



# ANNUAL REPORT 20&21



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## Letter from Founders

It's been a year like no other. As the pandemic unfolded in early 2020, our strong, unified Sehat Kahani telemedicine solution stood ready to serve our patients and communities. As the fifth surge developed as of lately, we once again had a solid plan in place to address it. Never has Sehat Kahani's vision of working together so our communities are the healthiest in Pakistan been more meaningfully put to the test than in 2020 and 2021. We are proud of and incredibly inspired by our Sehat Kahani core team members – now close to 320 who dedicate themselves to caring for our patients and communities each day, especially in these most challenging of times.



Our e-health clinics and mobile health applications are providing exceptional, compassionate care to coronavirus patients while also ensuring that patients have access to the primary health services, specialists care, and emergency care they need. Our IT teams have risen to the new demands caused by the pandemic, supporting the expansion of our digital health technology so patients don't delay care; supporting our remote workforce with collaborative tools and equipment; and leveraging and safeguarding our electronic health records system. Customer Care team members in all roles across our health system have stepped up to meet patient care needs, even when that has at times meant stepping out of their comfort zone to do so.

The stories within this Annual Report highlight just a few of the bright points of 2020 & 2021; innovating with new partnerships, research, and patient tools; and leveraging knowledge and social media to educate and allay fears during the pandemic. Behind each story, each touch point is our team member who knows what it means to live our mission and patient-centered values. We have seen how investing in people, infrastructure, technology, innovation, and our communities over the years has enabled Sehat Kahani to build a healthier future. It has also positioned our integrated health system to provide exceptional care and leadership today — in these most pivotal and challenging times.



Dr. Sara Saeed Khurram  
CEO & CoFounder



Dr. Iffat Zafar Aga  
COO & CoFounder



# Mission

We are dedicated to improving the health of our patients and communities by providing high-quality affordable care, educating tomorrow's caregivers, and researching better ways to provide care.



# Vision

To reimagine the care experience by leading the transformation of virtual specialty care and build lasting partnerships that deliver excellence, service, and sustainability



# Values

## HONESTY & INTEGRITY

We believe in fostering an environment that is based on the core values of honesty, sincerity, and a strong commitment to integrity.

## INNOVATION & INCLUSION

We employ innovative industry experts who transform client businesses by delivering winning outcomes ensuring inclusion is practiced throughout.

## DIVERSITY

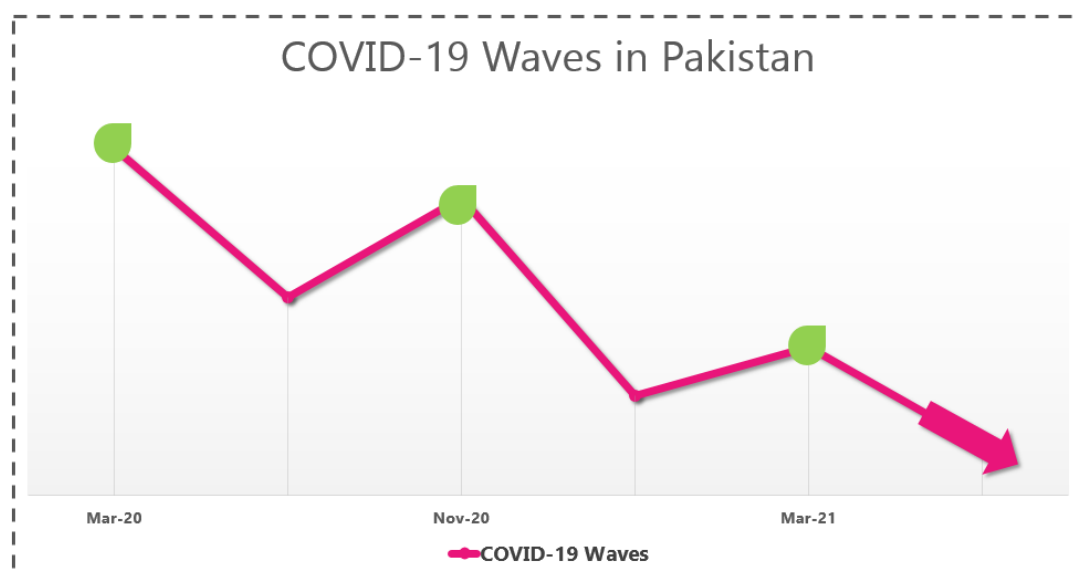
We promote a vibrant, collaborative and diverse culture amongst our employees, partners & stakeholders that is open-minded and embraces change.

## COMPASSION & EMPATHY

We care deeply about our clients, staff, company, community, and our partners, striving to interact with everyone in a respectful, caring & empathetic manner, ensuring compassion.

## COVID-19 & its Challenges of Pakistan's Healthcare System

The current COVID-19 pandemic has cut a swath around the globe due to the decentralization and fragmentation of healthcare services in many severely affected countries. According to the Economic Survey of Pakistan, the number of registered doctors and nurses is 22,595 and 108,474 respectively. The number of patients per doctor is 963 and the population per hospital bed is 1608. Pakistan spends only 3.29% of its GDP on the health care systems whereas smaller countries (like Nepal) spend almost 6% of their GDP on health. The sudden increase in coronavirus patients has put countries' health care systems under great strain.



Since WHO has ranked Pakistan as 122nd among 191 countries in overall quality of healthcare systems, for inadequate health infrastructure and HCPs, the country is placed 154th out of 191 countries in the global Healthcare Access and Quality (HAQ) index where the burden of disease is high. According to the World Health Organization, countries should take all the preventive measures to limit virus transmission by continuous surveillance, quarantine, awareness campaigns, and early detection. Quarantine centers have been established across Pakistan but they lacked standard care and screening process.



As the cases of COVID-19 grew in Pakistan, hospitals groaned under the weight of patients. Government policies have failed due to the indifferent attitude of the public. Caregivers were stressed, laboratory facilities were strained, and emergency rooms overflowed with infected patients. Likewise, the workforce dwindled, ICUs ran short of space, and the cost of care has increased. Even basic medical equipment was dysfunctional and there was a lack of doctors and paramedical staff. No specialized training was provided to health professionals regarding the pandemic. Expensive medical equipment remained non-functional for years. The elite class got preferential treatment leaving poverty-stricken people behind. Even maintenance and repair of healthcare facilities were also ignored.



Moreover, it was not unusual to witness scenes of the general public smashing hospital equipment. The grief of the death of their loved ones turned into pandemonium as it was solely a “mistake of doctors.” Angry families were beating doctors and ransacking hospitals as healthcare professionals turn away COVID-19 patients—saying their facilities were already in short supply. COVID-

19 cases spike can quickly overwhelm Pakistan’s healthcare system. As it seems this pandemic was here to stay. The state had a shortage of medical equipment and personnel and obsolete infrastructure. Today, there are 1,338,993 confirmed cases of COVID-19 in Pakistan, with 44,717 active cases and 29,037 deaths reported. In addition, out of 220 million people in Pakistan, only 77,485,124 have been fully vaccinated against COVID-19.

