

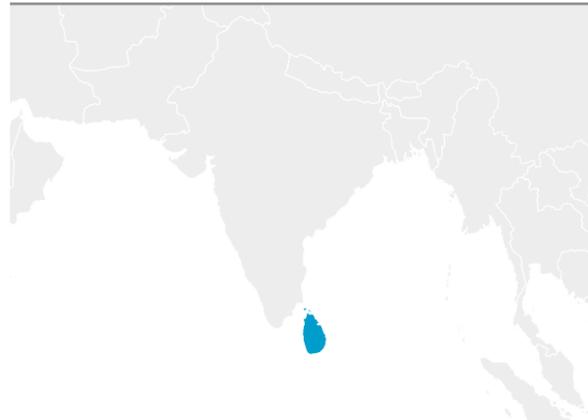
CASE STUDY **oDoc**

Connecting low-income earners in Southeast Asia to doctors through mobile-based telemedicine services



FOUNDING YEAR
2016

GEOGRAPHY
Sri Lanka



FOUNDING TEAM

- Heshan Fernando - Co-founder and CEO
- Sohan Dharmaraja - Co-founder and CTO
- Anisha Yasaratne - Co-founder and COO
- Sanjay Jayawardena - Co-founder and CFO
- Janaka Wickramasinghe - Co-founder and Chief Medical Doctor

TWEET PITCH

oDoc is a service connecting doctors with patients virtually using mobile technology (smartphone app, SMS, voice and video) and mobile data to provide high-quality primary health care at an affordable price.

WEBSITE

<https://odoc.in/>



A shortage of practicing physicians, combined with a dense population, makes access to health care a serious issue in Sri Lanka. According to the World Health Organization, there are fewer than 0.9 physicians per 1,000 people in Sri Lanka.¹¹ These figures hide an even greater disparity between urban and rural areas. According to a PWC report, approximately 60 to 70 per cent of the rural population relies on traditional and natural medicine for their primary health care.¹²

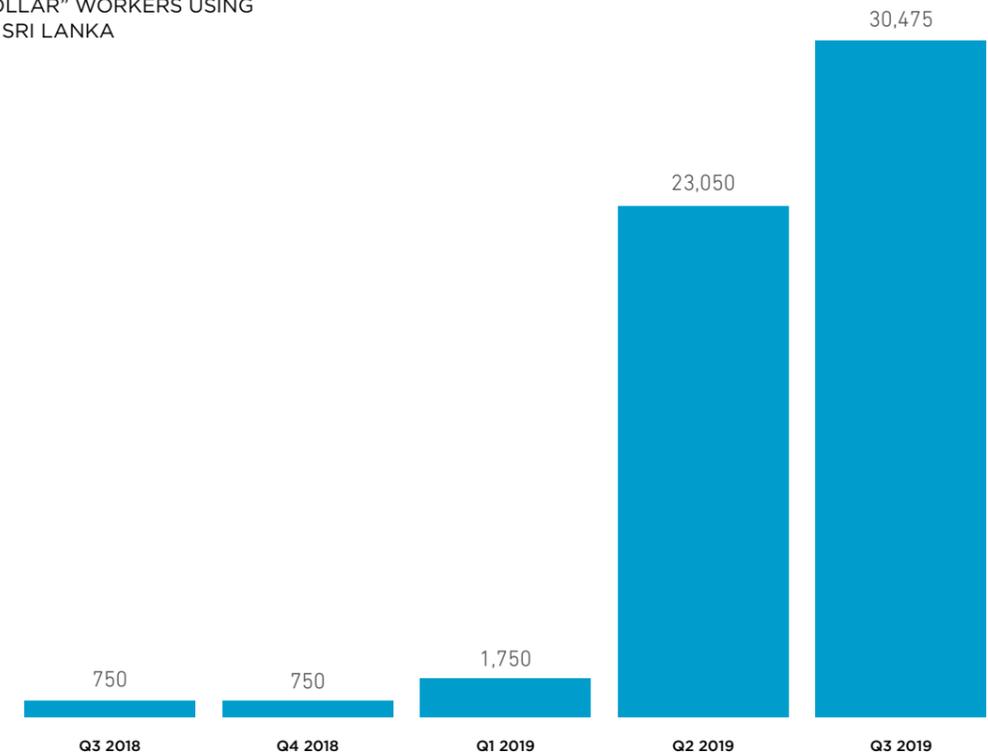
Despite the provision of free primary health care by the Sri Lankan government, the system is increasingly under pressure. A high burden of non-communicable diseases, increasing care needs for the elderly and rising out-of-pocket expenditure for chronic diseases are also partly to blame.¹³ The alternative — private

health care — is expensive and only affordable to middle-income citizens and above.

oDoc was founded in 2016 to provide greater access to primary health care. The oDoc service connects doctors with patients, using mobile technologies (smartphone app, SMS, voice, video) to provide high-quality and affordable primary health care. The solution serves all segments of the population, but it is specifically designed for low-income workers as it takes away the worry of travelling long distances to meet a qualified doctor. Employers pay on behalf of their workers at a rate of 35 Sri Lankan rupees (\$0.20) per employee per month, giving the employee and their family access to unlimited free consultations. Through oDoc, users can have a doctor's appointment within minutes. As of July 2019, 484 doctors have registered and over 45,363 users are on the oDoc platform.

