



Smart youth-networks scale Health Management Software “ZiDi™” across Africa

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Most concerning to me is the delayed adoption of technology at the Base of the Pyramid (BoP), which in turn sustains the lack of access to basic affordable health. Cost of set-up & maintenance are prohibitive and the BoP remains underserved. We can do better with youth as part of the solution and ensure last-mile access to technology. - *Moka Lantum*

Uncertainties in the practice of medicine present a public health & business risk for rural clinics in Africa

Misdiagnosed:

30%

Patients receive the wrong treatment

Priced out: 44%

Of ill Kenyans who did not seek treatment were hindered by cost

Stock-outs:

64%

Clinics lacked basic antibiotics in Kenya

Counterfeit:

30%

Of drugs sold in Kenya in 2012 were counterfeit



KENYA OPPORTUNITY

Unmet demand

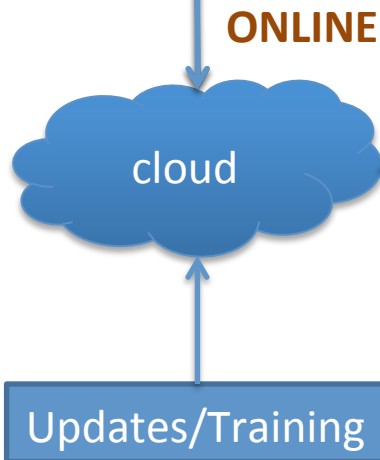
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Revenue loss

=

\$1.4 B

Innovation: ZiDi™



ZiDi CLAIMS

Members List

Claims List

Insurance No.	Patron Name	Test Date
101	Mary Wanjiku	10/10/2014
102	Fair Kariuki Mwangi	10/10/2014
103	David Kariuki Mwangi	10/10/2014
104	Simon Kariuki Mwangi	10/10/2014
105	Peter Kariuki Mwangi	10/10/2014
106	Kariuki Mwangi	10/10/2014

Claims List

Insurance No: 101010101
Name: David Mwangi Mwangi
Member Code: 101010101
Age: 22
Sub Location: Test

Diagnosis

The ONLY point-of-care e-Health platform endorsed by a Ministry of Health in Africa and multiple donor partners.

Value and market opportunity for ZiDi™

ZiDi™ is offered with hardware & software as a turn-key service



ZiDi™ enhances diagnoses and reporting



ZiDi™ helps track patients, even in rural areas



ZiDi™ improves productivity of clinics.



ZiDi™ offers pooled-purchasing.

TARGET MARKET

1.64 million health professionals in Africa; East Africa ~164,407.

7,168 health facilities in Kenya

- Currently, below 5% of clinics have a digital system
- 80% are rural

HOW DO WE
DISTRIBUTE?

Scaling strategy = Smart Network of Youth

- Blue Angel Networks
 - Blue Angels are
 - University graduates
 - Changemaker attributes
 - Entrepreneurial
 - Uncommon Partnerships
 - E.g., with youth career development NGO's



First group of Blue Angels recruited Nov '14.

- Over 5,000 Facebook friends informed
- Over 60 clinics touched
- Over 25% conversion rate achieved
- Earnings to date - \$1,200 each



Spectrum of Blue Angel competencies

Customer Acquisition



- Prospecting
- Demo
- Generate leads

Installation



- Coordinate installation
- Set up local area network
- Set up computers

Customer support



- Train users
- Maintain equipment

Blue Angel empowerment models

A. Microfinance youth to purchase equipment and deploy as trained agents

Obtain loan for \$3 - \$5K
Drive customer acquisition.
Support Installation
Provide on-demand technical support
20-30% cost sharing



B. Train them as independent agents

Drive customer acquisition.
Support Installation
Provide on-demand technical support
5-7% cost sharing of per patient fee

