in Africa is plagued by supply chain issues, underfunding, shortage of a skilled workforce, poor procurement and management practices that make it very costly where it exists and unavailable in a majority of areas within the continent.



1:10000

The doctor-patient ratio in Sub-Saharan Africa



65%

of mobile phone users in Africa do not have access to smartphones or the internet



2%

Africa's aggregate insurance penetration rate

Africa bears the **highest disease burden in the world**

Our Solution

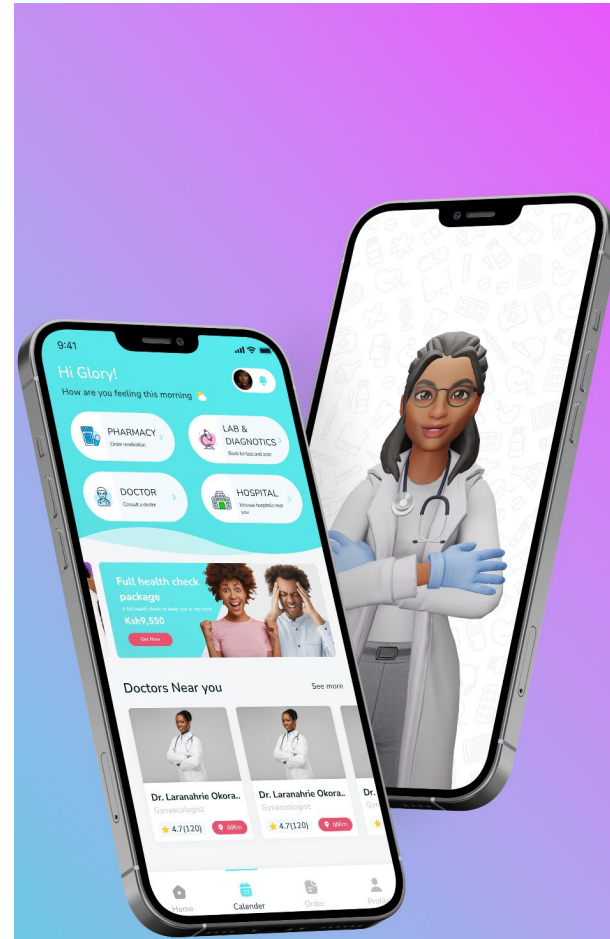
SMS Functionality

65% of mobile phone users do not have access to smartphones. To deepen inclusion, we have added an SMS functionality that allows users from across the country to speak with a doctor via SMS.

Virtual Hospital

Zuri Health has built a virtual hospital comprising of an app, website and a chatbot.

The mobile app gives our users access to pharmacy, labs & diagnostic, and telemedicine services including consultations



