



# Together for Her

Creating a market for quality healthcare

22 - Oct-2020







# Agenda

01

Together for Her: Vision and evolution

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02

Key learnings: Creating a market for Quality Healthcare

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# Our Vision

## **Eliminate preventable maternal deaths**

*Every women has access to the  
support and care she needs for a  
healthy and safe pregnancy*



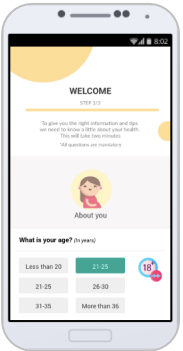
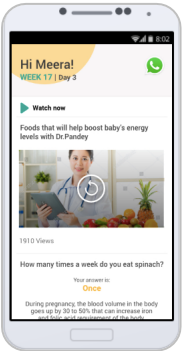


# What Together For Her Is



A JOURNEY OF NINE MONTHS + 2 MONTHS POSTNATAL

MOTHER



CARE PROGRAM

CARE PROVIDERS



Personalised information



Health behaviour change



Remote support

Transparent  
quality  
monitoring



Unbiased actionable  
feedback

QOC FEEDBACK

Remote monitoring



Risk tracking



Task automation







# Together for Her has supported 100,000 women receive quality maternal healthcare

## Empowering women and health providers to optimize healthcare



**100 000**

*Mothers supported*



**1000+**

*Providers*



**42 000**

*Reviews*

## Strengthening health systems to benefit women and their communities



**16**

*Publications*



**4**

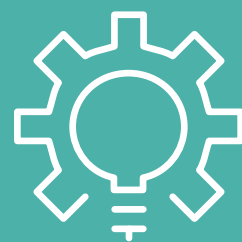
*NGO Partnerships*



**6**

*Improved QoC indicators*





# Key Insights

*Spectacular failures  
and  
precious wins*







1

Value realisation is not optional or selective.  
**It is a must!**

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*Be mother-centric | Provider enabling | Payer cognisant*







# A solution that does not offer value is not sustainable

## Problem:

No transparent quality framework that incorporates mother's experience

## Solution:

- WHO-aligned QOC review platform
- Easy to understand and relevant for mother
- Objective, evidence-backed and actionable for providers

### Value proposition

- ✗ Mothers
- ✗ Providers
- ✗ Payers







# Test if your solution will give value before you build it

## Hypothesis:

Pregnant women WANT personalised guidance through pregnancy

## Test:

An **offline** tele-care program







# The Offline Together for Her Care Program allowed us to test the VP

## ? Do mothers find value in the solution?

- » Completion rates and feedback

## ? Is the solution likely to deliver positive health impact?

- » Change in dietary behaviour

### OUTCOMES

- Over **95% completion rate** in the program
- Proportion of women who **exercise increased** from **77% to 96%\***
- Number of women eating **recommended diet** went from **60% to 100%\*\*\***
- Number of women consuming all **essential supplements** increased from **~60% to 80%\*\***



Suma

*I am trying to follow the recommended diet now!*

*Program is very thought-through, you have tried to cover almost every aspect of pregnancy journey.*



Dipali

*No one takes care (of me) this much like you do.*

*All my doubts about nutrition got cleared up!*



Sheetal

*When we visit hospitals it is too rushed and so many things get missed. So this is a very helpful program*

