

SEHAT KAHANI

JUNE 2023 - JUNE 2024

ANNUAL REPORT

Corporate App



Consumer App



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TABLE_{of} Contents

Letter from founders	3-4
Annual Report Overview	5
Sehat Kahani: Transforming Healthcare Landscape:	6
Our Offerings: Integrated Healthcare Solutions	7
Sehat Kahani: Transforming Healthcare through Corporate and Consumer Mobile Solutions	8
INSURANCE SECTOR EMPOWERMENT: INNOVATIVE COVERAGE	9
Consumer Synergies: Pioneering Collaborations for Inclusive Healthcare	10
Corporate Sector Empowerment: Diversifying Collaborations	11
Corporate Services Performance: Consumer (B2C) Services Performance: Corporate Metrics:	12- 13
Consumer Application Metrics	13
Partner Testimonials voices of Appreciation	14
INNOVATIONS IN FOCUS: Key Milestones of the Year	15
DIGITAL DIAGNOSTICS SUPPORT SYSTEM (DDSS): Enhancing Diagnostic Accuracy	16
Sehat Kahani Research: Advancing Telemedicine through Evidence-Based Practices	17
SEHAT KAHANI CLAIMS MANAGEMENT SYSTEM	18
Sehat kahani eclinics	19
E-CLINICS Achievements: Sehat kahani e-clinics impact metrics	20-21
Catalyzing change sehat kahani's strategic partnership for eclinic excellence	22
Testimonials for sehat kahani eclinis	23
MENTAL HEALTH SERVICES OVERVIEW	24
SEHAT KAHANI – CALL CENTER: Nurturing Connections, Empowering Healthcare	25-26
EMPOWERING HEALTHCARE PROFESSIONALS withCAPACITY BUILDING	27
AWARDS and RECOGNITIONS	28
CONFERENCES and EVENTS	29
Sehat Kahani's Partnership with in Telemedicine APF Revolution	30
INNOVATORS IN Healthcare: Key Hires Transforming SEHAT KAHANI	31
Ending note	32

LETTER_{from} Founders

Dear Esteemed Stakeholders and Partners,



As we reflect on the fiscal year 2023-2024, we are filled with immense pride and gratitude for the remarkable strides Sehat Kahani has made in our mission to transform healthcare in Pakistan. Sehat Kahani made history this year as the first female-led health tech company in Pakistan to close a \$2.7 million Series A funding round! This milestone is a testament to the hard work, perseverance, and commitment of our entire team, and we are thrilled to welcome Amaanah Circle, led by Dr. Razy Yousaf, Mr. Ahmar Azam, and Dr. Ali Akhtar, as our lead investor. We also extend our thanks to Epic Angels, Cross Fund, Augmentor, and our previous investors, including IIX and Elahi Group of Companies, for their continued support. This year, Sehat Kahani achieved another first by launching Pakistan's first-ever telemedicine-based home healthcare solution, integrated into Sehat Kahani's mobile application. This groundbreaking initiative has made healthcare more accessible for urban populations, offering a seamless experience for patients to consult with healthcare professionals through our mobile app, from the comfort of their homes. This year, Sehat Kahani also achieved a major milestone with the development and implementation of a digital support system, which incorporates algorithms for earlier diagnosis. This innovative system has the potential to significantly improve diagnostic accuracy and speed, particularly in areas with limited access to healthcare professionals.

LETTER_{from} Founders

Sehat Kahani received widespread recognition this year for its pioneering work in healthcare. Dr. Sara Saeed Khurram, Sehat Kahani's co-founder, became the second Pakistani woman to be featured in British Vogue, bringing international attention to our innovative approach to healthcare. Our journey was also highlighted in a Microsoft documentary, shared by Jean-Philippe Courtois, which showcased how Sehat Kahani leverages technology to deliver healthcare services in underserved regions and corporate sectors. Dr. Iffat was featured in an article by FCDO as a part of the Commonwealth Alumni's success story. Sehat Kahani was honored to participate in a round-table discussion during Mr. Bill Gates' visit to Pakistan, chaired by Prime Minister Shahbaz Sharif, where we shared how our technology-driven initiatives are transforming healthcare access. Additionally, we are proud to announce that Sehat Kahani was recognized in the MB100 – Meaningful Business List, curated by EY, Babson College, and Hogan Lovells. This recognition highlights the meaningful impact we are making in the healthcare sector and inspires us to continue our work toward improving access to quality healthcare for all. Additionally, we proudly received the USAID "SHIFT Prize" under the Creating Hope in Conflict: a Humanitarian Grand Challenge program, recognizing our innovative healthcare solutions in crisis-affected areas. Our efforts to support healthcare professionals were also acknowledged by GAVI, further validating Sehat Kahani's commitment to empowering doctors and nurses who play a crucial role in delivering care.

This year, Sehat Kahani achieved 85% of our Gross Transaction Value (GTV) target, generating \$4.02 million in revenue. Additionally, we reached 90% of our consultation target, delivering over 1.1 million consultations throughout the year. These accomplishments reflect the trust and support of our users and partners, and the hard work of our team in achieving our objectives. One of our key achievements this year was the unlocking of 904 corporate partnerships, surpassing our target. We are pleased to share that Sehat Kahani has successfully continued the operation of 63 e-clinics across Pakistan, serving communities and providing accessible healthcare in both urban and rural areas. As we close the year we are more determined than ever to continue expanding our reach, improving the quality of our services, and using technology to break down barriers to healthcare access.

We look forward to the future with renewed resolve, knowing that the road ahead is filled with opportunities to create a lasting impact on the health of millions across Pakistan.

With warm regards and deep appreciation,



Dr. Sara Saeed Khurram
Co-founder & CEO,
Sehat Kahani



Dr. Iffat Zafar Aga
Co-founder & COO,
Sehat Kahani



ANNUAL REPORT Overview

The Sehat Kahani Annual Report for FY **2023-2024** highlights significant growth and achievements. The organization expanded services in **Corporate** and **Retail Solutions, OPD Management, Home Healthcare, and E-Clinic Services**. Strategic partnerships with corporates, insurers, and microfinance institutions have improved healthcare accessibility and affordability.

E-clinic services grew, offering virtual consultations across Pakistan. OPD Management services were enhanced with streamlined claim management and integrated pharmacy services. Home Healthcare now includes nursing, physiotherapy, and other at-home care.

Sehat Kahani partnered with Aga Khan University and WHO to test a Digital Decision Support System (DDSS) for healthcare professionals. This pioneering study in Pakistan evaluates DDSS's usability, acceptability, and effectiveness, focusing on improving healthcare outcomes. Findings will influence policy on digital health interventions, data privacy, and technology interoperability.

The organization received the Orange Seal Certification from IIX Values, achieving a score of 7.72/10, recognizing its commitment to gender equality, sustainability, and Diversity, Equity, and Inclusion (DEI).

Sehat Kahani is committed to expanding innovative and inclusive digital healthcare solutions, improving well-being for all.

SEHAT KAHANI Transforming HEALTHCARE Landscape

Mission

Democratizing healthcare access for all using digitally enabled primary care doctors, expertise, and services.

Vision

Digitally enabled holistic healthcare, accessible to all.

Values



Diversity: Sehat Kahani fosters a vibrant, collaborative, and diverse culture that is open-minded and embraces change.



Innovation & Inclusion: We employ innovative industry experts who transform client businesses, delivering winning outcomes.



Honesty & Integrity: We are committed to an environment rooted in honesty, sincerity, and integrity.