Competitive Analysis



The Zuri Health Advantage

End to end patient journey

Significant scale

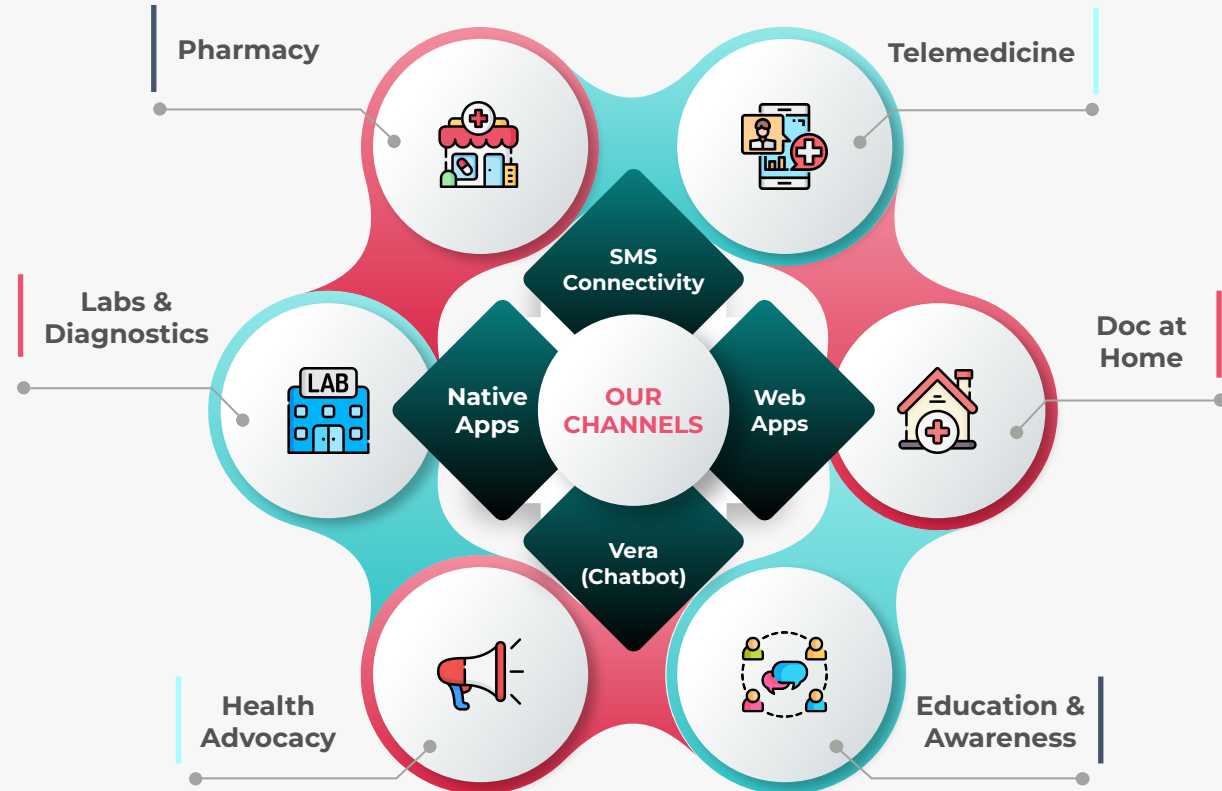
High Impact

Strong Telco Partnerships

Adaptable

Multichannel & Multilingual

Our MVPs



Our Business Model



On-Demand

For **\$1** to chat with healthcare professionals via chatbot



SMS Billing

From Daily Health tips and doctors chat via SMS.
Airtime billing at **\$0.10** per day



Commission

7-15% Commission from Pharmacies and Labs & Diagnostics orders



Doc at Home

\$30 doctor concierge service with additional medical services



Subscription

\$150 Annual Subscription fee for doctors, **\$2** monthly for patients. Weekly & monthly chatbot packs subscriptions, renewed via **card**



SaaS

Monthly retainer for digital outpatient service deployed via Chatbot to SMEs staff and their dependents. SMEs will be charged **\$200 and above.**

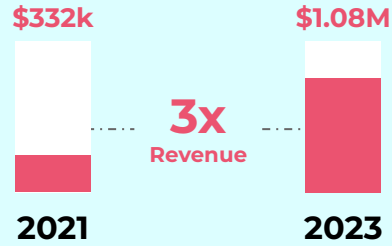


COMING SOON

Care Now Pay Later

Interest from lending that allows individuals to purchase insurance and other healthcare services on credit

Main Achievements



Revenue since launch...

>\$2M

GMV



Launched in Kenya in January 2021, **Live in 8 African countries** with:

16+ Telco Partners

100+

Fulfilment Partners

Pharmacy, Labs & insurance partners

600+

Doctors Onboarded

Currently on freemium

>85,000

Chatbot Interactions

Live in **4** markets

>1,000,000

Active SMS Subscribers

Live with **5** telco partners in **4** markets

Strategic Goals (2023-2028)

With current plans and strategies underway, Zuri Health's **yearly revenue** is projected to be

\$9.39M

Partner with **10 Telcos** within the next 12 months with **3,000,000 SMS Subscribers**

Onboard **10,000 Doctors** in **10 countries** in 2 years (Annual subscription fee of \$150)

Conduct **1,000** monthly home visits with Doc at Home

Monthly GMV from Pharmacy & Lab Services in **10 key markets**

The Pilot Project

Non-communicable diseases (NCDs) have become conditions of major public health challenge worldwide; especially in Kenya where it accounts for:

