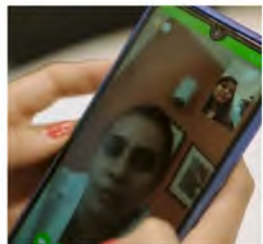


ANNUAL REPORT

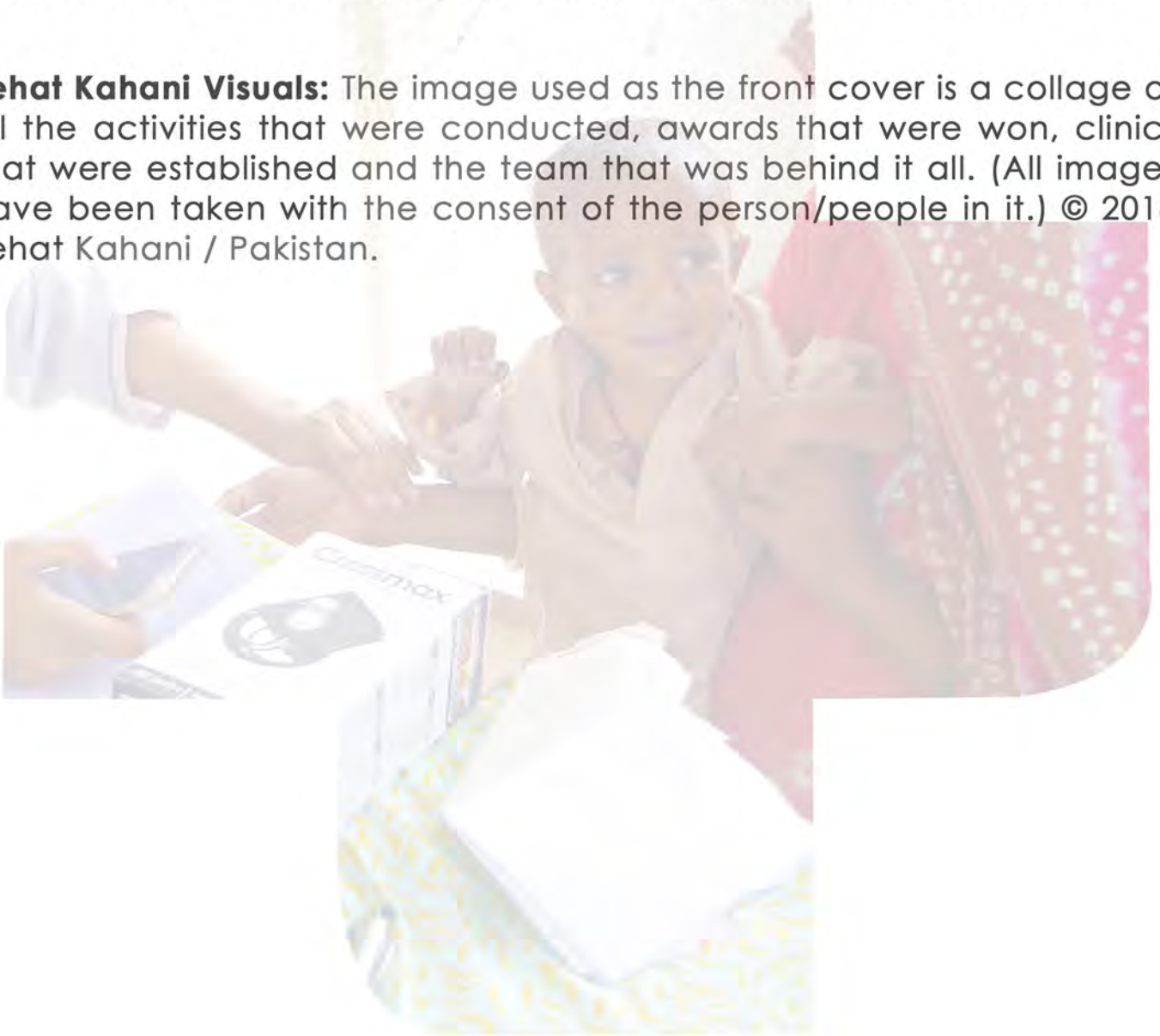


2019

Special Notes

Data in this report has been drawn from the on-groundwork of the team being represented by Dr. Sara Khurram and Dr. Iffat Zafar. The report is a representation of all on-ground activities conducted under the supervision of the co-founders, across Pakistan, in the domain of tele-medicine.