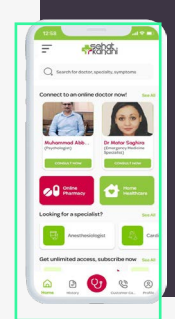


Compassion & Empathy: At the heart of Sehat Kahani is a deep care for our clients, staff, company, community, and partners. We strive to interact with everyone in a respectful, caring, and understanding manner, driven by a desire to enhance the well-being of each individual we meet.

Our Offerings INTEGRATED HEALTHCARE SOLUTIONS

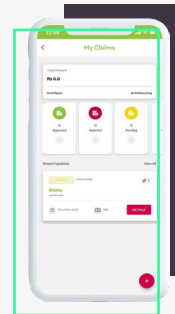
DELIVER VIRTUAL CARE FOR CONSUMERS AND CORPORATES:

Sehat Kahani's mobile application offers remote consultations, health tracking, and digital prescriptions. Our **B2B application provides corporates and insurance partners** with an annual retainer package. This package covers consultations, counseling, diagnostics, claims management and medicine delivery for employees and dependents.



OPD MANAGEMENT, CLAIM MANAGEMENT, AND PHARMACY MANAGEMENT:

Sehat Kahani provides integrated OPD management solutions, combining claim and pharmacy services for seamless healthcare experiences. Our platform simplifies claims processing for insurance partners and corporates, ensuring smooth reimbursements. The pharmacy management system ensures efficient medication dispensing and compliance with medical guidelines. With innovative cashless pharmacy services, employees can use OPD allowances to access medications conveniently, enhancing affordability and streamlining the process.



ENABLE VIRTUAL CARE FOR E-CLINICS

Sehat Kahani's E-Health Clinics, supported by nurse intermediaries and advanced telemedicine tools, connect underserved communities to online doctors. These clinics, equipped with diagnostic e-tools, provide quality care in low-income areas. Partnerships with GCC, Rotary International (Smart Village Project), and the AJK Government have enabled clinic expansion in humanitarian and public-private initiatives.



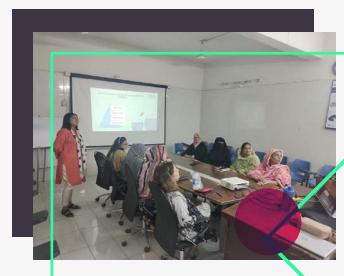
HOME HEALTHCARE SERVICES:

Sehat Kahani's home healthcare services include in-home medical consultations, nursing care, and physical therapy. Centrally monitored by physicians through the Sehat Kahani app, these services improve the quality of life for individuals with chronic conditions or those recovering from illness, allowing family members to monitor care conveniently. We have collaborated with two renowned hospitals: Tabba Heart Institute and NMC Specialty Hospital, combining our expertise to enhance healthcare delivery.



EMPOWER HEALTHIER LIVES

Sehat Kahani promotes healthier living through virtual care, mental health services, and preventive health campaigns. Our **24/7 helpline** offers tele-triage, health guidance, and app support. Partnering with organizations like BAT, we've expanded wellness initiatives into E-Clinics and corporate sectors, creating healthier workplaces and communities.





SEHAT KAHANI TRANSFORMING HEALTHCARE THROUGH CORPORATE AND CONSUMER MOBILE SOLUTIONS

Sehat Kahani leads the revolution in healthcare accessibility for corporations and individuals with comprehensive virtual care solutions that address primary care, chronic conditions, mental health, and complex medical needs.

Our Strategy

Global Interconnected Landscape:

Sehat Kahani's corporate strategy operates in a globally interconnected landscape.

Strategic Partnerships:

Prioritizes strategic partnerships to redefine healthcare accessibility and inclusivity.

Thriving B2B Vertical:

B2B vertical experiences 100% contract renewal. Remarkable GTV-to-revenue ratio in the thriving B2B sector.

Growth Projection:

B2B vertical is poised to be a major contributor to overall growth in the coming years.

Monetization Opportunities:

Offers substantial monetization opportunities through strategic expansion.

Diversification:

Paving the way for new product lines, including pharmacy delivery and claim management.

INSURANCE SECTOR EMPOWERMENT: INNOVATIVE COVERAGE

EFU Health (formerly EFU Allianz)

EFU Health has partnered with **Sehat Kahani** to provide telemedicine solutions to **300,000+** lives and dependents, adding another major name to Sehat Kahani's corporate insurance portfolio.



IGI Life

Sehat Kahani has secured a partnership with **IGI Life**, providing telemedicine services to over **300,000** lives and dependents, solidifying its position in the corporate health insurance sector.



Askari Insurance Pakistan

Askari Insurance has partnered for 700,000+ lives and dependents, offering access to **Sehat Kahani's** primary healthcare and outpatient services via our mobile application.



The Bank of Punjab

The **Bank of Punjab** has integrated **Sehat Kahani's** virtual care solutions for its employees, contributing to the widespread use of healthcare services within its organization.



International Red Cross

The **International Red Cross** has partnered with **Sehat Kahani**, offering healthcare solutions to its employees and their families across the region.



ICRC

P&G (Procter & Gamble)

Sehat Kahani has expanded its reach with **Procter & Gamble**, providing primary healthcare services to P&G's employees and their dependents across Pakistan.



Fatima Group

Fatima Group has partnered with **Sehat Kahani** to offer virtual care solutions to its employees, ensuring that they have access to affordable healthcare services.



Lucky Motors

Lucky Motors has availed **Sehat Kahani** solution to provide primary healthcare consultation services to its employees, contributing to the holistic health of its workforce.



HBL Microfinance Bank

HBL Microfinance Bank has incorporated **Sehat Kahani's** virtual care solutions for its employees, contributing to the organization's commitment to employee well-being.



CONSUMER SYNERGIES Pioneering Collaborations for Inclusive Healthcare

Akhuwat

After a successful pilot, Akhuwat has expanded its partnership with Sehat Kahani to offer healthcare services to 800,000 customers and 3.5 million dependents,



MMBL

MMBL has partnered with Sehat Kahani, covering 750,000 customers and 5 million dependents, with the potential to extend the partnership to 44 million JazzCash users.



Ubank

Ubank has partnered for 500,000 customers and 3 million dependents, delivering primary healthcare services to its customers through Sehat Kahani's platform.



Savvour

Savvour, Pakistan's largest integrated consumer deals and rewards platform, has collaborated with Sehat Kahani to offer its users access to virtual healthcare services.



Faysal Bank

Faysal Bank has integrated Sehat Kahani's healthcare solutions for its cardholders, broadening access to healthcare services through our mobile application.



Population Services International (PSI)

A strategic partnership with Population Services International (PSI) enables real-time access to qualified healthcare practitioners for PSI's beneficiaries. This initiative covers 125,000 registered users at its launch and aims to serve an estimated 500,000 beneficiaries by 2025.



Meezan Bank

Meezan Bank partnered with Sehat Kahani to extend telehealth services to all its cardholders. This collaboration ensures convenient access to healthcare services, strengthening the integration of health and financial inclusion.



CORPORATE SECTOR Empowerment: Diversifying Collaborations

Sehat Kahani expanded its corporate portfolio by **27%** in **2023-24** by onboarding **173 new companies**. This growth reflects the trust in our telemedicine solutions and strengthens our leadership in the sector.

GROWTH IN USER BASE

A **165%+** growth in app users was achieved with the addition of **675,000+** new users in FY2023-24, highlighting strong market acceptance.

Key **partnerships with third-party organizations**

K-ELECTRIC

Sehat Kahani secured a landmark partnership with K-Electric, granting over 18,000 lives and dependents access to its telehealth platform. Through this collaboration, employees and their families can access primary healthcare and outpatient services seamlessly.



