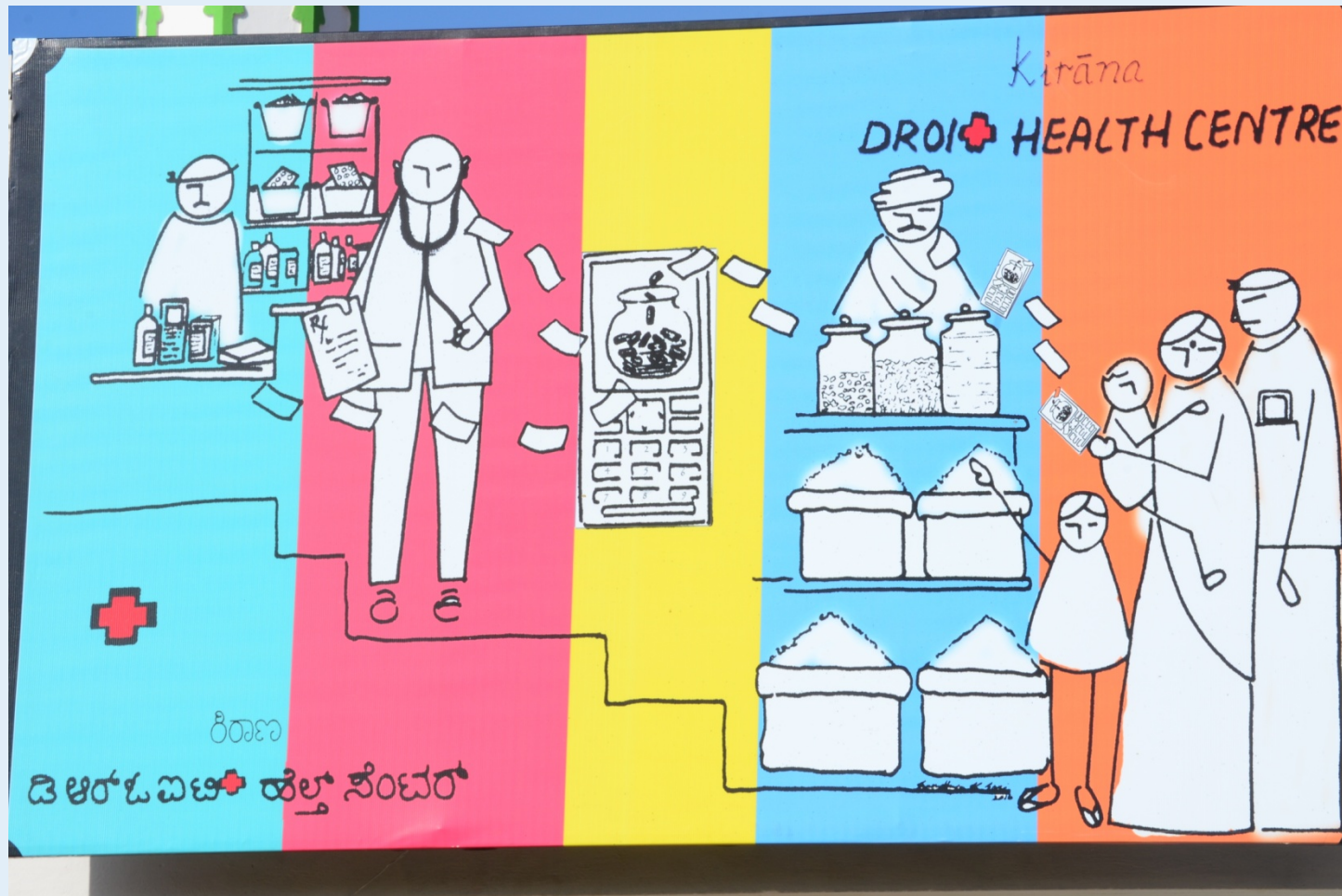


Droit Health

Primary care delivery innovation through retail points / kirana shops



"The world needs a global health guardian, a custodian of values, a protector and defender of health, including the right to health."

