



Doctor in a Box

Portable Health Clinic Preventive Healthcare Service at your Doorstep

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Agenda

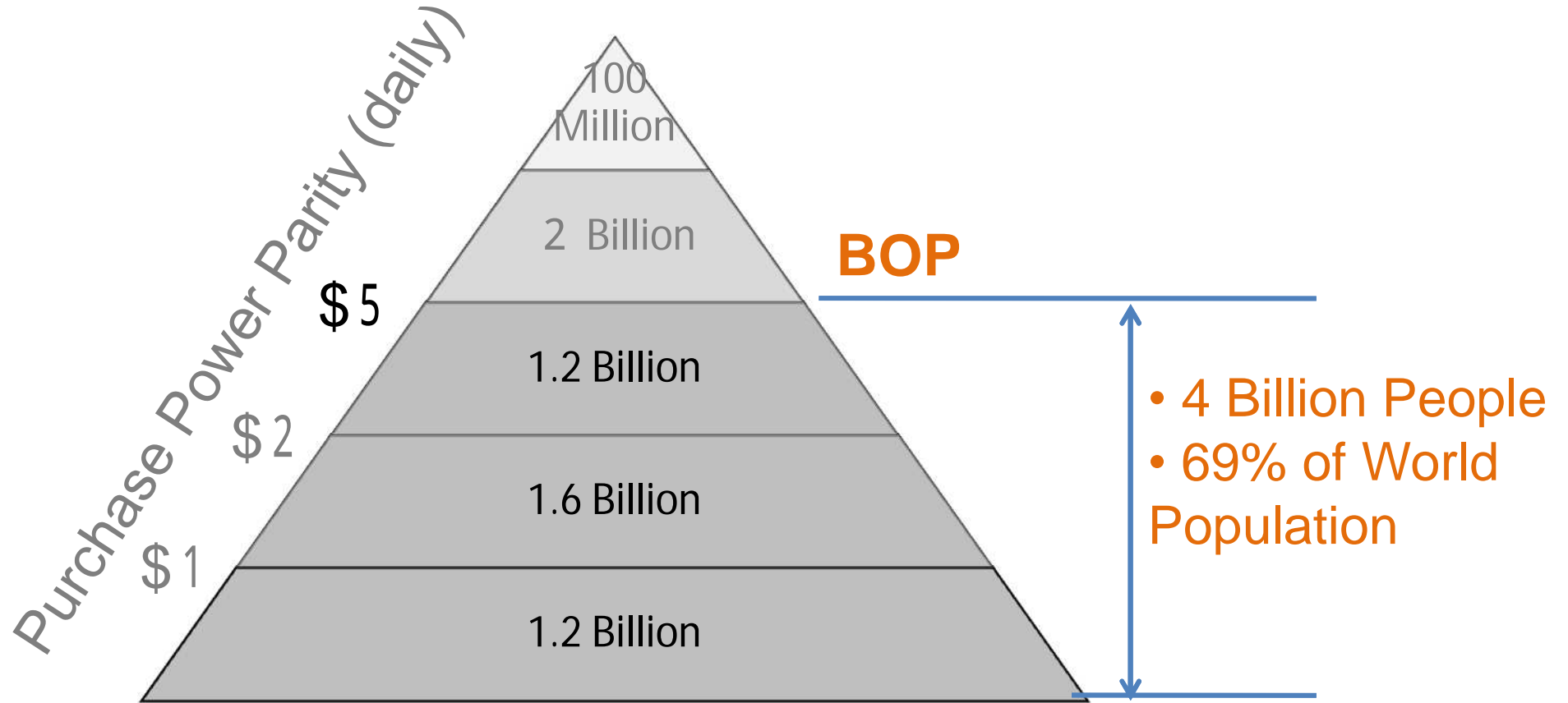
- **UnReached People**
- **Grameen and Kyushu University**
- **Portable Clinic**

The Unreached Community

The Unreached	Category
3 billion people live on less than \$2.50/day	<i>Poverty</i>
1 billion people unable to read	<i>Education</i>
1.5 million children die of diarrhea each year	<i>Health</i>
1.6 billion people live without electricity	<i>Energy</i>
...	...

Can power of ICT change these facts?

BOP (Base Of the Pyramid): The Unreached



- Low income, Low literacy, Low property
- Low (or no) access to social services e.g. health, education, business
- Technology/Products are not developed considering their requirements
- Recent penetration of **Mobile phone and tele-centres**

Why unreached?

