

AFRICAN START-UP PITCHES



Dr Bethel Dereje MD

Gynecologic Oncologist

Founder and CEO

WeCare Digital Health



WeCare Digital Health



Enhancing Healthcare availability using
contemporary technology





Reality of Health Care in Ethiopia





Why Telemedicine?



**LOW
ACCESSIBILITY TO
HEALTHCARE**



**HIGH UNEMPLOYMENT
RATE AMONG HEALTH
PROFESSIONALS**



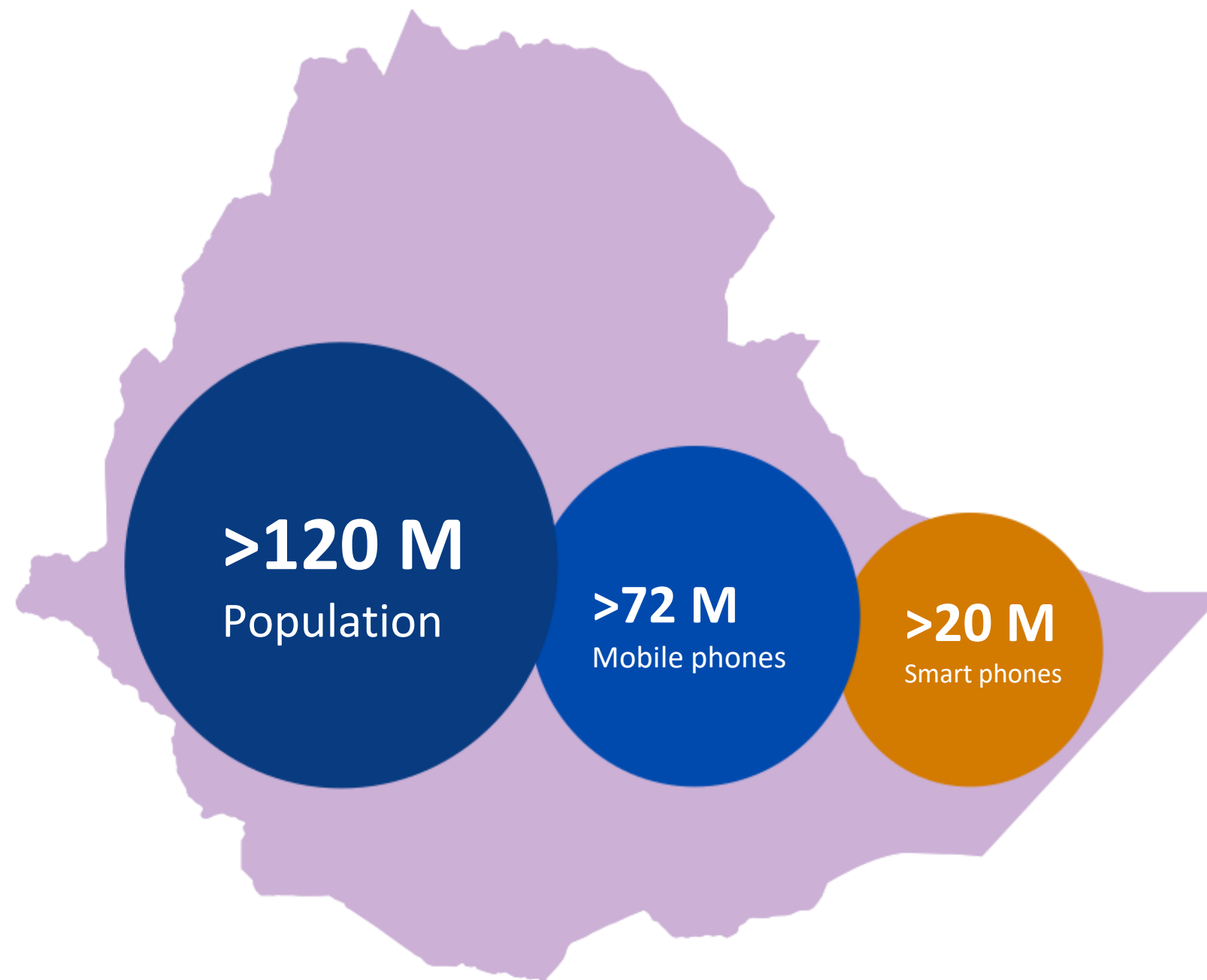
**OUTDATED
HEALTH
MANAGEMENT
SYSTEM**



**POOR
HEALTH
SEEKING
BEHAVIOR**



Why Telemedicine?