Corporate Services Performance:

We achieved a **41%** increase in Gross Transaction Value (GTV), demonstrating strong growth and market penetration.

54% of consultations were from customers who returned for a new or unrelated concern, demonstrating strong customer loyalty. The remaining **46%** of consultations were follow-ups for the same issue, highlighting our focus on continuity of care.

Average number of consultations per user remained at **5.7** for the reporting period, indicating the sustained consumer trust with an increased portfolio.

Our customer engagement soared, with a **32%** increase in the number of consultations

We expanded our reach to **27%** more companies, solidifying our market leadership. With over **155,000** consultations and a registered base of more than **ONE MILLION**, this demonstrates the significant reach and impact of our platform

Our commitment to customer satisfaction paid off, with a **2%** improvement in customer satisfaction rating from **96%** to **98%**.

Consumer (B2C) Services Performance:

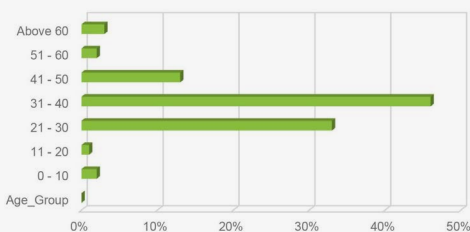
We achieved a **15%** increase in Gross Transaction Value (GTV), demonstrating strong growth and market penetration.

Our commitment to customer satisfaction paid off, with a **5%** improvement in customer satisfaction ratings from **92%** to **97%**.

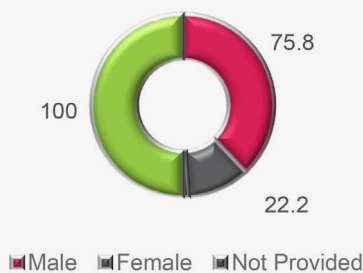
The retail application is actively utilized in **360+** cities and towns across Pakistan, providing accessible healthcare services to a wide range of communities nationwide.

Corporate Metrics

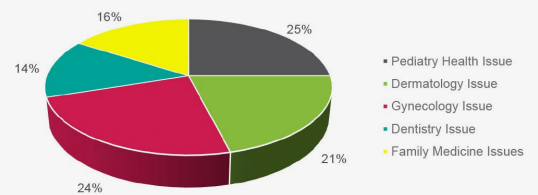
Corp **Consultations by Age**



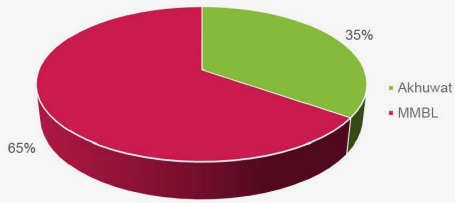
Corp **Utilization by gender**



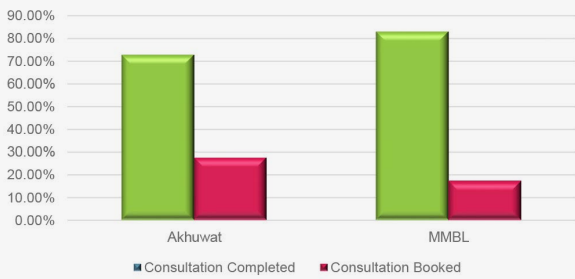
Utilization of App by health services



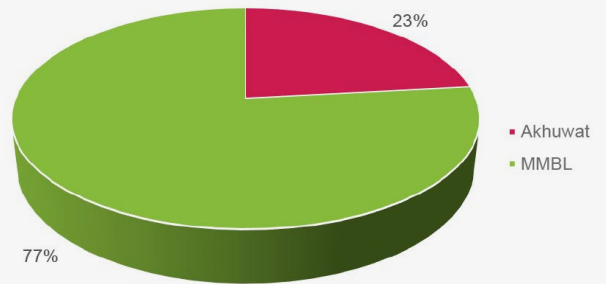
Utilization of Sehat Kahani App for the social sector



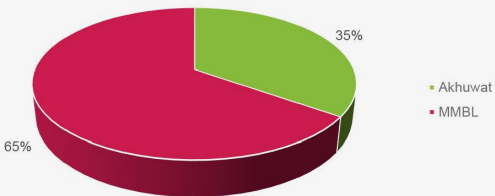
Consultation Aailed



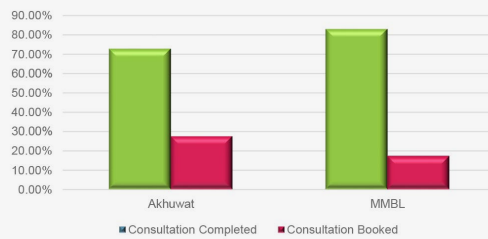
% of Registered Users on App for social good



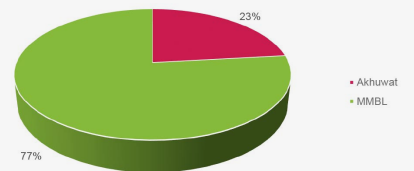
Number of beneficiaries who accessed



Consultation aailed

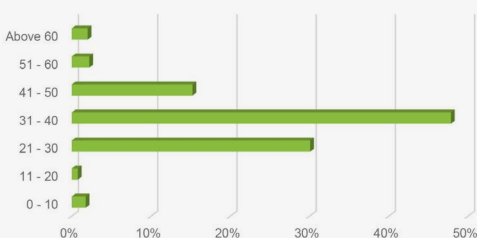


Registered Users

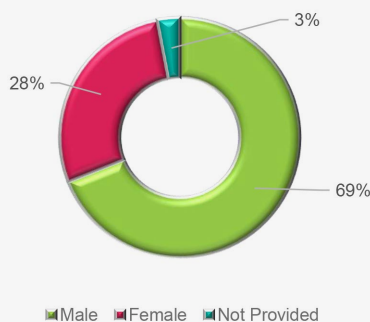


CONSUMER APPLICATION METRICS

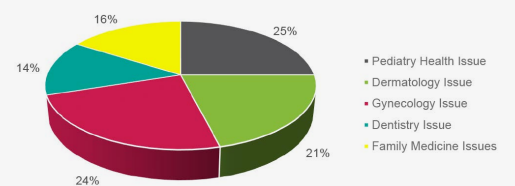
Consumer App metric



Retail app utilization by gender



Utilization of app by health



PARTNER Testimonials Voices of Appreciation



KOMAL PATRUS,
Manager HR Operations, HBL

I've been using Sehat Kahani since 2021 and it's been an incredibly helpful online health solution for me and my family. The platform offers prompt consultations across all medical fields, and the doctors provide clear prescriptions. I especially appreciate the medical history tab, which allows easy access to past consultations. It's a reliable, convenient, and efficient service that I highly recommend for anyone in need of quality healthcare online.



TAYYABA NAZ,
Compensation & Benefits Specialist, Rafhan Maize

I wanted to express my heartfelt thanks for the exceptional services provided through the Sehat Kahani app. It has been instrumental in ensuring our employees have easy access to quality healthcare consultations. The positive feedback from our team/people speaks volumes about the app's effectiveness. Employees have shared their satisfaction with the convenience, efficiency, and reliability of the services, which have made a tangible difference in their well-being. Thank you for delivering such a valuable solution and for your continued commitment to excellence. We truly appreciate the impact it has made on our workforce.



AREESHA KANWAL, HR MANAGER,
MRP Elite Pvt Ltd

Sehat Kahani has truly transformed the way I approach healthcare. The convenience of consulting with professional doctors from the comfort of my home and office are unmatched. The platform is user-friendly, the doctors are highly professional, and the support team is always available for assistance. Whether it's a routine checkup or urgent medical advice, Sehat Kahani is my go-to solution. Highly recommended for anyone seeking accessible and affordable healthcare services. Thanks.

