

Holistic Solutions (United Care Foundation): Holistic solution

Lahore, PakistanLahore, Pakistan



Raja Shaleem Sa...





Year Founded:
2013

Organization type:
nonprofit/ngo/citizen sector

Project Stage:

Growth

Budget:
\$250,000 - \$500,000

Facebook:
<https://www.facebook.com/ucfpakistan.pakistan>

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Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

People in Pakistan are less aware of health care and suffering from the diseases mostly spreading through water and food. This idea is to provide Health education, prevention, detection, treatment, management and follow-up of the masses.

WHAT IF - Inspiration: Write one sentence that describes a way that your project dares to ask, "WHAT IF?"

What if People are more careful for their health regarding detection, treatment, prevention, management and follow-up

About Project

Problem: What problem is this project trying to address?

This project is trying to address the problem of masses of Pakistan regarding their careless attitude towards their health. Our Primary targets are slums and small towns in the surrounding of Lahore Our Primary target is the faculty of Schools and Colleges and the students studying in these institutes. In Pakistan the prevalence of HCV infection is around 5%. prevalence rate reported in Punjab is 6.7%.

Solution: What is the proposed solution? Please be specific!

The proposed solution will be providing Slums and Small Towns an awareness of health care with , detection, treatment, prevention, management and follow-up. for example: HCV is rapidly spreading the Pakistan If we go to the root causes we come to know that no body knows who is caring HCV. School going children and parents do not know whether their children are in safe hands. Students do not know if the person is caring HCV with he/she is sharing his/her lunch. Following this example and this root cause if we could provide a detection to each individual in slums and educational institutes we can make a difference in prevention on many viral diseases.

Awards

Nil

Impact: How does it Work

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

I am giving you an example of our personal experience from the Molakh Village new phool nagar, potoki. This village does not have good water to drink. When we reached their we started with conducting an awareness camp of Hepatitis B,C. The people of village told us that the drinking water is not good and its color turns into yellow color after about 30 minutes. It happened so when we put some water in a jug to check if it works. We could

took samples of blood from this colony of 100 individuals to check what is the ratio of Hepatitis. We got amazed when we found 34 positive individuals, We referred them to hospitals and planted a drinking water plant with 400 feet bore which is primitively good to drink.

Impact: What is the impact of the work to date? Also describe the projected future impact for the coming years.

The impact of the work to date is good and we found following data: We provided free sampling and testing and we found following infected patients. Total Number of awareness Camps on hepatitis B,C : 5 Individuals: 765 Anti HCV: 106 Patients HbsAg: 15 Patients Harmon: 4 Patients FCH: 9 Patients LH: 20 Patients Thirraid: 5 Patients ANA: 2 Patients RA Factor: 4 Patients This project is creating an awareness among the masses. In the future our goal is to reach 10,000 individuals in year, providing them health awareness , prevention, detection, treatment, management, follow-up

Spread Strategies: Moving forward, what are the main strategies for scaling impact?

Our main spread strategy is currently basis on our friends who are making little donations to this project and the small social investors. We are looking forward to approach social investors on big scale.

Sustainability

Financial Sustainability Plan: What is this solution's plan to ensure financial sustainability?

Our plan is financially sustainable because we have established a Human Diagnostic Lab which we use for medical tests, it is also working as a social business enterprise which is raising capital. We invest the capital in this venture and provide services to underprivileged masses, residing in slums and small towns surrounding of Lahore. Our Business model: Cost+Leverage+Efficiency & Innovation+Marketing Investment & Profitable Volume Growth.

Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?

There are many human diagnostic Labs are who are providing diagnosis for viral diseases charging very high cost without providing Health education, prevention, detection, treatment, management and follow-up of the masses. Some Non-profit Organizations are conducting free camps, but these camps does not provide followup and treatment.