16 K+
Doctors

380+
Hospitals

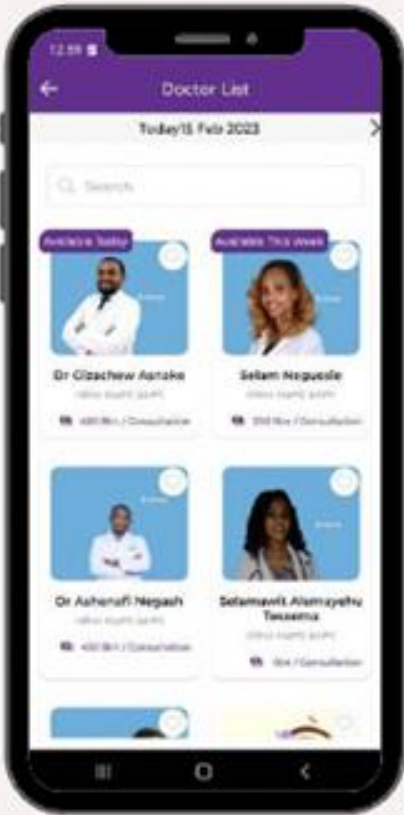
4000+
Private clinics



What we offer?



01
Search
health services
by profession,
locality, condition,
treatment or
hospital/clinic

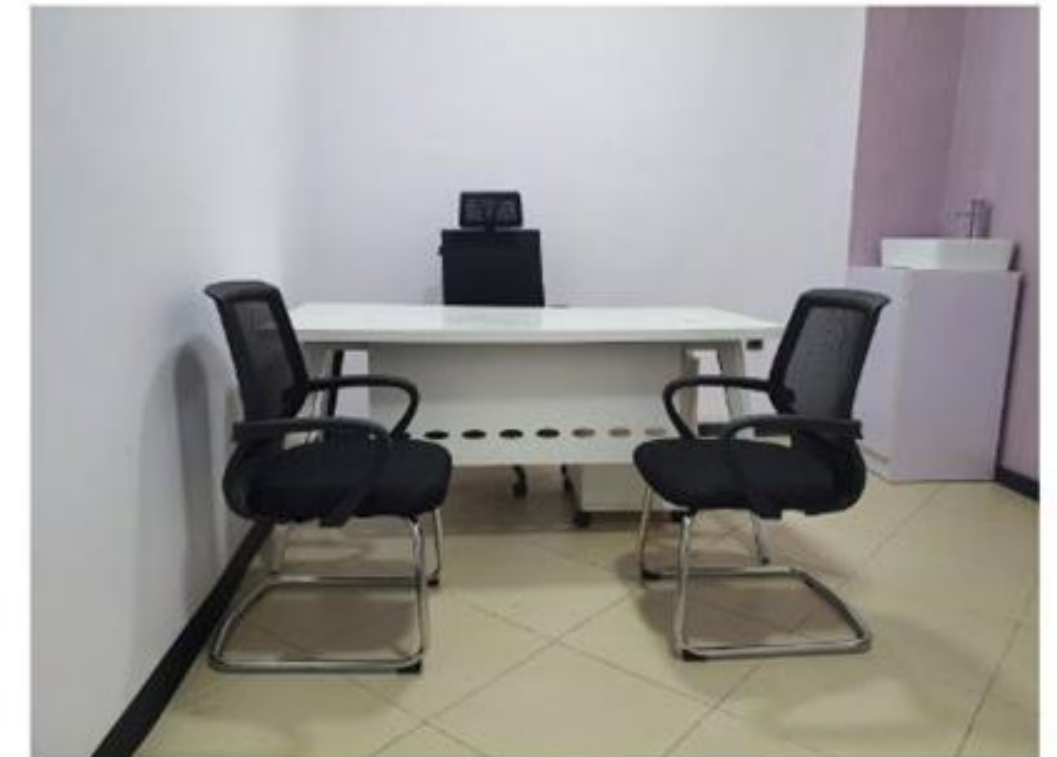


02
Select
professionals
based
on availability,
rating, practice
location,
services etc.



03
Book
in-clinic
appointment or an
e-consultation
with the selected
health professional

What we offer for Professionals?





Current Solutions

We are currently providing telemedicine and in-person medical services



Telemedicine Solutions

WeCare ET Patients
WeCare ET Partners
wecare.et



Call Center Service

We use the toll line
9394 to provide
health consultation



In-person Visits

We offer an office
clinic and home
based care services



Traction



We launched our service in september of 2021.

We currently have the largest market share in the telemedicine industry of Ethiopia.



Number of Health professionals
2700



Number of Users
40,000



Number of in- app Bookings
2600



Number of call center consultations
26,000



Followers
>105,000



Partners



Sister Companies



Working Partners





Play4Health Challenge

"Increasing Healthy Living Options for School Children in Africa Today to Decrease Cardiovascular Complications Tomorrow"





Why Play4Health Challenge?