>50%

in-patient hospital admissions

and

39%

of all deaths annually

Major NCDs contributing to these deaths are: Cardiovascular Diseases (CVDs), Cancers, Diabetes and Chronic Respiratory Diseases

Kenya's total CVD mortality rate

13.8%

is higher than most of the other African countries

The Strategic Issue

With 2yrs+ in operation, our data has shown that **70%** of patients have chronic conditions and are burdened with:

- Absence of continuity of care
- Insufficient access to convenient care
- The high cost of health maintenance

Our Solution

Our patient-centered Continuous Care Program (CCP) seeks to provide NCD delivery services through tailor-made support that is:



Convenient



Affordable



Continuous

Overview & Features

The Continuous Care Program is a comprehensive and personalized healthcare solution designed to support individuals with chronic conditions and provide ongoing care for their unique needs. Through a combination of technology, expert guidance, and regular check-ins, the program ensures that individuals receive continuous support, education, and monitoring to manage their health effectively.

Personalized Care

Each participant in the Continuous Care Program receives a tailored care plan.



Virtual Consultations

With a dedicated team of healthcare providers.



Care Coordination

Seamless care coordination with a network of healthcare providers, specialists, and relevant support services.

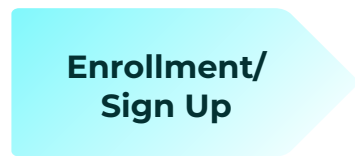


Education & Support

User empowerment through a wealth of educational resources.



The Patient Journey



Users sign up for the continuous care program and undergoes an initial assessment to gather relevant health information and establish baseline measurements.



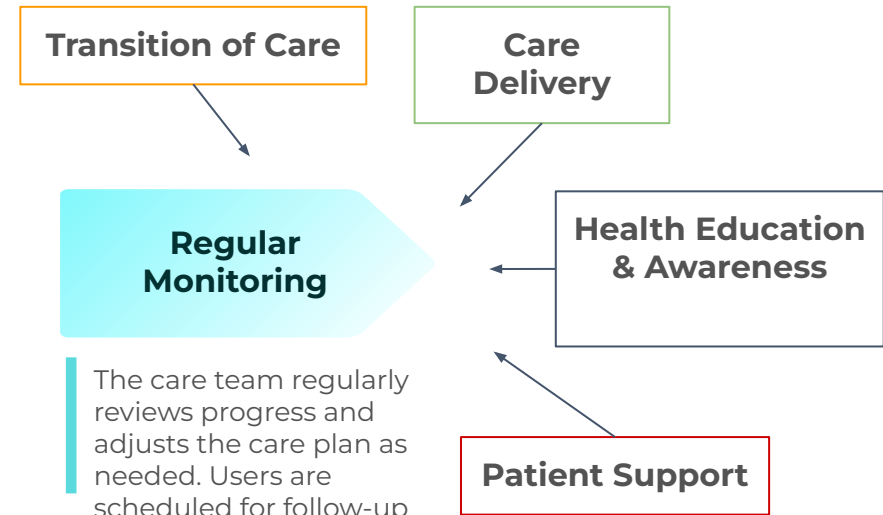
Based on the assessment, a personalized care plan is developed, outlining specific goals, interventions, and monitoring parameters tailored to the individual's needs.