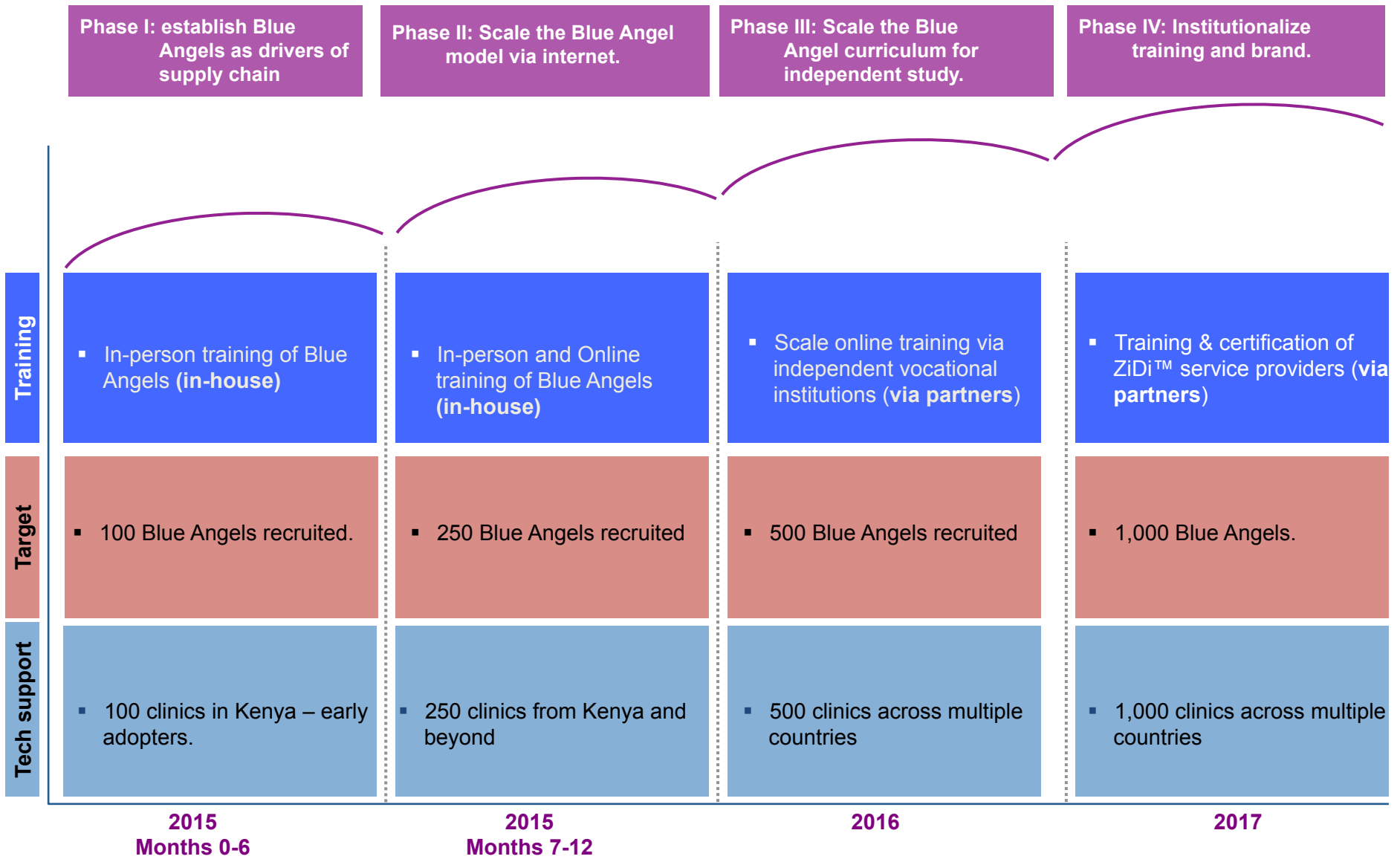


C. Train as embedded staff

Support Installation
Lead Internal uptake
Paid by customer



Making access to ZiDi™ Ubiquitous



Thank you.



Caroline Mebei, Kasongo Dispensary, Kenya: 1st nurse to use ZiDi™ .