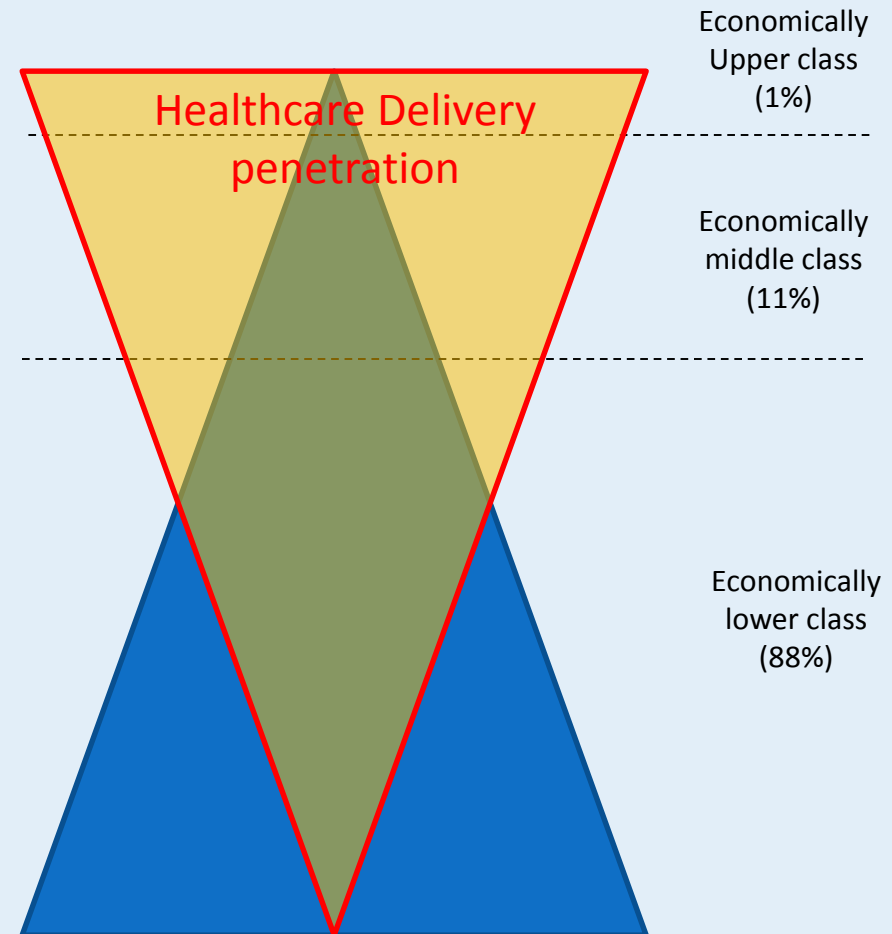
- Dr Margaret Chan, Director-General, WHO

We believe health is a right of the citizens of the nation and that is droit health ,
right to health

Why is healthcare lagging in India?

Accessibility and Affordability

- Weak primary healthcare infrastructure
 - Unmet demand causes increased load on tertiary healthcare
- Lack of a patient centered process for health management
- Healthcare facilities provide cure without health education
- India at epidemiological transition
 - Increased burden of both communicable and non-communicable diseases
- Ever increasing cost of healthcare in India*



Inverse relationship between economic distribution and healthcare delivery penetration and affordability

Increase Affordability

Our Solution:

Increase Access

Health Clinic
in Kirana Store
:Widespread



% of profits

Health
Fund &
Insurance

Microentrepreneurs
& Microfinance
Platform

Increased buying capacity

Our Solution: Building an entire ecosystem in context of Indian Healthcare

Other Contexts:

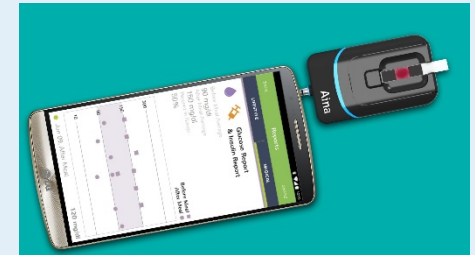
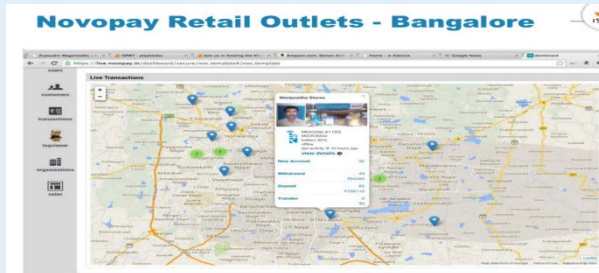
- Demographic Transition – More elderly
- Epidemiologic Transition- More NCD
- Ever increasing cost of healthcare
- Lack of standardisation
- Lack of doctors and mal-distribution