Sehat Kahani Visuals: The image used as the front cover is a collage of all the activities that were conducted, awards that were won, clinics that were established and the team that was behind it all. (All images have been taken with the consent of the person/people in it.) © 2018 Sehat Kahani / Pakistan.



Co-Founders Message

“

2018 was a year when we challenged our assumptions on how “growth” will look like for Sehat Kahani. We dared to dream the impossible. Even when people around us told us not to take “risk” we, as a team, chose to embark on an ambitious journey to explore new horizons. Today, I am proud of myself and team Sehat Kahani was making us the “ONLY” digital health company in Pakistan that works for ALL market segments, has product and services designed to serve every patient who needs it and have truly shown that when a group of women come together and hold each other, impossible becomes possible! ”

DR. SARA SAEED
CEO-SEHAT KAHANI



“

A year full of surprises and happy memories and new challenges, 2018 changed our lives in many ways forever. Me and my Cofounder went on a break to welcome our two little beings into the world while side by side we aimed for the unexpected for the company. We had the pleasure of working with organisations such as GSMA, DFID, DFAD and British Asian Trust and the Karachi Central Jail through Legal Aid Office. Moreover, we launched the application that we believe will finally make Sehat Kahani a household name. But more interestingly, we created an in-house Nursery to not only cater our children but also encourage other women employees to work in a comfortable environment where their children are also welcomed. Today, I can proudly claim that Sehat Kahani is female led organisation ensuring healthcare provision for all of Pakistan. ”

DR. IFFAT ZAFAR
CEO-SEHAT KAHANI



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Vision:

Sehat Kahani strives to democratize access to quality and affordable health care services using cost effective ICT enabled solutions implemented by an empowered network of qualified home based female doctors.

Mission:

- To utilize the ever-changing technology to surpass sociocultural and economic barriers that dissuade female health professionals from participating in the medical workforce
- To create sustainable E-Health services that deliver quality healthcare through models catering to health needs of all economic levels.
- To induce a positive behavior change among the marginalized segments of the communities in preventive health care issues that will create a ripple effect of improving quality health care practices in communities
- To extend quality and affordable primary health care services to those lacking access to health via our curative care portfolio consisting of virtual doctors, specialists and mental health/wellness experts

Our Values:

INTEGRITY:

Our foundation is based on strong moral principles that enables transparency, honesty, respect and accountability.

COMMUNITY:

We believe in the power of people and celebrate diversity, inclusion, equity and loyalty that holds our communities together.

HUMAN CENTRIC:

Our solutions are designed while exhibiting empathetic consciousness towards our users placing the needs of our target users at the center of our processes.

COMPASSION:

We practice exhibiting empathic consciousness towards others by expressing care in all our services

INNOVATION:

We believe in creating magic by having the courage to cultivate and experiment cutting edge solutions

COLLABORATION:

We enjoy being a part of an ecosystem rather than striving alone.

PASSION FOR EXCELLENCE:

We are driven by owning our work putting in our heart, providing purpose driven quality services to all our consumers and customers.

Why Are we Needed?

According to WHO (2017) at least 50% of the world's population does not have access to quality health care. A large number of Pakistanis fall within this range as indicated by the health access quality index where Pakistan ranks 154 out of 195. Almost 47% of Pakistan's population come from low income areas and lack access to quality and affordable health services often being entertained by quacks and spiritual healers. The percentage of GDP spent on Healthcare is only 0.9% of the total GDP, which equates to only 12% of the recommended World Health Organization Level. Almost 81% of the healthcare expenditure is made out-of pocket.

The country's poor health indicators such as high maternal mortality (178/100,000 live births) and infant mortality (52/10000 live births) indicating a health crisis. One of the key factors for the dearth of such services is the absence of health professionals in our country where there is only 1 doctor available for every 957 patients.



According to PMDC, 60% of the doctors graduating from medical college are females yet 77% out of those discontinue to practice after marriage forsaking their medical degrees to be the perfect wife, daughter in law and mother to the family. This absence of female doctors is particularly significant in areas with strong cultural norms that prohibit female patients from visiting male doctors in the vicinity and long travel to tertiary centers cost time and money.

Who Needs Us?



Pakistan being a culturally conservative and poverty ridden society suffers from three major market failures:

Inability of female health professionals that make the majority of health workforce in Pakistan, to continue their careers post marriage and children due to social barriers and lack of support from family.



Inaccessibility of marginalized populations earning less than \$2 a day to quality health services due to lack of facilities in the area and cultural restrictions in the absence of female doctors.

