

OUR IMPACT MODEL

ZiDi™ is a turnkey offering that is carefully designed and priced to create economic value for clinics across Africa to transition from manual to digital.

In so doing we drive a quadruple impact bottom line:

- a) Increase in access to affordable EMR technology
- b) Increased in access to safe affordable drugs and outpatient drug benefits
- c) Increase in quality of care
- d) Creating opportunities for health IT jobs for underemployed or unemployed youth

all the while being profitable and sustainable.

RECOGNITION:

The reception in both public and private sectors, nationally and internationally, is humbling. ZiDi™ has received numerous awards, notably, the 2014 Frost & Sullivan Customer Value Leadership Award and the GlaxoSmithKline and Save the Children Healthcare Innovation Awards. The 2014 Financial Times and International Finance Corporation Awards short listed our business model as one that promotes sustainable access to health information technology.

PARTNERSHIP

ZiDi™ seeks to bring manufacturers and distributors of drugs and health insurance services closer to clinics and hospitals serving the hard-to-reach market segment of Africa, the last mile.

Uncommon partnerships are necessary to scale ZiDi™ to hard-to-reach segments of the African market. The following partnership models are envisaged:

1. CSR partnerships to establish Blue Angel Networks across Africa.
2. Supportive partnerships to increase access to financing of devices, software and connectivity.
3. Integrated partnerships to offer value-added products and services, e.g. drugs and insurance services to clinics.

**The promise of e-health is the future of health care.
The future of e-health is ZiDi™.**

JOIN US.



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Z+Di MicroClinicTechnologies

AFRICA'S NO. 1 e-HEALTH PLATFORM

- 64% of clinics reports routine stock-outs of drugs
- 40% of drugs are counterfeit
- 30% of patients are priced out of services
- Out-patient insurance coverage is below 10%
- 3 out of ten patients are misdiagnosed or mistreated

WHY ZIDI™?

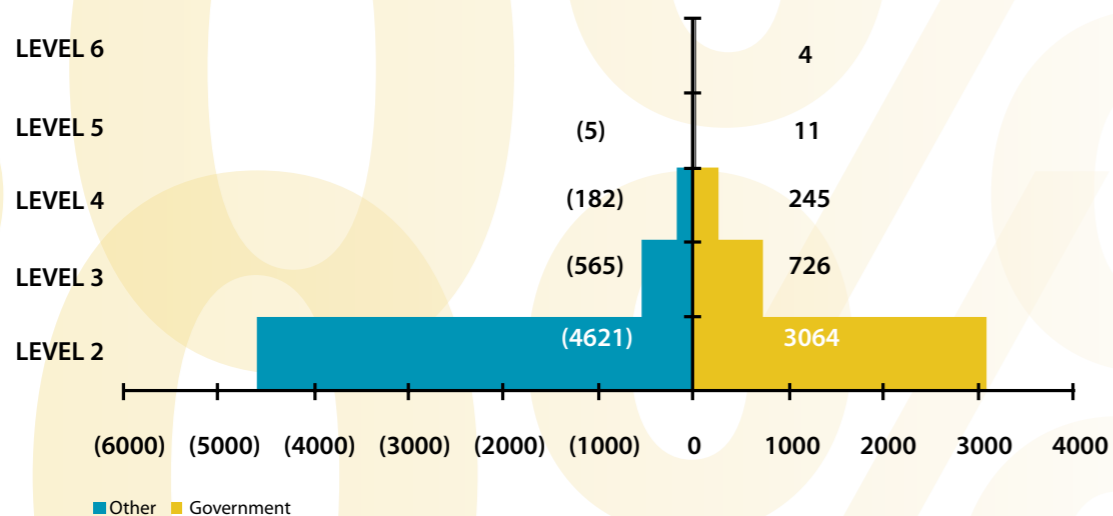
These data indicate significant public health and business opportunities for providers, payers and global manufacturers.

The 2012 IMS Health report "Africa: A ripe Opportunity"¹ indicates these gaps are in part attributable to the predominant focus of major pharmaceutical multinationals companies on the urban private sector market. The lack of reliable and accurate data on the peri-urban and rural Level 2-3 (i.e. dispensaries, clinics, health centres) market segment, the proverbial bottom of the pyramid (Fig 1), which represents 80% of the health facilities is a major barrier. The report estimates over \$5.3 billion of untapped revenue from drug sales in East African Countries alone. Near real-time access to BIG DATA from rural clinics is an opportunity whose time has come.

¹ 2012 IMS Report. Africa: A ripe opportunity. Understanding the pharmaceutical market opportunity and developing sustainable business models in Africa.

STRUCTURE OF KENYA'S HEALTH SYSTEM

No. of health facilities, 2013



Source: www.ehealth.or.ke (2013) data

VALUE DRIVERS

PRIVATE SECTOR

1. Track revenue down to patient
2. Track inventory down to the prescription
3. Automated processing supply orders and invoices
4. Virtual access to e-claims
5. Automated reporting to government

PUBLIC SECTOR

1. Autogenerated reports for government
2. Real time tracking of revenue in hospitals.
3. Real time tracking of inventory at points of care
4. Tracking of personnel productivity
5. Ease of referral across levels of care

HOW DOES ZIDI™ WORK?

On premise, ZiDi™ automates the management of patient care and administrative reports on utilization, drug inventory, and personnel productivity. ZiDi™ is easy to use. We guarantee quality data entry with a step-wise point and click experience at the point of care; ZiDi™ does the rest.

On the web, ZiDi™ offers owners of clinics and third-party stakeholders—insurers, suppliers, governments and development program officers—near real time access to aggregate utilization data or patient-level e-claims for decision making.

To achieve security and scalability across Africa, data collected in ZiDi™ is encrypted and securely stored on the Microsoft Azure cloud. With ZiDi™, forecasting is automated and planning is powered by numbers. In short, ZiDi™ minimizes the entrenched guesswork in health service delivery and supply chain management.

ZIDI™ IS AFFORDABLE AND SCALABLE ACROSS AFRICA.

ZiDi™ is offered to clinics as a pre-paid utility service at a target price point of 50 US cents per patient. The service includes hardware, software, on-premise and online access to data, training, customer support and much more.

Technical support services are provided by entrepreneurial youth branded Blue Angels. Blue Angels earn a commission as a percentage of patients served by the clinics. We are working with partners, notably Microsoft 4Afrika to certify Blue Angels in health IT to ensure reliable and high quality customer support. We partner with vocational training institutions to train the Blue Angels in sales to enable them grow their network of clinics as independent agents.

