

# **MCO- Health LTD**

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# **O-Health App Development Proposal**

**By**

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# Executive Summary

O-Health App is a software Application that enable quick access to medical care services to the patients even at the comfort of their homes, right from consultations to receiving the diagnostic results, Medication prescriptions delivery, booking appointment with the physicians and other specialty consultations, seeking for a second opinion.

It will provide less stress medical service delivery to the clients, basically the patients. It will help in quick response to emergency situations and in delivering quality medical services to the patients.

The App will control areas of services such as Pharmacy management, laboratory information system with administrative service menu, personal assistant mode, reporting mode for test results, Radiology information system with administrative control, physician for easy management of patients, patient management system and affiliate management.

Study by Ephraim-Emmanuel B.C *et al*, 2018 has shown that there is a void that needs to be filled by all relevant stakeholders in the Nigerian health care system. This implies that, there is a challenge that needs to be addressed.

It has been observed that patient's test results are delayed before taking it to their referring physician; this has contributed in delayed onset of the patient management and any other intervention that may be taken on the patient. This is affecting the efficiency of health care system.

The purpose of the App is to intervene on the issue of congestion of patients in the health care facilities, providing quick access to medical services to patients at the comfort of their homes. This will go a long way to reduce expenses on transportation and minimize the risk of accident on the road and other unforeseen situation that might happen.

The App will benefit the physicians, consultants, pharmacist, Radiological service unit and laboratory science diagnostic service unit and most importantly the patients, to have easy access to health care services and delivery.

The estimated financial implication in developing this APP is about Thirty Thousand Dollars Only (**\$30,000**). This includes Strategy, Analysis and Planning, UI/UX Design, Information architecture & workflow, Design, Developing, Testing/ Launching, QA, licences. Time line will be about six months.

## Statement of Problem

**E**ffective service delivery is the soul of any business enterprise, anything short of that is continuous managing. It has been observed that in most the healthcare sectors in Nigeria, especially the government settings, the patients are experiencing the following challenges:

- Patients struggle to access the appropriate physician for consultation, passing through the stress of booking, sitting for a long queue and most times unable to see the physician due to one thing or the other, example Strike.
- Following that, unable to receive Radiological, Laboratory and other diagnostic results which delay urgent (emergency) treatment and patient management thereby reducing the chances of saving lives, incurring more travel expenses as the patient or relative have to come back the next day for the result, coupled with stress that comes with it.
- Nigeria still being a developing country, most hospitals still uses paper format to store patient's records which is susceptible to the loss of such records, misplacing and manipulation of such records by unauthorised personnel and also the difficulty in sharing such patient's medical records outside the primary Hospital for referral.
- Moreover, Patients under Health Maintenance Organisation (HMO) or National Health Insurance Scheme (NHIS) find it difficult to access ambulatory services in case of emergencies coupled with the fact there are no easy and less stressful way to deliver medications to patients in chronic condition at homes.
- Hardly do patients have electronic health records, stored and readily available for other physicians for second opinions in most hospital. As Nigeria is still a developing country, there is still no secured platform where a patient can have in-house health care service and check up readily available.

- Sequel to that, there is also no recognised system or platform that seamlessly integrates independent pharmacy stores, diagnostic centres, physicians and patients thereby, making the exchange of data between healthcare providers difficult and the readily transfer of such data difficult which slows diagnosis and care for the patients.
- Another challenge in the health care administration in Nigeria is the lack of a universal hospital patient identification Number which makes it difficult for the exchange of data between independent health care providers. Also tracking of patient's records, impersonation or having double records is another form of challenge still faced in Nigeria.
- Abuse of prescription Drugs by patients, the tendency for senile or busy patients to forget to take their medications as at when due or track when to take the medications and progress of the effectiveness of the medication is alarmingly high which sometimes most often than not, leads to complications for the patient.

## **Aim of the App**

- To broaden Tele-Medicine services in the Nigerian health care for effective health care delivery.

## **Objectives**

- i. To provide quick and convenient consultations and follow-up.
- ii. To develop a fast, effective and efficient network for Radio-Diagnostic services to all subscribed patients.
- iii. To provide efficient and well controlled platform for drug prescriptions and delivery to patients at homes or hospital.
- iv. To provide quick access and delivering of Medical Laboratory results after the test.
- v. To create bank accurate, detailed and consistent health records for medical research.

## **Advantages of the App**

- Able to access diagnostic reports within short period of time with less stress.
- Enable booking of appointment either online or otherwise.
- It generates bank of health information, relevant for research purpose.
- It provides control of patient's medical history.
- Enable quick service delivery to patients with chronic condition or relatively ambulant patients that might find it difficult to access their medications and medical check-ups or during follow ups.
- It's equipped with drug reminder tool to help patients such as, Senile, those suffering from Alzheimers and to some extent, relatively busy patients, to prevent them from failure of taking their medications as at when due.

- It helps in controlling the abuse of prescription drugs, thereby reducing drug addictions and drug over dose.
- Serve as a medium where patients can receive health care at the comfort of their homes from the appropriate physician.