The facts for healthcare situation

- **Doctors** don't want to stay in rural/remote areas
- Quality **hospitals** don't sustain without a stable income
- Transportation **cost** is bigger than treatment cost

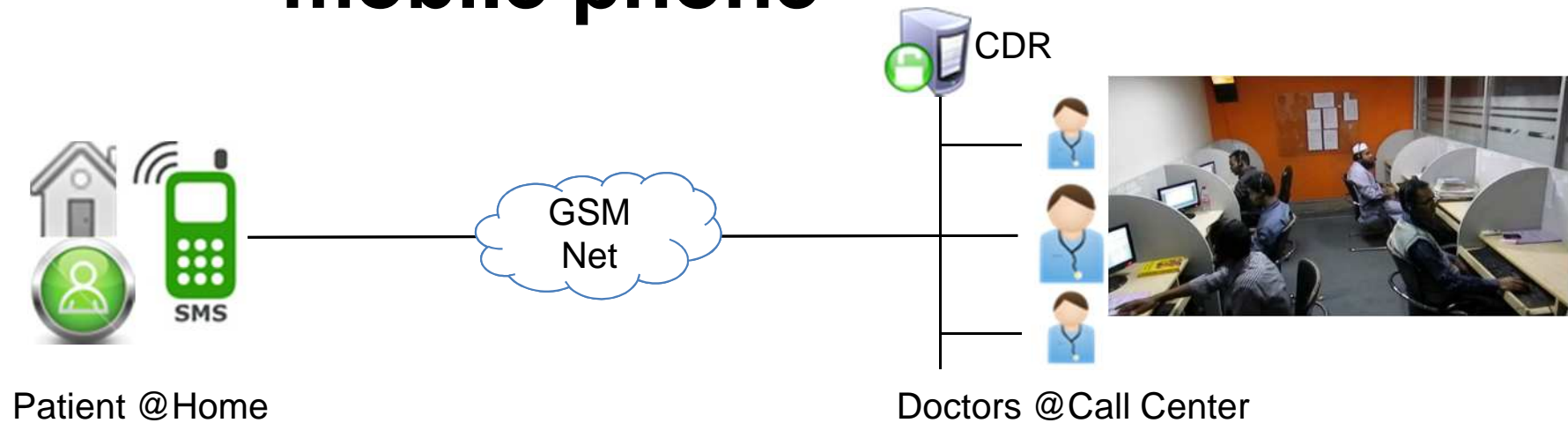
World Population 7 Billion



Mobile Subscribers 6 Billion

Technology to solve the gap

Remote Health Consultancy over mobile phone



1. A patient calls a **hotline number**.
2. The call is **redirected** to a call center doctor.
3. The patient-doctor conversation starts.
4. The doctor provides **three types of services**.
5. The conversation is **archived in CDR**

Collaboration with Grameen Since 2007



- Development of Technologies based on **Social Needs**
- **Social Business** to provided social services to the **target community** in a business way
- **Healthcare** is a focused area of joint-research