## Plugging the Healthcare Gaps: Spotlight on Sehat Kahani in the face of COVID-19

Sehat Kahani is a widely used Telemedicine based platform in Pakistan with the vision to democratize health care access for all using technology and a committed network of doctors. Sehat Kahani connect online doctors to patients using a chat, audio and video consultation platform that enables quality and affordable consultations with a USP to enable a consultation within 60 secs 24 hours a day,7 days a week. Our service lines allow individual consumers, corporate employees and patients in hard to reach areas to access doctors via a Mobile application and intermediary assisted telemedicine facilitation centers.



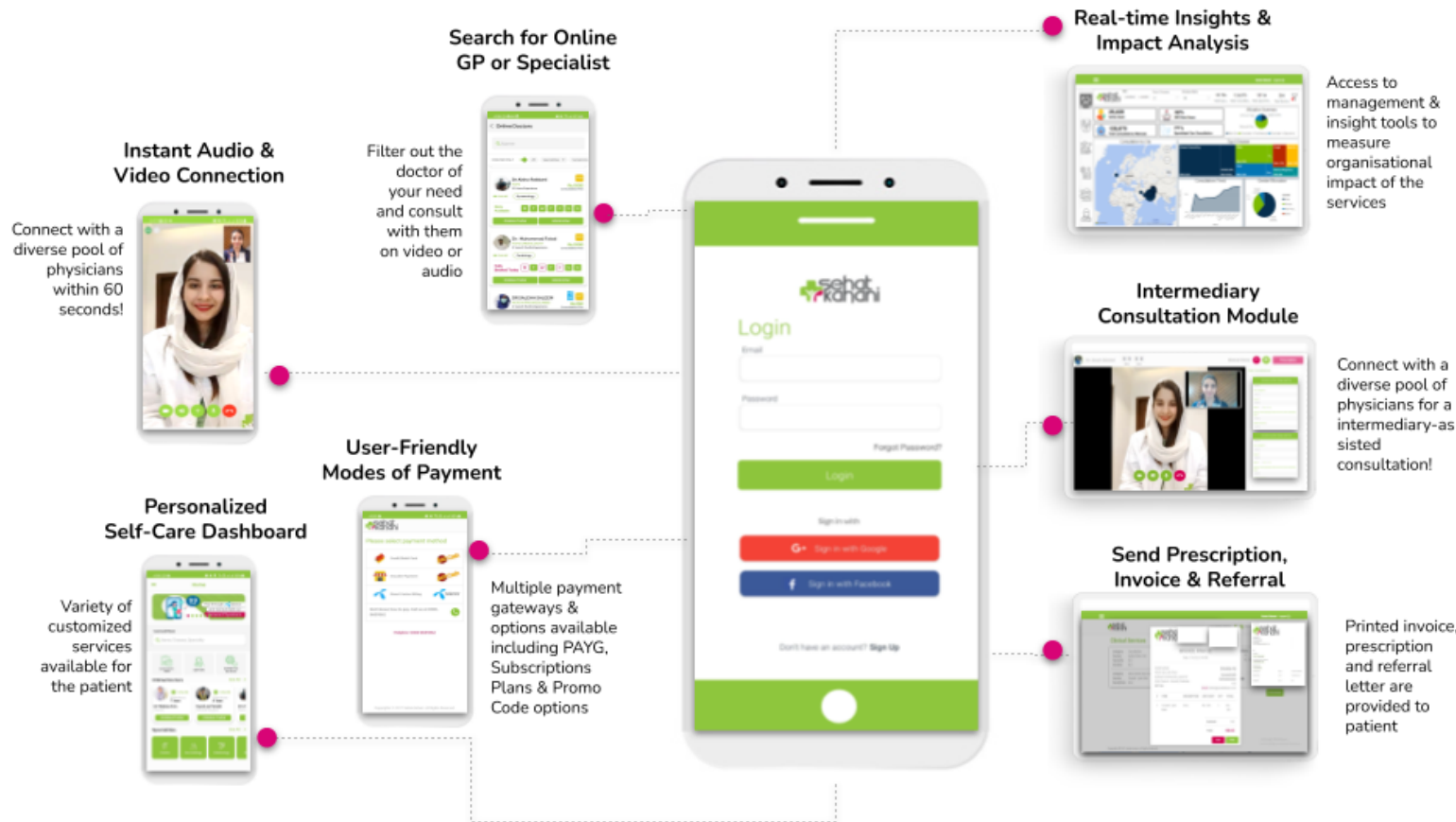
As the saying goes, “a crisis provides an opportunity”; the crisis of 2020 would provide an unprecedented opportunity for the progress of telemedicine. During the COVID-19 pandemic, because of the containment efforts such as social distancing, quarantine, and cordon sanitaire, if indicated, medical professionals are confronted with great challenges in delivering healthcare. For such a situation, Sehat Kahani’s telemedicine solution has currently been catapulted into the core role of essential services for patients to help reduce the burden of COVID-19 and preserve some valuable equipment and supplies.



In the context of the COVID-19 outbreak, the Sehat Kahani telemedicine solution has provided the most convenient and accessible platform for enhancing communication among healthcare providers, could increase the diagnostic accuracy of some difficult cases, and improve the treatment results of severe or critical COVID-19 patients in areas with the limited medical resource. Meanwhile, to reduce the number of those who receive face-to-face services of health care,

healthcare workers can contact patients through the Sehat Kahani telecommunication tools for triaging, assessing, and caring for all patients. Sehat Kahani telemedicine solution with the use of live audio/video conferencing or a simple mobile have allowed health care professionals to ask special questions and collect required information, triage of patient and supply consultation, or if a person can continue to self-monitor symptoms at home while recovering.

# Technology Stack



**CERTIFIED**  
ISO 9001:2015



- APIs, SDK & WebView
- Complete White-Labeling
- Passed Security Audit
- Integrable with E-Tools



7.2 million  
beneficiaries



# IMPACT SNAPSHOT

- Government's Official  
Telemedicine Provider  
during COVID-19



- Partnership with  
Leading Telecoms

ZONG 4G



JAN-2020

80

TeleICUs  
activated



40

on-site & virtual  
CMEs & trainings



2

BALUCHISTAN

15

SINDH

10,000

COVID-19 CASES COUNSELLED



600,000

Telemedicine Consultations



Launch of Pakistan's Telemedicine Policy

DEC 2021

13

KPK

5

PUNJAB

5000

trained doctors & healthcare workers



Integrated in Leading Banking Apps



300

corporations



The Economist

\$1 Million Investment Raised

## Expansion of Sehat Kahani Telemedicine Clinics

By using trusted intermediaries in the communities and dormant health infrastructure, we have created Sehat Kahani E-Health Clinics that are offering patients new opportunities to be checked by doctors quicker, with fewer costs, but while receiving the same quality of care as in-person services.

