



2017 Annual Report



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Special Notes:

Data in this report has been drawn from the on-ground work of the team being represented by Dr. Sara Khurram and Dr. Iffat Zafar. The report is a representation of all on-ground activities conducted under the supervision of the co-founders, across Pakistan, in the domain of tele-medicine.

Sehat Kahani Visuals: The image used as the front cover is a collage of all the activities that were conducted, awards that were won, clinics that were established and the team that was behind it all. *(All images have been taken with the consent of the person/people in it.)*

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MESSAGE FROM THE CO-FOUNDERS



DR. SARA SAEED KHURRAM
Co-founder & CEO

"For me, as an individual, a mother, a wife and a doctor, the most important right in the world is the "right to choose". Healthcare is a basic need and right of every human being irrespective of their race, creed, ethnicity and financial or social status. If 50% of people living in our country are not able to access basic primary health care, I believe it's our collective failure as a community who takes an oath to serve the underserved above everything.

Today, I am proud that me and my team at Sehat Kahani has created a small ripple in the ocean. Today we have impacted more than **50,000 lives** via our **14 E-Hubs**, unlocking the potential of over **1,000 female doctors** within **our network**! Our impact has demonstrated that sheer dedication, commitment, hard work and compassion for your work and those who you want to serve, can break barriers and make the impossible possible!

We have embarked on an ambitious journey of changing the face of healthcare in the country through technology and skill. We are thankful to our supporters, mentors, partners and advisors who have encouraged us in all our endeavours and we hope to carry our vision and mission with the same zeal and dedication for the years to come!"



DR. IFFAT ZAFAR AGA
Co-founder & CDO

"From a company, which we started with only **\$3,000** in bank, I am very proud that not only did we manage to achieve a gross revenue of over **\$137, 000** but we were also **cash flow positive** in the very 1st year of our birth! Founded by female founders and run by females, me and my entire team is extremely proud of the achievements we have been able to attain in 2017. This report shares a quick snapshot of all that we were able to achieve.

Not only did we make a positive financial impact but we were able to employ and offer jobs to so many Healthcare professionals across the board, thus enhancing financial inclusion of women at large.

Taking into account different barriers that exist in terms of employing HCPs, we can now confidently say tele medicine and E-Health has the potential to engage, employ and create a shift in the healthcare dynamics of a country. Digitization and internet of things is surely the future of healthcare everywhere globally and we at Sehat Kahani are proud that we have started this change in Pakistan. We are thankful to every individual, from the very 1st believer, to the 1st paying customer as well as all corporate partners who believed in our work. We are also very grateful to have been blessed with amazing mentors and advisors who paved the way for our success and we look forward to an amazing collective journey ahead!"

14

CLINICS PAN PAKISTAN

53,000

BENEFICIARIES IMPACTED VIA E-HUBS

28

PERIPHERAL
STAFF
MEMBERS

PANEL OF

1000+

DOCTORS

BANDWAGON OF

450

VOLUNTEERS

7

AWARDS

8

ADVISORS &
MENTORS

4

DOCUMENTARIES

27

PUBLICATIONS & DOCUMENTARIES

TEAM OF

15

PEOPLE

30

PARTNERS &
SUPPORTERS

500,000

BENEFICIARIES IMPACTED VIA OUTREACH

11

SUCCESSFUL CAMPAIGNS

14

COMMUNITY
HEALTHCARE
PROVIDERS

Vision:

Sehat Kahani aims to democratize health care access, quality and affordability for all, using cost effective ICT enabled solutions.

Mission:

- To utilize the ever-changing technology to surpass sociocultural and economic barriers that discourage female health providers from participating in the medical workforce
- To create sustainable E-Health models in low income functions at 1/3rd the cost of a traditional clinic creating scalability and replicability.
- To educate the marginalized segments of the communities in preventive health care issues that will create a ripple effect of increasing quality health care practices in communities
- To extend quality and affordable primary health care services to those who are underserved via our curative care portfolio consisting of virtual doctors, specialists and mental health/wellness experts

OUR VALUES

Integrity:

Our foundation is based on strong moral principles that enables transparency, honesty, respect and accountability

Community:

We believe in the power of people and celebrate diversity, inclusion, equity and loyalty that holds our communities together

Passion for Excellence:

We are driven by owning our work - putting in our heart and soul, providing purpose driven quality services to all our

Compassion:

We practice exhibiting empathic consciousness towards others by expressing care in all our services

Innovation:

We believe in creating magic by having the courage to cultivate and experiment cutting edge solutions

Collaboration:

We enjoy being a part of an ecosystem rather than striving alone

INTRODUCTION

Why we do what we do?

Pakistan, a population of 182 million and one of the fastest economies of the world still struggles to provide basic healthcare to 51% of its total population. The healthcare infrastructure provided by government is either severely resourced or is located in limited cities. The total GDP spent on Healthcare is only 0.9% of the total GDP, which equates to 12% of the recommended World Health Organization Level. Due to this alarming condition, almost 81% of the healthcare expenditure is made out-of pocket.