Inability of middle and higher income populations who have the pay ability power but lack the time to visit a physical doctor.

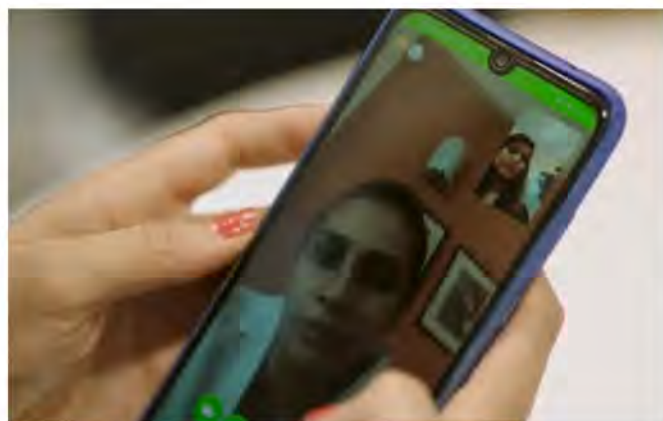


How Do We Bridge The Gap: Sehat Kahani



Sehat Kahani bridges the gap between untapped resource of female health professionals and underserved populations by creating a platform where certified female health professionals are empowered to deliver quality and affordable healthcare to the deprived communities through virtual technology. Sehat Kahani delivers IT enabled healthcare services through two models

E-Health Services and Health Awareness via E-Health Clinics.



E-Health Services via E-Health Application.

Through our services, we strive to bring measurable social and health impact in its target communities and meet the global vision of access to **'Health for All'**.

Year In Review

\$500,000
INVESTMENT
RAISED INTERNATIONALLY



**HUMAN
CENTERED
DESIGN
PROGRAM**



AMPLIFY DFID

Under Amplify by DIFD

1st

FINALIST



**Cartier Awards
2018- Paksitan**

FINALIST



Engage Funding &
Karandaaz Awards



EQUITY



Raised through Elahi
Group of Companies

**FIRST
FRONTIER INNOVATOR**

**Australian
Aid**



SUPPORTED BY AUSAID IN PAKISTAN



Cartier

FIRST

**VIRTUAL MENTAL
HEALTH E-SERVICES**

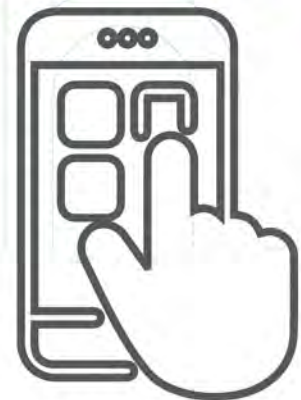


**PARTNERED WITH BRITISH ASIAN TRUST
TO LOW INCOME COMMUNITIES**



BRITISH ASIAN TRUST
TRANSFORMING LIVES
TOGETHER

LAUNCHED



**E-HEALTH
APPLICATION**

**LEADING TO A SUCCESSFUL PILOT
WITH UNILEVER**

1st

ENTERPRISE
RECIPIENT
OF

GSMA



**MENTAL HEALTH SERVICES
TO FEMALE INMATES**

**LEGAL
AID
OFFICE**



**MOBILE FLOATS
CAMPAIGNS WITH
LIFEBUOY**



Investor/Board of Director's Message

Sehat
Kahani



“Sehat Kahani came as one of the easiest partnership investment as the team's passion and dedication was addictive to say the least. It's one of the best fit platforms encompassing the CSR aspect of healthcare with commercial business. It facilitates our lady doctors to get back into the work force with flexi-hours while giving access to affordable medical care in Pakistan. This is where we start Pakistan's future brighter and healthier.”

Danish Elahi

Reach & Social Impact



At a social level, by being able to work from the comfort of their homes, these doctors can play a major role in managing the healthcare sector challenges while mitigating cultural and social sensitivity. Additionally, they gain financial inclusion, access to virtual continuing medical education sessions, recognition on social media, a chance to attain additional certifications and most importantly, a whistle-blower initiating behavioral change for telemedicine in Pakistan. We have also been able to introduce technology in communities lacking awareness of it and use it as a medium to aid in consultation, diagnosis and management of data to reduce physical errors. Through our E-Health services, we have increased sensitization towards vital diseases causing improved social and economic and we envision on being able to aggregate and extrapolate missing data from communities to measure definitive changes in health indicators of the country.