In the period of 2020-21, We are now present all across Pakistan through

the establishment of **35 E-Health clinics** through which we have reached out to more than **360,000 patients** (till date with an average of **300-350 patients/ month/ clinic**) and envision to expand to **100 E-Health clinics** by 2023.



*"Since a long period of time, I was feeling extremely unwell and bizarre with no reason behind it, my attitude towards my husband and children was very irritable due to which there was added stress on my mental health and I was unable to share my feelings with anyone. I met Lay Counsellor Rehana who connected me to Dr. Samia, who made it very comfortable for me to open up to her. I found empathy, compassion and the strength to get through my troubles. Rehana would visit me quite often and keep a check on me. I was taking therapy and counselling throughout. I am finally working at a stitching center and I am able to support myself and my family financially. My mental health has improved to a great extent. I am grateful for Sehat Kahani and their services that helped me come out of my struggles."*

**Shakila Bibi**  
32, Balakot, KPK



The Key Services at all Clinics include Access to:



**Online GPs, Specialists  
& Mental Wellness  
Experts**



**Value Added Services**



**Ultrasound & Lab  
Service Referrals**



- 1 Patient visits Clinic**  
Brick n mortar clinics are located in marginalised areas



- 2 Nurse takes initial History**  
Provision to take vitals and initial history form prior to consultation



- 3 Conduct Intermediary Assisted Video Call**  
Provision to take vitals and initial history form prior to consultation



- 4 Physician fills History Form**  
Online assigned physician maintains history form of patient with assistance from nurse



- 5 Send Prescription, Invoice & Recommendation**  
Printed invoice, prescription and referral letter are provided to patient



# Beneficiary's *Journey*



## Emergence of Sehat Kahani Mobile Application

Due to COVID-19, the Government either posed impositions on primary health care to cease their operations until a standardized protocol was placed or redirected these facilities as COVID centers rendering people in need of health facilities helpless. To face this challenge, Sehat Kahani expedited the launch of its mobile health application. Today Sehat Kahani has become the platform of choice for smartphone users across Pakistan to bypass the challenges of quality, accessibility and affordability of care. This application has provided a primary care one stop shop to provide consultative, diagnostic and e-pharmacy services under one roof. Our unique go-to-strategy has enabled us to bifurcate our mobile application into three service lines to reach out to more customers.



*"My wife was in the last week of her pregnancy and she began pains at night. I remembered that I had the Sehat Kahani application so I made my wife speak to one of the doctors there. It was around 5 am in the morning. Karachi had a lockdown and the OPD's were shut down too and I didn't want my wife to go to the ER unnecessarily in case this was not labour since I don't want us to contract COVID. But based on my wife's complaint the doctor guided that it seemed she was going into labour and we should indeed take her to the ER. Our baby boy was born at around 10 30 am that same day and I am so glad we were able to speak to the doctor."*

**Afnan Khan**  
43, Lahore, Punjab




Our target users who benefit from these services include:

- **Corporate App:** Our B2B mobile application is available for corporate businesses and insurance businesses to use our service as a tool to meet the primary health needs of their employees and their dependents through unlimited access to virtual outpatient consultations.
- **Consumer App:** Our B2C Mobile Application is for individual consumers targeting more than 100 Million of those consumers who have access to smartphones and an internet connection but not a convenient, accessible and quality mode of availing primary healthcare.
- **White labeling/ Third party App:** Our specialized B2b2C Mobile application interphase interface is a sell the seller module that works for corporations with a larger consumer base, such as banks, insurance companies, and telecom firms who are able to provide app services to their clients so as to cater to large audiences and generate additional revenues.


## Corporate

- 1**


**Register & Login**  
Create your patient account and login, once company admin approves


- 2**


**Patient Dashboard**  
The self-care feature allows you to keep a track of your health


- 3**


**Search for Physician**  
Find a GP or specialist online and book an appointment or consult immediately


- 4**

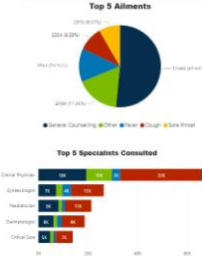
**Consult Physician**  
Connect with the physician via chat, audio or video call options


- 5**

**E-Prescription**  
The prescription will be shared with the patient in-app or over email


- 6**


**Real-time Insights & Impact Analysis**  
Management & insight tools to measure organisational impact of the services




## Consumer

- 1**


**Register & Login**  
Create your patient account and login via email or social handles


- 2**

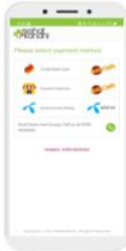
**Patient Dashboard**  
The self-care feature allows you to keep a track of your health


- 3**


**Search for Physician**  
Find a GP or specialist online and book an appointment or consult immediately


- 4**


**Pay Online**  
Multiple gateways, PAYG option, Subscriptions Plans & Promo Code


- 5**

**Consult Physician**  
Connect with the physician via chat, audio or video call options

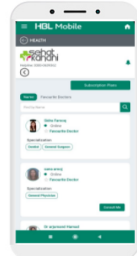

- 6**

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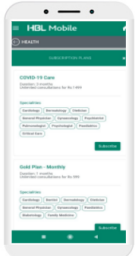