Joint Collaborations

Academia

Industry

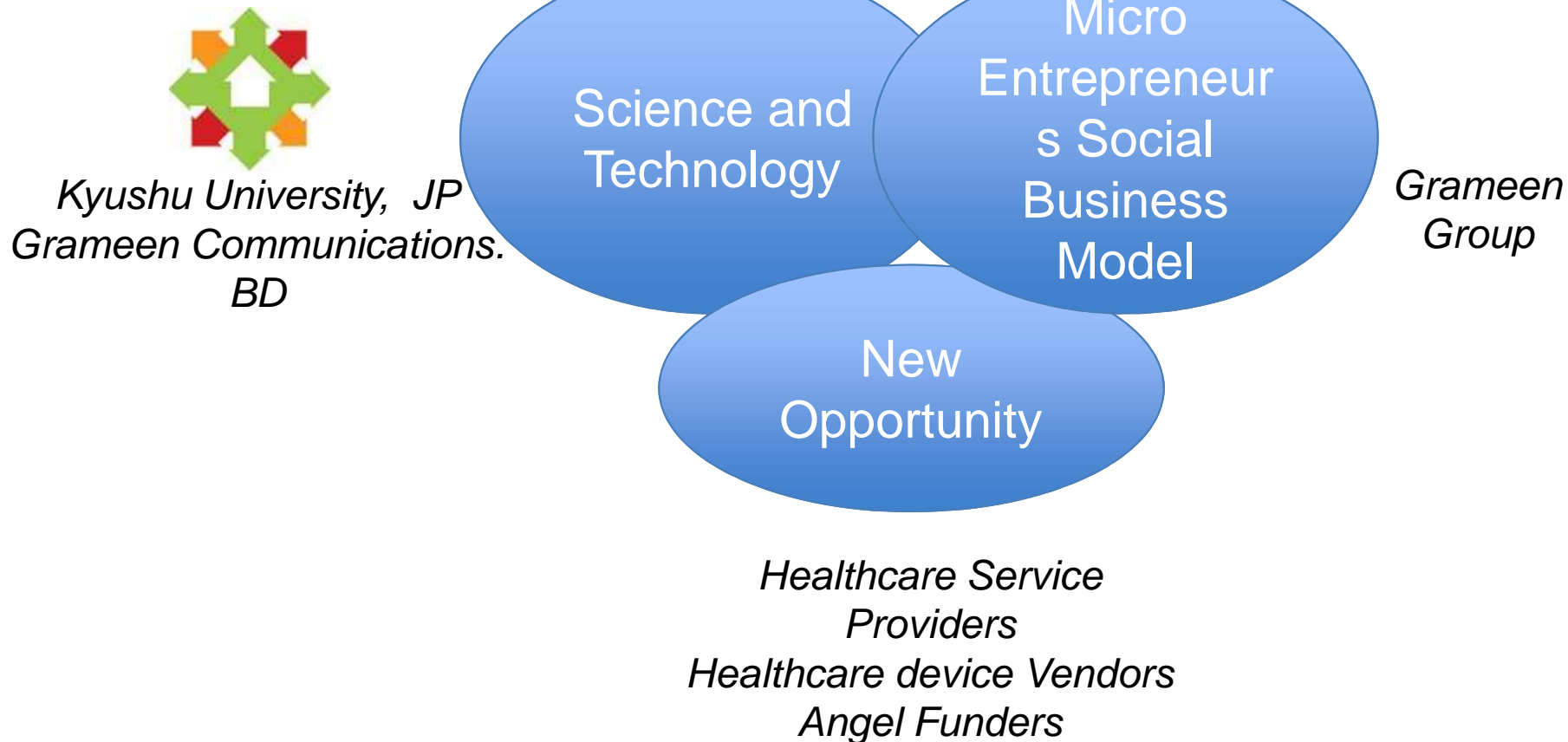
Community

Government

HEALTHCARE

The Big Vision

Combat the non-communicable diseases (NCD), minimize the unnecessary deaths



Mission Statement

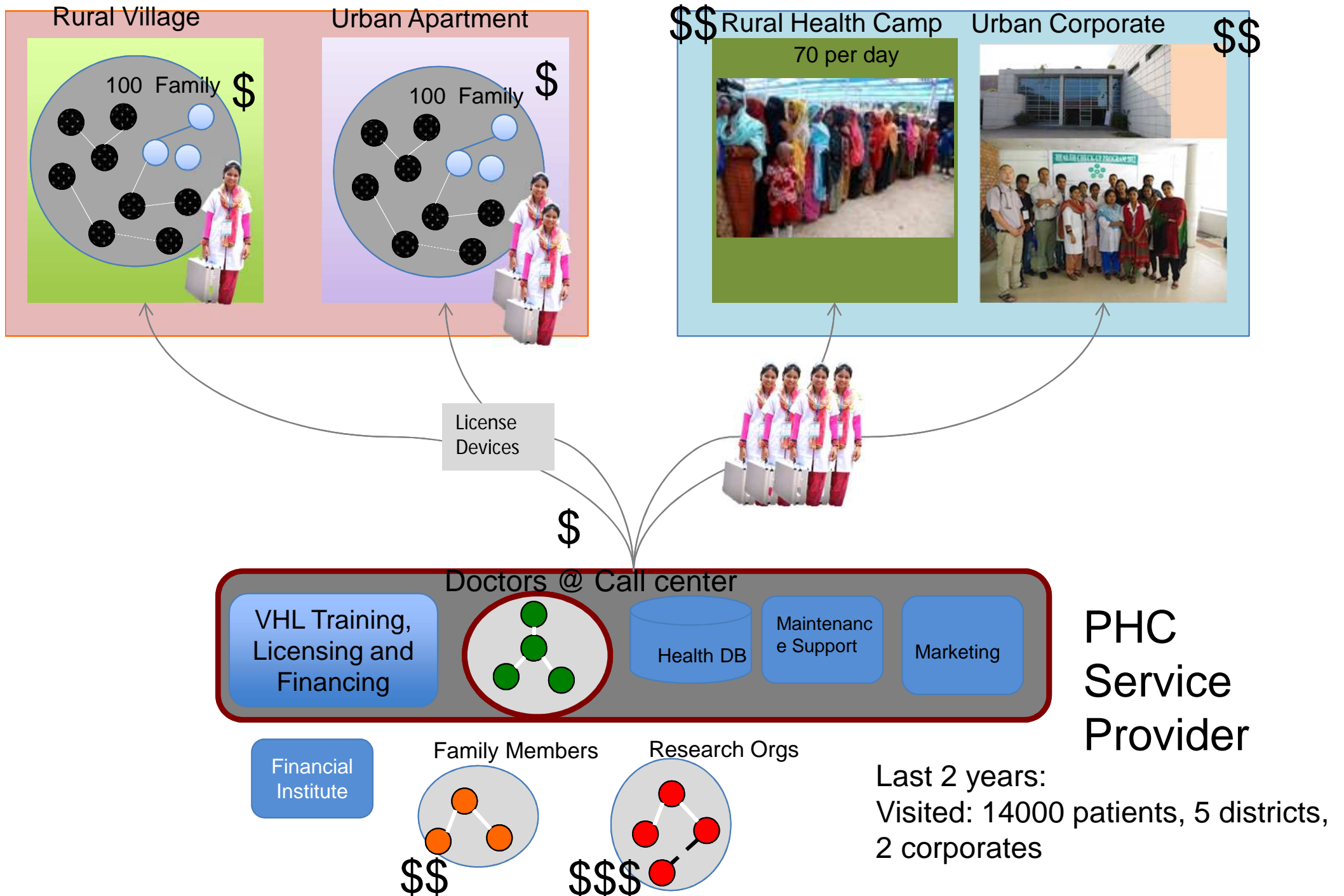
- **Design, operate and maintain** a nation-wide **village healthcare lady entrepreneur network** on a **social business** basis that **connects and provides preventive healthcare** services for both **urbanites and villagers**
 - Combat the silent killers e.g. diabetes, stroke, heart-failure, kidney failure
 - **Produce thousands of micro-entrepreneurs**
 - **Contribute to improve the medical science**
 - An opportunistic venture that is fully *Capitalized and Monetized*
 - World-class technology to design an affordable and usable “portable health clinic” that works seamlessly within the ecosystem evolution (e.g. medical devices, mobile phones, slow internet deployment etc.)