E-Health Clinics

Sehat Kahani caters to the primary health needs of people living in low income communities of Pakistan through the establishment of E-Health clinics. Within these clinics, frontline female intermediaries such as nurses or lady health workers undergo training on capacity building, medical knowledge and telemedicine skills so as to connect patients to qualified home based female doctors for real time consultations. The E-Health clinics serve the communities needs through the provision of specialized integrated healthcare and preventive services as well as access to other value added services such as diagnostic labs, ultrasound and tertiary referrals.



25
E-HUBS



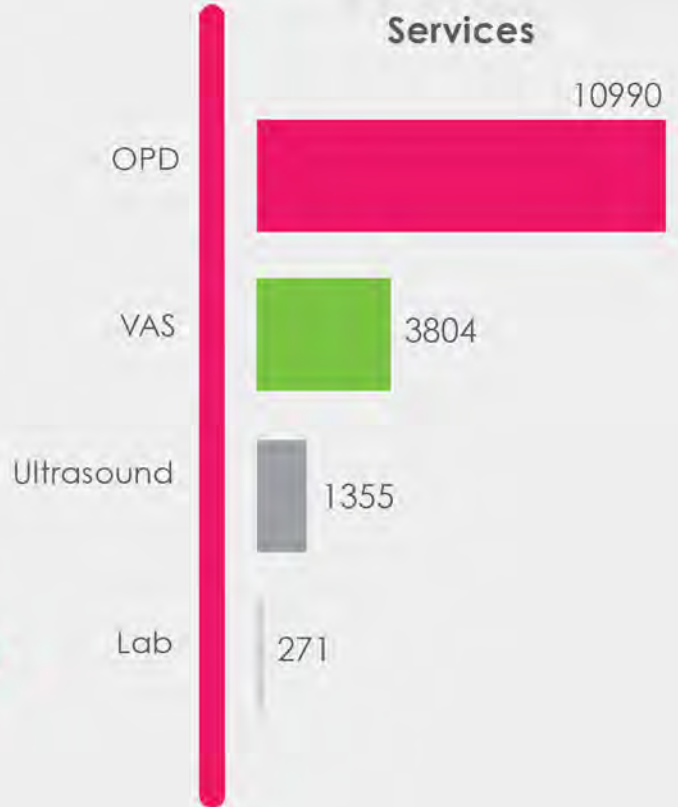
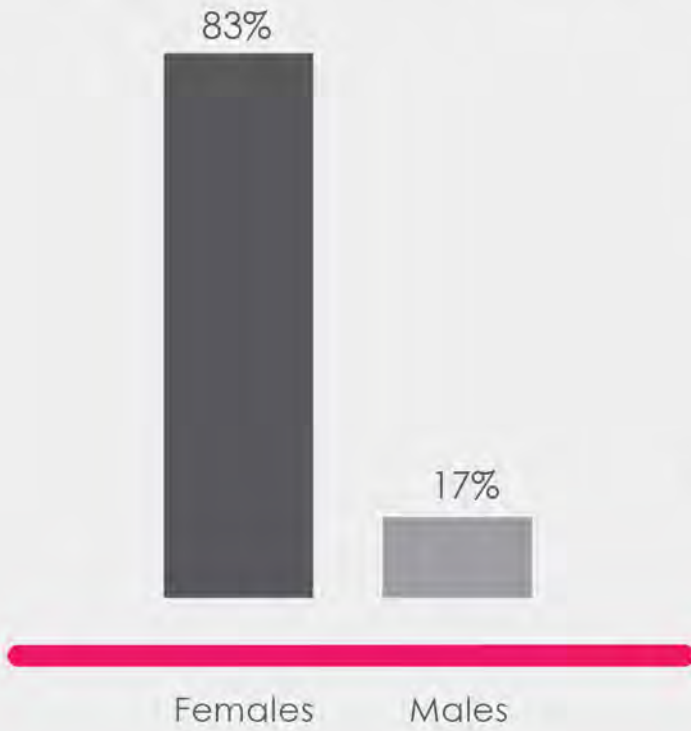
95,000
ONLINE CONSULTATIONS



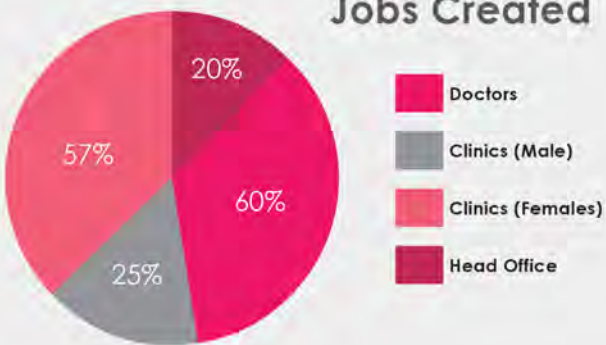
100
COMMUNITY STAFF



No. of Consultations (GENDER)