## White-Labelled

**Complete Customization of Interface with Third Party's Theme**



**Pick & Choose Features to be customized in Integrated Module**



# Beneficiary's Journey

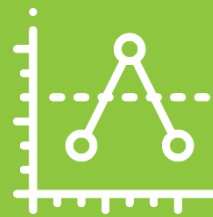
# ANALYTICS *& more*



35

E-HEALTH  
CLINICS

AVG. DURATION  
CONSULTATION



17 mins



11%

CHURN RATE

5000

TRAINED DOCTORS  
& HEALTHCARE  
WORKERS



SATISFIED  
CUSTOMERS



98.2%

3.2 mn

CORPORATE  
USERS



99.9%

SUCCESSFUL DIAGNOSIS



600,000

DOWNLOADS



600,000  
CONSULTATIONS

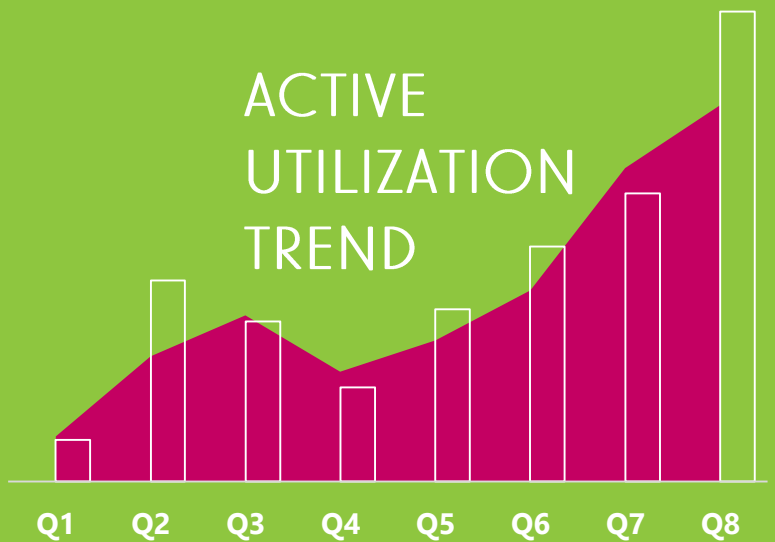
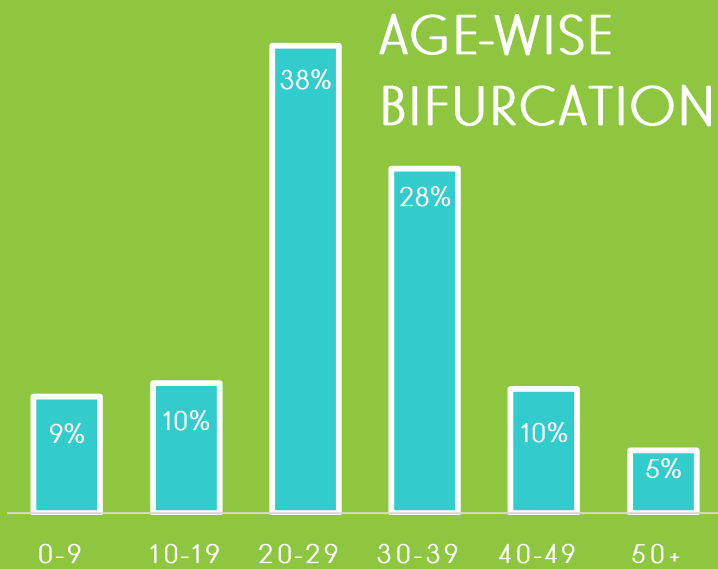
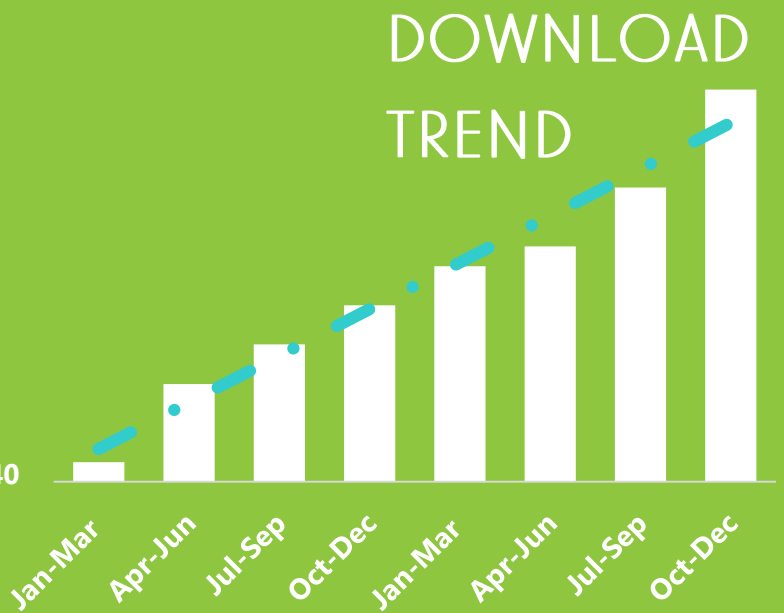
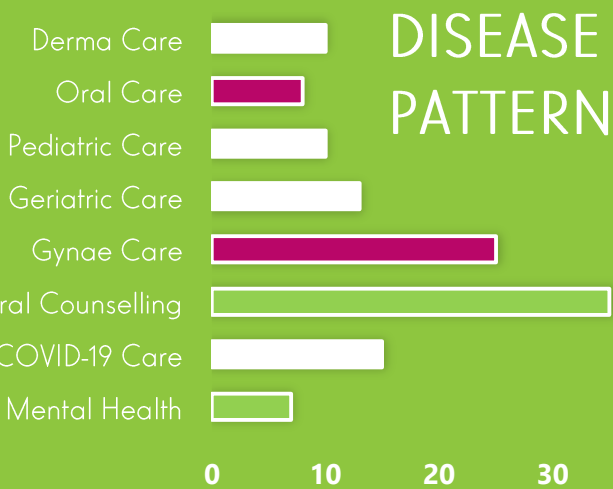
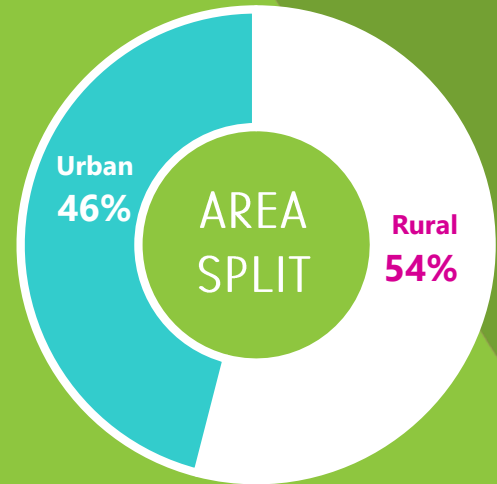
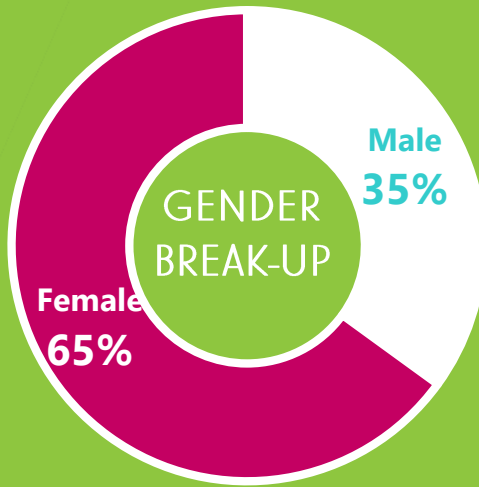
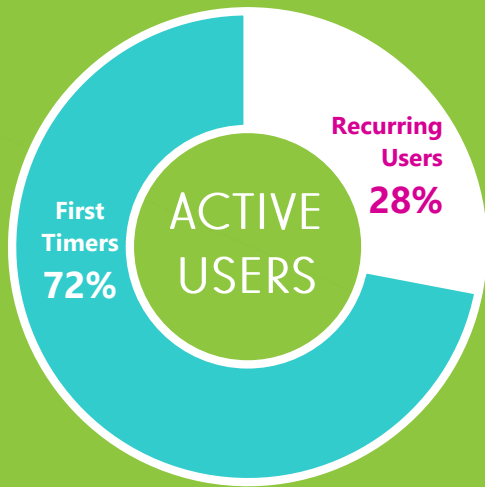
20

