



Business Opportunities in Indian Health & Pharma Data analytics

World Trade Center : Mumbai & Manila

Presentation Flow

- Digital Health Opportunity in India
- Case study : Creating value through Business process innovation & data analytics

India's Healthcare system in transformation : National Digital Health Mission



Significant Digital Health growth opportunities for new age companies

1. The health sector is growing at a CAGR of **22.9%** and is expected to reach **USD 372 Bn** by 2022



2. India is expected to rank amongst the **top 3** healthcare markets in terms of incremental growth
3. India is set to increase its public health spending to **2.5%** of its GDP by 2025
4. The healthcare sector is the **4th largest** employer in India and is expected to generate **40 Mn jobs** by 2030

01 E-Commerce Retail Medicine

The e-Commerce Retail Medicine market is expected to reach USD 400 Mn

02 Healthcare Information Technology

The Healthcare Information Technology market is valued at USD 1 Bn (April 2016) and is expected to grow 1.5 times

03 Telemedicine

In the FY 2016, the Indian telemedicine market was valued at USD 15 Mn and is expected to grow at a CAGR of 20%

Pharma market is attractive & expect to grow significantly to \$100 Bn in 2025

Market size:
USD 36 Bn

Market Growth Rate:
7-8%

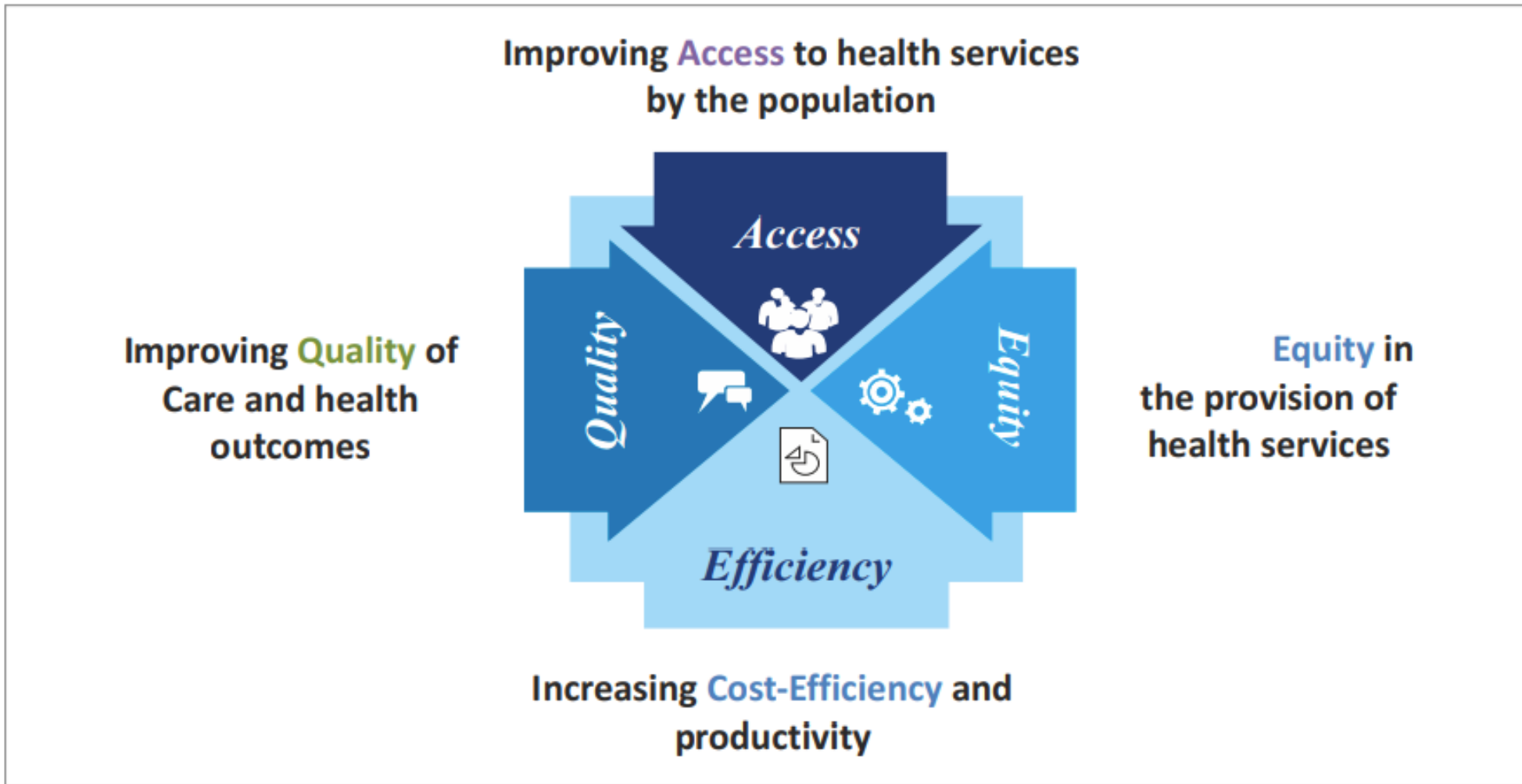
FDI Inflows:
USD 16.2 Bn
(April 2000 – September 2019)

