

PROVIDING MOBILE-ENABLED HEALTHCARE BENEFITS TO THE UNDERSERVED

Benin's Digital Health ID:

A case study of the GSMA's partnership with Kea Medicals



The problem

Systemic health inequalities

- Low life expectancy
- High death rates in children under five
- Low spend of GDP on healthcare
- Paper-based health records
- Administrative, financial and medical inefficiencies
- Incidence of low quality healthcare
- Incidence of high patient costs
- 44% population use the health service

88%



of surveyed patients didn't have any access to their medical records before hearing about Kea Medicals

Pre-COVID-19: The GSMA's evaluation user-research revealed 5 key lessons



1. MOBILE-ENABLED DIGITAL ID helps to tackle healthcare barriers

50% of surveyed patients said the most appealing benefit of Kea Medicals was being able to track their medical records

49% said a key attraction was that "My doctor will have easy and quick access to my medical history"



2. SYMPATHETIC USER DESIGN helps ensure no one is left behind

98% of surveyed patients agreed that Kea Medicals' mobile-scannable QR patch is useful

69% found it "very easy" or "somewhat easy" to use



3. MULTI-STAKEHOLDER PARTNERSHIPS open access to mobile-enabled services and unlock the benefits of a scaled-up service

Kea Medicals has partnered with a major African financial group to provide insurance, opening access to a network of hospitals for Kea Medicals and access to healthcare for users



5. CONDUCIVE POLITICAL ENVIRONMENTS can accelerate the benefits of digitisation for the underserved

While 80% of surveyed patients had no concerns and did not see barriers to tracking medical records through Kea Medicals, some healthcare workers expressed concerns about potential monitoring and control. Appropriate government policy could help to allay these fears.



4. MNOS are critical enablers

Kea Medicals has collaborated with MTN to integrate mobile money in its solution. This could enable a user to send a digital payment to their relative's mobile phone to pay for a doctor consultation

The solution

Kea Medicals launched a mobile-enabled digital health ID

100,000+



registered users*



Numerous healthcare professionals registered



Numerous hospitals registered

*As of July 2020, GSMA research

During COVID-19: Kea Medicals has pivoted in response to the crisis



Impact of COVID-19 on traditional healthcare

Unable to handle physical IDs

Delays in accessing records, especially due to COVID-19 backlog

Delayed healthcare in part due to the impacts of COVID-19 on healthcare

Hospital access affected by inability to travel due to restrictions on movement and social distancing

In-person consultations curtailed due to social distancing and travel restrictions

Lack of insurance or inability to afford insurance exacerbated in part by economic and financial impacts brought on by COVID-19

Inability to make physical payments and use cash due to social distancing and potential for infection

KEA MEDICALS



25,000+



mobile-enabled remote doctor consultations per month*



Kea Medicals' mobile-enabled digital health ID solution mitigates impacts of COVID-19

Mobile digital ID does not require physical contact

Instant medical records allow doctors to respond more quickly

Quicker healthcare is provided in emergencies exacerbated by COVID-19

Remote access ensures compliance with social distancing and quarantine restrictions

Virtual consultations can take place at patients' homes

Insurance integrated with the app enables potential for access to remote care

Mobile money empowers patients with a convenient way to pay for healthcare remotely