24/7  
SUPPORT  
STAFF

AVG. WAIT-TIME  
IN CLINICS



11 mins





# Corporate App Portfolio



# Providing Quality Care



## monitoring & evaluation

- ✓ Spot Checks & On-site Visits
- ✓ Monthly Medical Audits
- ✓ 360° Customer Satisfaction Analysis
- ✓ Quarterly Internal Procedure Audits
- ✓ Hardware Experimentation & Calibration
- ✓ PMC Verification & Comprehensive Onboarding Evaluation of Physicians

## Learning

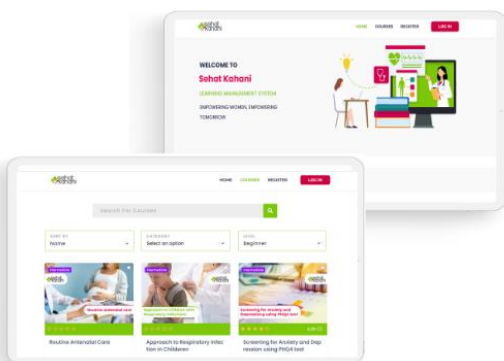
- ✓ Access to Online Learning Portal
- ✓ Continuing Medical Education (CMEs)
- ✓ Virtual & On-site Module-based Learning

# 5000

trained doctors & healthcare staff

# 40

trainings & CMES



SUPPORTED BY  
USAID SMEA - SME GROWTH GRANT

## Our Success during COVID-19



Digital Pakistan in partnership with Sehat Kahani enabled access to Telemedicine-based Services for ALL in Pakistan!

Just as Pakistan went into the first wave of the pandemic, Digital Pakistan - an initiative of the Federal government of Pakistan partnered with Sehat Kahani to provide virtual healthcare consultation opportunities to patients in lockdown amidst the first wave of COVID-19. This resulted in thousands for patients across Pakistan to get instant virtual health care in critical time of need.

Read more: <https://www.thenews.com.pk/print/635873-telemedicine-tech-can-be-used-while-sitting-at-home>

Partnership with Acumen Fund as a COVID-19 emergency response!

The Acumen Fund Pakistan partnered with Sehat Kahani to help Sehat Kahani accelerate its Free of Cost Services at the peak of the first way of COVID-19. Through Acumen fund's support, Sehat Kahani was able to keep aboard its community level staff and doctors even in midst of lockdown when e- health services were disabled.



Read more: <https://acumen.org/covid-19-response/>

PKR 1 Billion Hussain Dawood Pledge | Engro Fertilizers joined hands with Sehat Kahani to facilitate e-consultations during the COVID-19!

Under the initiative, Engro and Sehat Kahani added 100 more doctors in Sehat Kahani's doctor network... Due to no physical contact, this contributed to reducing the spread of COVID-19 in communities and medical staff on the frontlines as well.

Read more: <https://www.engrofoundation.com/news-media/under-hd-pledge-efert-contribution-to-sehat-kahani>



## Growing the Sehat Kahani Doctor Network with Yaraan-e-Watan!

In collaboration with Yaran-e-Watan (a Governmental initiative to tackle COVID-19), we are providing a telemedicine platform through our mobile application to medical professionals and frontline health workers in the diaspora to deliver healthcare services in Pakistan.



Read more: <https://www.yaranewatan.gov.pk>

## Sehat Kahani joins the esteemed Pakistan Mental Health Coalition!

The PMHC was created in collaboration with Aga Khan University of Health Sciences, Taskeen, Saaya Health, IRD Global and British Asian Trust in COVID-19. The coalition was a collaborative effort of organizations individuals who are passionate about alleviating the psychological suffering being experienced by the Pakistani population due to the ravages of the COVID pandemic. Launched a portal [www.covidmh.pk](http://www.covidmh.pk) for 24/7 tele-mental health consultations.



Read more: <https://pakmh.com/>



## Providing Free Healthcare in the National Institute of Health's "Sehat Express"!

Integration of Sehat Kahani telemedicine application in National Institute of Health's flagship Telemedicine portal known as Sehat Express. Through the first of kind integration of Sehat Kahani services in the NIH portal patients were directed to Sehat Kahani General Physicians and Specialists for consultations 24. /7. [Add impact numbers]

Read more: <https://sehatexpress.nhsrc.gov.pk/>



Remote Monitoring of COVID-19 Patients in collaboration with the Health Department, Sindh Government!

Response Monitoring and Home Quarantine Medical Follow-up through a dedicated COVID-19 Helpline to support Sindh Government COVID-19 Response.

Read more: <https://www.sindhhealth.gov.pk/home/programs/COVID19>



Sehat Kahani launched a specialized Mental Health Helpline called "Darmaan" in collaboration of with Ministry of Antinarcotics, Government of Pakistan!

The helpline was focused on the rehabilitation of teenagers and students in collaboration with Anti-Narcotics Ministry of Pakistan.



Read more:

<https://narcon.gov.pk/NewsDetail/MDdmNTExNWQzMjE4Zi00OWIxLTgxYjUtNWM3ZjRmNDcxMzVm>

E-Mental Health campaigns & consultations during COVID-19 in collaboration with British Asian Trust (BAT)!

Sehat Kahani delivered COVID-19 specific virtual health consultations, specialized mental health consultations, training to psychologists & psychiatrists and improved health awareness through health education via digital social mediums.



BRITISH ASIAN TRUST

TRANSFORMING LIVES  
TOGETHER

Read more: <https://www.britishasiantrust.org/media/2961/mental-health-lifting-shadows-2018-2021.pdf>



Sehat Kahani COVID-19 response in collaboration with GSMA!

Following the success of the first grant, the GSMA COVID-19 Emergency Response Fund – supported by the UK FCDO – awarded Sehat Kahani a grant in June 2020 to accelerate its efforts to support Pakistan’s healthcare system amid the pandemic. The grant focused on enhancing the technical abilities of Sehat Kahani’s mobile app, which lets user’s access online qualified doctor’s on-demand.

