



“My Medical Home”

Presenter

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Mission Statement

To align consumers of all socioeconomic backgrounds as a **Patient Advocate service**, with payers as an efficient Gate Keeping system through Evidence Based Medicine, clinical integration and financial alignment.

Who are Mobile Doctors?

- 40,000 plus members
- Only Licensed 24-7 Physician Call Center
- GP and Family Medicine Specialists
- In English and Arabic
- Voice and Video
- Live in UAE and Qatar
- Expansion 2014: Saudi Arabia, Kuwait, Oman and Bahrain

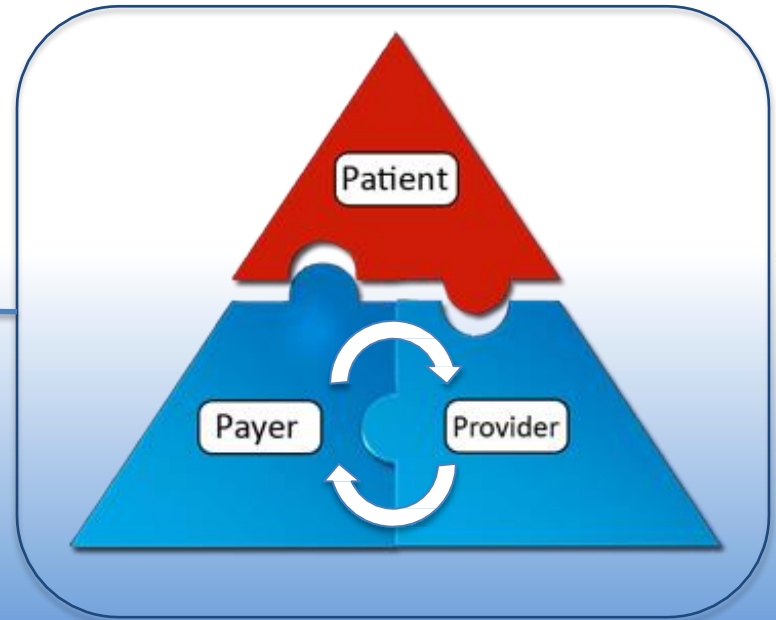


DUBAI
HEALTHCARE
CITY

Misalignment in the 3 P's

“The definition of **insanity** is doing the same thing over and over again and expecting different results” – Albert Einstein

- There is a **lack of primary care networks** throughout the GCC
 - Creating a **misalignment** among the 3 P's, specifically Patient and Payer
- The result of this misalignment:
 - Unnecessary overutilization
 - Patient dissatisfaction
 - Fraud
 - Increase in premiums and costs
 - Decrease in benefits
 - Increase in co-pay



Status quo is unsustainable

There Needs to be Change

Unsustainable Cycle of Care.



Patient

Self-diagnose, self-refer, seek help from family/friends/ pharmacists, treat insurance card like unlimited debit card



Provider

Actively and passively benefit from culture of over-utilization, costs passed on to payers.



Payer

Costs passed on to employers, premiums increase 15-30% annually, employers forced to reduce benefits.



One Touch Medical Home

Mobile Doctors 24-7 provides the most efficient and scalable primary care gatekeeping model that aligns all patients, payers, and providers

