

Digital Solutions and Medical Vendors

Improving Health Outcomes through Market-
Based Approaches



TRANSFORM



Unilever

5 year £40M programme to support projects that create disruptive, scalable solutions that change behaviour and meet low-income household needs in Africa and Asia





Digital Channel Innovation



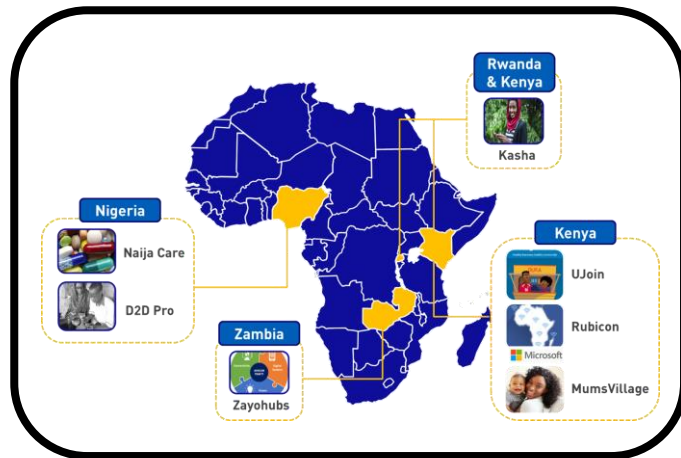
PROGRAMMATIC

- Communication
- Cost reduction
- Single risk behaviour



MARKET-BASED

- Innovation-led
 - Cost & Revenue
- Multiple risk behaviours





2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



8 DECENT WORK AND ECONOMIC GROWTH



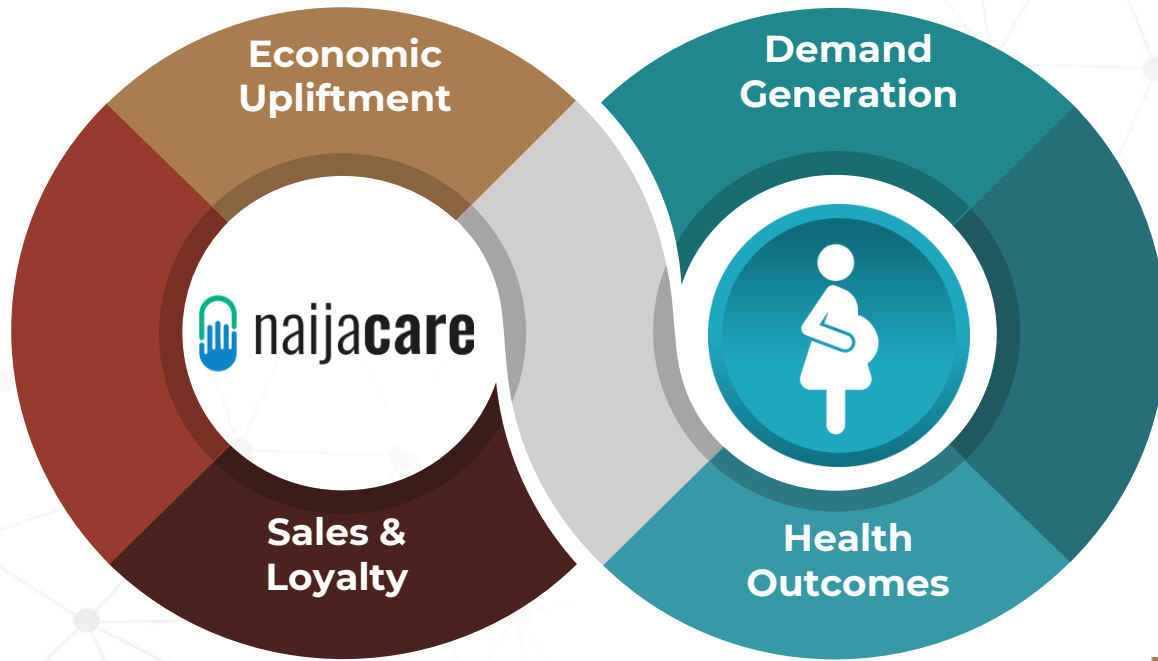
Create and scale ***'holistic health and wellbeing eCommerce businesses'*** that use shared digital platforms to strengthen the supply of, and create demand for, health services, medicines, and FMCG products