Read more: <https://www.gsma.com/mobilefordevelopment/uncategorized/insights-from-evaluating-sehat-kahani/>

Launch of first-ever Tele-ICUs across Pakistan in collaboration with UNDP, UNFPA, Health Services Academy, Ministry of Balochistan & NHSCR!

Sehat Kahani has launched the first of its kind Tele-ICU project which enabled Critical Care specialists to provide virtual advice in 80 Public and Private ICUs across Pakistan.



Read more: <https://www.brecorder.com/news/40028672/sehat-kahani-introduces-tele-icu-technology-across-pakistan>



WHO supports establishment of Telehealth centers and capacity building of medical workforce in Pakistan!

Sehat Kahani in collaboration with WHO established 6 telehealth centers across Pakistan while providing COVID-19 specific SOP training to 1500 doctors, nurses, and specialists

Read more: <https://web.facebook.com/SehatKahaniOfficial/videos/1257514617978594>

Launch of Mental wellness centers & wellbeing support in major Universities of KPK supported by UNDP!

Sehat Kahani, with support from United Nations Development Programme (UNDP), HEC and the Australian High Commission in Pakistan (AHC), inaugurated five Wellness Centers in leading universities of Khyber Pakhtunkhwa under its Mental Health Initiative to extend holistic mental health counseling and support services to the students of the universities.



Read more: <https://technologytimes.pk/2021/06/19/hec-undp-and-sehat-kahani-inaugurated-three-wellness-centres/>



Grand Challenges Canada®  
Grands Défis Canada

with GCC expanded its network of E-Clinics in 6 humanitarian (Natural Disaster Struck) regions of Pakistan devoid of health services due to COVID-19. In addition, also expanded the scope of mobile health services and 24/7 tele-triage helpline in these regions. [Add impact numbers]

COVID-19 Services in Natural disaster struck areas across Pakistan!

In collaboration with Grand Challenges Canada: Sehat Kahani under collaboration

Read more: <https://humanitariangrandchallenge.org/innovator/sehat-kahani/>

## Partnerships for a greater Impact

A new dawn of corporate employee wellbeing!



Sehat Kahani partnered with many corporates to provide virtual health coverage to their employees and dependents via its corporate application. Meezan Bank, Byco, Roche, Abbott, Jazz, Careem, Geo/Jung, Askari bank were some of the prominent corporate groups who partnered with Sehat Kahani to provide online telemedicine coverage to employees and their families 24/7.

Learn more: <https://corp.sehatkahani.com/>



### Partnership with Jubilee Life:

Sehat Kahani collaborated with Jubilee Life Insurance providing Sehat Kahani mobile application to implementing Sehat Kahani 700+ corporate organizations insured with Jubilee Life.

Read more: [https://www.jubileelife.com/media\\_types/jubilee-life-collaborates-with-sehat-kahani-to-bring-unlimited-healthcare-opd-services/](https://www.jubileelife.com/media_types/jubilee-life-collaborates-with-sehat-kahani-to-bring-unlimited-healthcare-opd-services/)



### Partnership with Adamjee Insurance:

Sehat Kahani collaborated with Adamjee Life providing Sehat Kahani mobile application to thereby implement Sehat Kahani telemedicine solution in all the corporate organizations and individual policyholders insured by Adamjee life.

Read more: <https://dailytimes.com.pk/831957/adamjee-life-sehat-kahani-join-hands-to-provide-free-consultation/>





telenor

### Partnership with Telenor Pakistan.

Telenor Pakistan, via its Velocity program, collaborated with Sehat Kahani, to bring quality and affordable healthcare to the masses of Pakistan. Furthermore, Telenor users could download the Sehat Kahani app and benefit from "MoreSeZyada" around-the-clock video consultations with doctors at subsidized rates, enabling them to access quality healthcare solutions 24/7 in less than 60 seconds & in less than 3 clicks!

Read more: <https://www.telenor.com.pk/press-release/telenor-pakistan-partners-with-sehat-kahani-to-make-healthcare-more-accessible/>



### Partnership with Abacus Consulting:

This partnership would help Sehat Kahani carry out the implementation of SAP Business 1, to embark on a digital transformation journey to automate enterprise-wide processes, build governance, and real time reporting.

Learn more: <https://abacus-global.com/>



### Partnership with E-Ocean Pakistan:

Sehat Kahani collaborated with Eocean to incorporate WhatsApp solutions for its Customer Communication Channels. Through this partnership, Sehat Kahani aimed to further strengthen our digital presence, engage and connect with our customers and proactively provide them with instant solutions & recommendations.

Learn more: <https://eocean.net/>



### Partnership with Essa Lab:

Sehat Kahani collaborated with Pakistan's leading laboratory & diagnostics provider; Essa Laboratory to provide Sehat Kahani's customers with the ease of procuring laboratory & diagnostics services through their Brick & Mortar as well as digital platforms.

Watch more: <https://www.youtube.com/watch?v=Yo3vN0Tz5pA>

## Partnership with Zong:

Sehat Kahani has partnered with Zong Pakistan to offer thousands of free remote and online consultations for the marginalized strata of society. Making healthcare services more accessible and inclusive for all. Through this unique partnership more than 12000 e-health consultations were sponsored by Zong to be offered via a promo code with a strong focus on underprivileged members of the community. Awareness Videos and health awareness sessions were also conducted and shared across the official communications channels of Zong 4G and Sehat Kahani's social platforms.



Read more: <https://www.zong.com.pk/press-release/zong-4g-partners-with-sehat-kahani-to-provide-free-econsultation-sessions-during-the-covid19-pandemic>

## Partnership with Health Services Academy:

Sehat Kahani partnered with the Health Services Academy enabling physicians registered with Sehat Kahani to receive CME accredited programs. The programs, organized by Sehat Kahani, will feature instruction by renowned consultants across the country. The certification will be done by the Health Services Academy and its partners like World Health Organization - Pakistan Office and United Nations offices in Pakistan



Learn more: <https://www.hsa.edu.pk/>



## Partnership with Recovery House:

Sehat Kahani has partnered with The Recovery House. Mr. Khalid Elley, Executive Director, The Recovery House - Life of Caravan Pakistan Trust, and Dr. Iffat Zafar Aga, COO, Sehat Kahani signed a MoU enabling for improved referrals for rehabilitation and training of our Mental Health Experts and Physicians!