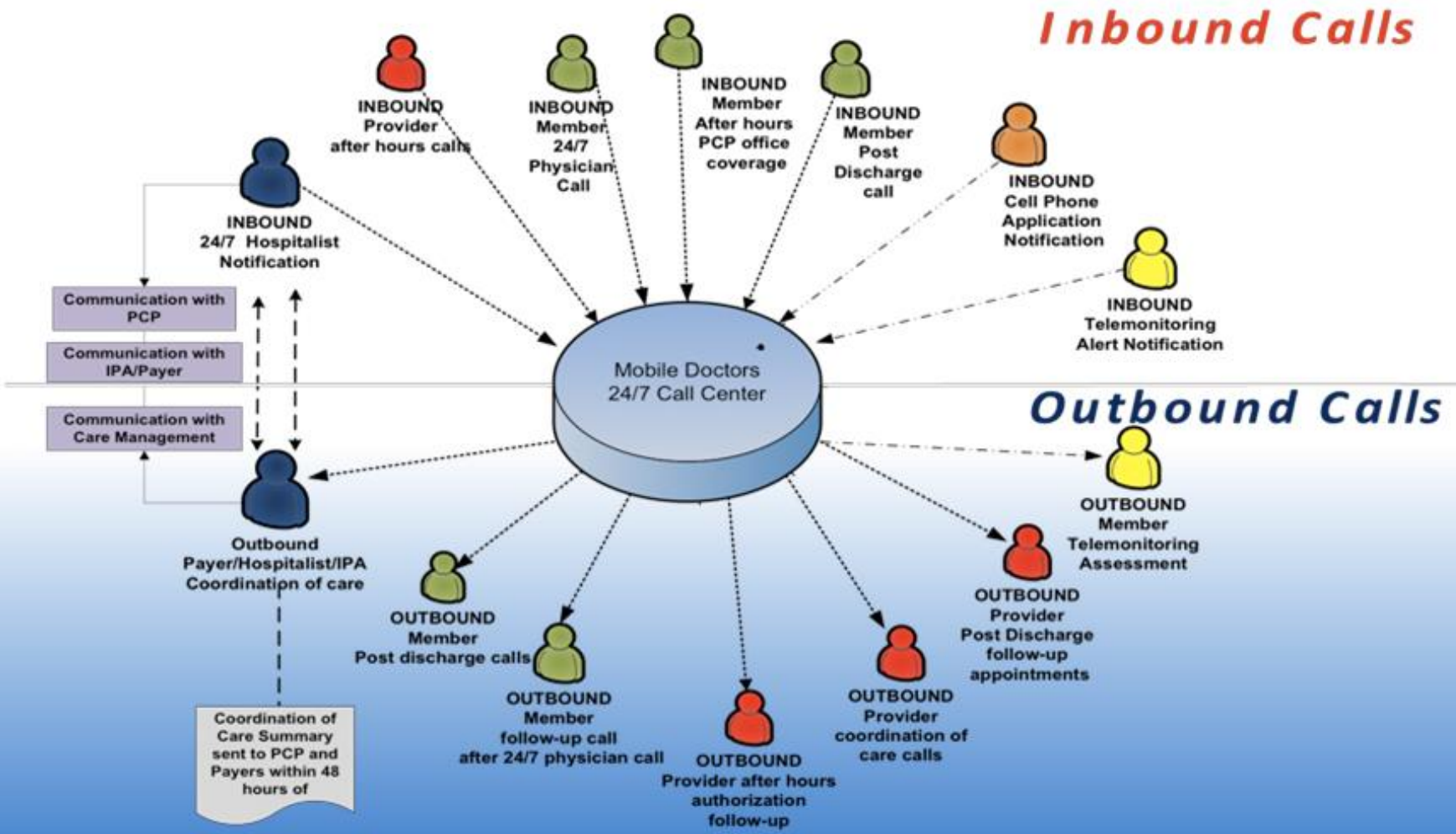
- **24-7** Medical call center staffed with western-trained family doctors and nurses that provide;
 - Doctor consultation
 - Care coordination
 - Access to medical records
 - Health tips over text message
 - Company doctors
 - OTC Medication
- Accessible, **24-7, anywhere**, via the mobile app



Gatekeeping Model: Aligning Patients and Payers

MD 24-7's Control Tower

Coordination and Communication Hub



Next Gen Healthcare

Next Generation Healthcare, First Contact, Mobile

2013

2014

Health Tips
Text Msgs

Voice

Video

Virtual
Clinic

Workshops

Company
Doctor
On Site Clinic

Onsite Clinics
Pharmacy
Management

Hospitalist

- **24-7 Medical Call Center**
 - Doctor consultation
 - Setup appointments
 - OTC Pharmacy
 - Sick leave
- **Company On Site Doctor**
- **Sick Leave Management**
- **Mobile Application**
- **Health Tips Text Messaging**