Pharma Exports:
USD 18.3 Bn

Over
60,000
generic brands across
60 therapeutic categories

- Improving accessibility of Healthcare
 - USD 200 Bn expected to be spent in next 10 years
- Affordability :
 - Rising Income levels
 - Ayushman Bharat / Universal Healthcare
 - Increase in Insurance
- Epidemiological factors
- Increased access to Rural markets
- Increase of OTC market
- Medical Tourism

Innovative Business models required to achieve Healthcare objectives



Analytics & Technology solution startup for Healthcare / Pharma

Identify Pain point of Industry ---- Opportunity

Option : 1

SAAS model : Solution, Standardize & Scale up

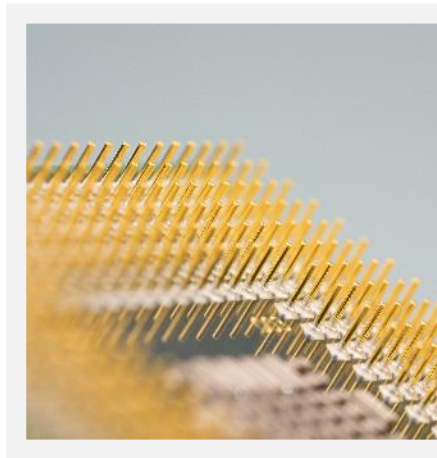
Option : 2

Context & solution to larger (latent) problem, Focus on outcomes, move up the value chain & connect seamless tech processes

Digital Opportunity of Pharma In India – The Need

Shared Platforms for Driving efficiency and adoption

- Connect Physicians, Patients and Channel together
- Protect Individual Organisation's Interest and Strategy



End to End

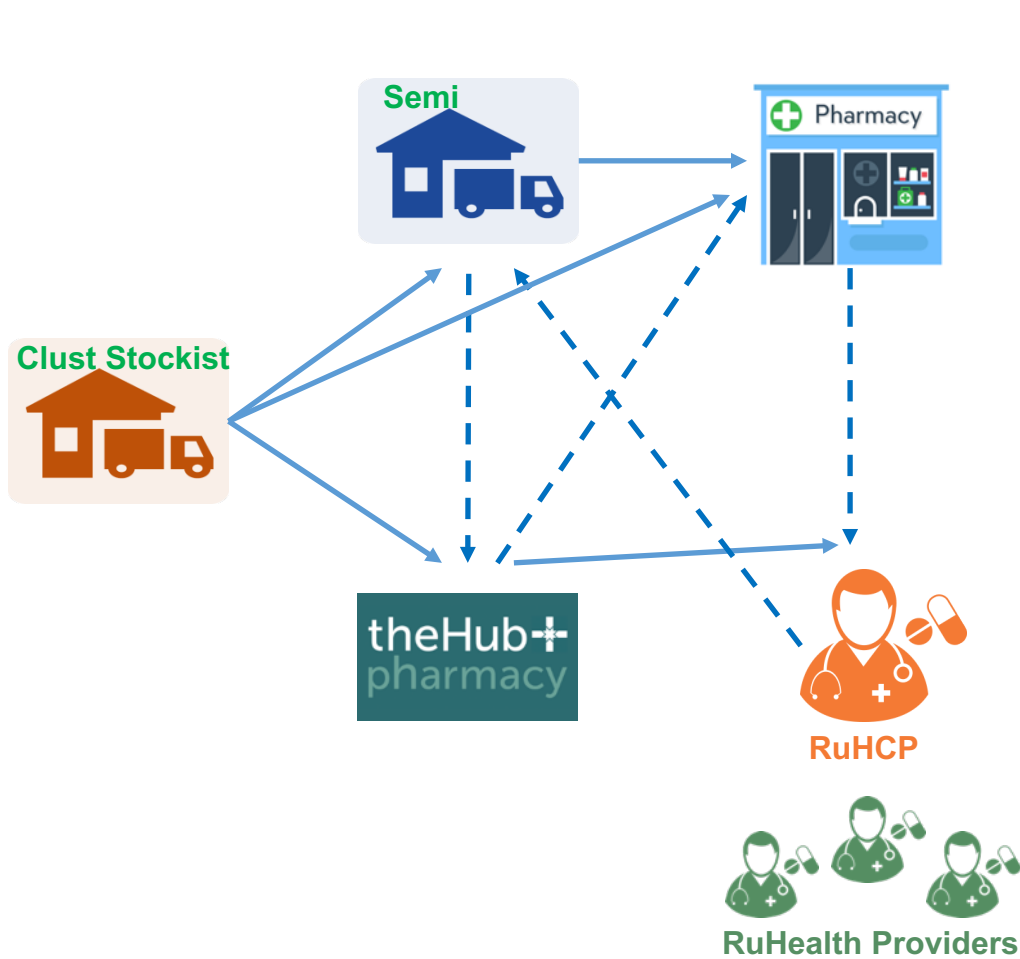
Solutions that are sustainable and improve execution excellence