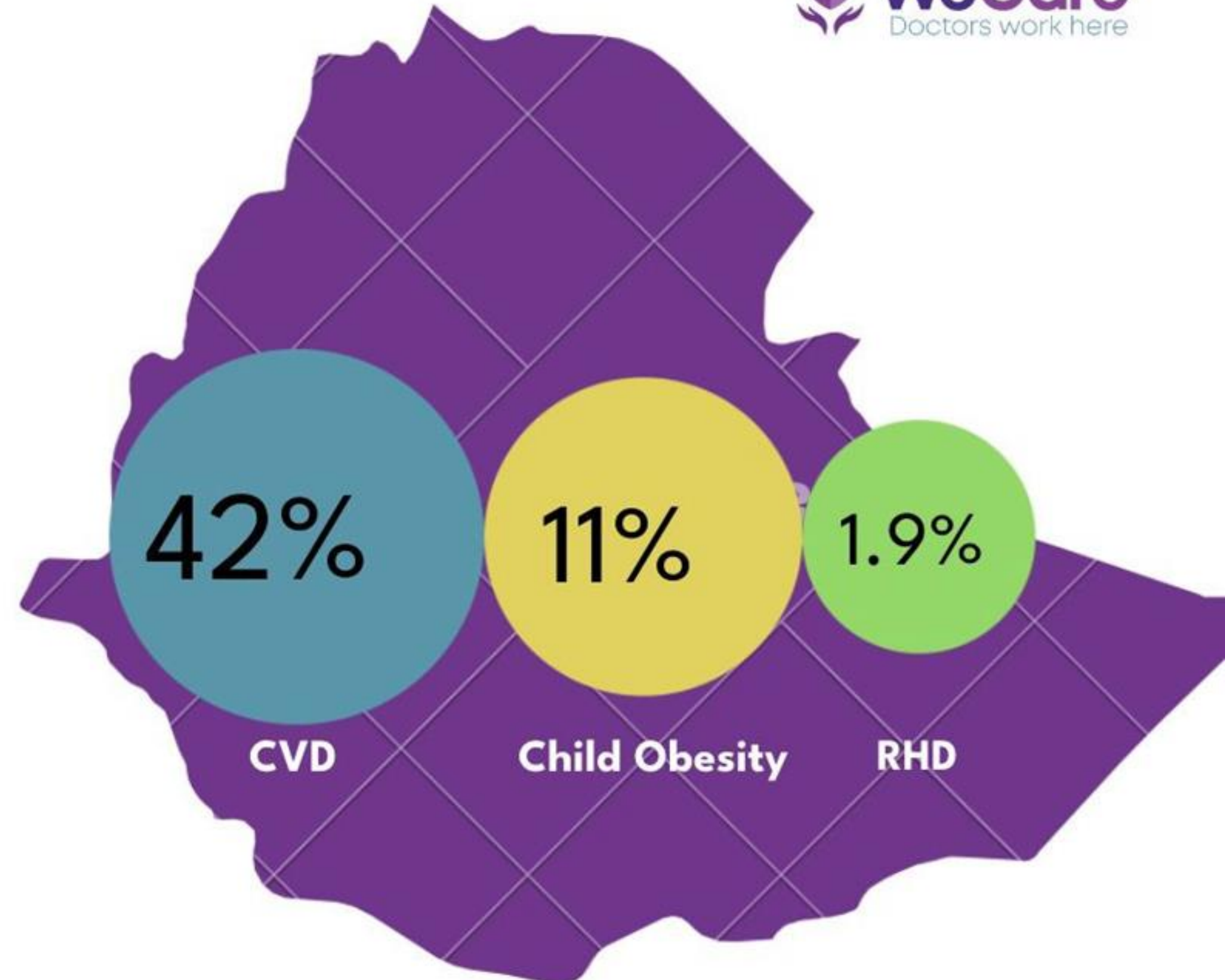
Leading cause of death – **NCD**

Population under 14 – **52.7 M**

CVD – Major cause of disability and premature death

National SDG Strategy

Reduce NCD by 1/3 by 2030





**“healthy learners learn better, and that
better educated learners will enjoy
healthier lives.”**

UNESCO



Proposed Project



A translated version of **KaziKidz** with added features



IMPACT PROVEN

Leverages the resources of the kazibantu initiative backed with research



FIT-TO-NEED

NCDs are the leading cause of death in Ethiopia, with CVD accounting for 42% of the etiology



CONTEXTUALIZED

The contents of the project will be kept culturally relatable and relevant



Features

- Teaching aid development inspired by kazi-kids series
- Animated Audio-visuals
- Integrated screening tool
- Virtual follow-up
- Character mascots
- Fitness competitions and tournaments





Project Outcomes

	Actively engaged beneficiaries	100,000
	Number of schools on boarded	300
	Number of volunteer educators	1000
	Number of positive testimonials	5
	Number of signed partnerships	3
	Beneficiaries with behavioral change	10,000
	Beneficiaries with BMI	2,000



Project Stakeholders

We intend to launch it as a stand alone project with private public partnerships and business to government model



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MINISTRY OF HEALTH, ETHIOPIA



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Ministry of Women and Social Affairs



NOVARTIS

The Novartis
Foundation



How is it going so far?

Content development for the school books and
audiovisual production!



Meet our Play4Health Team



Dr Bethel Dereje
General Manager
WeCare Digital Health



Ashenafi Demisse
Senior Software
Developer



Dr Zelalem Debebe
Dietician, Balance
Consultancy



**Dr Esubalew
Woldeves**
Senior Cardiologist



Dr Niguse Chanie
Pediatric Cardiology
Fellow



Wossen Argaw (PhD)
Consultant- Education,
Gender & Safeguarding



Muluneh Girma
Sport Science
Instructor



Yonas Alemayehu
Senior Network
Engineer

*A dedicated team for monitoring and evaluation will be assigned



Sustainability Plan

A dynamic revenue model



B2G

Gain endorsement from Ministry of Health, Ministry of Innovation and Technology, Ministry of Education and Ethiopian Public Health Institute

