

Message from CEO "Business Models for Successful Telemedicine"

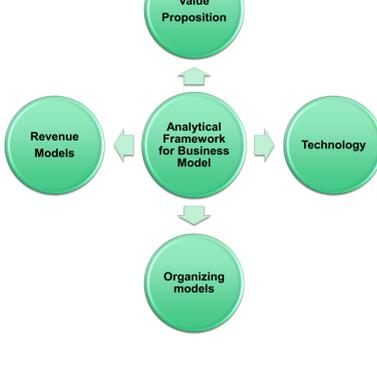
Telemedicine initiatives are being introduced around the world in both Public and Private sectors. Very few of these programs have shown Business Models that could ensure sustainable revenue streams for long-term continuation of the program. Generally, following gaps are seen in the Business Models of Telemedicine programs:

- Programs rely on grants vs revenues
- Programs focus on technology rather than need
- Consumer driven rather than Customer driven
- Technology taken for granted
- Individual and institutional readiness not improved
- Clear revenue streams not defined
- Weak on evaluation

Therefore, it is important for such programs to understand that the following key factors are critical for developing Successful Telemedicine Business models: Rely on Revenues rather than grants or funding; Define Value Proposition for the Customers; Institutionalization of telemedicine program; Offer Network of Services; Develop an Ecosystem approach to reach clients; Promote innovative B2B models; Think BIG on B2C models; and Use a Proper Analytical Framework for Planning.

Tech4Life Enterprises proposes a following Analytical Framework for designing any Business model for Telemedicine. The framework comprises of the following four critical components:

1. Value Proposition
2. Technology
3. Organizing models
4. Revenue Model



- 1. Value Proposition:** The "Value Proposition" measures the value customers or market segments realize from consuming a firm's product or service and captures the total benefit the customer attains from using the product or service, as measured by their willingness to pay for them.
- 2. Technology:** This component contains two important parts: Interface and Service Platforms. Interface refers to the interaction between the customer and the service platform, and includes both hardware and software and provides the bridge between the service platform and customer experience. Service Platform includes the IT infrastructure that enables, shapes, and supports the business processes and organizational relationships that are necessary to deliver the products and services, as well as to augment the value proposition.
- 3. Organizing models:** The organizing model defines and governs how a firm organizes and structures its internal core processes, external value-chains, and partnership arrangements to deliver its products or services effectively and efficiently.
- 4. Revenue Model:** Successful business models require that the value proposition the firm offers, as captured by its revenue, must exceed the costs incurred from the production and delivery of the product or service and the investments in Technology so that it remains attractive for all partners.

In Summary, Successful and Sustainable Telemedicine programs require Strong Business Models. Thus, the Telemedicine providers and Customers have to Think BIG and create a complete Ecosystem for consumers. A Proper Analytical Model will ensure success and we invite organizations to work with Tech4Life and use the Analytic model designed by the team.

By Dr. Shariq Khoja - CEO, Tech4Life Enterprises

Collaborating For Impact "Asaan Sehat - Marvi Telehealth Community Services"

Tech4Life Enterprises and HANDS have successfully collaborated to start Asaan Sehat Telemedicine initiative in three districts of Sindh, namely Thatta, Sujawal and Badin. In all three districts, remote Ultrasound services are being provided to underprivileged pregnant women who otherwise do not have access to quality healthcare. Tech4Life Enterprises and HANDS plan to upscale this project and transform it into a large-scale nationwide Telemedicine program in Pakistan. The program aims to serve millions of people in rural and urban areas with a great combination of pool of specialists assigned by HANDS Pakistan and provision of telemedicine technology by Tech4Life Enterprises.



Both the organizations, HANDS Pakistan and Tech4Life Enterprises, are determined to make "Asaan Sehat - Marvi Telehealth Community Services" a huge success all over the country. Hundreds of pregnant women in Thatta, Sujawal and Badin districts have benefited from this program in the months of November and December, 2022. As per Dr. Mariam Fatima, Project Manager – HANDS, "Response from the communities to Asaan Sehat Project has been extremely encouraging. We are planning to expand this project to other areas in Sindh and to Northern areas (starting with Razmak)". This program is not only focused on telemedicine-based live consultations with general physicians and specialists, but also entails Glucose monitoring of pregnant women in remote areas. Both HANDS Pakistan and Tech4Life Enterprises are determined to upscale the scope of this program and serve many more women in the coming months.