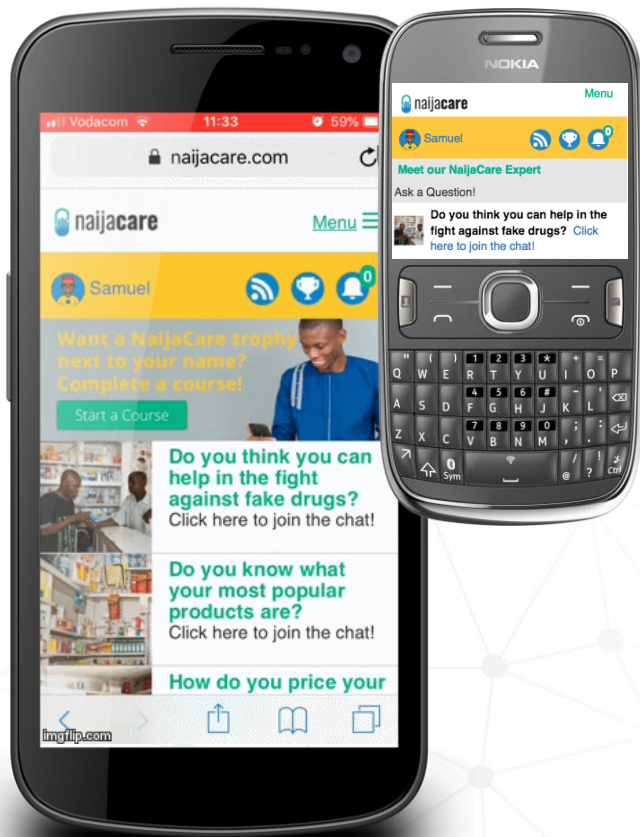




Enabling medicine
vendors to strengthen
delivery of primary health
care services







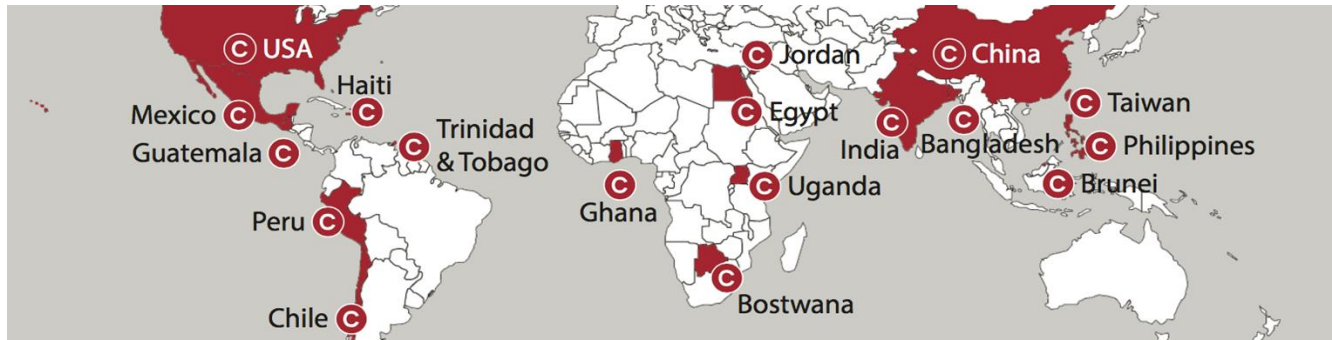


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Online Community of Exchange Medicine Vendor



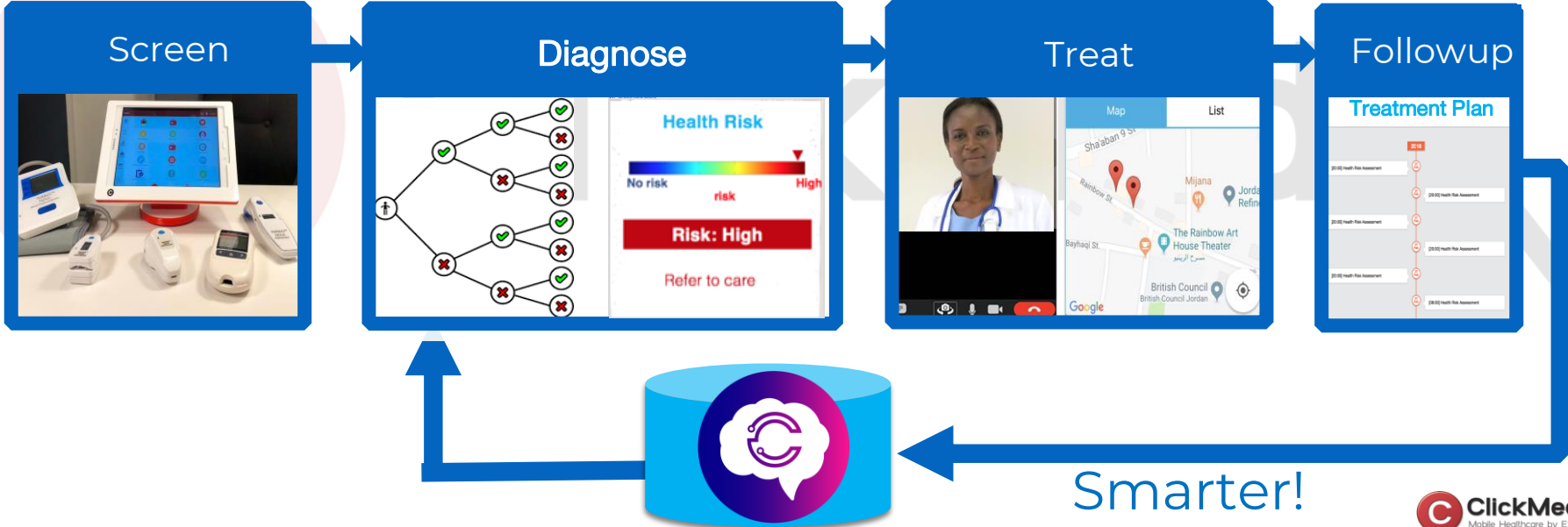
Mobile Health Platform to Scale Healthcare Services



