



Reducing the Digital Divide: How to Ensure an Enabling Environment for Equitable Tech for All

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Over **52%** of
people cannot access
essential health services

World Health Organisation,
World Bank

Up to **90%**
of medicine purchase
is out-of-pocket and they
are often
20-30x
more expensive in
emerging markets

World Health Organisation,
Financial Times, CGDev



Our core offerings

One-stop distribution, engagement and insights



- Product registration: regulatory work to register products
- Distribution and commercial: commercialization and third-party distribution management

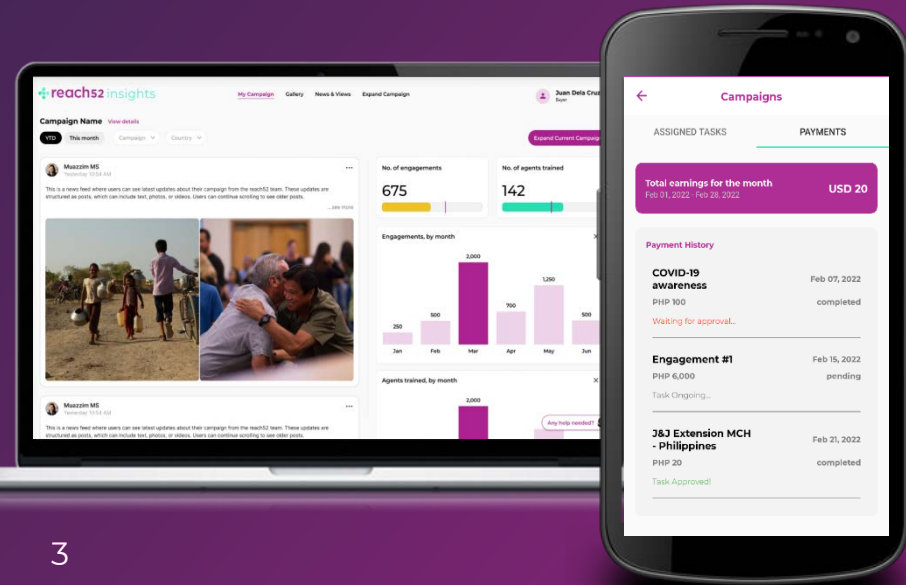


- Health promotion campaigns: education and screening to build patient awareness and referrals
- Health workforce training: doctors and other health workers, build knowledge

In progress

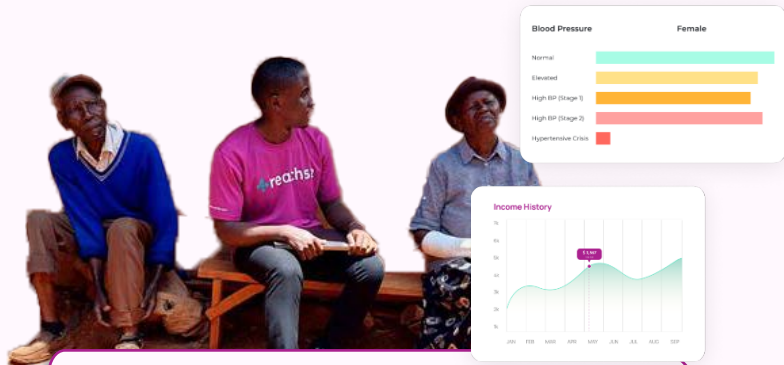


- Digital stack: tech to support Access, Impact
- Insights platform: dashboards, insights, automation
- Market research ad-hoc given our reach
- 'Triggers' to automate actions



How it works

Create insights, run health campaigns, sell products



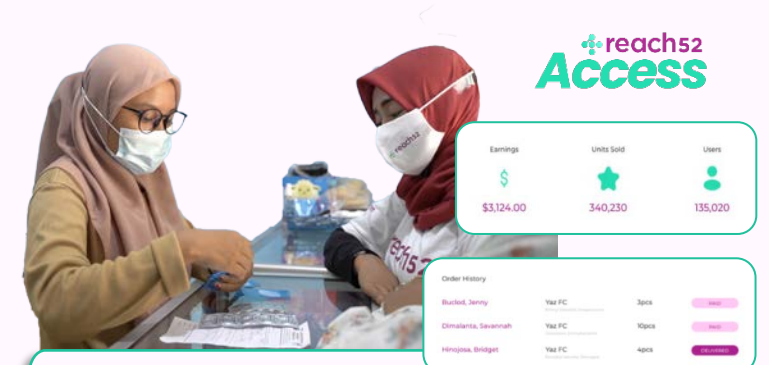
Collect local data for emerging markets health insights