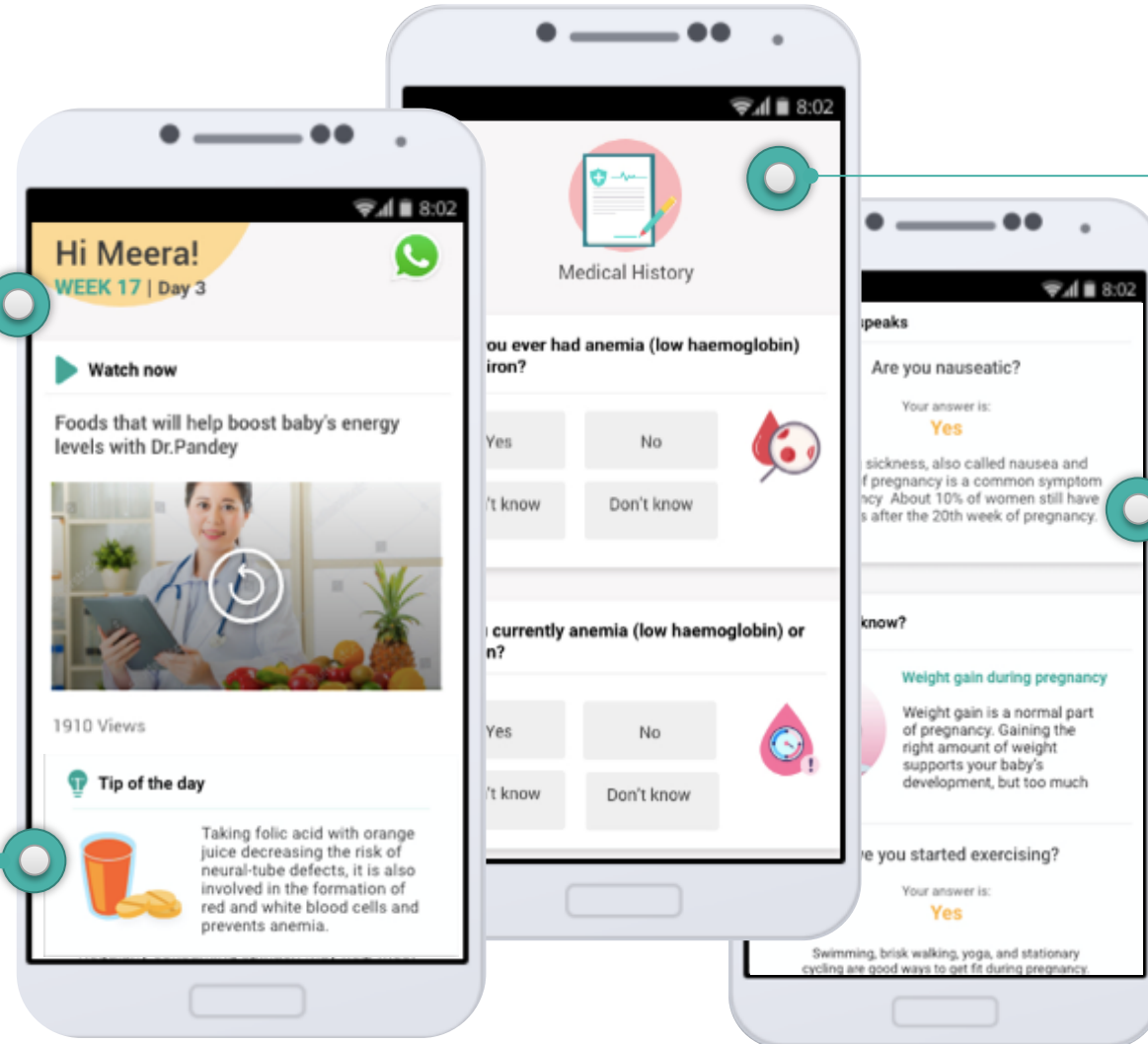
*After the (nutrition) session I have actively started eating leafy veg and sprouts.*