Jobs Created



No. of Clinics



Disease Pattern

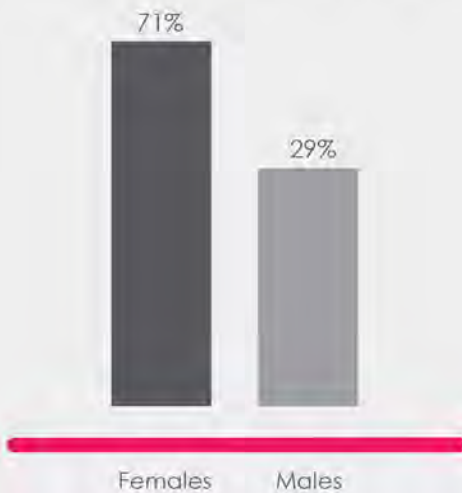


Health Education

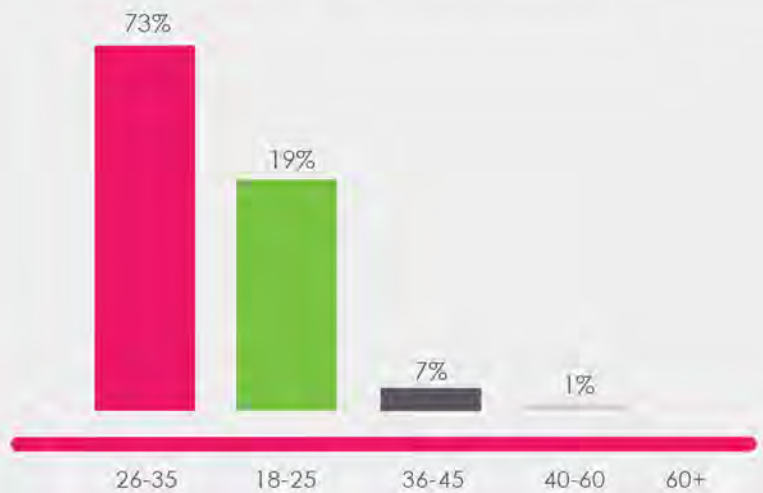
While the provision of primary health care clinics plays an essential role in early screening and diagnosis of disease, it is only through preventive services that the disease can be stopped even before the process has begun. Thus in order to build healthy communities and reduce the burden of disease, Sehat Kahani partners with national and international organizations as well as local corporate and pharmaceutical firms to conduct mass level preventive drives and enable outreach in hard to reach localities. The cause allows community sensitization towards healthcare and induces a long term positive behavior change.



No. of Consultations (GENDER)



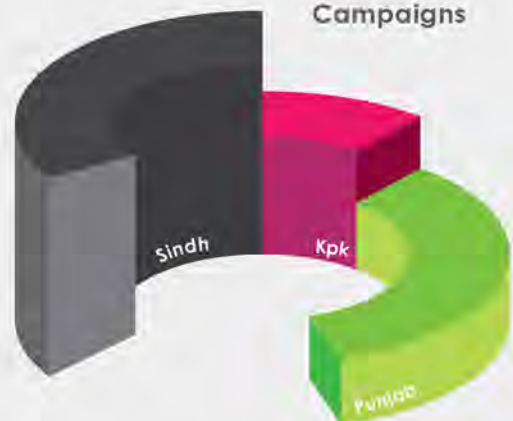
No. of Consultations (AGE)



Disease Pattern



Campaigns



E-HEALTH APPLICATION

Sehat Kahani has created web and mobile based applications for users well versed with technology. We provide flexible and efficient virtual consultations that can be pursued whether it is a consumer needing a consultation at odd hours, corporate employee having a need of mental wellness, insurer looking for cost effective health solution for its clients or doctors trying to reach out to more patients via virtual flexible clinics, our platform has solution for all. Through this vertical, not only do we provide cost effective and time saving solutions but also decrease the load of tertiary centers so that health can be accessible for all.

Sehat Kahani application provides you with a virtual health "identity where all your health history can be stored. You can avail a doctor instant or via appointment. You can chat with a forum of doctors. You can also get your lab tests done by ordering a test where a phlebotomist comes and collects the blood sample from the your destination through our partner diagnostic companies. You can also order medications through this platform.