- **On Site GP Clinics**
- **Advanced Mobile Apps**
- **Pediatrics**
- **ICD – CPT Coding**
- **Pharmacy – Medication Distribution System**
- **Electronic Medical Records**
- **Chronic Disease Management**





Workflow of Physician Help Line

Step 1

Call Now

Dial 800-63247

Step 2

Language

Choose a language (Arabic or English)

Step 3

Registration

For safety and privacy, a one-time registration.

Step 4

Serving You

Provide your ID number every time you call

Step 5

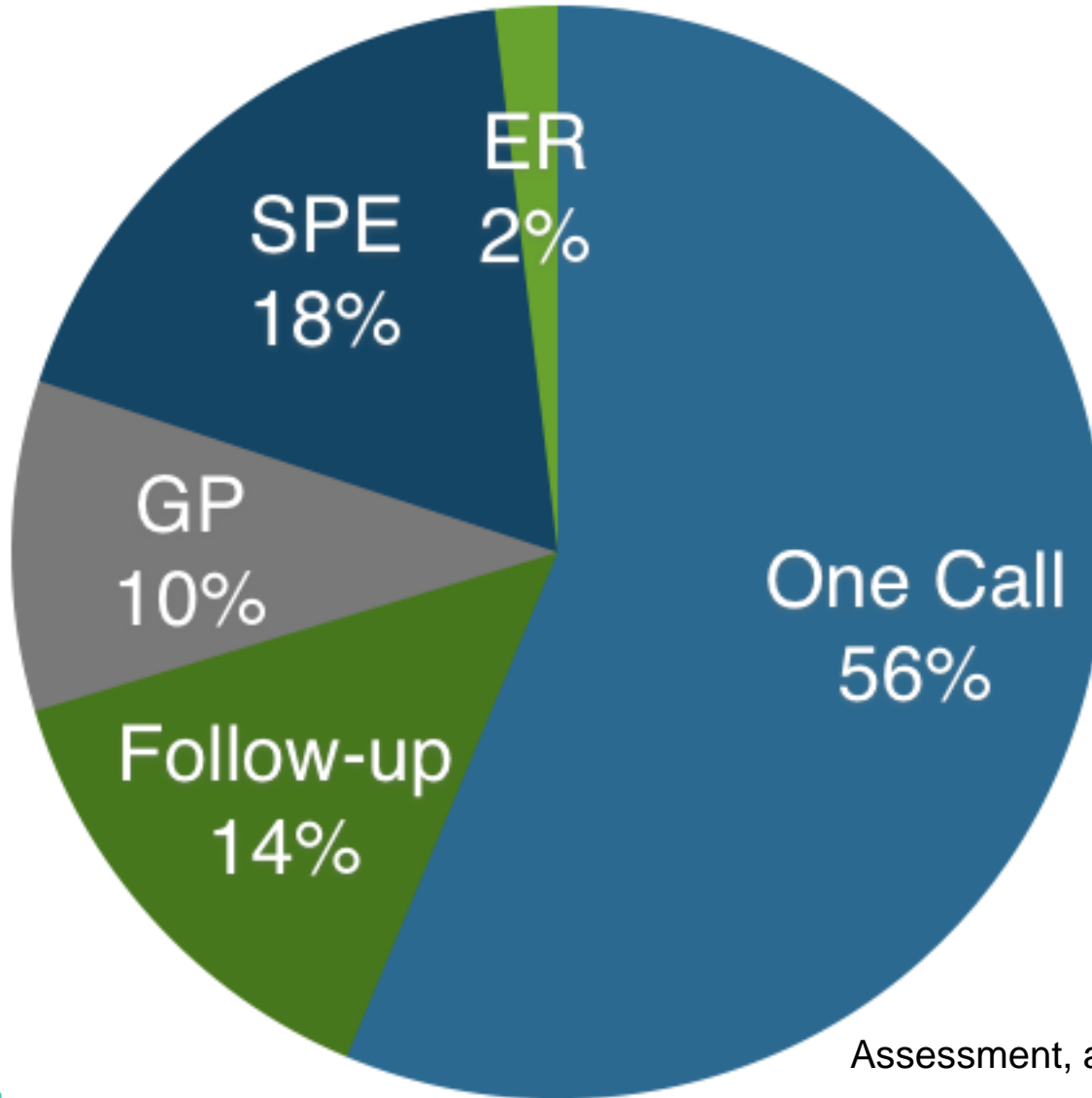
Doctor

Speak to a Mobile Doctors physician

Note: This is NOT an Emergency Service.

If you require emergency assistance, always call 999

Summary Clinical Call Outcome: 18 Months Analysis



70%