Around 40 million people live below the poverty line. Out of these, 30 million Pakistanis live in rural areas and almost 40% of the population lives in poverty. Almost 30 % of the population lacks access to even primary health care facilities and falls in the hands of untrained Traditionally Skilled birth attendants and faith healers cum “Hakeems” in the low income segments. According to UNICEF, Pakistan has a maternal mortality rate of 178 deaths per 100,000 lives & an infant mortality rate of 64 deaths per 1000 lives, resulting in a cumulative loss of 11,178 lives per 100,000. 38% of the pediatric population of Pakistan suffers from something as manageable as diarrhea risking them to possible stunting, developmental delay & risk of death with an under 5 mortality rate of 157 per 1000.

2016 statistics by PMDC state that each year, the country produces nearly 170,000 general physicians and about 40,000 specialists. Nearly 17000 doctors of this pool migrate to the US alone. Yet, at the current moment, there are only 160,000 doctors in Pakistan for a population of 182 million.

Interestingly, nearly 50% (78,037) of this entire work force of 160,000 consists of female doctors. Even of the current registered female doctors, stats show that 50 % never re-enter the medical force after their medical degree and basic registration. Owing to these reasons, 2015 profile of UNHCR [KPK Health Strategy, 2017] country operations in KPK indicates that a meager number of only 246 female physicians are available in that province to cater to the healthcare of a population of 22.2 million.



What is the problem we are working on?

Pakistan being a culturally conservative and poverty ridden society suffers from two major market failures:

1. Inaccessibility of underserved beneficiaries especially women and children to quality health care services due to lack of female doctors and cultural taboo that limit a female to be seen by a male doctor.
2. Inability of female doctors that make the majority of health workforce in Pakistan, to continue their careers post marriage and children again due cultural taboos, lack of support from family and cultural barriers.

Who benefits from our solutions?

We are bridging this gap by creating healthcare solutions through our **3** business lines, which are specifically targeted to two segments of the populations

1. A **low-income** market with a pay ability power of 0.5\$ to 5\$ where the barrier to entry is access and affordability.
2. A **middle-income** market (upper, middle and lower tiers) with a pay ability power of 5\$ to 30\$ where the main barrier to entry is quality, easy access and time constraints in visiting a physical doctor.

In both segments we have a special focus on culturally constrained females:

- **Female medical doctors** who are not practicing medicine and are excluded from the healthcare workforce due to social pressures or family constraints.
- Underpaid **female nurses** and **CHWs** who are underemployed in marginalized, rural communities and/or urban slums.
- 108 million **low-income women** and families in rural areas, urban slums and middle income communities of Pakistan who lack access to affordable, quality, cost effective healthcare.
- **Low-income workers** in corporate value chains who lack coverage.

What is our approach of problem solving?

Sehat Kahani bridges the market failures via consistent, sustainable and easily replicable digital solutions via its three unique service lines. In the following part of the report, the three business verticals are explained in detail. These three business verticals include our e-hub (access), preventive health (prevention) and concierge model (efficiency). Moreover, a segment is also dedicated to highlighting some of our other achievements.



Dr. Hina is providing e-consultation to a patient at our clinic in Korangi, from her home.


53,000
Lives impacted

 **sehat.
kahani**

CLINICAL OPERATIONS:

Enabling Access

A patient is consulting e-doctor, Dr Rabia for gynaecological issues at Sehat Kahani clinic in Model Colony.



 **sehat.
kahani**

Introduction

By using trusted female frontline intermediaries in the communities and dormant health infrastructure, Sehat Kahani creates E-Hubs where front line workers are trained via a 5 step training on medical knowledge, leadership and soft skills to connects patients in these centers to qualified home based female physicians and skills specialists using video consultation and Electronic Medical Records systems.

These E-Hubs cater to the needs of the community by providing primary health care consultation with value added services ultrasound service, lab collection points, pharmacy and tertiary care referral.

Adoption Strategy

ENABLING ACCESS



Female mobilizers conducting door to door marketing



Monthly health awareness drives



Weekly *Mohalla* meetings mass SMS activation

Female mobilizers conducting door to door marketing, weekly community sessions (Mohalla meetings) mass SMS activation, focused group discussions, monthly health awareness drives, activities in schools, universities and mosques and community elders' session for community sensitization.