Who needs the Sehat Kahani application?

We cater to large audiences from middle and high income segments through our application including the following target markets:

Corporate Solution (B2B)



The application is marketed as a tool for businesses to be able to support their employees by providing them with the opportunity to obtain virtual OPD consultations.

Retail Solution (B2C)



Collaboration is done with leading businesses to provide virtual Telehealth services to their users and customers.

Co-Sale Solution (B2B2C)



Sehat Kahani is planning to launch into the retail market this year and allow access to healthcare up to 60% of those consumers who have access to smartphones an internet connection.

Other Honourable Mentions Of The Year

Antenatal Services – via Amplify

Sehat Kahani won the Amplify challenge (DFID) for a project that aims to improve community sensitization towards availing antenatal services and provides antenatal services to pregnant women in the community at an affordable rate along with health education. Through this project, Sehat Kahani has enforced the provision of at least 4 antenatal consultations as well as education to over 1200 pregnant women across Pakistan.



GSMA - Innovation Accelerator

The GSMA is an international organisation which is responsible for managing the mobile operator's interests globally, creating a network of more than 750 operators and more than 400 companies in the broader Global Ecosystem, including but not limited to handset and device makers, software companies, equipment providers and internet companies, as well as organisations in adjacent industry sectors. The GSMA Mobile for Development Foundation, Inc.* was created in 2007 to demonstrate the positive social impact of mobile technology. It brings together mobile operators, donors and the international development community. Sehat Kahani became a part of the GSMA 2nd cohort for startups utilising mobile technology for improving healthcare



Nutrition focused Workshops - Open Deliver (USAID)

Sehat Kahani organized and participated in a multi-partnered pilot project allowing the implementation of a validated nutrition focused technology platform, known as Open Deliver and OpenSRP. This platform acts as an information delivery system for urban and remote rural areas that can educate health workers while engaging the community and collecting relevant data. Sehat Kahani played a contributive role by conducting a series of workshops with community and lady health workers assessing their current knowledge on nutrition and the training capacity in terms with modern technology.



Mental Health Services – via British Asian Trust

Sehat Kahani has collaborated with the British Asian Trust and Care-Tech to bridge the gap between the number of people in need of mental health services and the number of adequately trained mental health professionals by enabling a workforce at the community level to create awareness about mental health, and providing access to services to people dealing with mental health issues through the training of doctors, nurses and community health workers for providing mental health services at our clinics and in community settings.



Frontier Innovators

The Frontier Innovators program is an initiative of the Australian Government Department of Foreign Affairs and Trade's innovationXchange. This program provides mentorship and funding for innovative and unique solutions in areas such as health, agriculture, education, environment, energy, and technology. Selected as the first frontier innovator from Pakistan, Sehat Kahani was able to expand its network of clinics as well as add specialist care services in its clinic, under the program.



Mobile E-Clinics - Lifebuoy

Sehat Kahani continued its partnership with Lifebuoy into 2018 to run Mobile E-Clinic vans which go from community to community throughout the day to provide underserved communities lacking clinical infrastructure with quality health services. While lifebuoy provides the technical and medical resources, Sehat Kahani ensures the provision of an online qualified female doctor who along with a nurse works to provide quality health services to the deprived populations. Together, we have travelled across Pakistan visiting more than 30 marginalized communities and providing over 25,000 consultations.



Legal Aid office- Mental Health Services To Female Prisoners

Sehat Kahani with the support of Legal Aid Office has provided mental health screening and counseling services to female inmate prisoners in central jail Karachi. The effort was placed due to the psychological pressure faced by the females who were imprisoned under unfavorable circumstances along with their children who grow up in the cells. Through this collaboration SK has provided more than 345 psychological consultations to over 60 female prisoners improving their mental wellbeing.



AHA Moments!

learning management system with blended learning protocols

A unique set of learning tools developed in house using blended learning to make sure our doctors, nurses and community staff provide the best quality health care to our patients.



CME's for our doctor network

Bi- monthly CMEs for home based female doctors on primary health care issues to expand their knowledge, expertise and learning. This helps our doctors to be recruitment - ready!



Women empowerment and job creation

Sehat Kahani nows employees 100 plus people out of which 80% are females. 80% of our leadership is made by female employees.



In house day care

Sehat Kahani now house a free daycare for all employees as we believe that workplace should be inclusive for all!