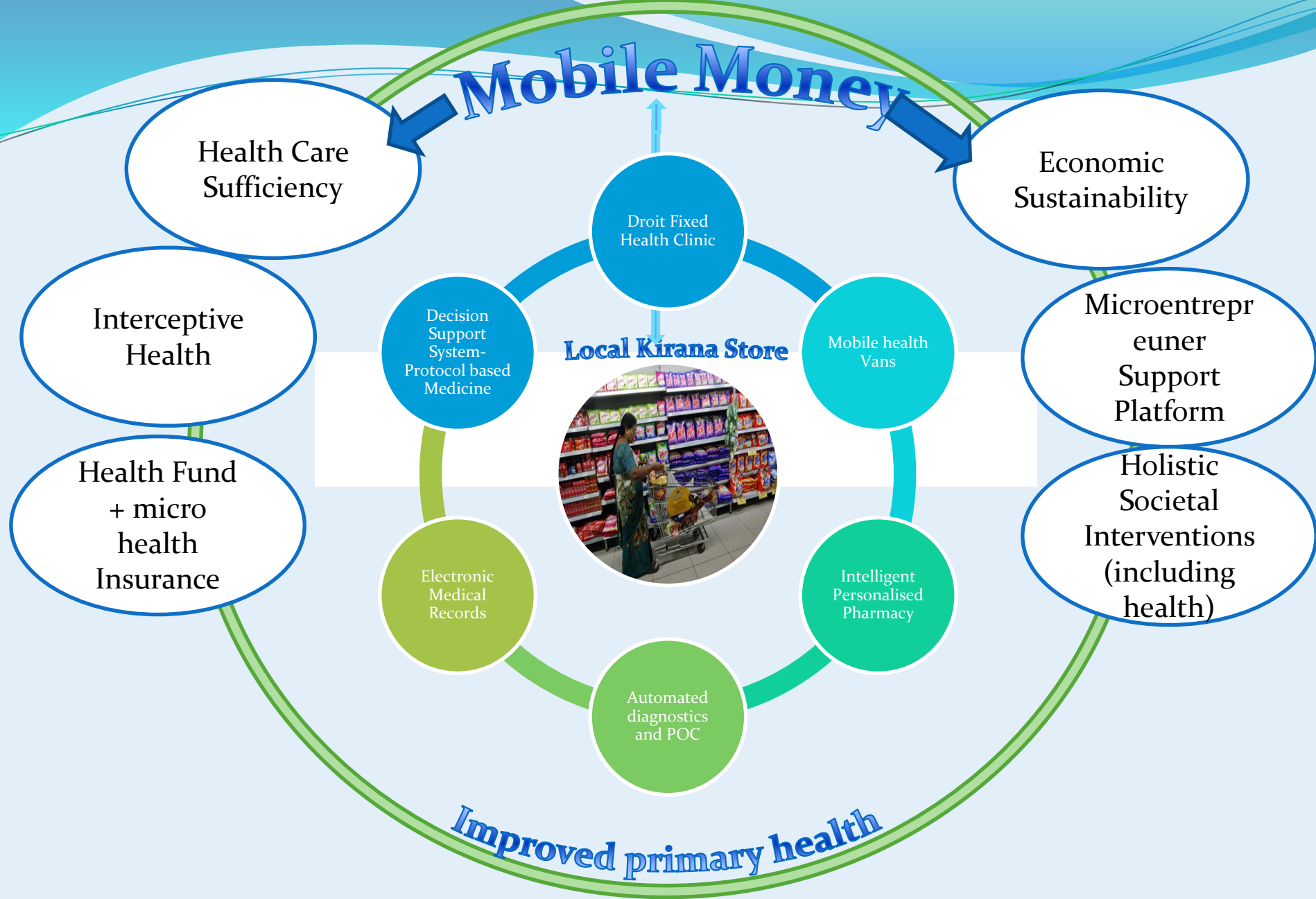
Our Solution:

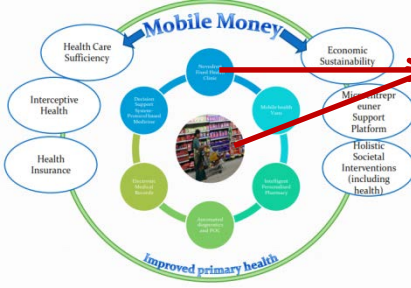
Technology enabled healthcare delivery through retail retail points addressing inaccessibility and unaffordability

