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# Who we are/ the problems we are solving

Nigerian health tech company leveraging a growing community of retail pharmacies to provide a suite of healthcare services to direct consumers and health insurers

## Problems:

- Insurance penetration stands at 10%
- Medications make up to 47% of HMO costs and half of unsatisfied enrollees
- 66% of poor patient outcomes results from non-adherence

# Solutions

- Affordable health plans that caters for the most common conditions at less than \$2 a month.
- Pharmacy Benefits Management for insurers.
- Patient Support System to aid management of chronic condition.

# Unique Selling Proposition

- Large and growing nationwide pharmacy network.
- Speedy and efficient processing of partner requests.
- Efficient tech stack easily adaptable to many health management use cases.
- Savings on medication costs compared to hospitals.



# Business/Impact Model



## Business Model

- Independent pharmacy aggregation
- API Integration to power medication fulfilments for telemedicine platforms.
- Service fee charged to insurers per medication fulfilment encounter and mark up on medications.

## Impact

- Easier refills/ pharmaceutical care for chronic disease patients, TAT < 120mins
- Cost savings, as much as 25% for insurers.
- Value creation for Community Pharmacies across Nigeria

# Main achievements, April 2020 till date



>\$1.4million paid to pharmacy partners

\$1.7 million in  
revenue

157,000+ patient  
encounters

451,000+ medication dispensed

# Pilot Project

## Focus for Pilot:

A mobile chat-based personal care assistant for chronic disease patients to improve medication adherence and care outcomes.

## Problems:

- Increasing incidence of chronic diseases in Africa
- Medication adherence averaging 50% mostly due to forgetfulness.
- Less than 15% of chronic care patients felt well informed/supported about their conditions.

# Solution, Initiatives and Outcomes

- Personal Care Support Assistant for chronic disease patients - bot, vital tracking and alert, adherence intervention, virtual consults
- Full chronic disease education platform
- User fee to be charged for the above after free trial (NGN1,500/Mo)
- Medication Fulfilment Centres to drive down medication cost for users

## Outcomes

- Enhanced brand visibility in healthcare - Deepen relationships with health insurers and expand client base beyond insured patients.
- Greater Impact on patient care - Improve chronic disease patient outcomes via insights provided to stakeholders