Village Healthcare Lady, a micro-entrepreneur



Operational Model and Income sources

- On demand
- Contract



Key Benefits



Micro Entrepreneur

Nobin Uddokta
Earn 15-20K in rural
Earn 20-25K in urban



Portable Health Clinic

Business / R&D opportunity for the device vendor/ research orgs

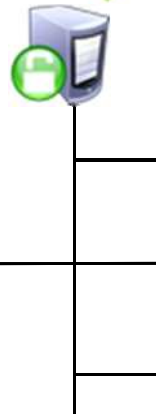


GramHealth DB

Improvement of medical science
Better clinical decision



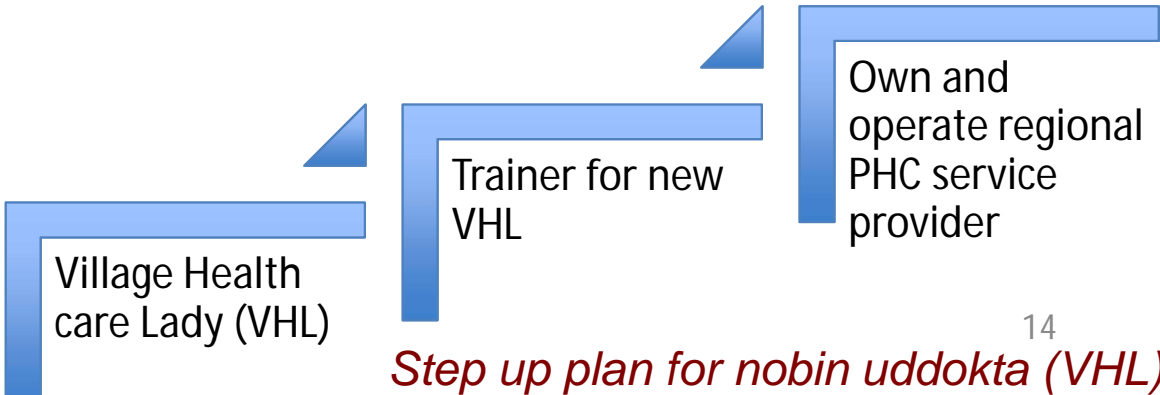
Patient @Home



Doctors @ Call center

- Cheaper than existing price
- Better clinical decision support
- Share with family members

Part time job opportunity for female doctors, earn 25K per month



Step up plan for nobin uddokta (VHL)

Technologies for the Unreached People

IC Card



ePassbook
One Family One Card

Information platform



GramWeb
One Village One Portal

Healthcare



Portable Clinic
One Community One Clinic



Income Generation Project for Farmers
One Farmer One Vegetable



Social Services on Wheels(SSW)
One Area One SSW

Supports: *Agriculture*

Mobility

Academia: Dept. of Engineering, Agriculture, Medicine, Business (Multi-disciplinary)

Government: JICA, JETRO, METI

Industries: Toyota, Sharp, Grameen

Externship Program: Create Social Entrepreneurs

- Field experience in Bangladesh
- Identify social issues and propose solution
- 25 students in a group
- 4 times a year
- 300+ students so far





【書籍紹介】
BOPを革新する情報通信技術 バングラデシュの挑戦
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Thank you

