







Telemed Medical Services

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Our Enterprise

• Telemed founded in 2012

- Mission: design and implement systems that allow clients who seek health care in Ethiopia to recieve affordable, reliable and immediate health care services.
- We do this by optimizing use of existing health resources leveraging ICT.
 - 8896 helloDoctor service
 - Patient remote monitoring (patient engagement) solutions
 - helloDoctor voucher consultation service



How Telemed Used the HEF Grant

Human talent management

- Recruited doctors with extensive experience
- Strengthened finance, marketing team
- Providing training to medical professionals, staff

Branding & marketing

- co-branded with other Hello Services
- comprehensive marketing strategy
- Implementing marketing strategy

Scaling up Hello Doctor services

Technology investment

- Introduced EMR integrated with CRM to aid in M&E
- Made significant hardware, software investments
- Developed patient tracking system

Partnerships

- Partnered with the Africa Group
- Continually leveraging Belcash relationship
- Determined to increase MoH and private health sector collaboration



Challenges

- Working with the MOH
 - New company, new concept, aligning of objectives
- Price perception/ Service perception
 - Push product challenges





Our Achievements

- Addressing a Diverse Spectrum of Client Needs
 - 49% of our calls regard adult medical and surgical concerns
 - 47% of our calls are for priority or taboo health concerns
 - 4% other medical and health care information

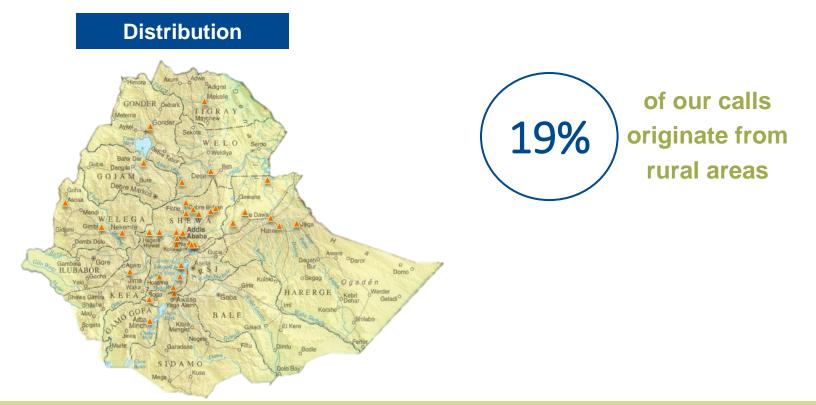
Gastrointestinal Musculoskeletal Dermatological Respiratory Dental and ENT Headache Cardiovascular Neurological Other

OB/GYN Child Health Genitourinary Mental Health Family Planning Sexuality HIV Infertility



Our Achievements

We continue to expand our geographical and demographic reach and have plenty of room to grow.





Expansion Plan

- Sustain strong growth trajectory
 - Explore price restructuring strategies to increase helloDoctor's financial accessibility and sustainability
 - Roll out support for three additional local languages.
 - Video consultations
- Expanding on commercial patient engagement products
- Augment our network of medical service providers.



Thank you!















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