INNOVATIONS **IN FOCUS:** Key Milestones of the Year

Sehat Kahani Home Health Care Program

The Sehat Kahani Home Health Care pilot program marked a key milestone in delivering patient-centric healthcare directly to homes. This initiative focused on addressing a broad spectrum of healthcare needs while ensuring inclusivity and adaptability. Designed to serve individuals across all age groups and genders, the program showcased its flexibility and effectiveness in meeting diverse patient requirements.

Patient Demographics

The pilot program enrolled five participants, covering a range of ages and genders. One participant was in the 10-20 age group, another in the 40-50 age group, two were between 80-90 years old, and one was above 90. Gender representation included 80% female and 20% male participants. This spread underscores the program's ability to cater to patients at different life stages and with varied needs.

Tailored and Flexible Care Options

The program prioritized personalized care by offering tailored packages with durations ranging from one week to ongoing care. Participants were recruited through referrals, family and friend networks, and targeted marketing campaigns, ensuring a diverse population. The sustained enrollment of some participants since the program's launch highlights its success in providing long-term, adaptable care solutions.

Addressing Comprehensive Healthcare Needs

The pilot phase demonstrated its capacity to address a variety of medical conditions. Participants included individuals needing support for post-surgical recovery, chronic disease management, genetic disorders, and long-term geriatric care. This comprehensive approach highlights the program's ability to deliver high-quality, customized care suited to each individual's unique health requirements.

Patient Satisfaction and Feedback

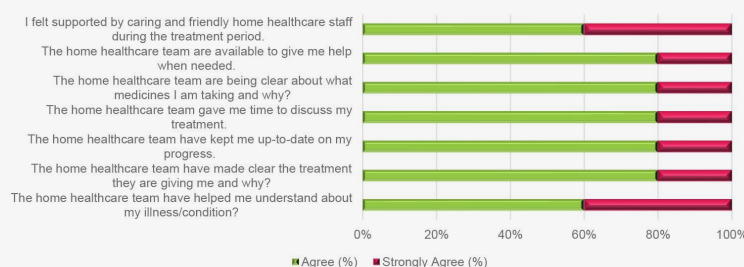
Patient feedback revealed high satisfaction levels. Eighty percent of participants agreed that the team enhanced their understanding of their illness and treatments, while 60% strongly praised the staff's supportive and friendly approach. Regarding safety, 60% felt very safe, 20% felt safe, and 20% felt extremely safe. Ratings on a 10-point scale included 40% awarding an 8 and 40% awarding a 9, with 60% likely and 40% extremely likely to recommend the service.

Program Impact and Future Outlook

Sehat Kahani's Home Health Care program has built a strong foundation for delivering personalized care to diverse populations. By effectively addressing medical needs and achieving high patient satisfaction, the program demonstrates significant scalability potential. Insights from this pilot will inform the expansion of home-based healthcare services, ensuring quality care reaches more people across Pakistan.

Patient Perception of HHC

Patient Perception of Home Healthcare



DIGITAL DIAGNOSTICS SUPPORT SYSTEM (DDSS): Enhancing Diagnostic Accuracy

Sehat Kahani in collaboration with Aga Khan University and following WHO's digital health framework, piloted the **Digital Diagnostics Support System (DDSS) in 2023**. This system uses machine learning and evidence-based protocols to aid healthcare providers in diagnosing and managing pneumonia, typhoid, malaria, dengue, and urinary tract infections. Integrated into Sehat Kahani's telehealth platform, the DDSS improves diagnostic accuracy, streamlines clinical decisions, and enhances patient care in underserved areas.

Key Features and Results

Validation: Tested with a 70:30 training-to-testing ratio, the system achieved 87% sensitivity, 91% specificity, an AUC score of 0.93, and an F1 score of 0.89, demonstrating reliability and adherence to global treatment standards like NHS protocols.

Implementation: Piloted in 10 e-clinics across urban slums in Karachi and remote areas in Interior Sindh, supported by Microsoft Azure's cloud and AI technologies.



Impact

The **DDSS reduces healthcare barriers** by eliminating the need for long-distance travel and ensures better access to care for low-income communities. This initiative underscores Sehat Kahani's commitment to equitable healthcare and positions it as a leader in digital health innovation in Pakistan.

Open access

Protocol

BMJ Open Protocol of digital decision support system (DDSS) embedded within a tele-primary healthcare platform in Pakistan: an assessment of usability, acceptability, effectiveness and perceived quality of care in a resource-constrained setting

Hasan Nawaz Tahir ^{1,2}, Shifa Habib,¹ Rawshan Jabeen ³, Anny Dhanwani,¹ Samrah Jawed,¹ Lorena Guerrero-Torres,⁴ Sara Saeed Khurram,^{5,6} Iffat Zafar Aga,⁷ Mahek Karim ^{1,5}, Abdul Momin Kazi ⁸, Shehla Zaidi ^{1,9}

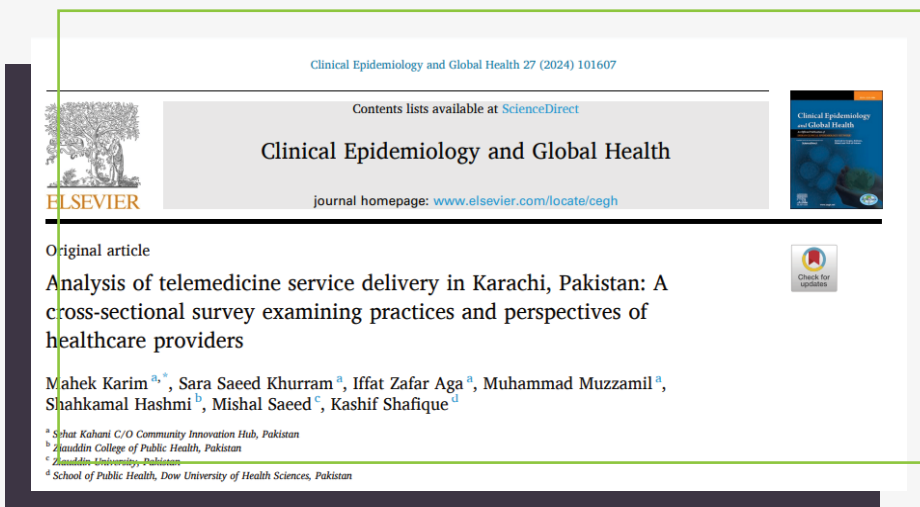
SEHAT KAHANI RESEARCH: ADVANCING TELEMEDICINE through Evidence-Based Practices

The **Sehat Kahani Research department** is a newly established division within the Sehat Kahani team. Its primary objective is to advance the understanding of how telemedicine can effectively improve healthcare delivery through rigorous research and the dissemination of published evidence. Currently engaged in exploring diverse research themes, the department is actively generating and sharing valuable insights. These published findings serve as concrete evidence of the department's progress and its commitment to contributing to **SDG-3**, which emphasizes good health and well-being, by leveraging the potential of telemedicine approaches.