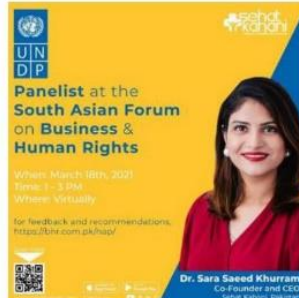
Read more: <https://www.therecoveryhouse.org/>

# Conferences, Recognitions & Events



COLABS  
How Health-Tech will change  
Healthcare in Pakistan

MODERATED BY  
Dr. Sara Saeed  
19 June, Wed  
6:30pm - 7:30pm  
COLABS



UNDP  
Panelist at the  
South Asian Forum  
on Business &  
Human Rights

When: March 18th, 2021  
Time: 1 - 3 PM  
Where: Virtually

For feedback and recommendations,  
<https://bitr.com.pk/hq/>

Dr. Sara Saeed Khurram  
Co-Founder and COO  
Sehat Kahani, Pakistan

The WEEMPOWER Challenge  
2021 Awardees



#WEEMPOWER106 | @bitrchoices | weempowerchallenge.org



Dr. Sara Saeed Khurram  
CEO & Co-Founder  
Sehat Kahani

Dr. Ifat Zafar Aga  
COO & Co-Founder  
Sehat Kahani

KHALID MALIK'S  
MORNING JAM  
MONDAY 21ST JUNE AT 10 AM




Royal College of Physicians  
RCP Physician

Global women leaders –  
addressing the challenge  
to advance women's  
leadership in medicine

Monday 8 March | 13.00-14.00

Chair: Dr. Mumtaz Pataf, RCP Global vice president  
Speakers: Dr. Ifat Zafar Aga (Pakistan), Dr. Faris Day  
(Canada), Dr. Sarah Samad (Pakistan), Dr. Sima Shanza  
(Pakistan)



PRINCE EA  
live in conversation  
with  
Dr. Ifat Aga Zafar  
on  
Wednesday  
17-02-2021  
Where:  
iGTV: @prince\_ea  
Time: 3:30pm (PS-7)




Design Emergency



Telenor Pakistan  
presents  
The Future is now  
IWD 2021 Special  
#ChooseToChallenge



03 APR  
UZAIR YOUNUS  
PAKISTONOMY  
SARA SAEED KHURRAM & IFFAT ZAFAR AGA - CO-FOUNDERS  
EPISODE 57  
SEHAT KAHANI




SEHAT KAHANI  
CONGRATULATES  
YOU ON BECOMING  
A PART OF THE  
NATIONAL YOUTH  
COUNCIL OF THE  
KAMYAB JAWAN  
PROGRAM

NIDA SHEHZAD  
Sehat Kahani



Global Healthcare Trek  
London Business School

Digital Health for Community Impact  
6th May 16:00 BST

Join us for our panel on Digital Health around the world with a focus on how it can  
enhance the social fabric of communities

Dr. Ifat Zafar Aga  
Sehat Kahani  
Co-Founder and COO

Dr. Mohamed Aburawi  
Speetar  
Founder and CEO



This International NURSES DAY  
join SEHAT KAHANI'S  
LEAD RESEARCH  
MAHEK KARIM speak at  
Aga Khan's - Nursing  
Mentorship Session

TOPIC: TELE-HEALTH:  
NEW MODELS OF  
NURSING CARE

When: 10th May 2021  
Time: 3:00 - 4:00 PM

Mahek Karim  
Lead Research & Grants  
Sehat Kahani



# Social Media & Outreach



**QUIT SMOKING WEBINAR**  
LIVE SESSION

Speakers:  
 Dr. Afia Zafar Aga  
 Dr. Saena Machar  
 Prof. Dr. Shahad Ali Khan  
 Dr. Nadeem Hamid

JOIN US LIVE FOR A PANEL DISCUSSION ON THE SMOKING EPIDEMIC IN PAKISTAN  
 Tuesday 7<sup>th</sup> December, 2021, at 12:00 PM (PST)



 **100,000**  
social media followers

 **16,000,000**  
social media reach



sehat.kahani  
FACEBOOK LIVE

TOPIC:  
HOW CAN AN AVERAGE PAKISTANI MAN MAKE BETTER LIFESTYLE CHOICES TO PROTECT HIS HEALTH

WHEN: SATURDAY, JUNE 5<sup>TH</sup> 2021  
TIME: 4:00 PM (PST)

MUSTAFA JAMSHED  
HEAD COACH AND OWNER OF IMPULSE CO-FOUNDER OF VICTIM ETCS



LIVESESSION

Dr. Hina Ghole  
Special Monitoring and Evaluation  
Sehat Kahani

Dr. Mahrukh Asad  
General Physician  
Sehat Kahani

TOPIC  
ALL ABOUT COVID-19 VACCINATIONS  
19<sup>th</sup> March, 2021  
at 03:30 PM - 4:30 PM (PST)



HBL

Abdul Wasey Psychologist  
Topic  
**Problems Men Face As Father's**  
18th June, 2021  
at 3:30 pm  
#SehatHour  
Father's Day Special



sehat.kahani

Campaign to make Mobility **SAFE** for WOMEN  
#MERISAWARIKISKEZIMAYDARI



We welcome our 6 interns under  
DOW UNIVERSITY OF HEALTH SCIENCES  
SCHOOL OF PUBLIC  
Internship Program  
83 Public Health Nutrition (DURE)

Maryam Saleem  
My ambition is to serve my community

Syeda Kisa Zehra Zaidi  
I aspire to be an inspiring public health professional in my country.

Haseeba Aali Khan  
My aim is to serve public health, the community and to make good quality green tea products available within the country.

Falima Ali Inam  
I want to empower people by giving them the support through my expertise and hard work.

Sila Shahid  
I aspire to work on preventive healthcare and contribute to community health through quality research.

Aania Rafiq  
I want to combine the knowledge I have gathered as a public health nutritionist and spread it for the betterment of the community as prevention is better than cure.



WORLD MENOPAUSE DAY October 18<sup>th</sup> 2020  
"KEEPING Women HEALTHY"

Sehat Kahani in conversation with

Prof. Rubina Hussain  
Chairperson, Department of Obstetrics & Gynecology, Ziauddin University  
President Pakistan Menopause Society and Past President SAGOM

Prof. Summad Sahai  
General Secretary  
Pakistan Menopause Society and Chairperson Education SAGOM



AMERICAN FITNESS FOUNDATION

We congratulate our APF Fellows for completing a successful fellowship program with Sehat Kahani



sehat.kahani  
SPEAKERS AT THE DIGITAL TECHNOLOGY FOR MENTAL HEALTH NEEDS IN PAKISTAN

Discussing the Role of **TELEMEDICINE** in Mental Health during COVID crisis in Pakistan



sehat.kahani  
صحت بھرا رمضان  
Join us for an Interactive Mental Health Monday  
LIVESESSION

# Media Recognition



**The Economist**



Microsoft



Sehat Kahani raises \$1 million to expand its telemedicine network



**GIST** Global Innovation through Science and Technology



**Pakistan's Sehat Kahani raises \$1 million Pre-Series A to grow its telemedicine network**

By Zubair Waqar Paracha  
Posted on March 25, 2021 · 1 Share · 1 Follow



Pakistan-based healthtech firm Sehat Kahani announced it has raised US\$1 million in its pre-series A round from investors including the Islamic Development bank, 10Pearls Ventures, Mentors Fund, Korean Impact Collective Funds, and Impact Investment Exchange.



