

Ubiq: Healthcare. Anywhere.

Reino UnidoKenya

Zainab Afolabi

<https://www.youtube.com/watch?v=2V9RjhdVzxw>

Year Founded:

2015

Organization type:

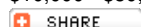
nonprofit/ngo/citizen sector

Project Stage:

Idea

Budget:

\$10,000 - \$50,000

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Project Summary

Elevator Pitch

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

We want to revolutionise how healthcare is administered in remote areas by using a text booking service and virtual consultations on a tablet at a local community centre to provide a first point of call to report and discuss symptoms with a doctor leading to earlier detection and better outcomes.

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

What if a mobile phone, a tablet and a drone could give everyone access to healthcare?

About Project

Problem: What problem is this project trying to address?

In remote areas; distance, lack of infrastructure, roads and cost prevent people from visiting doctors when they are in need of routine or non-emergency consultations. Patients have to make long expensive trips or stay in overnight accommodation in order to attend medical appointments before further difficulties in receiving treatment. Infrequent contact with healthcare professionals leads to worsening of disease, symptoms and quality of life.

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

Users will be able to schedule appointments via text for an e-consultation, our app will scan our database for available doctors and send a confirmation text. On the day of appointment the user will travel to the local community center where they will video call a doctor using a 3G tablet, there will also be a simple pack of equipment available should it be required for a routine check. If the patient requires further attention, an appointment at a public hospital can be booked. If the patient requires a prescription this will be delivered to the community centre with other deliveries or flown by drone in remote areas with all other prescriptions weekly. A pilot in remote areas in Kenya will target early detection of specific diseases.

Impact: How does it Work

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

The World Health organisation predicts that diabetes prevalence in the Africa region will double by 2035. Early detection of the symptoms of diabetes or glucose in the urine and regular monitoring of blood glucose levels have been shown to reduce eye disease by 25%, kidney disease by 21% and heart disease by 16%. Pre-term mortality in mothers and fetus is also a major public health concern in the Africa region. This service will allow more frequent checkups, earlier detection and intervention using simple equipment and can lead to fewer complications and better quality of life particularly in the elderly, the pregnant or those with chronic diseases.

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

In rural areas this service has the potential to decrease pre-term birth mortality as well as morbidity from chronic conditions and act as a method for early detection of diseases. Once established, the service could have major impact in many contexts. In disaster recovery areas where infrastructure has broken down, the service could be rapidly deployed to areas that doctors find it difficult to get to. The service could also have impact in developed countries such as the UK where it could increase convenience for professionals, mothers and students or increases access to clinicians for patients with mobility problems.

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

The initial strategy is to carry out a feasibility study in Nyanza province in Kenya. Depending on the results of this, a pilot programme can be initiated on a small scale (2 tablets in one village) with both qualitative and quantitative data collected as well as relationship building with local governments and industry. This pilot could then be scaled up and a similar strategy used to set up the initiative in another suitable area. Dialogue with local government could aid identifying these. Other appealing markets such as India and other African countries could then be investigated.

Sustainability

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

The initiative will remain financially sustainable by taking a percentage of the consultation fee as we are exposing doctors to clients they would not otherwise receive and saving patients travel expenses. There will also be delivery fees for prescriptions which will be paid for by patients. We will sell access to data to market research companies to understand behavioural economic patterns of this untapped market.

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

There is currently no major competition in this area. Hospitals and clinics can be considered competition however the many barriers to access give the initiative an advantage. Similar initiatives such as drone pharmacy deliveries are being developed in the US. In the UK a service to allow the elderly to video chat with clinicians through their tv is being developed. No current programmes are addressing the issue in remote areas that lack infrastructure however nor do they offer a service right through from diagnosis to treatment.

Team

Founding Story

The co-founders (Zainab Afolabi and Moyo Kuku) met at UCL enterprise boot camp where they quickly realised that their goals and styles aligned. Having discussed many ideas, Zainab's recent work in Kenya and frequent news articles discussing the availability of tablets in Africa (Amazon may launch a new \$50 tablet in the African market) as well as the rising profile of drone technology the two found themselves in a humorous conversation about what this could be used to do which rapidly grew very serious once combined with their knowledge of medicine and healthcare.

Team

Our international team based in the UK and Kenya draws on expertise and experience in medicine, consulting, product management, behaviour economics, disaster relief, public health and research. As a team we are committed to using technology to improve access to healthcare globally, whether it is making early intervention possible in rural areas, providing access to medical professionals in disaster recovery areas or increasing convenience for professionals, mothers and students to see clinicians. broaden access to healthcare and improve health outcomes by making it possible to intervene in disease states earlier in rural areas.

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 have identified a huge unmet need in access to healthcare and believe this would be a win-win partnership due to their community spirit initiative and extensive interest in improvement of service to patients through grants and support, access to industry professionals would be greatly received on our part as well as Boehringer Ingelheim being one of the few people to gain access to comprehensive research on such a huge untapped market. Although we would like to pilot our idea in the developing world this is something that has large prospects as an increase of convenience in the developed world. It can be sold to large businesses and students as the software for e-consultations; monopolising the market as the Skype equivalent for medicine

NEEDS: Based on your 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).

Research and Development, Specific Disease Expertise, Relationships/New Contacts, Technology Expertise.

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

Research and development to both assess the market and feasibility of the initiative and run a pilot program, specific disease expertise would be of benefit to decide and assess ways in which to target patient groups and in which conditions this service may be most useful. Technology expertise is needed to develop the app.

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, 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.), Remote care solutions for health management, treatment, and diagnosis.

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/ubique>