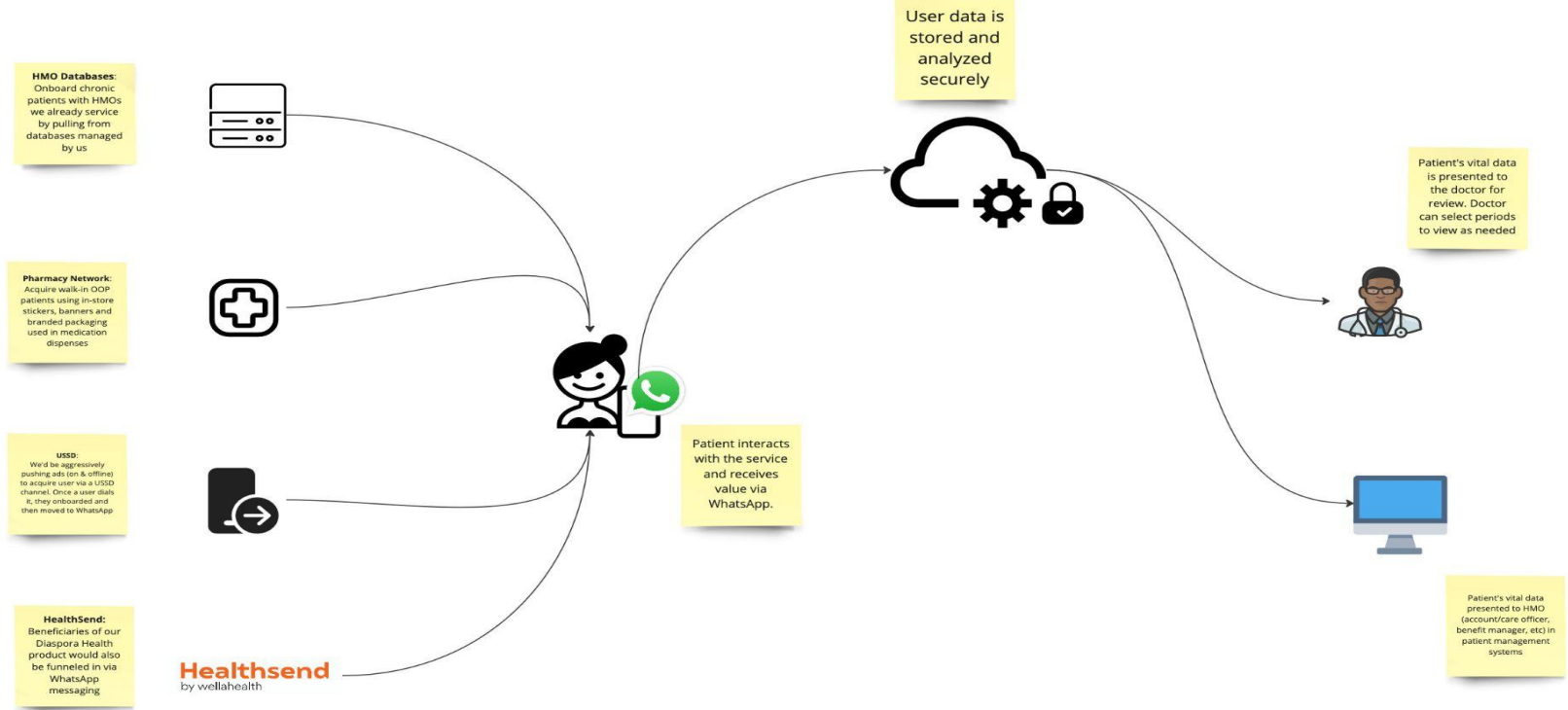


# Overall Product Description

- Track vitals and diet for chronic disease patients via whatsapp chat Bot.
- Make vitals data available to caregivers to drive clinical decision making
- Track and Improve adherence
- Provide timely consults and answers to medication-related queries
- Comprehensive disease education on the go tailored to user needs
- Shareable audiovisual and pictorial content



# Product Overview (Image Attached)



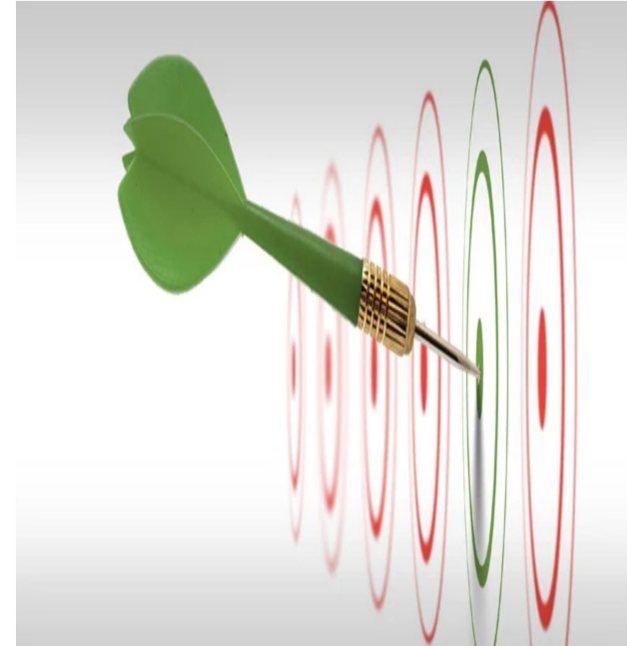
# Pilot Goals and Objectives

## Goals

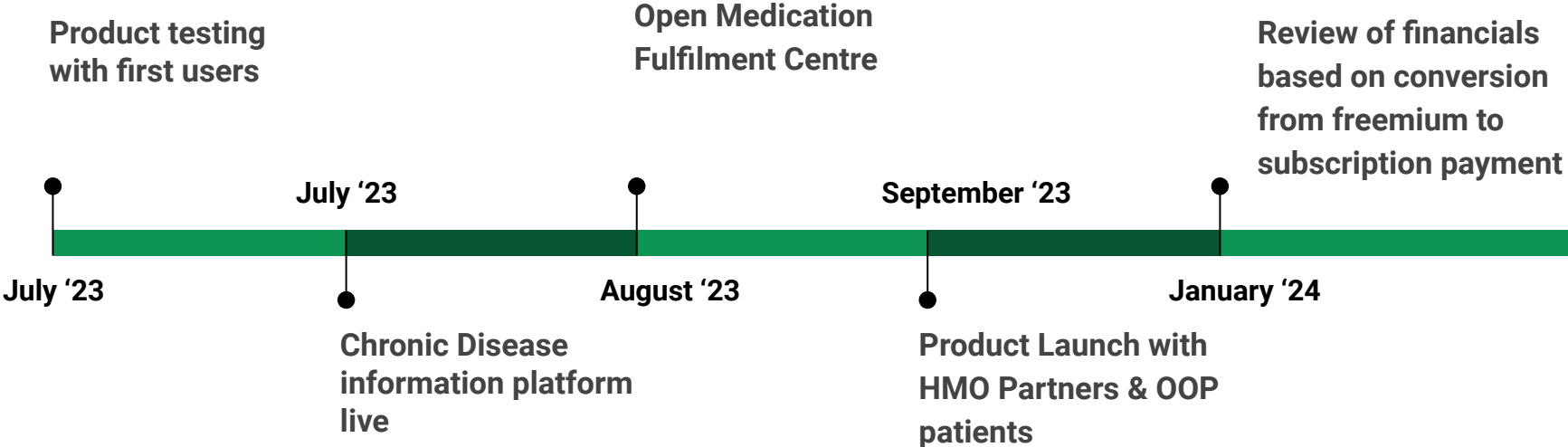
- Increased Market Share - Customer target is 5,000 chronic patients
- Increased Profitability - Revenue Projection \$38,740 (~\$2/patient/month)