Analytical

Data Driven Business Decisions to achieve Value for Stakeholders

Rural Health Ecosystem in India is different and changing, however companies are slow to adopt



- Complex Distribution system
- Fragmented & Transactional
- Credit driven
- Indirect Channels
- Retailer is more powerful

Complex Geo Potential score derived upto village level from census level Big data

PEOPLE

Population (PPL)				Population Growth (PG)				Population Density (PD)				MAX SCORE (PEOPLE)	= 200+300 =500		
Value	PPL attractiveness Factor	Weightage	Max Possible score	Value	PG attractiveness Factor	Weightage	Max Possible score	Value	PD attractiveness Factor	Weightage	Max Possible score				
upto 300	1	30		upto 10	1	30		less than 250	1	40					
301-600	2	30		10.01-20	2	30		250-500	2	40					
601-900	3	30		20.01-30	3	30		501-750	3	40					
901-1200	4	30		30.01-40	4	30		751-1000	4	40					
1200+	5	30	200	40+	5	30	200	1000+	5	40	300				

HEALTH

No. of Hospitals (HSP)				No. of Dispensaries (DSP)				No. of Primary Health Center (PHC)				MAX SCORE (HEALTH)	=125+175+ 200 =500		
Value	HSP attractiveness Factor	Weightage	Max Possible score	Value	DSP attractiveness Factor	Weightage	Max Possible score	Value	PHC attractiveness Factor	Weightage	Max Possible score				
0-500	1			0-300	1			0-100	1						
501-1000	2			301-600	2			101-200	2						
1001-1500	3			601-900	3			201-300	3						
1501-2000	4			901-1200	4			301-400	4						
2000+	5	25	125	1200+	5	35	175	400+	5	40	200				

INCOME

No. of Banks (BNKS)				GDP/person (GDP)				MAX SCORE (INCOME)	=125+75+1 50+150 =500		
Value	BNKS attractiveness Factor	Weightage	Max Possible score	Value	GDP attractiveness Factor	Weightage	Max Possible score				
0-400	1			0-0.10	1						
401-800	2			0.11-0.20	2						
801-1200	3			0.21-0.30	3						
1201-1600	4			0.31-0.40	4						
1600+	5	15	75	0.40+	5	30	150				

Proprietary Analytics platform using Geo-potential analytics to map cluster towns

Dashboard

District Summary

Cluster Summary

Choose a State...