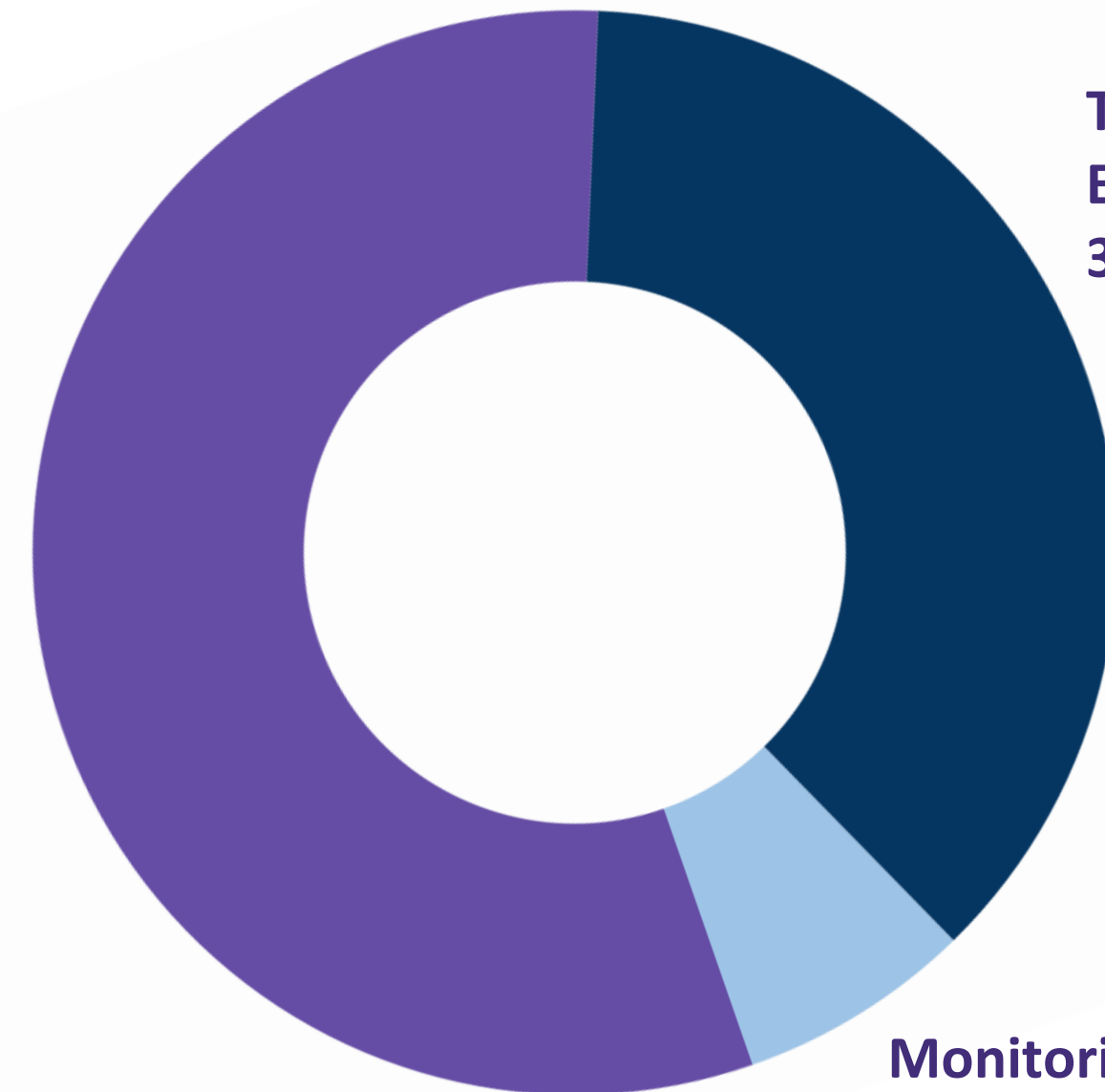
B2B

Direct sale of teaching materials
Subscription fee to our website
Licensing fee for media outlets



The grant allocated for accelerated program project.

Teaching Aid
development and
integration
56%



Training and
Events
37%

Monitoring and
Evaluation
7%



**The best way to predict
the future is to create it.**



JOIN THE REVOLUTION NOW!!

It's time to take action for a healthier tomorrow

Invest in our vision, partner with us and together, we can reshape the future through the power of technology.



WeCare
Doctors work here

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