



doctHERs⁺

COVID-19:

COMBATting CORONAVIRUS

Scaling a Community-Centered, Gender-Inclusive, Technology-Enabled, Evidence-Based Model Across 3000+ villages in Pakistan

PROPOSED TO: TRANSFORM

DATE: 26th MARCH 2020

DR. ASHER HASAN & NADIA BUKHARI

COMPANY OVERVIEW

PROGRAM SUMMARY

doctHERs is a for-impact, social enterprise that trains and equips female frontline health workers (FHWs) with 4G connectivity, tablets and digital diagnostic devices. It currently deploys these FHWs across more than 1500 rural villages in Pakistan.

doctHERs uses a digital health platform to match the under-utilised capacity of female doctors (who otherwise would not be participating in the global workforce) to the unmet needs of health-seekers.

Collectively, the doctHERs' team are members, fellows and/or alumni of Insead, World Economic Forum (WEF), TED, Ashoka, Schwab Foundation, UNDP Business Call to Action, Vital Voices, Royal Pharmaceutical Society and MIT SOLVE (Cambridge, MA). Additional details are available at the following links:

- <https://unreasonable.is/docthers>
- <https://www.youtube.com/watch?v=oUsQ0gaZAC0>
- <https://solve.mit.edu/challenges/women-and-technology/solutions/2085>

Our Response to COVID-19:

We are applying design thinking to ideate, innovate, iterate and launch a B2C mobile app focused on COVID-19 that will give consumers access to critical information about safety and preventive measures against Coronavirus at the individual, family and community levels.

**Our Response to COVID-19
(continued):**

In parallel, in order to enhance the impact of the mobile app, we are training and equipping 1000 female frontline health workers (FHWs) with Personal Preventive Equipment (PPE), tablets and 4G connectivity.

To combat the current COVID-19 pandemic, we are deploying these FHWs across 1000 villages in Punjab, Sind and KPK (Pakistan), directly impacting a minimum of 1 Million lives and up to 3 Million lives over the next 9 months at a cost of GBP 0.33 to GBP 1 per life impacted.

A door-to-door community activation model will be launched in May 2020. FHWs will provide their communities (average size: 250 households) with access to COVID-19 Care Kits (N95 surgical masks, sanitisers, gloves and educational material in local language), while maintaining appropriate social distance.

Finally, these FHWs will use telemedicine to connect villagers to our gender-inclusive, global network of 1800+ licensed female doctors, pharmacists, psychologists and nutritionists.



WORK PLAN

IMPACT

Our Core Objectives:

- Apply design thinking to ideate, innovate iterate and launch a B2C COVID-19 mobile app with video-consultation and mobile phone capability. This app will be open for free audio and video-consultation to all Pakistanis (estimated reach: 60 Million Lives; estimated utilisation: 1 Million to 3 Million consultations in 2020) – this will require significant, back-end cloud-based server capacity (e.g. AWS). The mobile app will be launched in English and Urdu and will provide beneficiaries with access to:
 - Telemedicine/audio & video-consultation with a nationwide network of licensed, female doctors, pharmacists, psychologists and nutritionists
 - Information on Safety Measures against Coronavirus (at individual, family, community and national levels)
 - A Self-Screening Tool for Coronavirus (based on symptoms)
 - Link to Testing Centres for Coronavirus
 - Link to Blood Labs & Diagnostic Centres
 - Link to Pharmacy Chains

Our Core Objectives (Continued):

- Train 1000 female frontline health workers on technology and community-based, safety and preventive measures against COVID-19
- Equip 1000 female Frontline Health Workers (FHWs) with Personal Protective Equipment (PPE), tablets and 4G, wi-fi connectivity (tablets can also be pre-loaded with apps on digital financial services, digital inventory management, etc.)
- Deploy 1000 female front-line health workers across 1000 villages in 36 districts of Punjab, Sind and KPK for COVID-19 messaging and telemedicine-based service delivery (while maintaining social distance)
- Phase 2 (90 -270 days): Modify the B2C app via integration with digital payments and e-commerce platforms for access to health supplies, products and COVID-19 safety kits); integrate inventory management module for 1000 last-mile distributors (Guddi Bajis); Potential integration with Transform, link Unilever and pharmacy supply chains (e.g. GSK, Novartis) for ongoing access to essential health supplies and medicines, etc.