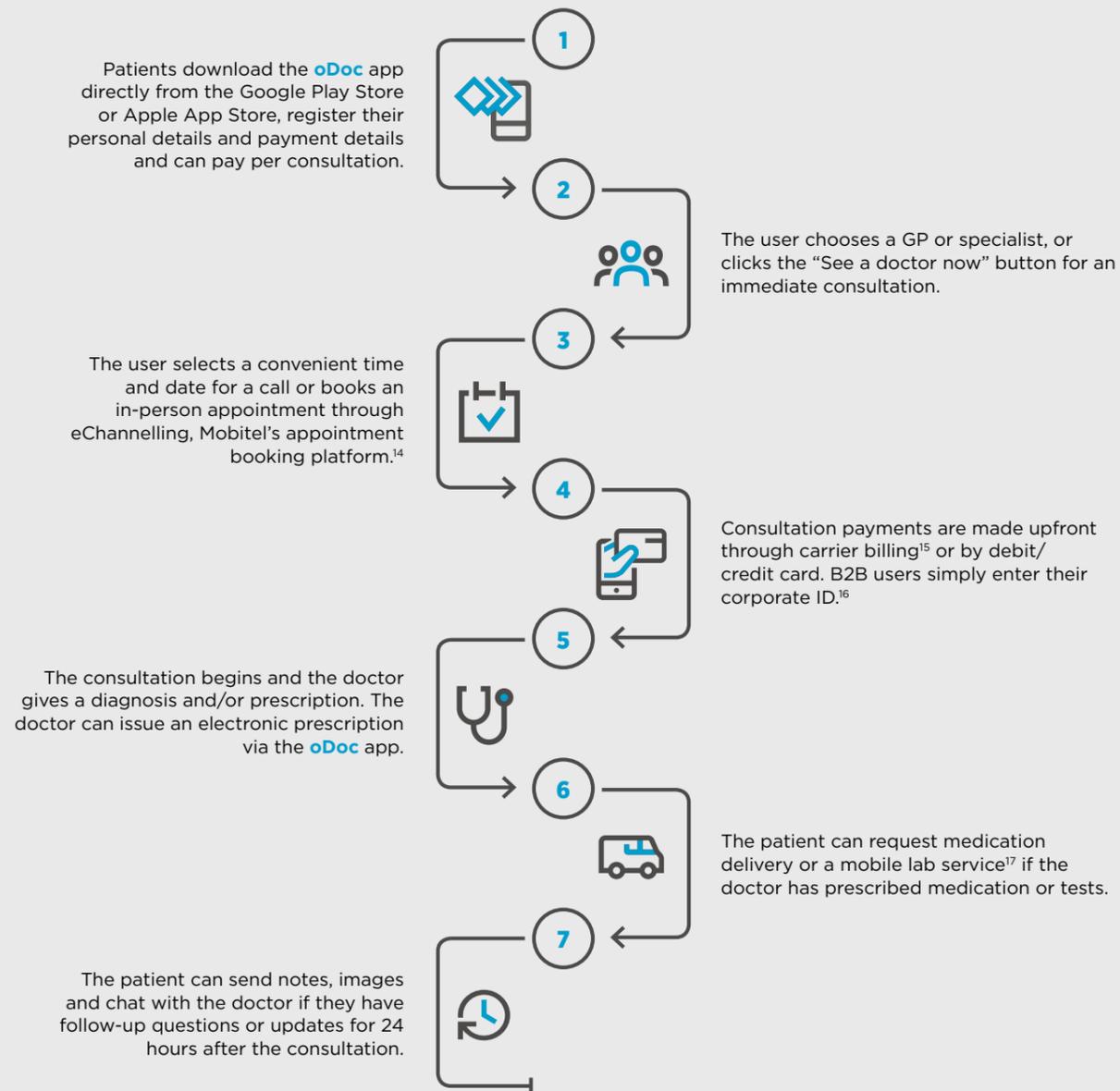
11. <https://data.worldbank.org/indicator/SH.MED.PHYS.ZS?locations=LK>
 12. PWC, The Health Sector of Sri Lanka. Embassy of the Kingdom of the Netherlands, p. 64. [https://www.rvo.nl/sites/default/files/2016/01/Health sector in Sri Lanka.pdf](https://www.rvo.nl/sites/default/files/2016/01/Health%20sector%20in%20Sri%20Lanka.pdf)
 13. Susie Perera, "Primary Health Care Reforms in Sri Lanka: Aiming at Preserving Universal Access to Health", chapter 10, *Health for All: The Journey to Universal Health Coverage*.

