

Digital Health care and Education

DHServices company

Investor Opportunity

Problem/Solution



- **Aging** in Canada is increasing.
- **Increasing** in number of patients i.e. Hypertension.
- **Weak** communications in certain communities i.e. immigrants.
- **Remote areas health care deficiency:**

(February 23, 2017, Mississauga, ON) Individuals living in rural communities in Canada have long faced challenges in obtaining equitable access to health care services. They constitute 18% of the Canadian population but are served by only 8% of the physicians in Canada.

source: Canadian Institute for Health Information

- **To facilitate healthcare services delivery to the population living in urban and rural areas as well by using modern technology in the accomplishment of this objectives.**





NEW

- Digital health services idea and implementation began before COVID 19 outbreak

Why this outbreak has proved the urgent need to this services ?

- Secures a lot of health services and satisfy the medical service needs to a big portion of the community in the safest way
- Avoid the contact between people which will keep the social distancing concept especially for elderly people
- This services will remain used even after the outbreak disappearance in the near future



Mission



- Our mission is using the modern technology in serving the community health care and education ,and so to become the recognized leader in its target markets for facilitating healthcare services tailored to each patient's individual needs and expectations

Values





Project

Is to establish a mobile app. , website and using all digital marketing tools to provide a comprehensive health care and educational services directed to and from:

- 1- Patients and individuals specially **seniors** and those living in **remote** areas seeking different health services.
- 2- The health care community(Doctors - Pharmacists) for better communication and delivery for all services to their patients.

The services include :

- 1-Patient registration and access to different doctors and pharmacists / his-her area of accommodation.
- 2-Making appointments for doctors through the app.
- 3- Prescription dispense and refill.
- 4- **Delivery** of medicine to patients.
- 5- **Notification** to patients for appointments –medicine refill....etc.
- 6- Patient educational programs tailored according to their diseases and needs



Business Model



1st wave Pharmacists 1342 & pharmacies 307:

who will subscribe with the app.

- Getting more prescriptions and OTC sales.
- Delivery service through third party.
- Giving offers and discounts to patients specially in OTC items.

Income for Digital Health Services:

- Commission on referred patients and prescriptions through app.
- Registration for patients is for small amount of money 1\$/ month FREE FOR 1ST 3 MONTHS.
- Income from Google and Android apps through digital marketing tools.



Business Model



Individuals sector in need for health services

- Prescription registration and delivery.
- Getting Doctors appointments.
- Request from pharmacy prescription refill ,OTC products sales.
- Notifications services.
- Educational programs updated according to patient disease .
- Receiving offers and discounts from registered doctors and pharmacies specially with uninsured items .

Doctors (1st phase N.S.: Family medicine 963 &Dentist 500)

who will subscribe with the app.

- Getting more patients.
- Communication with the patient.
- Giving appointments.
- Educational programs under his supervision to patients.
- Giving offers and discounts to patients in uninsured services .



KEY TIMELINE GOALS

Startup – Nova scotia

Population (0.975 million from 37 million).



First year

1st zone: Nova scotia: Cape Breton and surrounding counties

- *Digital service company construction (DHServices) done.*
- *App construction (under construction).*
- Contact with doctors and pharmacists to register with project.
- Reaching patients through all available media.
- Training on app and uses.

Second year

2nd zone: Halifax and surrounding counties

third year

Ontario :

- Hiring new candidates for covering and adding more zones.
- Other provinces as Ontario **BEGINS** from the third year.



Competition



- The competition in this market is not strong, using software technology in health services is still underdeveloped.
- All similar ideas are localized and isolated and not comprehensive as this project (Costco-Canadian-Happy family-Guard me insurance..etc).
- The acceptance of the idea from Doctors is the main challenge.

How to solve it?

- 1- Promoting benefits supply to doctors.
- 2- Training for customers as the application will be easy in usage.

Ex: there will be reminders for the medicine so the alarm will be automatically set for each patient with a picture of the pill they are supposed to have at this time.

- 3- Continuous follow up with all target customers.