Digitizing financial transactions at retail points by incentivising through, health funds , micro finance and micro insurance

droit health center







Retail Healthcare: Droit fixed Health Clinic

- Few experimental retail models with self service automated kiosks is been tried Walmart and Target.
- Retail points based healthcare is a right model for India because India is the land of Kiranas (80 %) : The right Opportunity 'and environment to make it work now especially with the mobile banking and digital wallet support for Kirana shops.
 - Need –Primary Healthcare is still largely unaffordable, inaccessible, of poor quality, unacceptable, resource constrained
 - Opportunity – Technological advancement, Increased awareness, increased buying capacity, IT and mobile penetration, changing demographic profile (more aged populace), changing disease profile(epidemic of NCDs) which needs chronic management



Retail Healthcare: Droit fixed Health Clinic

Health Kiosk



Protocol Based Approach
for disease management

Clinical decision support
system aided by
telemedicine+



Point of care Diagnostics
and referral Lab Support

Primary
Physician/ Ayush
Doctor / Nurse
practitioner



Holistic
health

Interceptive health

Interventional
healthcare



Referral

Tertiary Care
Referral

Back
Referral



Retail Healthcare: Aadhar based Electronic Medical Records

- Health Planning
- Health Monitoring
- Epidemiologic studies

- No Loss of data
- Cross referrals
- Integrated Records

Electronic
Medical
Records

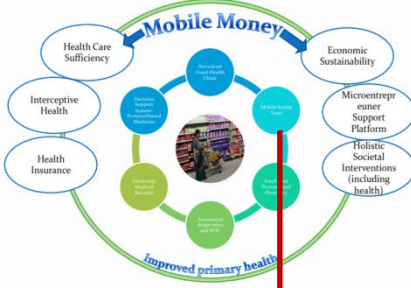
- Increased use of mobile money
- For positive health behaviours
- Referral

Loyalty
Points

- Helps in tracking credit history
- Tracks customer preferences/spends

ID for
mobile
money
Transactions





Retail Healthcare: Supported by Droit mobile health van

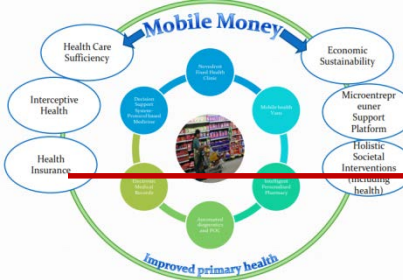


Droit
Fixed
Health
Clinic

Comprehensive
Reach of
Primary Care

Droit
Mobile
Health
Clinic

- Helps in reaching working population who cannot find time to go to clinic
- Reaches elderly immobile patients
- Marketing the retail healthcare idea



Retail Healthcare:

Health financing savings and insurance



Average monthly spend per family of four is Rs 3000

Average Profit for a kirana store owner is 10-20%

All transactions paid by Mobile money

5% of the profits automatically goes towards financing savings and insurance

Can facilitate Increased profits by

- Optimising sourcing
- Connect with larger customerbase
- Online Ordering for other goods

Can facilitate contribution by mobile money partner

- Loyalty
- Referral
- Health finance



Retail Healthcare:

Droitpharmacy- Intelligent Personalised Pharmacy



Integrate all prescriptions of a patient (Especially NCD and elderly patients)

Automated alerts for drug interactions

Automated alerts for drug overdosages

Cost Optimisation with generic assured quality drugs

Cost reduction by bulk procurements

Individualised organisation and delivery (Pillpack) kind of service for a fee



Sociodroit: Micro-entrepreneurship and Micro-finance platform supported by droit center or kirana store as distribution center and service center



Helps identify the right recipients

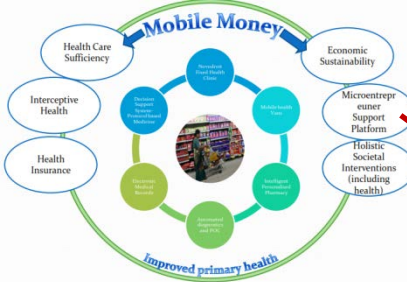
Handholds entrepreneurs by skilling

Helps getting microfinance rs 5000 to rs 25000

Allows a wider platform for idea sharing and sourcing funds <http://sociodroit.com/>