Journal Name: General Psychiatry



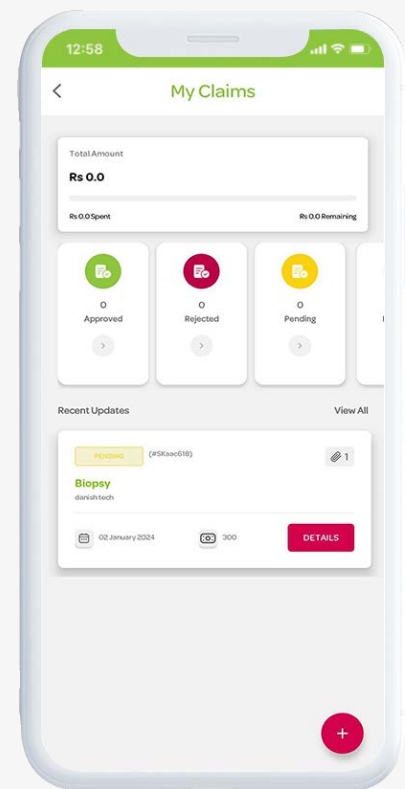
Journal Name: Clinical Epidemiology and Global Health



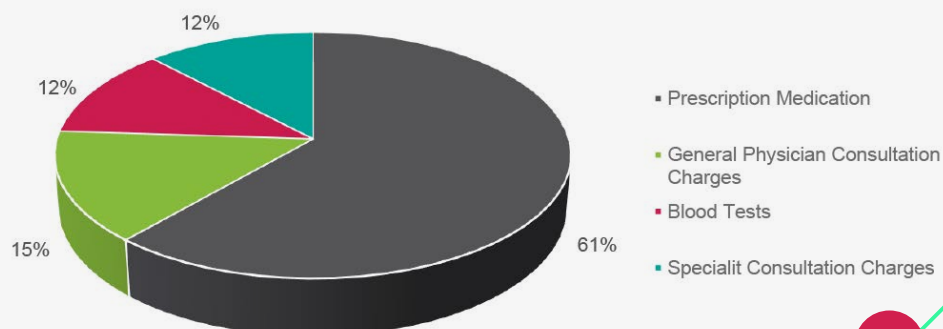
SEHAT KAHANI CLAIMS MANAGEMENT SYSTEM: Revolutionizing Healthcare Claims Processing

In 2023-24, Sehat Kahani took a significant leap in enhancing its corporate services by introducing a comprehensive OPD management solution. This innovative system integrates E-pharmacy and Claims Management features into the corporate application, improving user experience and attracting substantial interest from the insurance sector.

- The **Claims Management Module** allows employees to securely log in, submit **claims**, and track their status in **real-time**.
- Advanced analytics and a **one-day processing** timeline ensure **claims** are reviewed for accuracy and **processed promptly**.
- The **OPD management solution** has garnered attention from top **insurance companies**, leading to partnerships for **OPD claims management**.
- **Sehat Kahani** secured **OPD management** contracts encompassing claims processing, **pharmacy** delivery, and telemedicine solutions.
- These advancements position **Sehat Kahani** as a key player in the **OPD management space**.



Utilization percentage of OPD claims



SEHAT KAHANI E-Clinics

Sehat Kahani's 63 E-Clinics address healthcare disparities in underserved areas, serving as community hubs that empower dedicated medical workers to provide accessible and high-quality care.

Range of Services:

- Online consultations with general physicians
- Access to specialists, including mental wellness experts
- Value-added services such as drips, injectables, and nebulization
- On-site lab services
- Ultrasound facilities
- Referrals for tertiary care

Strategic Vision:



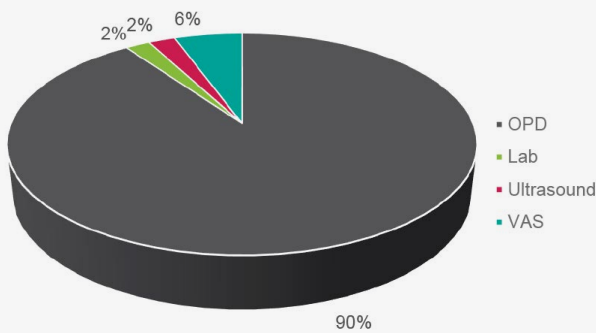
E-CLINICS Achievements

The **E-Clinics division** made notable progress this year, expanding services and implementing strong operational strategies despite facing some challenges.

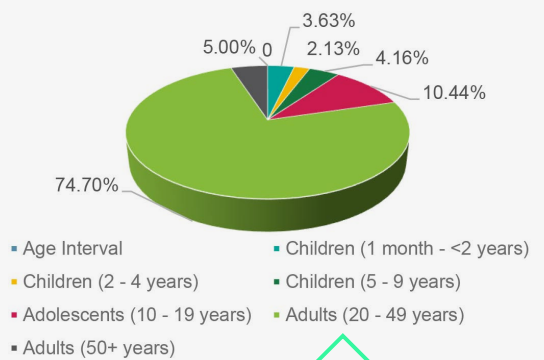
- The network expanded with partners like **Grand challenges Canada** **Humanitarian fund**, serving refugees and IDP populations.
- Two new clinics opened in Sindh's minority communities in partnership with **The Rotary International** under the Smart Village Project.
- Over **175,000 OPD consultations** took place, with the majority in the last quarter.
- **OPD consultations** contributed **85%** of the total clinical revenue for the year.
- Value-added services made up **15%** of the revenue, with Closet Pharmacy services growing in the last two quarters.
- **OPD** consultation costs ranged from **49%-53%** of revenue, keeping expenses controlled.
- Clinic margins remained high, ranging from **34%-40%** throughout the year.

SEHAT KAHANI E-Clinics Impact Metrics

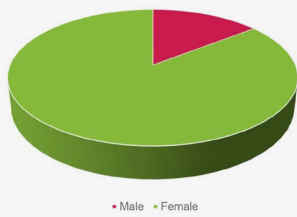
Breakdown of services in e-clinics



OPD consultations by age

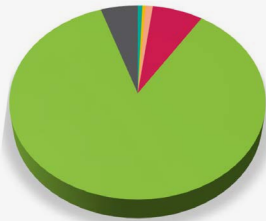


OPD breakdown by gender



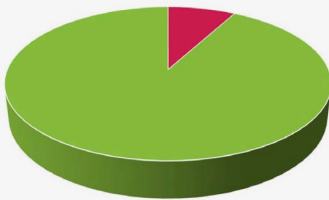
Male Female

Breakdown of VAS by age



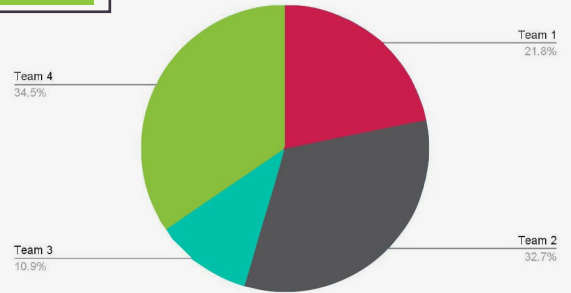
- Children (1 month - <2 years)
- Children (2 - 4 years)
- Children (5 - 9 years)
- Adolescents (10 - 19 years)
- Adults (20 - 49 years)
- Adults (50+ years)

VAS breakdown by gender

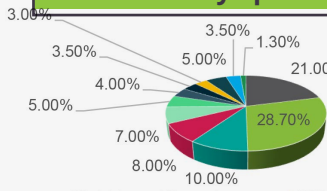


Male Female

Points scored

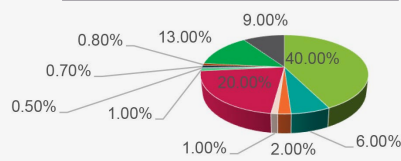


OPD breakdown by speciality



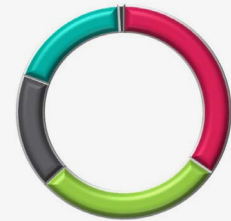
- Obstetrics and Gynecology
- Cardiac
- Gastroenterology
- Dermatology
- ENT (Ear, Nose, Throat)
- General Medicine
- SRH Cases
- Respiratory
- Orthopedics
- Neurology
- Pediatrics
- Other Specialities