THE TEAM



- Mohamed Amin
- Co-Owner/Sales



- Amr Serrag Eldin
- Co-Owner/GM



- Khaled Elshaer
- Co-Owner/IT and soft ware



- Serageldin Serageldin
- Co-Owner/Marketing



- Abdelrahman Magdy
- Co-Owner/Business Development





Costs & Expenses

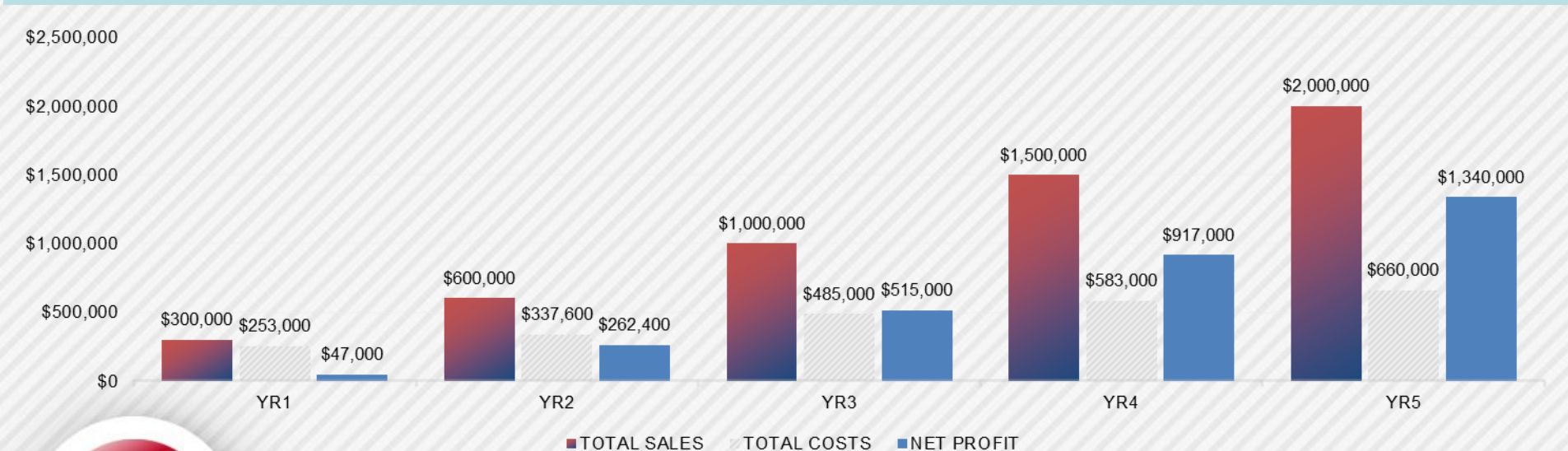
Items	cost in CAD Y1	cost in CAD Y2	cost in CAD Y3	cost in CAD Y4	cost in CAD Y5
Startup costs Company and app. Construction and maintenance	20,000	30,000	20,000	25,000	30,000
Office rent	12,000	12,600	25,000	28,000	30,000
Annual wages (for 3-5-8-10-12 resp./Y)	110,000	180,000	290,000	350,000	400,000
Marketing expenses(digital, giveaways..etc)	36,000	40,000	60,000	80,000	90,000
Seminars 25 event	75,000	75,000	90,000	100,000	110,000
Total	253,000	337,600	485,000	583,000	660,000





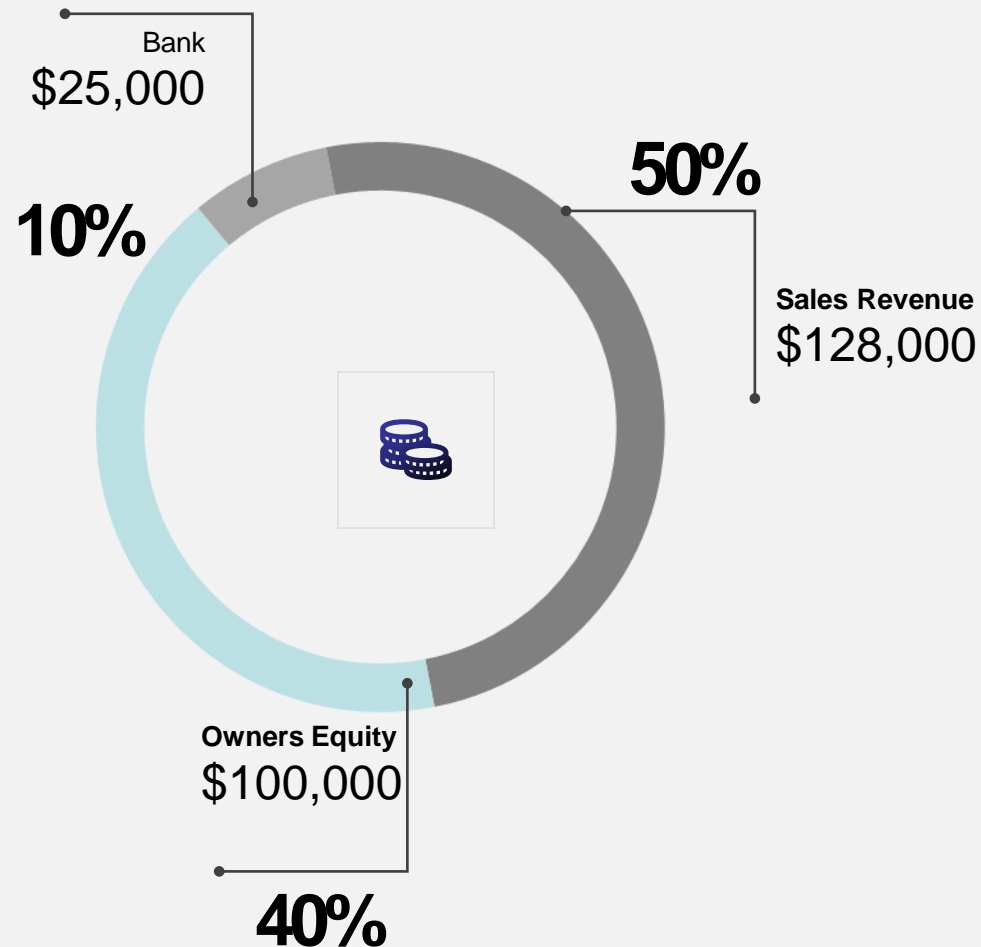
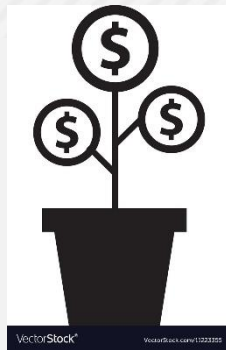
Forecast and Profit

5 YEAR SALES SUMMARY	YR1 5%	YR2 10%	YR3	YR4	YR5
TOTAL SALES	\$300,000	\$600,000	\$1,000,000	1,500,000	2,000,000
TOTAL COSTS	\$253,000	\$337,600	\$485,000	\$583,000	\$660,000
NET PROFIT	\$47,000	\$262,400	\$515,000	\$917,000	\$1,340,000



FUNDING

1st Year
253,000 CAD





FT Health



Is our Goal