Social media advocacy

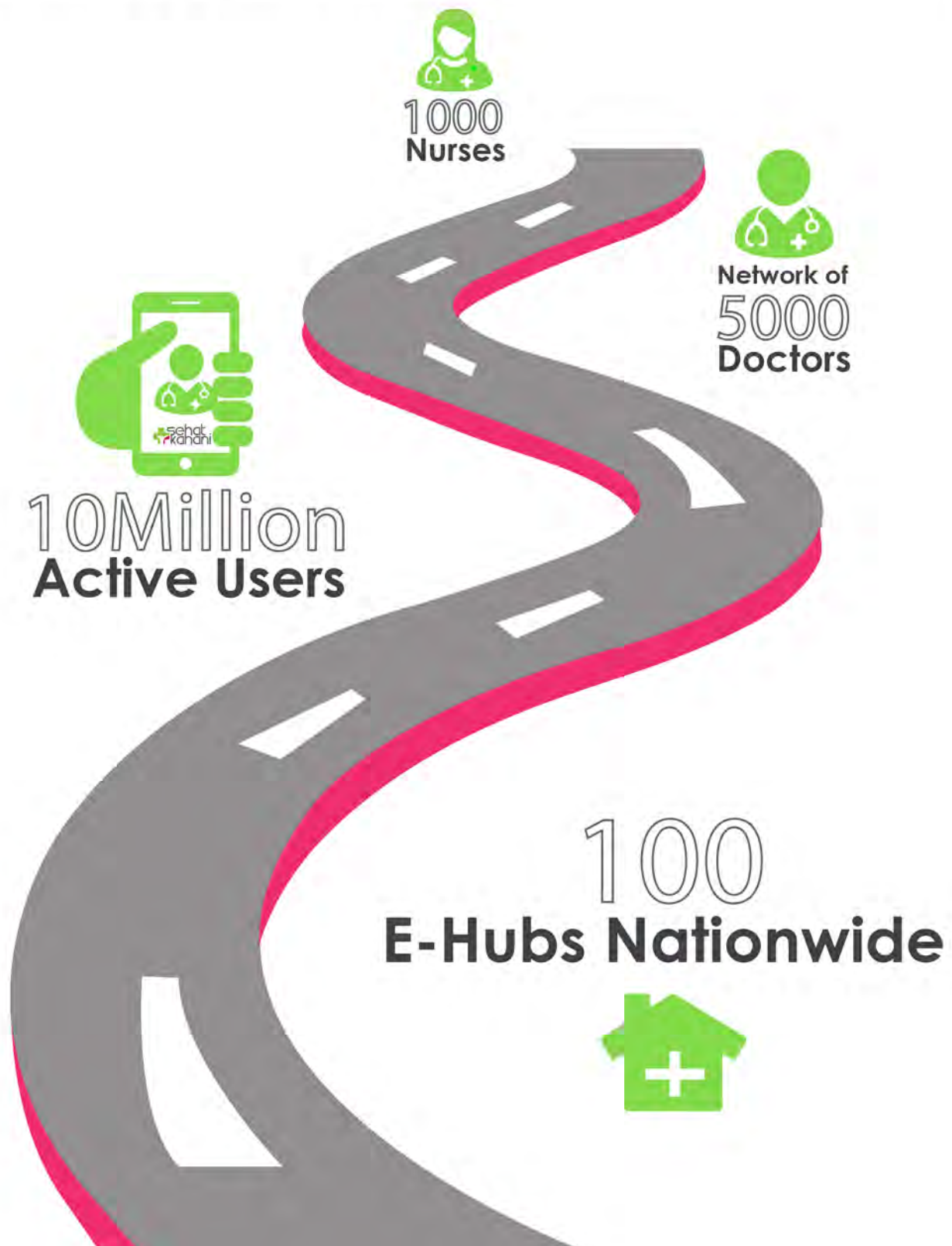


sustainability via cross subsidy

Sehat Kahani is on its path to sustainability creating cross subsidy between different business vertical in the company, a unique approach to create long term health impact.

Our Way Forward

With the passion and efforts of our founding team, Sehat Kahani began its journey in 2017 by developing strong relationships with our partners and surpassing all barriers to provide quality driven services to our users. Our previous year was dedicated to improving and expanding our verticals across Pakistan allowing more users to benefit from our services while expanding our preventive health solutions to cater to the health issues deeply rooted in the communities through health education and counseling.



Doctor Network



Sehat Kahani now has created an all-female network of over 1500 doctors to provide support and services to the deprived communities as well as provided training and employment to over 65 nurses and community health workers belonging to the same communities where services are provided.