THE BUDGET

SUSTAINABILITY

Project Budget:

GBP 1 Million used for the following purposes over 9 months (1 May 2020 – 28 Feb 2021)

- 1000 Personal Protection Equipment Kits: GBP 40,000
- 1000 Tablets/4G devices/connectivity for 4 months: GBP 200,000
- Training & Development of 1000 Frontline Health Workers (FHWs): GBP 100,000
- Mobile App Development & Hosting: GBP 10,000
- Field Project Personnel (1000 FHWs): GBP 360,000
- Medical Diagnostic Equipment: GBP 60,000
- doctHERs' Project Team: GBP 180,000
- Project Supplies: GBP 20,000
- Logistics, Local Travel: GBP 30,000

Sustainability:

At Unilever's discretion, these 1000 female frontline health workers involved in this scale-up can be fully integrated into the planned extension of our ongoing Transform project that empowers 'Guddi Baji' last-mile distributors by connecting them to corporate value chains. These Guddi Bajis will receive additional training on LEVEREdge, Unilever's inventory management system. In addition, these Guddi Bajis can serve as Pharmacy Access Points, connecting their communities to 1400+ remotely located, licensed, female pharmacists, affiliated with the National Alliance of Women in Pharmacy-Pakistan (NAWP). These licensed pharmacists will be available via HD video-consultation to review and authorise the dispensation of digital prescriptions and counsel patients on dosage schedule, mode of administration, potential adverse effects and contra-indications. Moreover, pharmacists can promote adherence of patients to pre-defined, therapeutic regimens in accordance with international, clinical guidelines.

This is especially important for community members with comprised immune systems who are susceptible to: (i) COVID-19, (ii) co-morbid, communicable diseases such as tuberculosis (TB), HCV and malaria, and (iii) NCDs such as chronic lung disease.

THE TEAM



DR. ASHER HASAN

Co-Founder & Chairperson

A US-trained Medical Doctor (MD), Asher is a digital health innovator and serial social entrepreneur. Asher is also a TED fellow, a World Economic Forum (WEF) Schwab Foundation Asian Social Entrepreneur of the Year and has previously served as a consultant to the biopharmaceutical industry in the US. Asher launched his first social enterprise (Naya Jeevan), an insurance intermediary for workers in corporate value chains in California in 2007.



SÄBEEN FATIMA HAQUE

Co-Founder & Executive Director

Säbeen is a corporate escape artist-turned Social Entrepreneur, former Country Director for Ashoka, Advisor for the US-Pakistani's Women's Council and brainchild & angel Investor behind doctHERs. She is a Vital Voices Fellow and a Social Entrepreneur in Residence at INSEAD. She has been invited to speak at Forbes Women and Fortune MPW. She is an alumna of Harvard Kennedy School and INSEAD and has participated in global events including the Women in the World Summit, President Obama's Global Entrepreneurship Summit, G(irls) 20 Summit, TED and regional meetings of the World Economic Forum.



NADIA BUKHARI

Pharmacy & Gender Equity Lead

Nadia is a British Pharmacist of Pakistani origin and is the youngest female Fellow of the Royal Pharmaceutical Society. Nadia serves as the Global Lead, Gender Equity & Diversity Workforce Development Hub at International Pharmacy Federation (FIP). Nadia is also the Founder & Patron-in-Chief of the National Alliance for Women in Pharmacy - Pakistan (NAWP).

THE TEAM



KHAQAN SIKANDER

Chief Executive Officer

Khaqan mostly recently served as the GM of Strategic Operations, Business Development, Marketing & Communications at Aman Foundation, a \$100 Million, health foundation headquartered in Karachi, Pakistan. Khaqan has degrees in Management, Economics, Diplomacy, French, Spanish, Arabic & Creative Writing. Khaqan has spent significant time working in UN refugee camps in Lebanon and has volunteered for the UN in Senegal and San Jose, Costa Rica.



DR. KOMAL FATIMA RIZVI

Public Health/ Mental Health Lead

Komal is a Public Health Practitioner and Mental Health Advocate with a special interest in supporting the mental health & wellbeing of female frontline workers. In 2019 Komal led the TRANSFORM project, a sustainable development initiative to implement a gender inclusive, tech-enabled healthcare solution across rural Pakistan. The program delivered quality health and wellness services across 1500+ villages in Pakistan impacting over 1 Million women and girls in 2019.



DR. SUBIA RAUF

Head of Integrated Health

Subia recently completed a certification as an eDoctor in Family Medicine & Telehealth at Dow University of Health Sciences (DUHS). Prior to this, she obtained a Post-Graduate Diploma in Applied Psychology from Karachi University. After graduating from Karachi Medical & Dental College (KMDC), Subia completed a house job (post-graduate internship) from Abbasi Shaheed Hospital, Karachi. Following this, she worked at GSK and Pfizer as a Medical Advisor.