ODOC
CUMULATIVE NUMBER OF B2B "BLUE COLLAR" WORKERS USING ODOC IN SRI LANKA



How the service works

The oDoc service facilitates patient-doctor consultations for both business accounts and direct patients. oDoc also provides services to businesses offered on a monthly per-employee subscription model that gives enrolled employees unlimited access to consultations. Employees who cannot afford a smartphone can access the oDoc services through a tablet provided by their employer. Users can choose to have their appointment in one of the following languages: English, Sinhala, Tamil, Kannada, Hindi and Telugu. Before a doctor can be registered as a consultant on the platform, their credentials are thoroughly vetted and oDoc's Chief Medical Officer runs a clinical test with the doctor to ensure they can handle telemedicine appointments effectively.



14. The patient can request the consultation to be conducted in English, Sinhala, Tamil, Kannada, Hindi or Telugu.

15. Through the oDoc app, users can pay through Dialog Carrier billing or with a credit/debit card. Users can also book an oDoc consultation through eChannelling (website), then pay via their Mobitel or Dialog bill.

16. For the B2B model, corporate employers pay a monthly subscription of LKR 35 per employee (a total minimum of LKR 10,500 per company), which covers the employee and three of their family members for video consultations.

17. A mobile lab service is a fully equipped portable laboratory service that can offer services, such as a full blood count test, from anywhere.



Working with mobile operators

In 2018, oDoc partnered with Dialog, the country's largest mobile network operator (MNO), to integrate carrier billing with the oDoc platform and enable customers to pay for telemedicine services using mobile airtime.

In April 2018, oDoc also partnered with Mobitel, the MNO unit of Sri Lanka Telecom. Mobitel owns

eChannelling, one of the largest in-person appointment booking platforms in Sri Lanka. The oDoc partnership with eChannelling enables users to book oDoc video or audio consultations directly through the eChannelling website, and consultations are charged to the user's mobile phone bill. The partnership has significantly increased the number of consultations booked through the oDoc platform.



“Through our partnership with oDoc, we were able to provide an online video medical consultation solution to our customers much faster and more cost effectively rather than building it ourselves. By combining oDoc's speed with our reach, we have been able to create and distribute a market leading product that not only benefits us and oDoc but the country as well.

Suneth Haputhanthri, General Manager, eChannelling & Senior Manager, Digital Service & Prepaid, Mobitel

We partnered with oDoc to increase accessibility to high-quality healthcare across Sri Lanka. Dialog's Ideamart, has provided carrier billing as a payment method via Dialog APIs on the oDoc app. This feature allows users to add the video consultation fee to their phone bill. By providing this convenient payment method, we are allowing all Sri Lankans to have easier access to healthcare.

Roshanth Gardiarachchi, Senior Manager, Ideamart Services, Dialog



Changing lives



oDoc's solution grants health care access to low-income earners in underserved areas of Sri Lanka. Employers pay a monthly subscription per employee to provide employees and their families access to unlimited free doctor consultations via the oDoc app. Between September 2018 and July 2019, over 30,475 blue collar workers used the oDoc mobile services.



As of July 2019, half the doctors on the oDoc platform are women and an average of 65 per cent of oDoc end users are women.



oDoc is evolving beyond primary care and is increasingly used for follow-up visits. It helps chronically ill patients connect with their doctor easily through a mobile app. It also saves time and money for the patients. This mobile app has helped me reach more patients from all over the country.

Dr. Malika Weerasinghe, Psychiatrist



As a mother of two kids, their health is the top-most priority to me. With oDoc, I can have access to the best medical advice within minutes. As a working mum, oDoc has really changed the way I look at healthcare for my kids. It allows me to speak to doctors from the comfort of our home without the kids having to travel when they are ill.

Sujani, female oDoc user, mother of two children, works in a textile factory



Usually if anyone in my family is unwell, I have to skip a day of work to take them to the hospital, but with oDoc I don't have to do that anymore. oDoc has allowed us to speak with qualified doctors, who are far from where I live, within a few minutes using just a mobile device. It has made getting good healthcare simpler for me and my family without having to lose out on a day's pay.

Amila, male oDoc user, works in a textile factory



Working with the GSMA Ecosystem Accelerator

oDoc received a grant from the [GSMA Ecosystem Accelerator Innovation Fund](#) in November 2018 to scale up their service in Sri Lanka to offer low-income earners access to quality and affordable health services. The grant is used to develop oDoc's mobile technology and platform and scale their B2B solution for low-income earners in factories, construction sites and the transport industry.

By the end of the grant in December 2019, oDoc plans to have reached over 90,000 users through its mobile app. In addition to funding, the GSMA continues to support oDoc to strengthen its relationship with mobile operators across the Asia Pacific region. In July 2019, oDoc began expanding into India.