# The Digital Together for Her Care Program

*Week-wise  
videos, tips and  
insights*



*Health tracking  
on app*





**2**

## **Data: From numbers to value**





# Data drives impact, product and value realisation



Demonstration  
of impact



Product  
Iteration



Value  
Realisation

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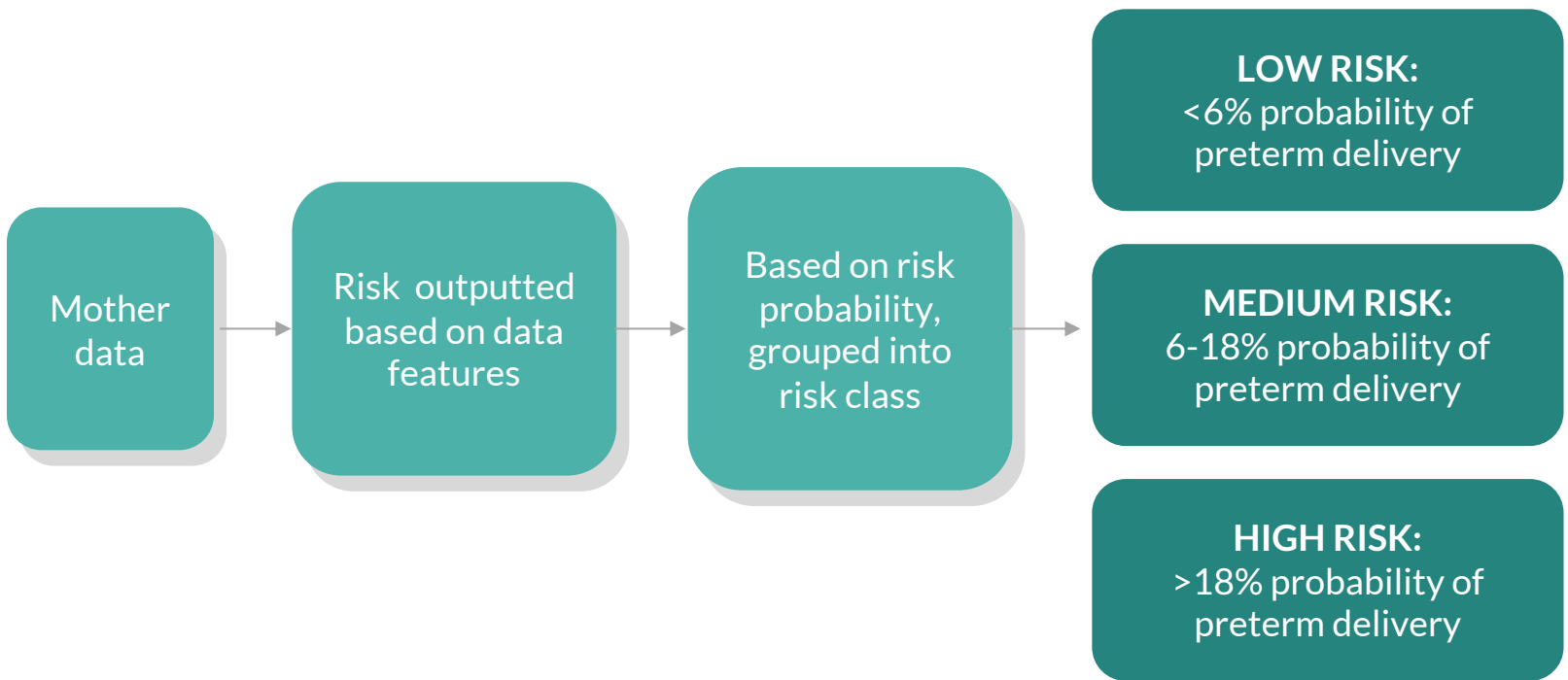
**PLAN EARLY  
BUILD A STRONG DATA FOUNDATION**







# Example: Using clinical data to risk stratify mothers



Risk factors: Gestational Diabetes | Previous pre-term birth | Mother's BMI underweight