Team

Founding Story

My youngest sister last year admitted in Operation theater of Gulab Devi Hospital on 21st Oct, 2015 for she was diagnosed with a hole in her heart . Her Operation was successfully held on 1st Nov, 2015. She is leading a healthy life now. This was a very tough time for my family especially for me as an elder brother among all sisters.We were not able to bear all the expenses. This was my first experience of Hospital. This made me realize how much people pay for medical tests and treatment for their beloved one. I came upon this idea than we can provide a huge list of tests on 40% less of the market cost. It will make a big contribution in the treatment of patients and their affordability

Team

Khalid Masih: Laboratory Assistant (President United Care Foundation) Kaiser Saroya: Technologist Raja Shaleem Samuel: Social Entrepreneur (General Secretary United Care Foundation) Waseem Allah Rakha: Project Director (Vice President United Care Foundation) Sharoon James: Student of BSc Honors at FCC University Office Secretary United Care Foundation Dr. Akif Qasim: M.B.B.S, DCP M.Phil Chemical Pathologist Prof. Naseer Ahmad Ch M.B.B.S (Pb) Ph.D (Kar) Consultant Pathologist Consultant Histopathologist

CO-CREATION IDEA: Please offer a brief description of how you imagine a win-win partnership with Boehringer Ingelheim to better serve unmet needs in health. (Hint: Please mention the underlying business model envisioned that would make such a partnership sustainable.)

We can contribute in Understanding of an unmet need in a specific market, Access to established trust with customers, insights into pricing, insights into marketing, Insights into distribution, Insights into distribution, Insights into behavioral change, holistic and sustainable solutions to grassroots consumer needs.

And we want BI could contribute in Distribution channels, R&D, Specific Disease expertise, Relationships/networking, Communication Support, Human Resources, Technology Expertise, Legal Support, Public Policy knowledge, Access to Capital.

More specifically I want to put stress on How my idea can support the other party and how all stakeholders can benefit from it!

NEEDS: Based on you response above, please specify which of the following resources, operations or expertise by Boehringer Ingelheim you imagine leveraging to actualize the proposed co-creation opportunity. Please check all that apply. (Hint: while financing is often critical to scale, we are also interested in understanding what other assets or expertise could be leveraged).

Distribution Channels, Research and Development, Relationships/New Contacts, Marketing/Communications Support, Human Resources, Legal Support, Technology Expertise, Public Policy Knowledge.

EXPLANATION OF NEEDS: Please explain your choices in more detail.

Distribution Channels: We need distribution channels so that we could engage more people with us to serve as many as we can.

Research and Development: This area would be helpful for us to equip my team with more skills and training and we would be capable to serve more people in more areas regarding health.

Technology Expertise: We need more technology with expertise. Our team requires training latest equipment and machines to operate them.

OFFER: What are the main assets you may contribute in a co-creation partnership with Boehringer Ingelheim that would better serve unmet needs in health?

Deep understanding of an unmet need in a specific market/context, Access to and established trust with customers/beneficiaries, Insights into pricing and financing of health products/services, Insights into marketing, Insights into distribution, Insights into behavior change.

FOCUS AREAS: Which of the following best describes the main focus of your project? (select all that apply)

Increasing physical access to healthcare to people with restricted mobility or restricted access (senior people, people with disability, remote or difficult areas, etc.), Holistic solutions that work across the entire care continuum (including education, prevention, detection, treatment, management, follow-up), Models that engage other industry players (e.g., nutrition, athletic, mobility organizations), Remote care solutions for health management,

treatment, and diagnosis, Packaging of health products and services to address needs currently unmet.

SECONDARY ENTRY FORM

**Please share what your organisation and Boehringer Ingelheim will Co-Create together
Please specify what your Co-Creation will result in:**

If you selected "other" above, please explain:

Please provide a 1-2 sentence summary of your Co-Creation idea

How does this project link to the core mission of your organisation?

Beyond social impact, how does this project link to Boehringer Ingelheim's core business?

What are the specific inputs and actions that each side will contribute to this Co-Creation idea based on each of your unique competencies and experiences?

Please describe the potential revenue model for this Co-Creation idea.

What possible risks or challenges do you foresee?

Is there anything else you would like to share about your Co-Creation idea?

How much input do you hope to receive from Boehringer Ingelheim?

If you selected "other" above, please explain:

Besides Boehringer Ingelheim, what other types of partners might be valuable to carrying out your Co-Creation idea, and why?

Source URL: <https://www.changemakers.com/makingmorehealth/entries/holistic-solutions-united-care-foundation>