## Objectives

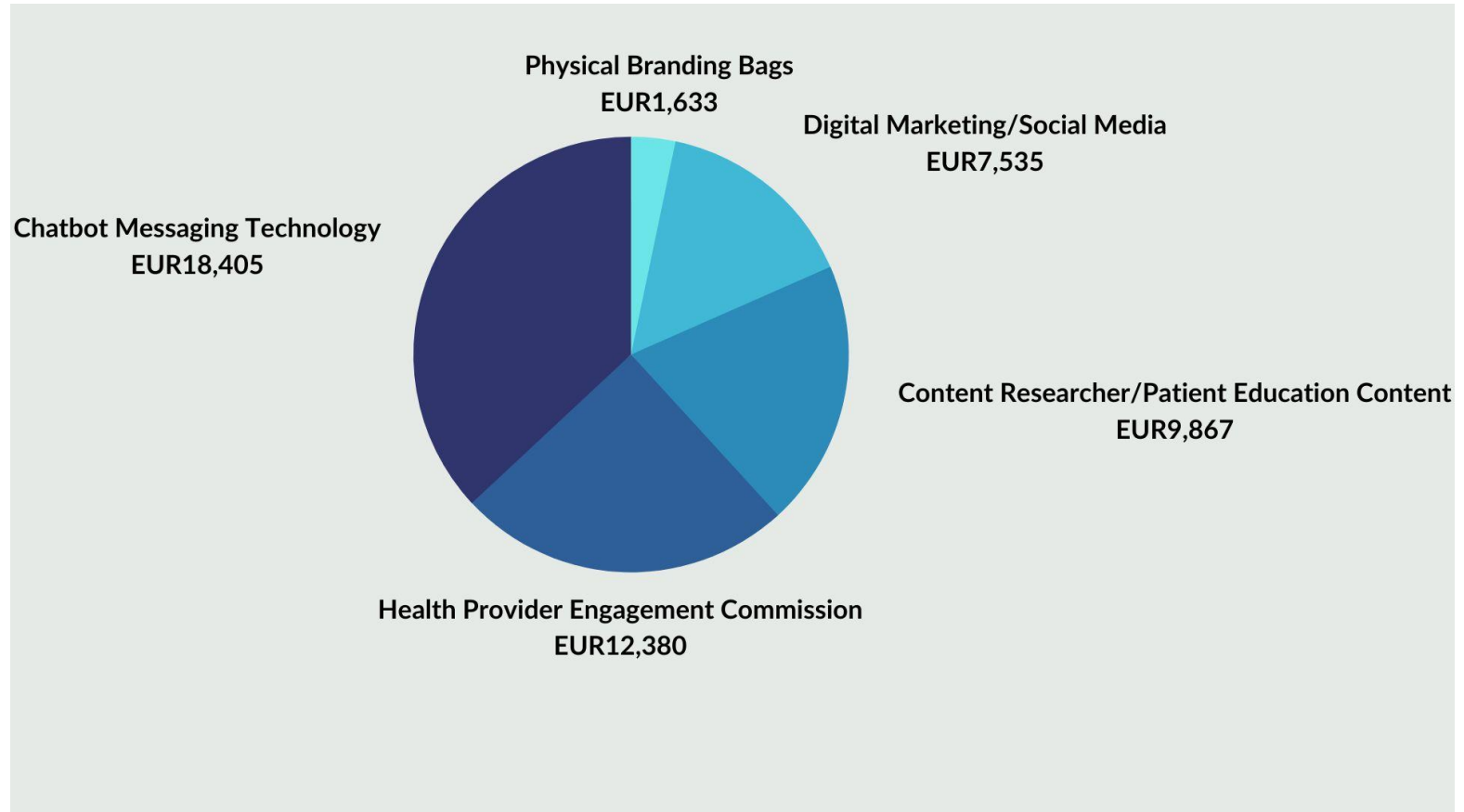
- Have v1.0 of the Meditrina PSS ready by June 27th
- Distribute 5,000 advert bags through community pharmacies in first 2 weeks of July
- Develop a robust set of communication material by first 30 days of pilot
- Get feedback from early adopters (patients, doctors and HMOs) through July and August and iterate product offering



# Key Milestones



# Key Activity-Based Budget Estimate



# EIR Support/Technical Needs

## EiR:

**Sara McClelland** (Head of communication, Corporate Affairs, Canada)

Communication expert, Beyond-The-Pill advocate and experienced with diabetes-focused projects.

We will be working with Sara to help with our communication strategy, craft and deliver our messaging, patient education as well as optimizing our engagement channels.

## Technical Needs:

- **Engagement, growth and retention** of users on beyond the pill initiatives
- Ideas on implementation and **monetization**
- Possible **partnerships** with pharma companies (BI)
- **Data and research** insights



## Questions?

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