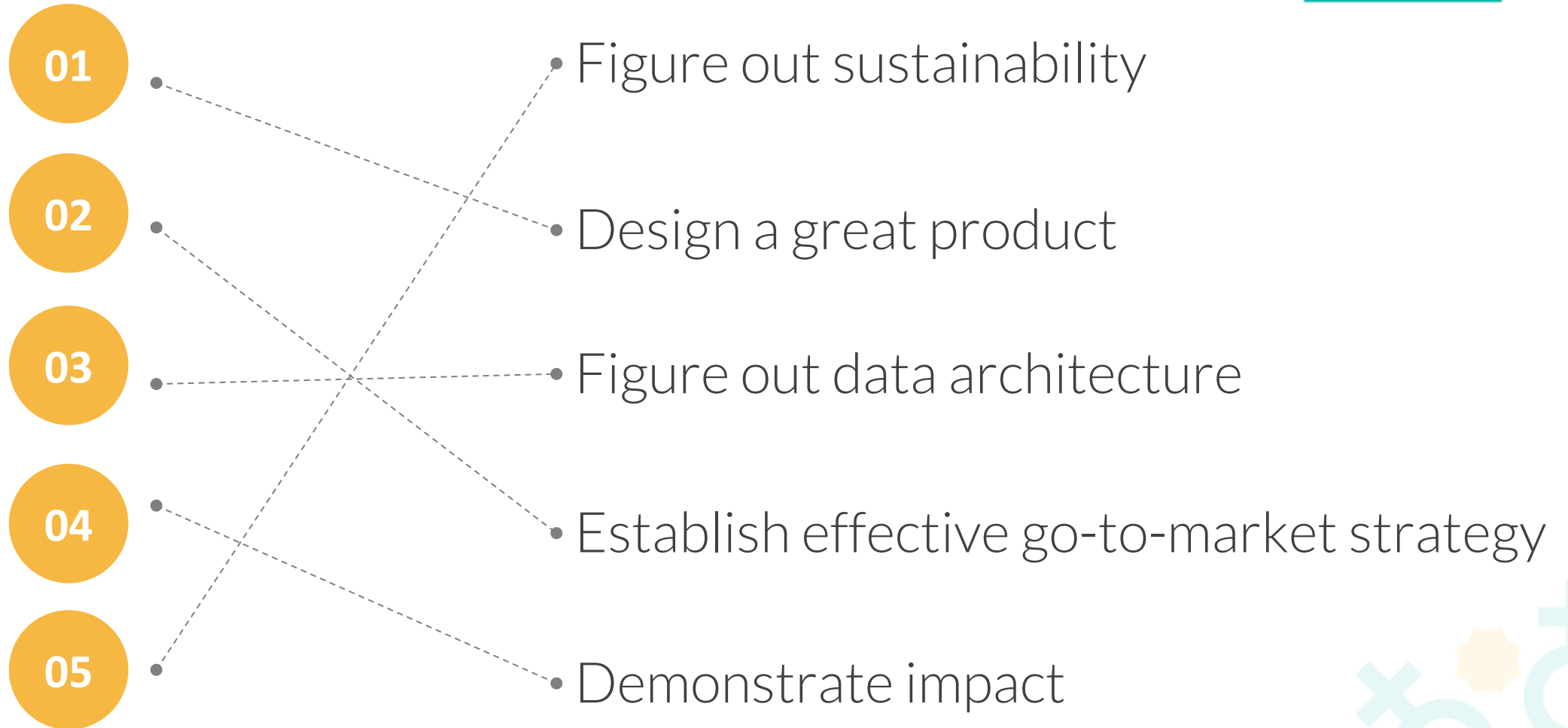
3

What comes first?

**Where does one focus?**











# Sequential approach can hurt your ROI

*Without MVP the G2M is moot  
and cannot be tested*

**Product**



**Go-to-market  
strategy**

*Without an established G2M the  
product cannot go out there*







# We lost three months....

- ✓ Product
- ✓ Usertesting
- ✓ Ready to Launch
- ✗ GTM



**STUDY THE BEHAVIOUR OF YOUR CONSUMER.  
TEST EVERY ASSUMPTION.**





4

Remember to ask  
**who will pay?**







## Mothers

*Low financial fluidity.  
Not decision makers*



## Hospitals

*Indian healthcare market not ready to pay  
for data insights /digital platforms*



## Insurance



## Corporates



## Research Organisations

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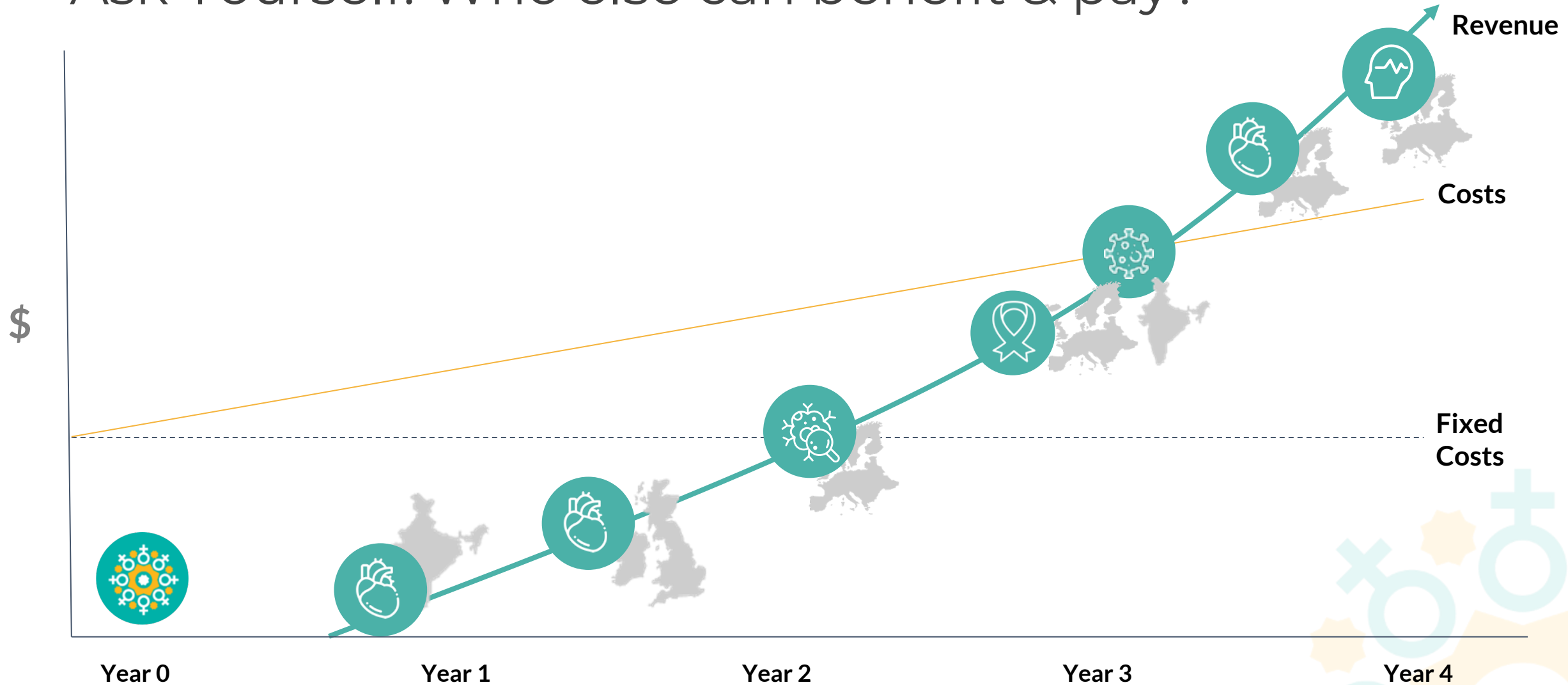
**CREATING A SUSTAINABLE MODEL IN A  
DEVELOPING MARKET IS DIFFICULT**