Our Team



Sehat Kahani is led by an energetic team coming from diverse backgrounds and working together to fulfill the vision of enabling access of quality healthcare to the whole of Pakistan.

Mentors & Advisors



Kalsoom **Lakhani**
CEO i2i



Raza **Matin**
B&M Consultant
Google (Pakistan)



Dr. Shehzad **Saleem**
ExBusiness Franchise
Head, Novartis



Saad **Hamid**
CEO School of Skills



Mahek **Merchant**
Consultant Research



Dr. Zakuddin
President, Healthcare
Paradigm



Dr. Shifa **Habib**
IRD Research Specialist



Dr Waseema **Sheikh**
MD, MPH



Zahid **Jameel**
Senior Partner Jamil &
JamilBarristers-at-law



Omar **Parvez**
Finance Specialist



Umar **Farooq**
Ceo TechValley

At Sehat Kahani, we are proud to have a well-rounded advisory board. The panel comprises of individuals from the legal, medical, financial, business development and marketing fields

Our Partners



Cartier



BRITISH ASIAN TRUST
TRANSFORMING LIVES
TOGETHER



کاروان حیات
Karwan-e-Hayat



**sim
s'm**



Trust for
Development
Studies &
Practices (Regd)

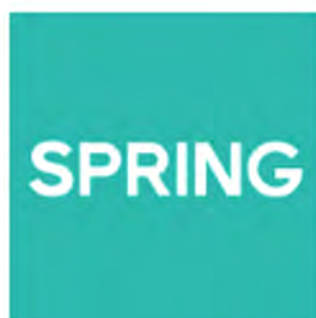


Ministry of Information Technology
Government of Pakistan





CIRCLE



Media Recognition



<https://www.thenews.com.pk/magazine/you/266018-a-navigator-to-healthcare>

<https://www.thenews.com.pk/latest/294030-housecall20-women-gps-bring-remote-care-to-rural-pakistan>



<http://www.bbc.com/news/av/business-42015974/helping-mid-wives-save-mums-to-be-in-pakistan>

<http://www.bbc.com/news/business-40888770>



<https://www.arte.tv/fr/videos/084079-000-A/les-pakistanaises-a-l-assaut-de-l-emploi/>



<https://www.researchsnipers.com/top-10-startups-in-pakistan-till-date/>



<https://www.vogue.com.au/vogue-codes/news/julie-bishop-on-womens-empowerment-role-models-and-the-future-for-australian-girls/news-story/f0543dbcc7e55ba44cade4842e1c2236>



<https://www.goodnewsnetwork.org/instead-of-motherhood-claiming-crucial-physicians-tech-connects-stay-at-home-doctors-to-the-poor/>



<http://www.thehindu.com/news/international/house-call-20-women-gps-bring-remote-care-to-rural-pakistan/article23287503.ece>



<https://www.boursorama.com/actualite-economique/actualites/au-pakistan-la-telemedecine-a-la-rescousse-de-la-ruralite-et-des-femmes-medecins-5238ca3c47fe7cba418934832f4739ac>



<https://fp.brecorder.com/2018/04/20180421363758/>



<https://tribune.com.pk/story/1663278/8-women-doctors-use-technology-bring-healthcare-rural-pakistan/>



<https://www.dawn.com/news/1396670>

<https://www.dawn.com/news/1396191>

Media Recognition



<https://www.romandie.com/news/Au-Pakistan-la-telemedecine-a-la-rescousse-de-la-ruralite-et-des-femmes-medecins/900225.com>



<https://thenewspaces.com/2018/03/27/sehat-kahani-raises-500000-in-funding/>



<http://thepalladiumgroup.com/research-impact/Why-Palladium-was-an-Early-Endorser-of-the-Principles-for-Digital-Development->



propakistani

<https://propakistani.pk/2018/03/20/telehealth-startup-sehat-kahani-raises-500000-in-seed-funding/>

GULF & TIMES

<http://www.gulf-times.com/story/585602/Women-doctors-bring-remote-care-to-villages>

TECHJUICE

<https://www.techjuice.pk/sehat-kahani-closes-500000-seed-funding-round/>



<https://www.technologytimes.pk/sehat-kahani-telehealth-application/>



<https://www.geo.tv/latest/186924-house-call-20-women-gps-bring-remote-care-to-rural-pakistan>

TED

<https://youtu.be/YcRZcsSxBGs>

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