SRH services breakdown



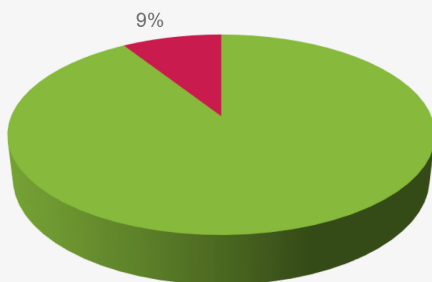
- Antenatal Care
- Postnatal Care for Mother
- Family Planning Services
- Safe Uterine Evacuation
- Post Abortion Care
- Others SRH Cases
- Deliveries Conducted
- Postnatal Care for Newborn
- Counseling on Family Planning
- Medical Termination of Pregnancy
- Menstrual Problems

Family planning service utilization



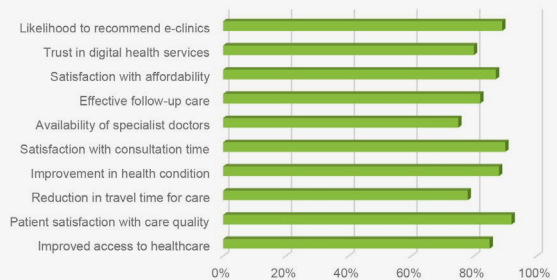
- Condoms
- Pills
- Injections
- IUCD
- Implant

Management of SRH cases



SRH Cases with E-Consultation SRH Cases Referred to Next Facility

Impact metrics e-clinics



CATALYZING CHANGE

SEHAT KAHANI'S STRATEGIC PARTNERSHIPS FOR E-CLINIC EXCELLENCE

Sehat Kahani Grand Challenges Canada Humanitarian Fund Partnership

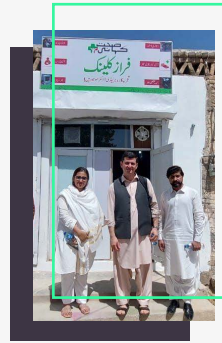


Grand Challenges Canada® Grands Défis Canada

Remote regions addressed: KP and Balochistan

Sehat Kahani, supported by Grand Challenges Canada, launched **25 E-CLINICS** in **KP** and **Balochistan**, expanding on the success of **5 e-clinics** from the Seed phase.

These clinics deliver teleconsultations through a mobile app, **24/7 helpline**, and nurse-assisted services, reaching underserved communities. During the visit of **Fawad Akbari, MD, MPH**, from **Grand Challenges Canada**, key stakeholders, including **The Indus Hospital, Gates Foundation, WHO, USAID, and UNICEF**, convened in Karachi and Islamabad to discuss Sehat Kahani's impact and its potential for nationwide scalability.



Partnership with the Government of Azad Jammu & Kashmir



Region addressed: AJK

Basic Health Units upgraded: 13

Sehat Kahani partnered with **AJK's IT Board** and **Health Department** to upgrade **13 BHUs** into telemedicine-enabled e-clinics. This initiative, addressing doctor shortages, provides virtual healthcare via nurse intermediaries. During this period, **22,492 consultations** were conducted, with **57% male** and **43% female** patients. The partnership is a step toward creating a "Smart AJK" through innovative healthcare solutions.



The Rotary International



SMART VILLAGES

Rural Areas of Sindh addressed: (Ramnagar, Jijanagar, and Tando-Allahyar)

In collaboration with **The Rotary International**, Sehat Kahani launched **2 e-health clinics** and **pharmacies** in rural Sindh, serving vibrant Hindu minority communities.

The inauguration, led by **Afira Hasan** (President, Edina Morningside Rotary Club), was attended by esteemed Rotary leaders, including **Muhammad Faiz Kidwai** (Director, Rotary International), **Shahzad Sabir** (Past President, Rotary Club of Karachi), **Arif Siddiqui** (Past President, Rotary Club of Mirpurkhas Paradise), **Rais Ahmed Khan** (Past District Governor), **Shakeel Kaimkhani** (District Governor Nominee), and **Fahd Chaudhry** (Past President). These clinics ensure access to essential healthcare for low-income communities.



TESTIMONIALS FOR SEHAT KAHANI E-CLINICS

Sajida Bibi

I am **Sajida Bibi**, a teacher from **Rera Bagh, AJK**. I struggled with skin issues due to harsh weather and couldn't find effective treatment despite visiting several hospitals. At Government Bagh Hospital, I learned about Sehat Kahani from a nurse. Through their telemedicine platform, I consulted **Dr. Afia**, who provided a proper diagnosis and treatment plan. Thanks to her expertise, my skin condition improved significantly. Sehat Kahani is a blessing for remote areas with limited access to specialized care.

Uzma Zubair

Uzma Zubair, 24, was diagnosed with primary infertility after two years of marriage. Through a Sehat Kahani e-clinic, she consulted **Dr. Saba Fatima**, who identified pelvic inflammatory disease as the cause. After treatment, Uzma successfully conceived the next month. Grateful for the compassionate care, Uzma said, "Thanks to Sehat Kahani for making our dream of becoming parents a reality. They supported me through the darkest season of my life and celebrated the brightest with me.

Fatima

I am **Fatima**, a **refugee near Gwadar, Balochistan**. I endured severe abdominal pain for months without reliable healthcare. A community worker informed me about Sehat Kahani's telemedicine clinic, supported by **Grand Challenges Canada**. Skeptical but desperate, I visited. The nurse guided me to consult a women's health specialist online, who prescribed treatment and lifestyle changes. My condition improved within weeks of starting the treatment. Sehat Kahani has been a beacon of hope, providing quality healthcare in an area where it once seemed impossible.

MENTAL HEALTH SERVICES OVERVIEW

24/7 Mental E-Health Consultations:

Seamless access to certified psychologists and psychiatrists via our advanced e-health platform, ensuring uninterrupted support around the clock.

Healthy Lifestyle Tips and Tricks Sessions:

Live sessions and streaming events, conducted by our experts, offer practical insights into maintaining a healthy lifestyle for optimal mental well-being.

Exclusive Mental Health Hotline for Non-Smartphone Users:

Introduction of an exclusive Mental Health Hotline catering to individuals without smartphones, ensuring accessibility and promoting inclusivity in mental health services.

Real-Time Organizational Mental Health Statistics:

Upholding transparency and accountability through real-time data on organizational mental health statistics via a dedicated dashboard and regular surveys, facilitating continuous improvement and tailored services.

Referrals to Tertiary Care Organizations:

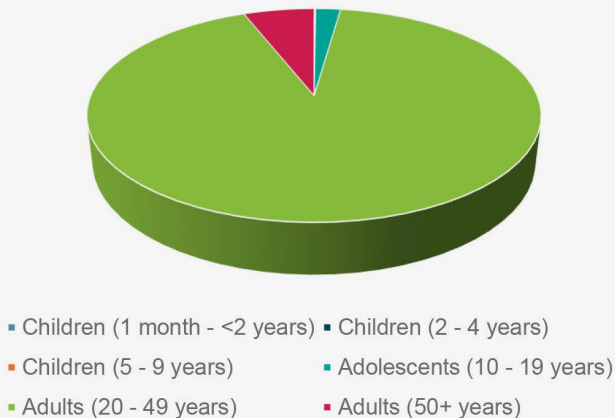
Facilitate referrals to tertiary care organizations for specialized mental health needs, ensuring our community receives comprehensive support from specialized professionals and services.