UP

Choose a District...

bahraich

Refreshhhhhhhh

GoApptiv

Clusters

Show 10 entries

Search:

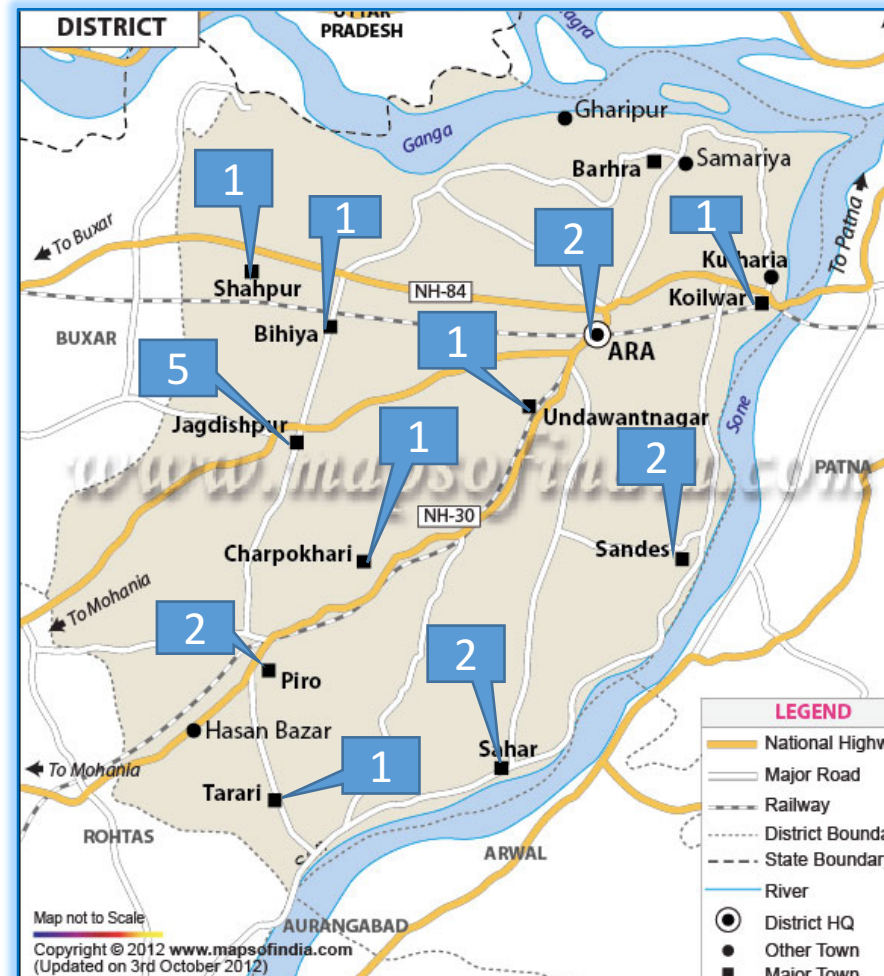
District.Name	cluster	averageScore	totalScore	num_villages	num_towns
bahraich	bahraich	365.36	94625	258	1
bahraich	nanpara	374.38	68475	182	1
bahraich	risiya	402.27	22125	54	1
bahraich	jarwal	384.72	20775	53	1
bahraich	maharajganj	462.5	1850	4	0
bahraich	ikauna	391.67	1175	3	0
bahraich	jarval	450	450	1	0

Micro markets & growth opportunity : Channel partners

Current



Where we want to reach



24 Channel partners across 12 towns

Coverage / Access to 1098 villages

207	Bhojpur (Arrah)
86	Shahpur
256	Piro / Fathepur
92	Tarari
73	Charpokhari
79	Jagdishpur / Sonbarsa
73	Bihiya
58	Koilwar
47	Sandes
51	Sahar
	Mukthi
76	Babhua
1098	TOTAL Villages



Channel partner reward program



Rewards powered by

- ∞ Digitally managed – Simple to use
 - ∞ Accumulate rewards as you purchase
- ∞ Easy to Redeem points
 - ∞ Transparent & real time information



Business process Innovation helped to tap the opportunity & move up value chain



\$ 100 Mn

Managed Revenue



Direct &
Managed
employees

825

Top Pharma
Clients

11



\$ 27 Mn

GMV by Value

Customers

Channel Partners who leads the access of quality medicines and provide patient supports

14500

Recognitions

3

Most Enterprising startup for
Connected Health in 2018



SUMMIT & AWARDS



To Reach Us

Mail us



raj.parcha@goapptiv.com

sreeram.venkitaraman@goapptiv.com

Contact us



Rajasekhar : +91 9820156173



GoApptiv Private Limited

Mumbai & Hyderabad