**ARAB NEWS**



**TECHJUICE**



The Sehat Kahani team/ Photo credit: Sehat Kahani



**WTF** WILLING TO FAIL ZUBAIR WAQAR PARACHA



**CNN**



**BUSINESS RECORDER**



**DAWN**





0.5million  
USD

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**2022**

SPRING



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2.5 million  
USD



# TEAM



## GRANTS & RESEARCH

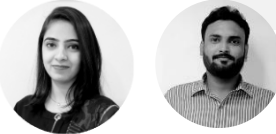
**Mahek Karim**  
Lead Grants & Research



**Mishal Zubair**  
Research Associate

## DOCTOR NETWORK

**Sunaina Sorathia**  
Senior Doctor  
Network Manager



**Muhammad Khalid**  
Retail Sales  
Representative

## HR

**Rameza Rahman**  
HR Manager



## WELLBEING

**Alina Lakhani**  
Mental Health Coordinator



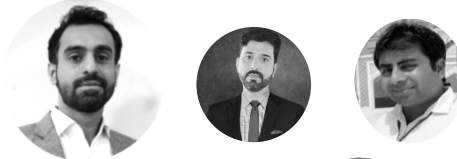
## MLE

**Dr. Samia Hussain**  
Lead, MLE



## CLINICS

**Row 1(L-R):  
Sumair Khan**  
Lead Clinical  
Operations



**Raheel Tanveer**  
Senior Regional Manager (KPK)

**Ashraf Baladi**  
Regional Manager (Sindh)

**Row 2(L-R):  
Muhammad Ishaq**  
Regional Manager (Balochistan)



**Rashid Mahmood**  
Regional Manager (Punjab)

**Imran Mughal**  
Regional Manager (Karachi)

**Shahrazia Rawaha**  
Asst. Regional Manager (KPK)

## CO-FOUNDERS

**Dr. Sara Saeed Khurram**  
Co-founder & CEO



**Dr. Iffat Zafar Aga**  
Co-founder & COO

## PROCUREMENT & CUSTOMER SUPPORT

**Row 1(L-R):  
Adil Fazal**  
Lead Procurement &  
Support



**Saifullah**  
Procurement Executive

**Sumita Chagani**  
Tele health nurse

**Akash Abbas**  
Tele health nurse

**Karim Sulaiman**  
Data entry manager

**Row 2(L-R):  
Fatima Noman**  
Corp App Coordinator

**Jennifer Wilson**  
CS Representative

**Nabeel Patrick**  
CS Representative

**Mehak Virani**  
Tele-Health Nurse

**Sumran Amin**  
CS Representative

## FINANCE & ADMINISTRATION

**Omer Parvez**  
CFO



**Rahim Damani**  
Lead Finance



**Ebad Ali**  
Finance Officer



**Arsalan Bhachani**  
Admin Officer



## CORPORATE SALES

**Syed Atif Ali**  
Lead Sales



**Haris Zohaib**  
Sr. Key Account Manager



**Madiha Rashid**  
Key Account Manager



**Zuhair Tafueeq**  
Key Account  
Executive



## MARKETING & GROWTH

**Nizar Ali**  
Growth Manager



**Zeeshan Hikmat**  
Senior Graphic Designer



**Romana Ejaz**  
Graphic Designer

## TECH & INNOVATION

**Nida Shehzad**  
Tech & Operational  
Innovation Specialist



**Syed Hamza**  
Technology &  
Innovation Manager



## Sehat Kahani's Technology in the years to come

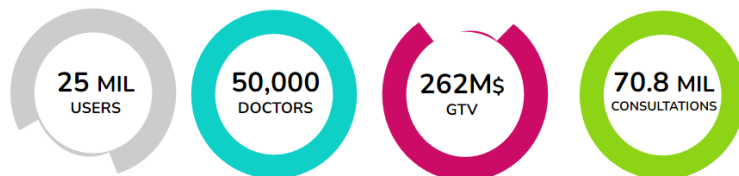


As the world comes out of the COVID-19 pandemic, Pakistan's health ecosystem faces the same challenges of lack of appropriate infrastructure and health workforce shortage to meet the demand of the growing and health underserved Pakistani population however use of technology has grown leaps and bounds proving the digital health care can be optimum alternative to solve the massive demand -supply gap in the health ecosystem of Pakistan.

Sehat Kahani has uniquely positioned itself to be a national leader in digital healthcare with its "3 tiered service delivery model" providing services to individual consumers, corporate users and beneficiaries in underserved communities. We, today, serve all four provinces and all major & minor cities, villages as well as rural areas of the country!

In the last 18 months, the company has grown 4.07x along with its employee workforce increasing from 198 to 320 employees. Our doctors and health care workers have been the unsung warriors in our journey thus far. It is "they" that today differentiates Sehat Kahani services from others. They have served patients with empathy yet practiced with quality and precision which has been a critical element of our training. Furthermore, our digital outreach has expanded to 1.6 million and none of this would have been possible without a passionate, committed and dedicated team who works day and night to provide the best services possible to all our patients. We also want to thank all our partners, collaborators, donors, investors, supporters for their help, motivation and encouragement towards our work and becoming an extended partner in our vision!

Today Sehat Kahani envisions to become a one stop shop Digital Healthcare Platform that caters to each and every primary healthcare of the patients ranging from consultations, counseling, diagnostics, e-pharmacy and specialists to now evolving to tech enabled wearable's devices, ML and AI enabled data driven preventive health messaging that will not to help patients get curative care but also play a positively role in altering the patient journey as well. Taking pride in creating an impact business, the founders of Sehat Kahani became the first female led company in Pakistan to raise pre-series A funding to scale operations across Pakistan. Scaling beyond Pakistan in the MENAP region in the next 18 months, Sehat Kahani aims to



build a global network of 50,000 doctors and provide digital care to 25 million patients (more than 10% of Pakistan) and to enable quality, affordable and accessible healthcare to all.

## TO CONTACT US

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Call: (+92) 21-3524-3259

Web: <https://sehatkahani.com>

App: <https://appurl.io/C82IrefAU>

FB: @sehatkahaniofficial

IN: @sehatkahani

TW: @sehatkahani

LI: @sehatkahani



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[www.sehatkahani.com](http://www.sehatkahani.com)