24/7 Customer Support Services:

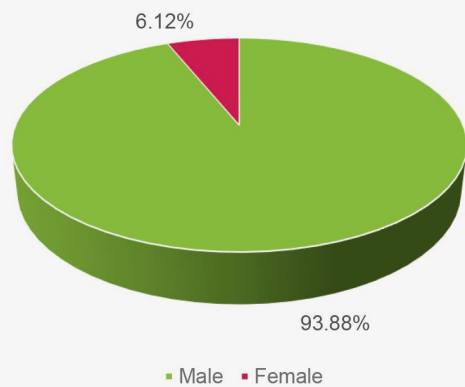
Round-the-clock customer support services, with the Sehat Kahani support team ready to guide platform usage and address concerns related to mental health services.

Achievements

MH consultation by age

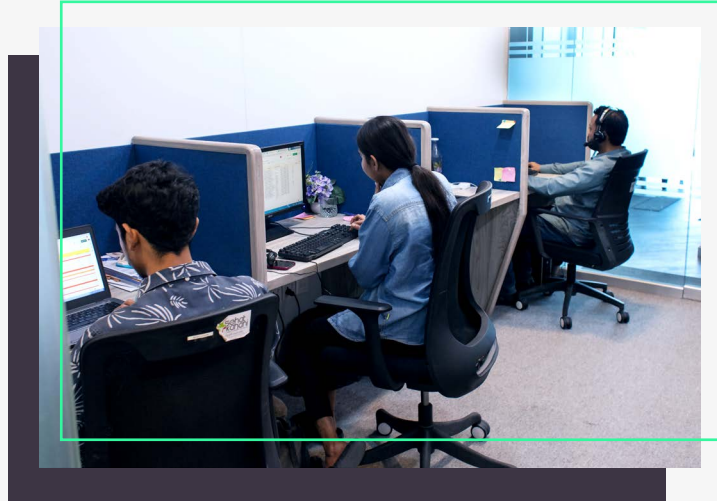


MH consultation by gender



SEHAT KAHANI – CALL CENTER: Nurturing Connections, Empowering Healthcare

The **Call Center** is the core of **Sehat Kahani's** operations. It handles high interaction volumes, provides essential support, resolves queries, and facilitates smooth communication with users across Pakistan.



Targets and Achievements:

Feedback Calls:

- Retail consultations exceeded the target by **190%**.
- Corporate consultations exceeded the target by **125%**.

Outbound Calls:

- Missed consultations were reconnected with a success rate of **80%** for corporate clients and **47%** for consumer clients.
- Dropped calls were reconnected with a success rate of **70%** for corporate clients and **19%** for retail clients.
- Cancelled consultations were reconnected with a success rate of **72%** for corporate clients and **28%** for retail clients.

Reconnection of Missed Calls:

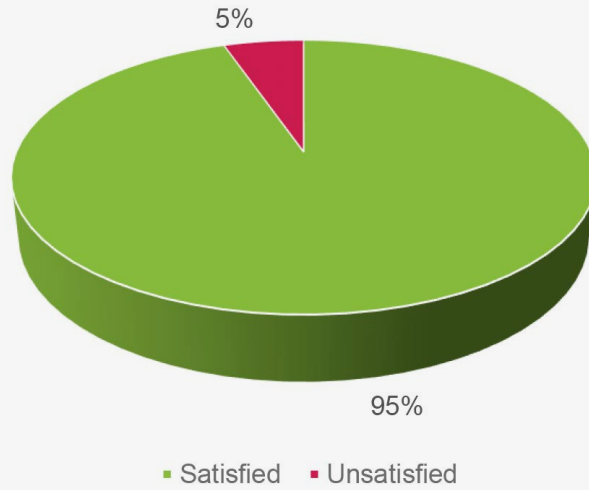
- Within **15 minutes**, reconnection success was **91%** for corporate calls and **100%** for retail calls.
- Within one hour, corporate calls achieved **8%** success, while retail calls maintained **100%**.
- Nearly all missed consultations were reconnected within **60 minutes**.

Key Task Breakdown:

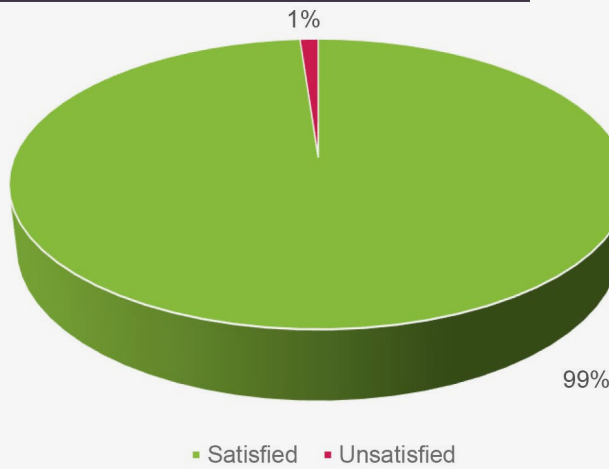
- Corporate application calls represented **80.7%** of total calls, ensuring smooth communication with corporate clients.
- Missed consultation calls made up **1.8%** of total calls, maintaining continuity of care.
- Support helpline calls accounted for **1.7%** of total calls, resolving customer issues effectively.
- Appointment reminder calls comprised **8.9%** of total calls, improving appointment adherence.
- Telemedicine helpline calls made up **6.3%** of total calls, providing critical healthcare support remotely.

IMPACT METRICS

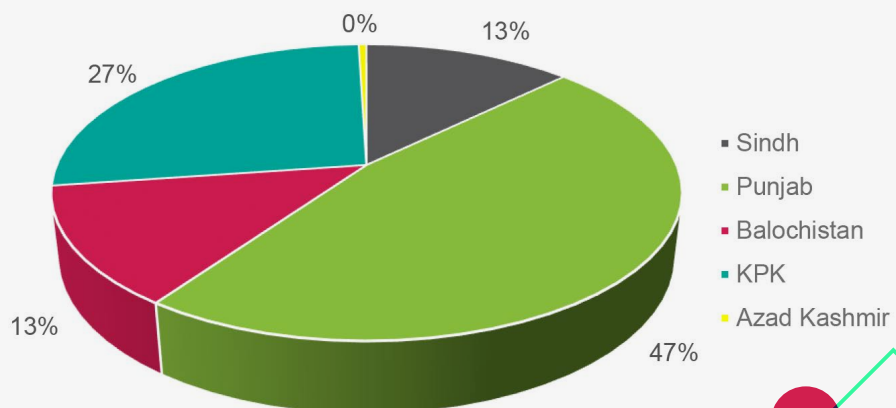
Corporate App Satisfaction Rate



Consumer App Customer Satisfaction Rate



Distribution of Helpline Calls



EMPOWERING HEALTHCARE PROFESSIONALS with CAPACITY BUILDING

Continuing Medical Education (CME) Programs

Sehat Kahani offers over **50 specialized lectures** across diverse medical fields, including infection control, antenatal care, and first aid. These programs maintain a **100% approval rate**, providing practical knowledge and ensuring professionals remain informed about the latest advancements. **CME sessions** play a vital role in equipping healthcare workers with updated skills, enhancing their ability to deliver better healthcare in underserved regions.



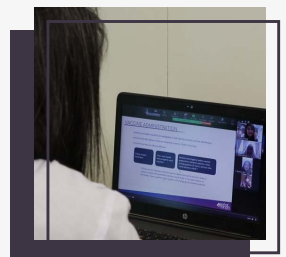
Continuing Nursing Education (CNE) Programs

Sehat Kahani's biannual **CNE program** trains more than **250 nurses** in each session through virtual workshops. The curriculum covers essential areas such as infection control, antenatal care, and advanced patient management. These sessions help nursing staff adopt best practices, elevating the standard of care across all **Sehat Kahani** platforms.