By Ahsan Abbas - Head Of Global Sales & Marketing, Tech4Life Enterprises

Telemedicine For All "Transforming Healthcare from Home to Disaster and Military Environments"

Tech4Life Enterprises has designed an innovative telemedicine in a box kit, called Sojro, to ensure healthcare delivery by empowering health care providers and frontline health workers in remote conditions and home care environments. Sojro has been designed keeping both mobility and utility in different conditions in mind. This evolutionary kit can be used even in areas with limited infrastructure and connectivity. A fully integrated All-in-One Telemedicine kit designed for Frontline Health workers working from Home care, Primary Health Care, Ambulances, Military and Disaster situations is transforming Healthcare in countries around the World.



Sojro is a lightweight and portable kit, fully designed and integrated with digital medical devices to carry out screening, consultations, and community education. It allows frontline health workers to capture, store and transmit patient data and images in diagnostic quality, and connect specialists through live video consultation using Tech4Life's Telemedicine solution MDConsults. Sojro can be used in mobile clinics, remote centers, disasters situations, and military zones for diagnosing and treating patients remotely.

Sojro has the flexibility of being used with a variety of connectivity options. It can utilize available 3G/4G for transmitting data or WiFi where available. Along with this, Sojro have a separate space for charged lithium batteries and solar energy panel to limit dependence on power sources in remote and disaster-hit areas.

By Mubashir Ahmed – Manager, Sojro Innovations, Tech4Life Enterprises

Tech4Life Enterprises and Trust for Vaccines and Immunization join hands to validate Non-Invasive Hemoglobin Technology

Tech4Life Enterprises believes in strong alliances and partnerships with different organizations for growth and development. Trust for Vaccines and Immunization (TVI) has been an inherent research partner of Tech4Life for conduction of device testing and trials for our innovative research products. Our most recent collaboration with TVI are validation trials of our state-of -the-art non-invasive hemoglobin monitor which quantifies hemoglobin of human body without obtaining a blood sample. As captivating the research and product may sound, such innovative research demands vast testing to ensure that we are on the correct course.



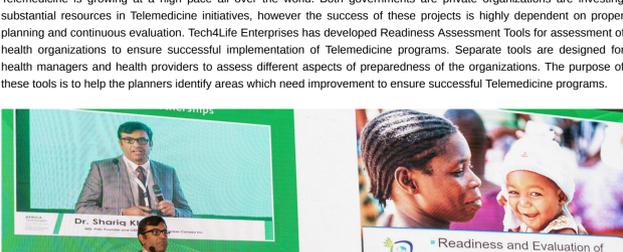
TVI has facilitated Tech4Life in conducting device validation studies in a variety of socio-economic settings i.e. urban, rural and urban slum areas for diversity while conducting simultaneous invasive method hemoglobin testing as well for verification of device results. Tech4Life acknowledges the support our partner TVI has provided us and look forward to more ways we can mutually benefit in future.



By Rubab Fatima - Assistant Manager, Biomedical, Tech4Life Enterprises

"Telemedicine Initiatives in Africa benefit from Telemedicine Readiness and interaction Tools – Dr. Shariq Khoja (CEO Tech4Life) makes a Keynote speech at Africa Telehealth Conference in Cairo, Egypt"

Telemedicine is growing at a high pace all over the world. Both governments and private organizations are investing substantial resources in Telemedicine initiatives, however the success of these projects is highly dependent on proper planning and continuous evaluation. Tech4Life Enterprises has developed Readiness Assessment Tools for assessment of health organizations to ensure successful implementation of Telemedicine programs. Separate tools are designed for health managers and health providers to assess different aspects of preparedness of the organizations. The purpose of these tools is to help the planners identify areas which need improvement to ensure successful Telemedicine programs.



In addition, Tech4Life Enterprises has also designed Telemedicine Evaluation tools to help organizations do a continuous evaluation of their programs and improve chances of successful implementation. These tools have been thoroughly validated and tested in programs around the world. Both the tools can be obtained by contacting Tech4Life Enterprises at info@tech4lifeenterprises.com.

Star of Tech4Life: Dr. Dodo Khan

Tech4Life Enterprises proudly acknowledges the achievements of Dr. Dodo Khan Seero, who recently completed his PhD in the field of Information Technology from Teknologi PETRONAS Malaysia with majors in Blockchain. Dr. Dodo Khan has joined Tech4Life Enterprises again as the Head of Technology and Innovation after completing his studies. Dr. Khan's Research Interests include Blockchain, Blockchain for Healthcare and Smart Health.



Dr. Khan has managed to write 10 research articles in well-known IT journals during his doctoral degree. Dr. Khan obtained his Bachelor and master's degree in Software Engineering from Pakistan. Moreover, Dr. Khan has vast industrial experience in the field of Healthcare IT/telemedicine. His experience includes software development, software project management and strategic planning. There are many national and international projects in his account.



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Tech4Life Enterprises is a socially motivated, innovative research and design company, specialized in telemedicine and point-of-care devices.

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