

## **2020 Virtual WITSA Global ICT Excellence Awards Nomination Form**

### **AWARD CATEGORIES:**

Awards will be given to individuals, academics, businesses, NGOs, government branches etc., on the basis of particular programs, web sites, strategies of ICT / Internet deployment; i.e. the awards will not be political but technical, honoring use and implementation of technology in accordance with the criteria described below (i.e. a government per se will not be a “winner”, but one of its integrated web sites or services may be). The winners may not necessarily represent the most advanced technology solutions, but should be excellent examples of ICT deployment which have made a difference for the community of interest (whether providing public services, boosting profits or advancing connectivity):

Please note that nominees will be judged on the basis of the following criteria and weighting:

<b>Judging Criteria</b>	<b>Weighting</b>
Global Impact/Potential	30%
Scalability	30%
Innovative Features and Functionalities	10%
Proven Solution	30%

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### **7. Innovative eHealth Solutions Award**

#### **Award Criteria:**

This Award recognizes Individuals, healthcare institutions, academic institutions, corporations, NGOs or governments that have made remarkable and successful efforts at utilizing ICTs as a tool to promote health and health care such as telehealth, mHealth (mobile health), eHealth or through eLearning, electronic health records, big data, legal frameworks, or social media. Solutions utilized may range from provision of information to keep citizens healthy, to support for public health in communities, care and support systems in health facilities, and from all the above the data needed to inform management and policy-makers.

**YOUR NOMINEES (limit two nominations per award category):**

OnDoctor Company Limited

**REASONS FOR NOMINATION** (please justify why you think your candidate is qualified):

Global Impact/Potential

OnDoctor is an example of how simple technology can be used to lessen the burden on the healthcare providers and increase the scope of primary and preventive healthcare beyond urban areas of the country.

Providing health literacy on primary and preventive care in local language to “connected patients” means empowering public with knowledge and knowhow of how to best take care of themselves, their family and their community to stay healthy.

In many developing countries and underprivileged family where healthcare expenses are paid for “out of pocket”, having a tool to understand healthcare issues and consult with a doctor remotely can make significant contribution to people’s savings and earning capacity.

NOTE: See the **supporting information** provided by OnDoctor

Scalability

Dropping prices of smart phones and access to internet with 3G and 4G technology has connected more people than any other form of mass communication. The use of such technologies in providing healthcare literacy has a potential to complement and scale the operation and scope of traditional healthcare facilities.

In Myanmar, with current statistics OnDoctor has the potential to reach to 22 Million “connected patients” which is roughly 40% of the population. The trend of the smartphone purchase and internet connectivity shows more people will be connected. The country already has 4G reaching in 95% of its territory.

NOTE: See the **supporting information** provided by OnDoctor

Innovative features and functionalities

OnDoctor has integrated simple tools like “Direct Instant Messaging” DIM, Video Conferencing to connect doctors and patients in a virtual clinic.

In Myanmar where 85% population is unbanked, OnDoctor has provided multiple channels of payment taking advantage of the growing popularity of alternative payment methods like mobile payment.

Its use of local language makes it easier for locals to navigate the functions and consume the content in the app.

The ability for a Doctor to take notes of the patients and record past medical history including allergies means that medical record of patients can be shared among doctors to provide better diagnostics.

NOTE: See the **supporting information** provided by OnDoctor

#### Proven Solution:

Established in 2016, the company has been providing services for 4 years. It has deployed its services in general hospitals like the Yangon Children Hospital where it has received positive feedback from the doctors.

Till date it has answered over 4 million questions. Its growing popularity among the public is reflected in the engagement it receives in its social media and app usage.

It has onboarded over 100 doctors to its platform validating the endorsement from local healthcare providers.

It has worked in content creation with various government bodies including the Ministry of Health and Sports of Myanmar (MOHS). Its creation of a song with MOHS to educate the public of the importance of personal hygiene during COVID19 was widely shared throughout the country. The song was used by many organizations to bring awareness of washing hands, practicing social distancing and other helpful behavior.

NOTE: See the **supporting information** provided by OnDoctor

**SUPPORTING INFORMATION:** Please send any supporting information to the address above, including information from candidate (i.e. excerpt from program description, web site print-out, press release, etc.)

[www.ondoctor.com.mm](http://www.ondoctor.com.mm)

<https://web.facebook.com/OnDoctor>

<https://www.youtube.com/watch?v=IAMKh9p7sm0>

The app is available for download in Play Store for Android and AppStore for iOS devices

OnDoctor - Online Healthcare Consultation App

*“Basic healthcare should be accessible and affordable to all”*

Micro innovation with existing technology such as DIM (direct instant messaging) and video conferencing can ease the burden on healthcare system and make maximum use of the resources available by connecting patients with doctors in Virtual Clinics.

This is remarkably effective as smart phones are becoming cheaper every day and 4G internet data is being available in the remotest parts of the country. Basic essential primary healthcare, easy accessibility and affordability means saving the most important means to a country's prosperity i.e. millions of healthy productive citizens.

Myanmar, a country that emerged from six decades of military government and dictatorship in 2010 faces a myriad of challenges in its healthcare system.

Encouragingly it also has 40% of its population connected to internet in 2020. A similar percentage of population has Facebook account. Year on year growth of 7% is expected for internet connectivity for next 5 years.

Using teleconsultation and health literacy contents to address basic essential primary healthcare has simultaneous advantage for the healthcare providers and the patients. On one hand it lessens the burden on hospitals and clinics and allows the resources there to be used for critical healthcare issues; on the other hand, it saves time, money and emotional stress patients experience from visiting a medical facility in a country like Myanmar.