- Community team trained on our tech
- Collect resident health needs and local health insights
- ✓ **Efficient and localised strategy and plans**



Run health promotion campaigns and training

- Awareness, education, screening; medical education
- Multichannel, community level events, and 1-1 touchpoints
- ✓ **Drive demand, improve health outcomes**



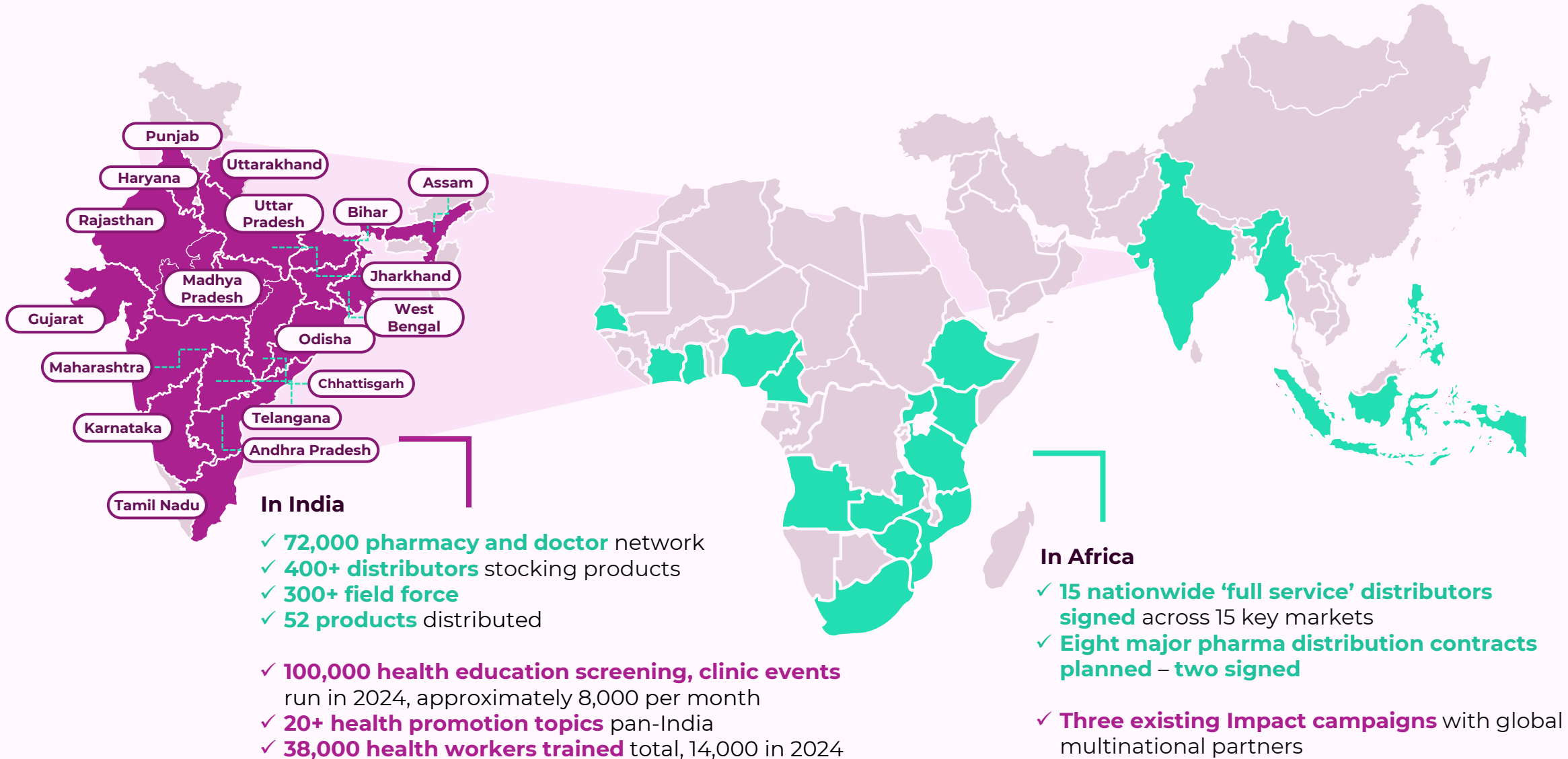
Distribute products to pharmacies, health providers

- Pharmacies/clinics/hospitals buy products from reach52/distributor
- reach52 can market/distribute innovator and/or generics
- ✓ **Sales/marketing revenue from product supply**