## Qualifications

**Mr Obiechina Martins Chukwuemeka** - PGDCT, Bsc RAD- UNN,  
Managing Director (MD), Business man, Entrepreneur, Programmer & Estate Valuer  
For; MCO-HEALTH LTD.

**Mr. Nemi Joshua** - PGDCT, B. RAD- BUK,  
Chief Financial Officer (CFO), Researcher & Entrepreneur  
For; MCO-HEALTH LTD.

**Mr. Peter Ezechukwu- B Tech M Physics,**  
Social Media Marketer, professional Web Designer, Logo & Graphic Designer  
For; MCO-HEALTH LTD.

**Mr. Ogar Patrick C.** - Bsc Pharm- Uganda East, Africa.  
Business man and Entrepreneur  
For; MCO-HEALTH LTD.

**Dr. Olaniran Olabiyi H. – MBBS**  
Consultant Doctor  
For; MCO-HEALTH LTD

### Time Line

| S/N | SERVICE                 | PERIOD   |
|-----|-------------------------|----------|
| 1.  | Design                  | 2 Weeks  |
| 2.  | Development             | 3 Months |
| 3.  | Test running            | 2 Months |
| 4.  | Advertising/outreach    | 3 weeks  |
| 5.  | Estimated Time Duration | 6 Months |

### Financial Budget

| S/N          | SERVICES   | QUANTITY | RATE                                   | PRICE            |
|--------------|--|----------|--|------------------|
| 1.           | User Experience & User Interface Design  | 1x4      | \$ 1000                                | \$4000           |
| 2.           | Software Developer (Senior & Junior)   | 2 x4     | <i>a.</i> \$2 000<br><i>b.</i> \$10000 | \$12 000         |
| 3.           | International Organization for Standardisation (ISO) & Health Insurance Portability and Accountability Act (HIPAA) Licences. | 4months  | -                                      | \$1500           |
| 4.           | Office Space   | 4 months | -                                      | \$3000           |
| 5.           | Web Design-Application Programming Interface (API) & Cloud Space Purchas   | 4 months | -                                      | \$2000           |
| 6.           | Customise Tablets for Diagnostic functions e.g. Radiologist, Doctors, Pharmacist etc   |          |  | \$ 5000          |
| 7.           | Advertisement/Logistic   | 4months  | \$500                                  | \$2000           |
| 8.           | Quality Assurance Testing  |          | -                                      | 500              |
| <b>TOTAL</b> |  |          |  | <b>\$ 30,000</b> |

## RECOVERY PLAN

- For a start our target is to get at least 200 Inter-professional discipline subscribers into the business (Consultant Physicians, Radiographers, Radiologist, Pharmacist, and Laboratory Scientist) within the first year of launch.
- Each principal professional is expected to subscribe with at least Ten dollars only (\$ 10.00) each month.
- Therefore, it's expected that with at least Two Hundred (200) inter-professional subscribers, the Sum of Two Thousand Dollars ( $10 \times 200 = N2,000$ ) will be generated in a month.
- It's expected that the business generates about Twenty-Four Thousand dollars (\$24,000) in a year from our Inter-professional discipline subscribers who uses our App for its system management system and cloud services.
- For our Patients subscriber, online consultations are free, but to have access to our various Physicians for home consultations, our online pharmacy stores equipped with home delivery services and our remote patient monitoring using hardware's connected to the App, Electronic Health Record Services, Patients is expected to subscribe with at least Ten dollars (\$10.00) each month.
- With our target set at least 1000 patients for the first year after launch, it's expected that the sum of Ten thousand dollars( $10 \times 1000 = \$10,000$ ) will be generated in a month and One Twenty Thousand Dollars (\$120,000) within a Year
- For our Investors, getting the analysis from our research team, it is expected that within two years, He/she receives back the Shares Capital they invested in the company, and the year after that He/she receives the percentage of the Shares Capital invested annually.

## SHARE BENEFIT

**1<sup>st</sup> Category:** The Chief Executive Officers (CEO)

- Entitled to 20% of the cumulative awnings in a month.

**2<sup>nd</sup> Category:** Principal Capital Investor (PCI)

- Entitled to 10% of the cumulative awnings in a month.

**3<sup>rd</sup> Category:** Professionals

- Entitled to 12% % of the cumulative awnings in a month.

**4<sup>th</sup> Category:** Executive Officers (EO)

- Entitled to 8% of the cumulative awnings in a month.

**5<sup>th</sup> Category:** Affiliate

- Entitled to 0.5% of the cumulative awnings in a month.

**Table 1. Share Benefit (summary)**

| Category                      | Percentage (%) | Percent (%) / month | Percent (%) / year | Remarks                 |
|-------------------------------|----------------|---------------------|--------------------|-------------------------|
| 1 <sup>st</sup> CEO           | 20%            |                     |                    |                         |
| 2 <sup>nd</sup> PCI           | 10%            |                     |                    |                         |
| 3 <sup>rd</sup> professionals | 12%            |                     |                    | *Subject to Negotiation |
| 4 <sup>th</sup> EO            | 8%             |                     |                    |                         |
| 5 <sup>th</sup> Affiliates    | 0.5%           |                     |                    |                         |