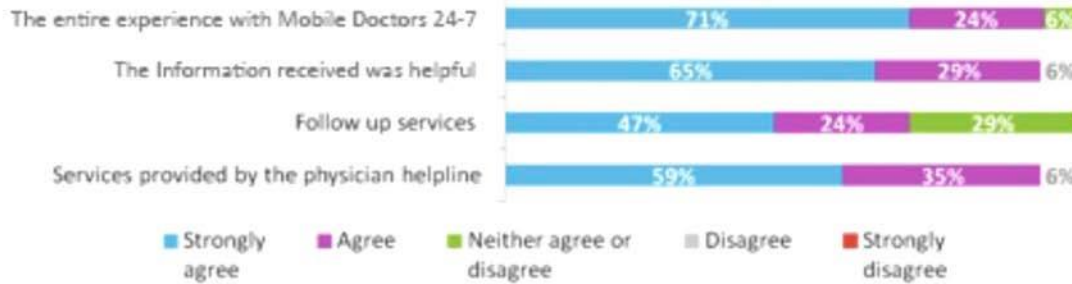
our doctors were able to help the patient via the phone

Assessment, advice, follow-up and resolution.

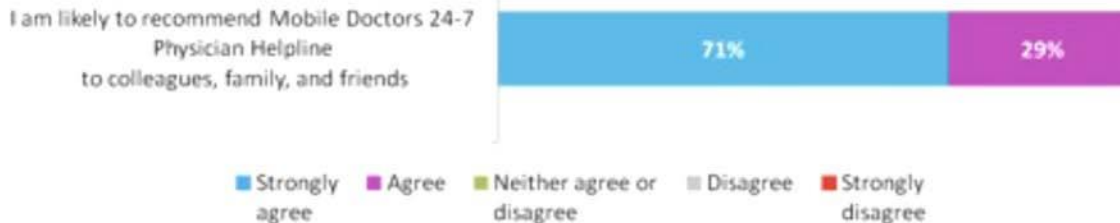
Assessment, advice and resolution.

Outcome: Patient Satisfaction

Overall experience



Recommendation



- **First and ONLY doctor interactive mHealth platform in MENA.**
- **Licensed by DHCC & DHA**
- **Award winning service recognized by the UAE DED**

Source: 3rd Party monthly customer survey of MD 24-7 subscribers.

MD 24-7 has a growing base of over 40,000 paying subscribers

Some of the challenges?



- Regulatory challenges
- Lack of “Local Data” / Insurance Companies

Asking clients to pay more?

Managing Client Expectations!