Traction

Near-nationwide in India, with expanding footprint



Embedding tech and data

Started to build next gen ops – opportunity to create data asset and unique insights at our core



Dashboards for operations management, understanding needs, forecasting demand

Upfront market research with communities, doctors, pharmacists
Aggregate external data sources

Dashboards on market demand, size, share, trends, qualitative insights, patient stories, photos and visuals

Support reporting, sales tracking, sub-national trends, impact and ESG metrics, customer and patient feedback, etc



Insights



Manufacturing

ERP: product purchased, sold and inventory



Warehouse

Ordering/CRM platform, connecting sales rep to stockist/distributor



Distributors

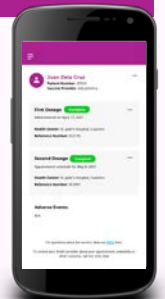


Sales



Demand gen

Engagements, events, public health data



Data federated and only anonymised for business compliance / legally

For all tech in different markets we will embrace a best of breed product and focus on data integration and aggregation as the 'intelligence layer' (e.g. different CRM for India and Kenya)



**We
believe...**

Hyper-localise healthcare

Data-driven efficient models

Optimise limited resources



The needs

Looking at hypertension screening needs...

Philippines

Risk Factors	TOTAL PH
Smoker	18.95%
Has hypertension in the family	8.17%
Physically inactive	6.67%
Overweight/Obese	3.32%
Daily alcohol drinker	1.32%
Has diabetes	0.85%
TOTAL AT-RISK	30.7%

Indonesia

Hypertension Risk Factors	TOTAL INDO
Smoker	31%
Overweight/Obese	23%
Physically inactive	3%
Has hypertension in the family	1%
Diagnosed with diabetes	0.64%
Daily alcohol drinker	0.01%
TOTAL AT-RISK FOR HYPERTENSION	50%

Cambodia

Risk Factors	TOTAL KH
Physically inactive	61%
Overweight/Obese	21%
Smoker	6%
Diagnosed with diabetes	0.84%
Has hypertension in the family	0.23%
Daily alcohol drinker	0.12%
TOTAL AT-RISK	71%

India

Risk Factors	TOTAL IN
Overweight/Obese	55%
45 years old & above	24%
Physically inactive	1%
TOTAL AT-RISK	64%



Our platform

From an 3% overall malnutrition prevalence in the region...

Constituency	# of households onboarded	# of residents screened	# of malnourished residents	% of malnourished residents ¹
<i>Masked sub-region names</i>	2,885	2,565	21	0.82%
	16,055	14,453	35	0.24%
	4,383	3,931	113	2.87%
	3,435	2,407	36	1.50%
	5,133	1,957	593	30.30%
	8,876	7,189	76	1.06%
	4,721	4,124	118	2.86%
	4,988	4,604	370	8.04%
	50,476	41,230	1,362	3.30%

1. Out of residents screened



A new NCD

We're starting to look at mental health – the 'new non communicable disease'

	PH	INDO	KH	IN
Excellent	38%	67%	0%	34%
Good	21%	16%	4%	35%
Average	38%	14%	80%	23%
Somewhat poor	3%	2%	8%	4%
Poor	1%	0%	8%	3%



The lack of data on product availability and pricing masks huge issues that are solvable

General availability but inconsistent demand

- **Oxytocin**
 - USD0.28 - 0.76
 - ~60% availability
- **Iron folic acid**
 - USD1.33 - 10.75
 - Widely available
- **Azithromycin**
 - USD0.72 - 14.68
 - 37 generics

In the market but not widely available

- **TXA**
 - USD0.08 - 3.42
 - Rare
- **Magnesium sulphate**
 - USD6.08 - 15.18
 - Less than 30%
- **Misoprostol**
 - USD0.26 - 24.6
 - Only private sector

No significant presence

- **Carbetocin**
 - USD0.97 - 15.36
 - Only one supplier
- **Amox Dt**
 - No prices
 - No examples found