Some of them will work in health sector to promote droit health model

Overall Societal gain



Mobile Money and Local Kirana Store: The backbone of the initiative

Banking

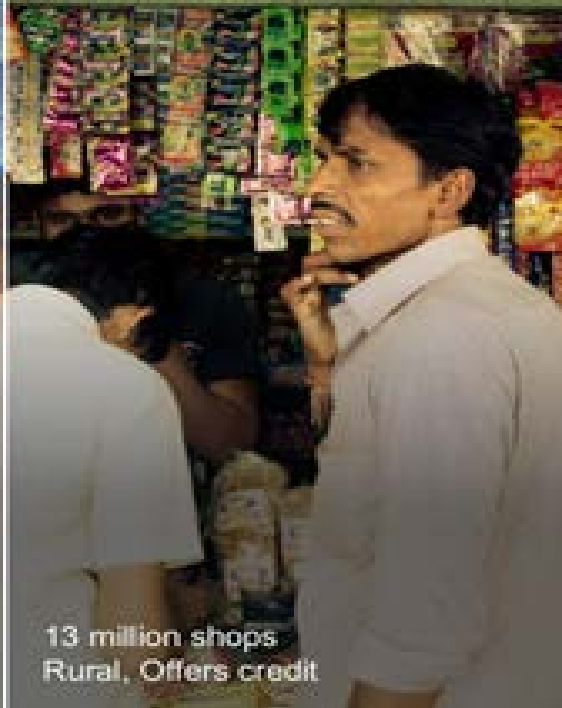
Expensive, cash-based



60% of people unbanked
Bank Branches & movement of people & cash - expensive

Retail

"India - Land of Kiranas"