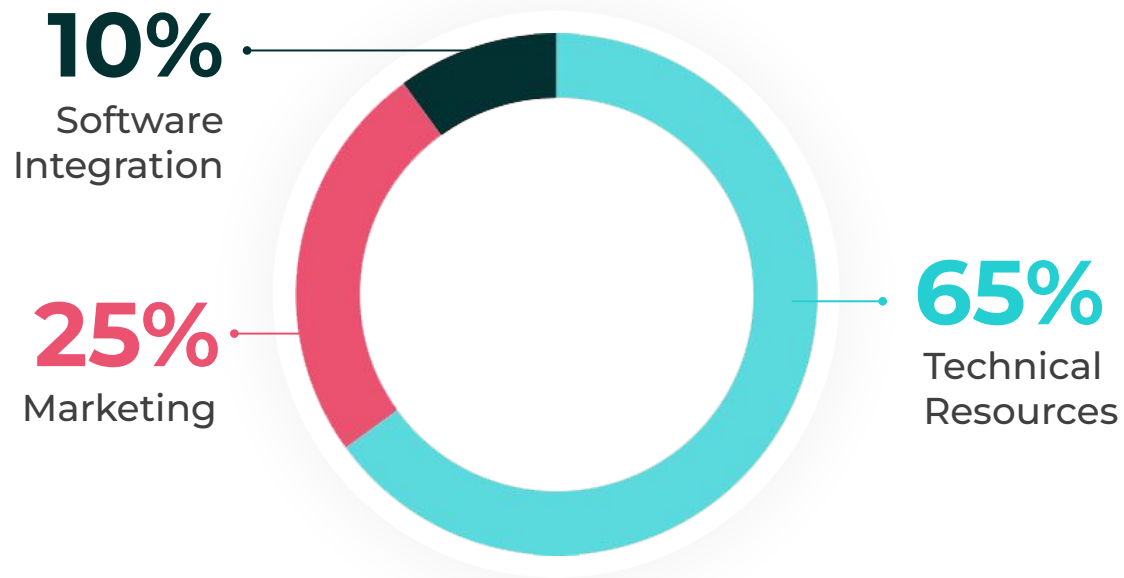
Users receive continuous monitoring and support through our channels; chatbot, SMS, and web. Included are regular check-ins, reminders, and educational resources to promote self-care and disease management.



The care team regularly reviews progress and adjusts the care plan as needed. Users are scheduled for follow-up consultations or tests to track improvements and ensure the plan remains effective and up-to-date. Wearable devices can also be included



Use of Funds



Technical Support Needed



Partner Engagement

Introduction to partners to drive the Continuous Care Program



Medication Procurement

To optimize inventory management, track in real-time, and automate ordering systems.



Communication & Marketing

To develop digital marketing strategies, improve online presence, and implement secure communication channels.



Awards & Achievements



JUNE 14-17
2023 PARIS

Shortlisted as top 15 startups in Healthtech for the 2022 & 2023 AfricaTech Awards (2 years in a row)



Wazo Challenge East Africa Winner 2021



Part of 30 startups changing the healthcare supply chain in Africa in the inaugural cohort of the Investing In Innovation program (i3)



Selected for the Google for Startups Black Founders Fund



Joined acclaimed Mayo Clinic Accelerator Program, in partnership with University of Arizona.



Winner of the Sanofi Open Innovation Challenge



Participated at the Sahara Sparks Regional Marketplace



Falling Walls Lab Kenya - 2nd Runners Up, Breaking of the wall of Digital Healthcare in Africa



Tech4Good Challenge winner by French Tech Nairobi



SANKALP Africa Awards 2022 Winner



Westerwelle Young Founders Programme Spring 2023 Cohort!



Finalist - 2023 Future United Africa Award!



Zuri Health's co-founder, Daisy Isiaho was the Bayer Foundation Women Empowerment Award 2022 winner



Chat for impact accelerator powered by WhatsApp and received financial support to scale for social change



Part of the prestigious #YASR30 2022 List by the Yale Africa Startup Review.



Qualified for a grant from develoPPP Ventures, Phase I



Joined the HealthTech Hub Africa Acceleration Program 2023 by Bridge for Billions



Partnered with the M-Pesa Foundation to run medical camps across all of Kenya's 47 counties



Participated in the Villgro Africa incubator program



Challenge winner Villgro Africa with J&J Impact Ventures, to support FLHWS



Sponsor Award by Verod-Kepple Africa Ventures on behalf of Zuri Health



Top 50 HolonIQ's annual list of the most promising startups from digital health



Joined the EWEA Program with Seedstars



Successfully completed the Mass Challenge Healthtech Program



AfricArena Award Winner | AfricArena East Africa Summit winner | Emerging Entrepreneur of the Year 2021



Health Sector Excellence winner; Best E-health Solution Provider in 2021



Finalist Multichoice Africa Accelerator Programme



Making More Health Accelerator 2023! By Ashoka and Boehringer Ingelheim



Selected for Google Startups for Sustainable Development program



Season 2022/23 Regional Winner for the East Africa Startup Awards

Thank You!

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