Integrating Innovative Asset Protection Digital Financial Inclusion, Women’s Entrepreneurship & Digital Health Service Delivery
Digital (Health + Finance): Keeping Your Workforce On The Go

Primary Care via Telemedicine - doctHERs

- Electronic Medical Records: Continuity of Care
- 24/7 General Physician Support (GPS): Patient Navigation & Counseling
- Nationwide Access to Pharmaceuticals - Online
- Wellbeing: Therapy Sessions & Peer Support Groups
- Health/Life Insurance - Naya Jeevan
- Digital Payments - Telenor Easypaisa
- Payroll-Linked Loans: Abhi

Digital (Health + Finance): Keeping Your Workforce On The Go
OUR UNIQUE APPROACH FOR EACH TARGET BENEFICIARY SEGMENT

- **Optimize Wellbeing:** Wearables, stress reduction techniques, active lifestyle
- **Retain & Enhance Performance:** Life/disability insurance for occupational hazards, coverage for parents
- **Incentivize Retail Performance:** Incent to improve bottom line
- **Develop Markets for Future Growth:** Lock in first-mover advantage

**Corporate Staff:**
- 3rd Party Contract Workers Suppliers, Distributors
- 3rd Party Contract Workers Retailers
- Rural Communities, White Spaces
MEET THE RAMCHAND FAMILY
We Deliver Digital (Health + Finance) Services to the Informal Sector

MNC → Trusted Intermediary → Low Income Customers

Digital (Health Finance + Insurance) → doctHERs

Tech-Enabled Healthcare Service Delivery
4 KEY COMPONENTS OF OUR MODEL

01. Inclusive Insurance

02. Capacity Building of Women

03. Tech-Enabled Income Generation

04. Digital Financial Inclusion
COORDINATED CARE MODEL

Doctor

Beneficiary

Frontline Health Worker (FHW)
GUDDI BAJIS: TRUSTED INTERMEDIARIES

Mobile Cash Agents
- (Financial inclusion)

Community Health Workers

Pharmacy Access Points
- (Emergency BLS/ACLS)

Route to Market Agents
- (Retail Market Access)

LifesavHERs*
- (Emergency Medical Services - OCOs)

* to be activated in 2022
and she was very weak then these health worker provided us the prescription given by the doctor and it benefited a lot.
Home Health Visits Door-to-Door
PEER-GROUP SUPPORT SYSTEM
TRAINING FOR HCPs
HELP US SAVE THARI PEOPLE FROM FORCED DISPLACEMENT

COVID-19
2020
Spurt in suicide rate in Pakistani desert region linked to poverty driven by climate change

Over 125 women died from suicide in Tharparkar over the past 13 months.

Poverty driven by climate change linked to suicide spike in Pakistani desert region.

Mental illness

Thar tops in suicide cases, moot told.
OUR INTERVENTIONS - ICE

01: INQUIRY
Screen and manage depression, anxiety and stress using mobile-enabled technology

02: CAPACITY
Deliver online education and awareness trainings on mental health, well-being and gender-based violence for the community health workers (CHWs) and doctors.

03: EMPATHY
Educate the community on mental health and wellbeing and build empathy via peer group support sessions and door to door home health visits.