13 million shops
Rural, Offers credit

Aadhaar

Online Identity

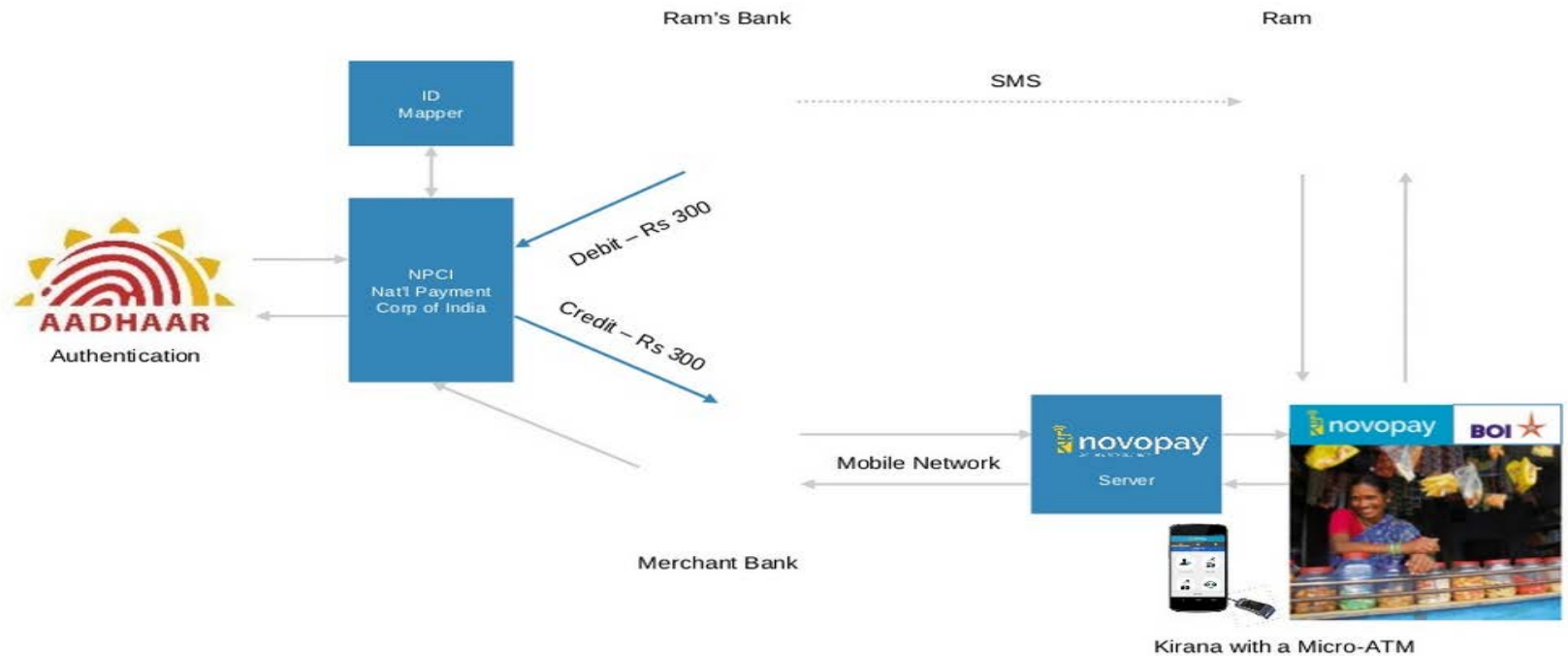


Biometric Identity System
630 million enrolled



Mobile Money and Local Kirana Store: The backbone of the initiative

The Solution

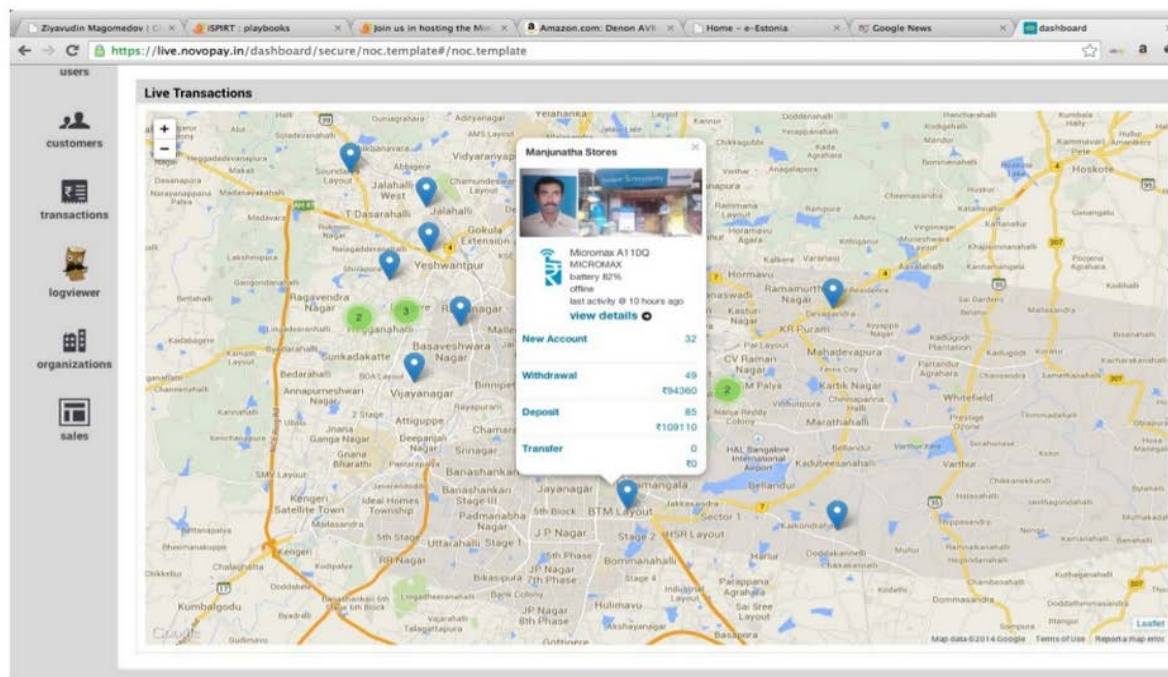




Mobile Money and Local Kirana Store: The backbone of the initiative

Existing and expanding number of units

Novopay Retail Outlets - Bangalore



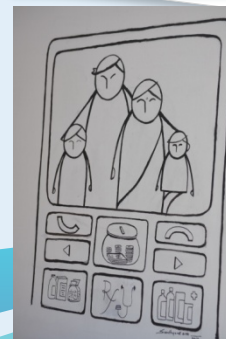
Novopay has 85000 merchants and many Kirana retail points

Vodafone mPesa has 3 million customer base



Other Unique features of Droit Health Care

- Scalable Model
 - Easy to scale up once all the metrics are worked out
- Can add features in a modular fashion
 - Geriatric health package
 - NCD prevention
 - Wellness products



Thank you

bijujacobk@gmail.com