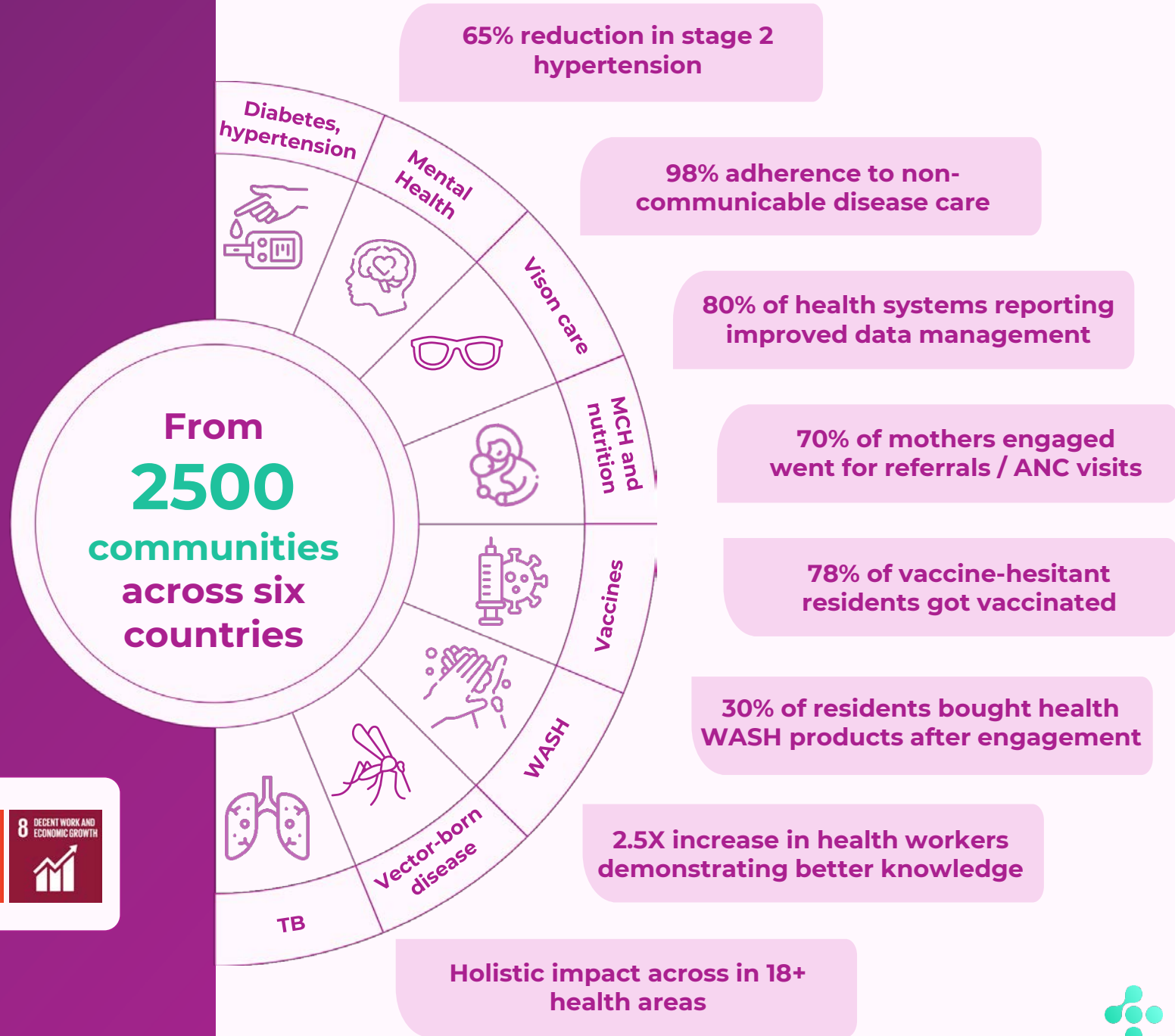


Social impact

Health and business outcomes, audited impact in three SDGs

- ✓ Holistic healthcare
- ✓ 20+ health areas
- ✓ Proven outcomes

Social Return on Investment (SROI):
For every \$1 invested, we save people \$2.10 in health costs



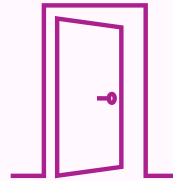
Challenges and learnings

Whilst digital holds potential, it is not a 'silver bullet' and needs to be embedded within a strong system



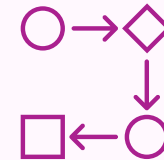
Get 'the basic' right to ensure future-proofed and sustainable solutions

Governance, consent, common data standards to avoid future silos that create interoperability issues, etc



Must have a 'digital front door' to a system that can help

Trained health workers, referral pathways, and generally supporting the increased demand that can come from good digital and AI programs



Focus on enablement first and 'channel shift' at a suitable pace

We are finding digital (and soon AI) more useful at the 'back end' first vs client facing – but over time the shift can happen (like banks, airlines, etc)



Join us to reach 52%
of the world

    @reach52health