Software Platform: Patient Management + Expert Learning System



Adopted by Botswana, \$1M savings/year



Market Partners

Specialists



Health Services



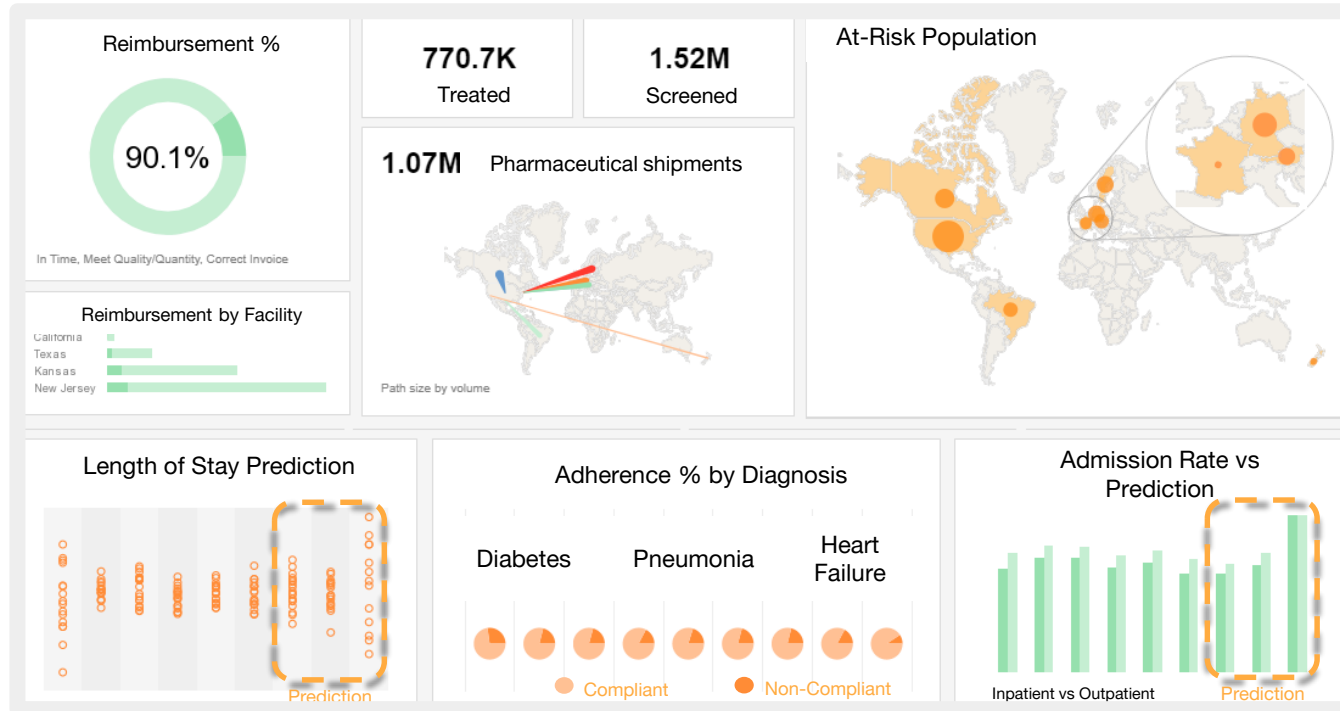
Governments



Work Sites & Insurance



Effectively Manage Populations and Democratize Access to Quality Healthcare



Questions?