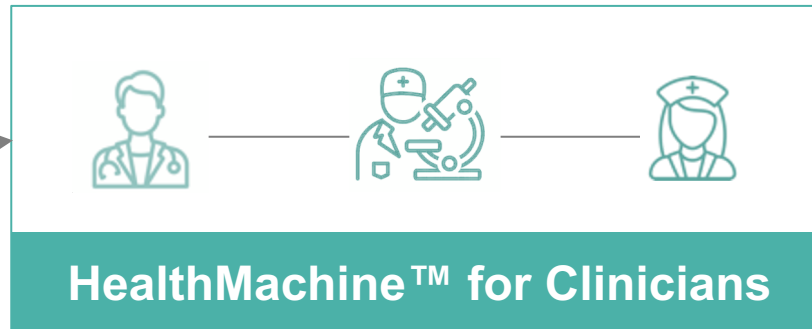





Ask Yourself: Who else can benefit & pay?





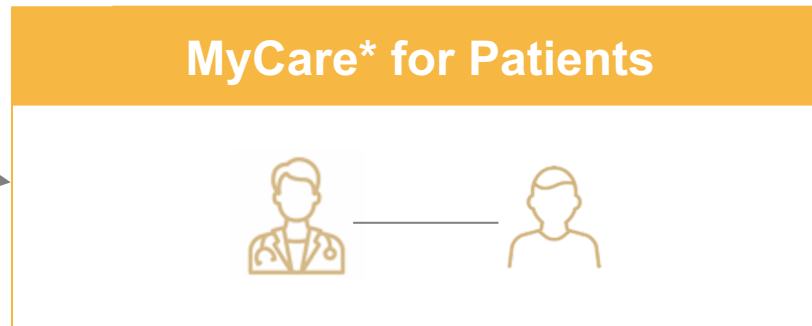
# Our Health Management Platform Activates The Patient And Supports Doctors & Nurses In **Providing Integrated Care**






-  Personalise care
-  Reduce workload
-  Track key indicators



**The applications can be deployed separately or as an integrated solution.**



-  Strengthen
-  Motivate
-  Track







# Our Platform is Licensed by Leading Providers



ONE-TIME SETUP FEE



PER USER LICENSE FEES



## RECOGNITIONS



MATERNAL  
HEALTH



CARDIOVASCULAR  
HEALTH



HIV





# Creating a market and scaling Quality of Care Is Possible



## Find your value proposition:

- 
- 



## And above all, love to fail!

Test, Fail, Test, Fail, Test and get something small right, and then fail again.....

Do not just create a stellar product, but **create a stellar distribution channel**



## For plan early,

- Always have a constantly updated data strategy in place
- Know what data points are critical for your work

**venue from the beginning,**

- Find a way to split your fixed costs as as many users as possible,
- Find payors in other markets



The background of the image is a photograph of a pair of hands, likely belonging to a healthcare professional, gently holding a small red heart. The hands are positioned over a dark wooden surface. A black stethoscope is visible on the right side of the frame. A semi-transparent yellow rectangle is overlaid on the center of the image, containing the text 'THANK YOU'.

THANK YOU