**What is the area of focus for OnDoctor?**

**Health Literacy:** OnDoctor would like to create awareness of primary and preventive healthcare through engaging content pushed through OnDoctor app in local language. Everyone who has access to internet and smartphone should have access to free healthcare and hygiene literacy. Ideally that would mean all smartphone users with access to internet in Myanmar should have OnDoctor app.

**Accessibility:** It should be easy for anyone to get in touch with General Physician or Specialist for consultations and advise regardless of them living in rural or urban areas. It is the goal of OnDoctor to reduce the financial, emotional and time burden thrust upon someone for a visit to a GP or Specialists for essential primary healthcare in Myanmar.

**Affordability:** Primary healthcare should be affordable for all regardless of their financial status. Often scared by the consultation fees or intimidated by anxiety of visiting a doctor or healthcare center many in poorer and rural community avoid seeking medical advice in earlier stage of disease increasing chances to developing more serious medical complications. OnDoctor's goal is to relieve them from this mindset. Pricing of our online consultation fees are as low as USD 2.5 for a month of unlimited online consultation with a doctor that can be used for the whole family.

## **What can the app do?**

### **OnDoctor Chatroom: Realtime DIM with Doctors:**

Users can subscribe to daily, weekly and monthly privilege to have unlimited direct instant messaging with doctors for costs as low as MMK 120 / day (USD 00.08 /day)

### **Stores notes on treatment plans, follow-ups, allergies and other clinical notes:**

Doctors are able to take simple notes on the treatment plan and history of the patients, any follow-up needed and allergies he/she might have.

### **Premium Chatroom: DIM and Video with Doctors:**

Users can appoint doctors (specialists) for chat and video for minor consultations without the need to visit them at the hospital.

### **Articles and Knowledge Center:**

Written by doctors (in local language, Burmese) and curated by a team of digital media professionals the content is freely accessible to anyone who has downloaded the app. Content are clearly divided in categories like Women Health, Men Health, Childcare, OB-GYN, etc. Additional information on symptoms, medicines and medical terms are also available.

### **Multiple payment options:**

In a country where more than 70% of population is unbanked, payment needs to be simple and accessible. OnDoctor app allows users to pay the bill through multiple options including mobile phone top-ups, mobile payment providers and direct bank transfers.

## **OnDoctor's Story**

This idea and application are built taking Myanmar into the context. It is our understanding that the application and the idea can be used in many emerging economies where healthcare infrastructure is lagging and significant population have access to internet and smart phone.

The healthcare system in Myanmar faces a myriad of challenges. Of these, shortage of medical doctors, lack of accessibility and out of pocket cost related to healthcare directly affect the least fortunate and the most vulnerable members of the society. Myanmar is ranked 190th in the World Health Organisation efficiency chart which highlights the severity of the situation on the grounds.

Visiting a medical facility for consultation has several direct and indirect cost associated. While the doctor's fee is easy to calculate, other related cost is more complex to calculate. Among them are the time and cost of travel, cost of missing the work due to long waiting hours associated to the visits, time and cost of caretakers incases of infants and elders, mental anxiety associated with planning the visits etc. Additionally, for specific diseases that are difficult to talk about in conservative Myanmar like mental health, STDs and OB-GYN where patients are often stigmatised the visit to a medical centre is even more difficult. With DIM (direct instant messaging) and video conferencing services, consultations can be done virtually avoiding time spent or the cost and mental distress associated with the visit to medical centers.

50% of Myanmar population has unique mobile subscription (Telenor group, 2018) and 90% have access to 3G+4G network (Telenor group 2018). By 2030 this number will have increased and it would not be a mistake to assume that almost all living in Myanmar will have access to app-based services like OnDoctor.

In this scenario people living in urban and rural area regardless of physical healthcare infrastructure should get access to basic primary and preventive healthcare information that is related to them (local context) and easy to understand (local language). Whether the first-time mother gave birth to her child in a hospital in Yangon or her home in remote Kachin village, whether she is educated or not, she should know what are the basic hygiene issues she should be careful about for her and her newborn. What nutrition available locally she should take or avoid and what she should do when she faces incidents that are out of ordinary. This is just an example; it should be the same for someone who went through a surgery or someone who was diagnosed with a H5N1, or more recently with COVID19

A person's question, curiosity, doubt or even just enthusiasm about their health, hygiene, nutrition or body should not be a privilege of the few but available to all regardless of their age, sex, wealth and geographical location.

In a country like Myanmar, where the doctor to population ratio is 5000:1 increasing the productivity of the doctors by providing them with tool and opportunity to earn extra income translates to thousands of people getting access to healthcare advise and material that would have otherwise not been possible. By having more people into the platform, we would have the

opportunity to learn how to use the data available to us and integrate chatbots, artificial intelligence and other technological miracles into our platform to advance our cause of providing primary and preventive healthcare all the while providing secondary source of income to doctors and medical professionals.

In the “Myanmar Sustainable Development Plan (2018 – 2030)” published by the Ministry of Planning and Finance of Myanmar, the government has outlined 9 action plans that aims at “Improved quality of health services” and Strengthened supply of human resources needed for equitable and effective delivery of services and interventions” as its strategic outcomes. By aligning ourselves closely to these action plans, we will benefit from government’s investment in the sector and be able to do our part in supporting those goals.

OnDoctor’s vision is to be inclusive and technology driven platform to provide primary and preventive healthcare advice and literacy. It will do so by enhancing productivity and income for doctors and healthcare providers and aligning its strategies to that of the government’s investment plans.

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