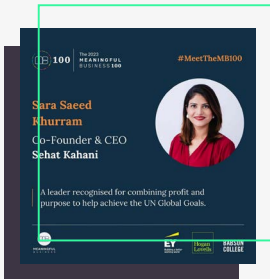


Online Learning Platform (OLP)

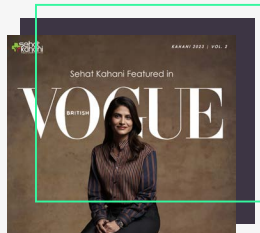
Sehat Kahani's Online Learning Platform (OLP) offers over **50 courses**, delivering more than **1300 sessions** with **7500+ enrolled learners** and **11 expert instructors**. This platform allows healthcare professionals, especially in remote areas, to access high-quality educational resources. **OLP empowers learners** to stay updated with the demands of modern healthcare, ensuring they deliver improved outcomes for patients.



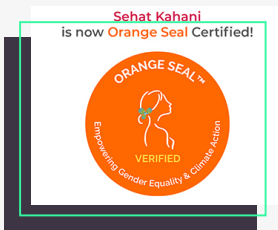
AWARDS and RECOGNITIONS



MB100 - Meaningful Business List recognized by EY, Babson College, and Hogan Lovells.



British Vogue Feature: Dr. Sara Saeed Khurram became the second Pakistani woman to be featured.



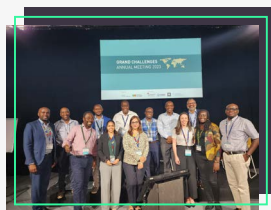
Sehat Kahani proudly received the Orange Seal from IIX Values



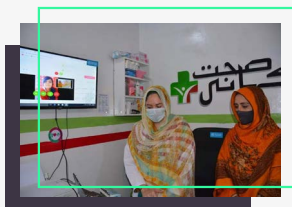
Featured in an article by FCDO as a part of the Commonwealth Alumni Success Stories



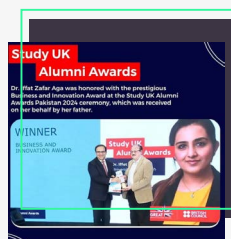
Sehat Kahani was featured by Microsoft, shared by Jean-Philippe Courtois



Dr. Iffat Zafar Aga was awarded the USAID and Creating Hope in Conflict: a Humanitarian Grand Challenge SHIFT Prize



Sehat Kahani's efforts to support doctors and nurses were recognized by GAVI

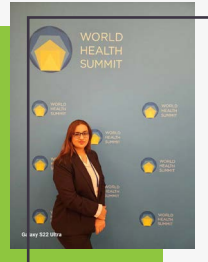


Dr. Iffat Zafar Aga won the Business and Innovation Award by British Council

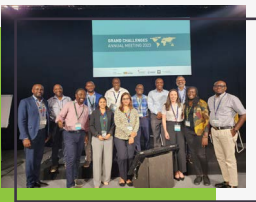
CONFERENCES and EVENTS



Annual Humanitarian Networks & Partnerships Week (HNPW)



World Health Summit in Berlin



Annual Grand Challenges Canada Event in Senegal



PakLaunch Unconference 2023



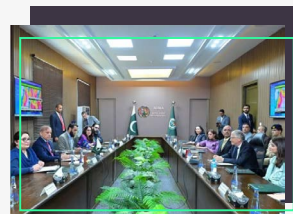
Hosted an Iftar gathering event was graced by Dr. Amjad Saqib



YGL Annual Summit by the World Economic Forum



Leading the Cure - Spirit of Female Entrepreneurship and Medical Leadership attended by Dr. Arif Alvi



Dr. Sara Saeed Khurram had the distinct honor of meeting Mr. Bill Gates



Mall activity in Lucky One Mall, Ocean Mall, and Square One Mall

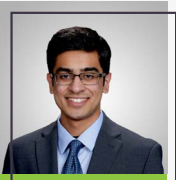


Fintech Festival Singapore

Sehat Kahani's Partnership with APF in Telemedicine Revolution

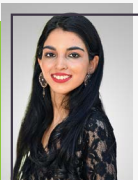
In a landmark collaboration, **Sehat Kahani** has forged a transformative alliance with **the American Pakistan Foundation (APF)** to pioneer the healthcare revolution through telemedicine in Pakistan. This pivotal partnership materialized in **2020**, and stands as a monumental stride in Sehat Kahani's unwavering commitment to democratizing healthcare access.

APF fellows 2024:



Muhammad Abidi

A first-year medical student at Harvard, Muhammad hails from rural Wisconsin. His passion for healthcare delivery and global health equity developed through family trips to Pakistan and studies at Johns Hopkins. He seeks to combine medicine, digital technologies, and public policy to ensure high-quality, accessible healthcare for underserved populations.



Mifrah Hayat

A scholar in bioethics and biotechnology at Harvard University, Mifrah holds a Master's in Biotechnology from Johns Hopkins and has expertise in molecular toxicology from UC Berkeley. Her research focuses on the ethical implications of AI in healthcare, particularly its impact on disabled populations and cancer research. She is also an advocate for student legal concerns and AI-driven healthcare ethics.



Neha Farhan

A recent UCLA graduate in Psychobiology, Neha was born in Karachi and raised in California. With a passion for serving underserved communities, she has worked with the LA County Department of Public Health on language barriers in healthcare. Neha is eager to apply her experience and knowledge to help improve healthcare access for underserved populations in Pakistan. A recent UCLA graduate in Psychobiology, Neha was born in Karachi and raised in California. With a passion for serving underserved communities, she has worked with the LA County Department of Public Health on language barriers in healthcare. Neha is eager to apply her experience and knowledge to help improve healthcare access for underserved populations in Pakistan.



Rahim Hirani

A dual degree MD/PhD candidate at New York Medical College, Rahim is from Karachi and Texas. With a strong academic background, including a master's in Biochemistry from Georgetown University, Rahim has contributed to over 50 peer-reviewed research articles. As Executive Director at the NYMC Center for Human Rights, he supports asylum seekers and victims of human trafficking, using his expertise to advocate for marginalized communities.

INNOVATORS IN Healthcare: Key Hires Transforming SEHAT KAHANI:

Sehat Kahani introduced exceptional professionals who have joined our ranks during the fiscal year 2023/24



SHAHIQA BUTT
- Human Resources Associate



NIHA BALANI
- Executive, Finance



TALHA AHMED FAROOQUI
- Executive, Claim Operations



SHAHZIL AHMED
- Executive, Home Healthcare



SYED MUHAMMED WAJAHAT
- Executive, Finance



SABIH AHMED
- Key Account Executive



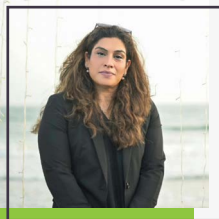
SYED MASOOD HAIDER
- Manager, Pharmacy Operations



ABDUL HADI
- Associate Manager, Pharmacy Operations



DR. YUSRA
- Manager, Home Healthcare



DR. SADIA KHALID
- Case Manager, Home Healthcare



KHUBAIB FAROOQ MEMON
- Manager, Finance



USAMA KHALID
- Executive, Claim Operations

ENDING note:

This year, Sehat Kahani has made measurable progress in our mission to improve healthcare. Our team's dedication and the strength of our partnerships have laid the groundwork for what lies ahead. We are focused on broadening our influence and delivering tangible results. The coming year holds new challenges, but we are prepared to face them. We remain committed to advancing healthcare solutions and making a meaningful difference.