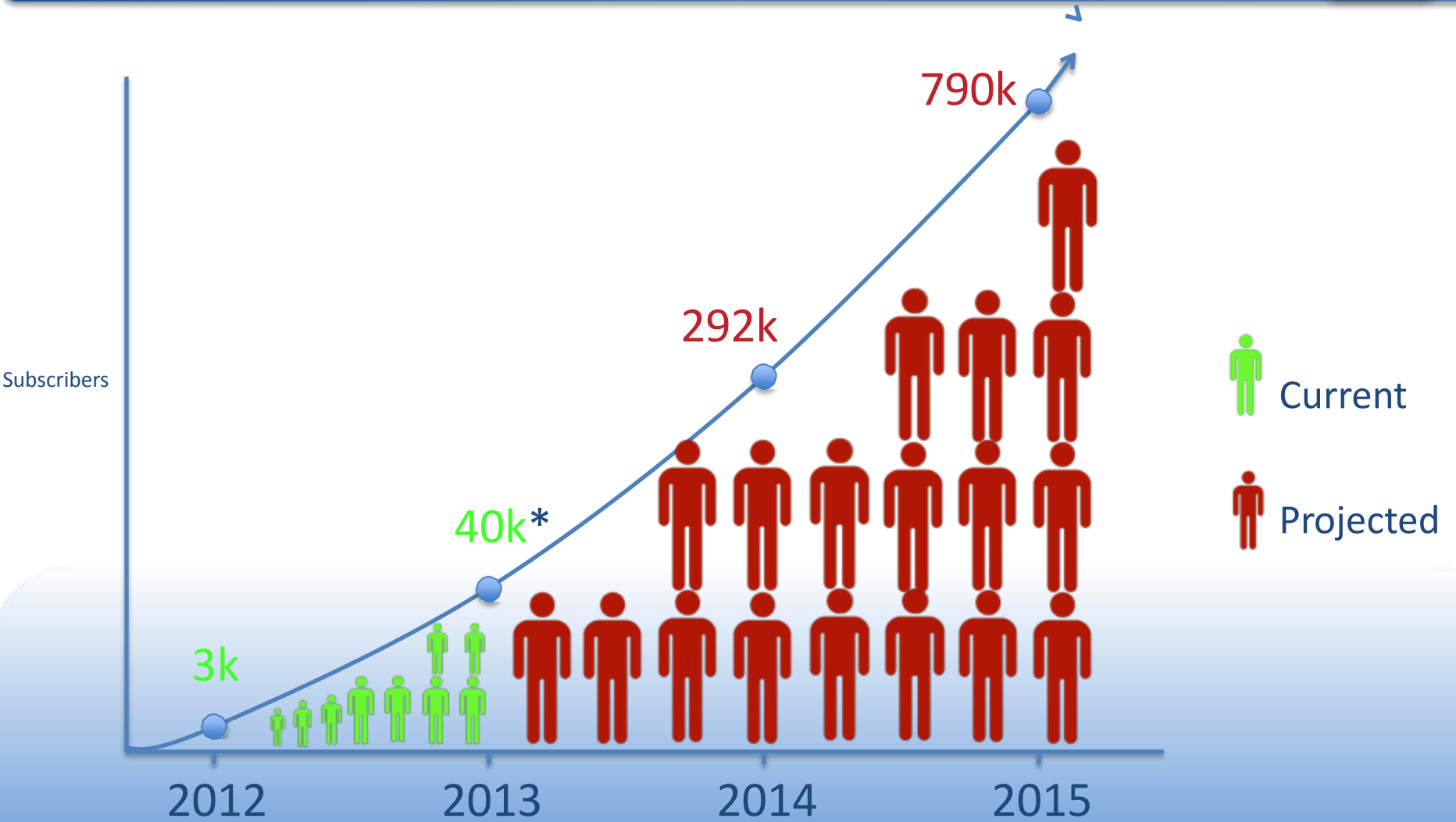


- Clinical Documentation
- Implementation challenges
- Patient Confidentiality and Data Protection
- Telecom Operator with clinical data?



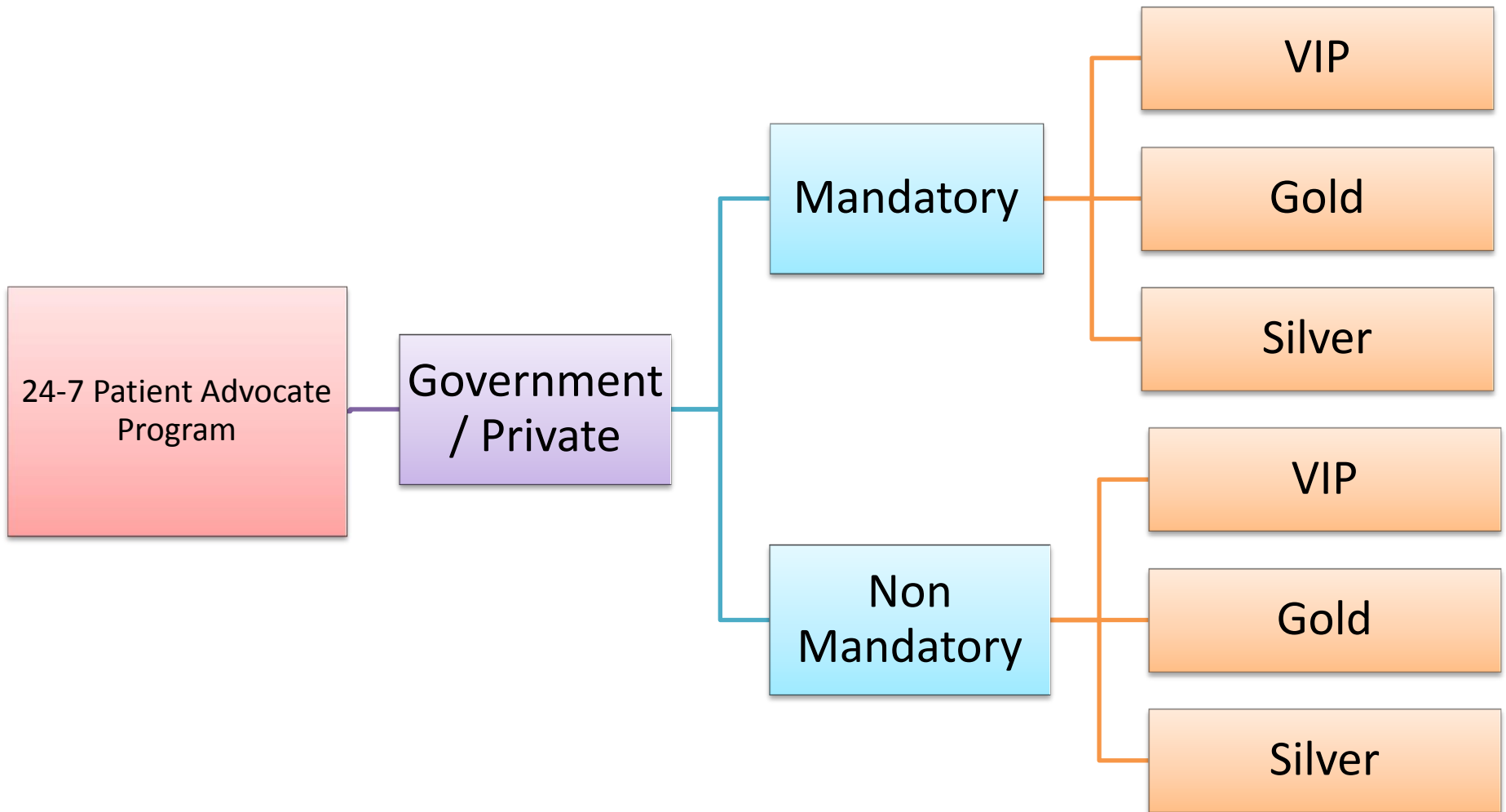
- **With all the above increased clients from 3,000 in 2012 to above 40,000+**

Projected GCC Subscriber Growth



*Actual through October

In 2014, Mobile Doctor Membership will be segmented as per below



Selective Mobile Doctors Clients in the UAE and Qatar



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DEVELOPMENT & INVESTMENT. WORLDWIDE.



bringing materials to *life*™





موبایل دوکتورز
MobileDoctors

Connecting You To Better Health 24-7

Thank You

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Questions and comments are welcome.