Focused Group discussions



Community elders session for community sensitization



Activities in schools, universities & mosques

Impact

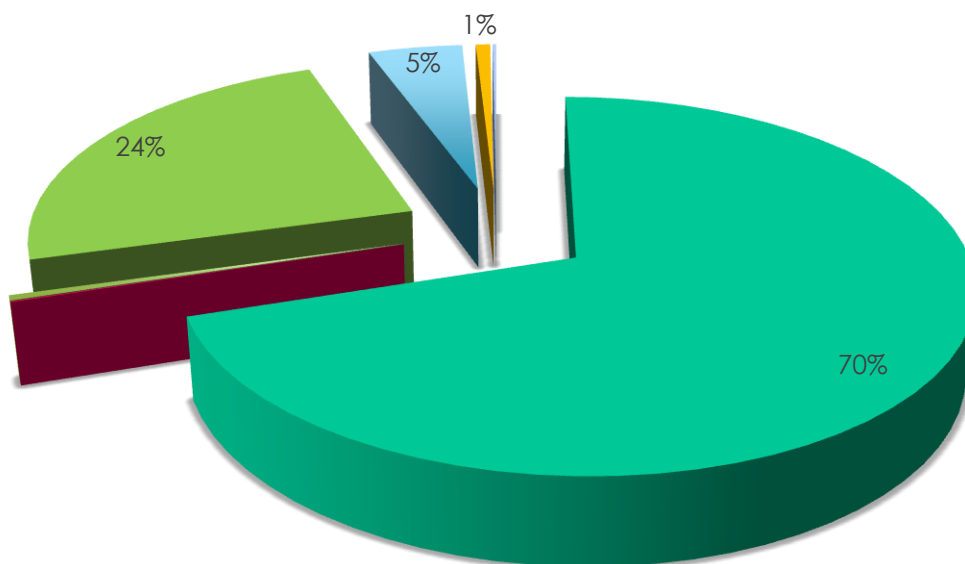
Sehat Kahani has clinical operations in **14** parts of the country, spread in **3** provinces **Sindh, Punjab** and **KPK**. We have the largest network in **Sindh** with **10 clinics** in **Model Colony, New Lyari, Korangi Y Area, Karangi Zia Colony, Landhi, Sann, Hala Naka, Giddu Chowk, Gulshan-e-Maymar** and **Quaidabad**. Three clinics are based in **KPK** in **Bhussa, Mansehra** and **Dadar**. One of our clinics is also based in **Sargodha, Punjab**.

Whilst most of our e-hubs cater to physical health, the e-hub in Dadar is the first ever tele psychiatry clinic providing counseling and screening to the people of KPK and other far off areas.

In the year 2017, we have reached out to **53,000 beneficiaries directly** and **265,000 beneficiaries indirectly** through our clinical operations.

Clinical Services 2017

■ Telemedicine ■ Camps ■ Specialist ■ VAS ■ US ■ Labs ■ Pharmacy



Collaboration with SPRING

SPRING

In collaboration with SPRING ACCELERATOR (funded by DIFD and NIKE FOUNDATION) we ran a pilot of creating sustainable health care solutions focused on adolescent girls. Via this project we enabled access of adolescent girls to 5 Telemedicine enabled E-Hubs in Karachi and interior Sindh. We also pioneered at home tele-consultation services (E-Spokes) for beneficiaries that fail to reach the E-Hubs due to socio-cultural barriers.

This project posed a huge challenge as well as a great opportunity as there are many socio-cultural taboos still prevalent in Pakistani urban slums/rural communities. Child marriage and early girl child pregnancy are some of the major concerns.

Even in Sehat Kahani target communities, there was a large number of women who would become mothers of 1 or 2 children by the time they were 16-17 years of age resulting in extensive health deterioration with little access to quality healthcare. Our prototype with Spring enabled us to create innovative solutions such as at-home consultations (E-Spokes) linked with each E-Hub that only provided a change to our young girl beneficiaries to seek treatment from the cultural comfort of their households but also create awareness and educations on adolescent girl health via our specialized community mobilization and activation programs

As a result of this prototype, Sehat Kahani has reached out to almost **5,000 adolescent girls** in the past 1 year and hopes to reach out to more than **40,000 adolescent girls** and improvise their health in the next 2 years.

Sehat Connect

During Sehat Kahani SPRING Project; an extensive training was also conducted for the Sehat Kahani field staff including the nurses, mobilizers as well as the coordinators. This training provided an opportunity for the Sehat Kahani core team to interact with the community team, doctors and nurses for over 5 days and learn about each other.

The training focused on the following 5 essential aspects:

1. Soft Skills Development including leadership, management and team building.
Key speakers & trainers: Dr. Arif Pyarali (Soft Skills Expert, Learning Minds Group) and Kanwal Anes Ahmed (Founder & Editor in Chief, Soul Sisters Pakistan)
2. Medical/pharmaceutical Refresher was arranged for the female physicians, nurses and community staff.
Key speakers & trainers: Dr. Uffaq Zara (Regional Medical Advisor Manager, Novo Nordisk Pakistan) and Neha Mankani (Founder, Mama Baby Fund)
3. Introduction to telemedicine software: An extensive 1 day training on the usage of a medical software.
Key speakers & trainers: Murtaza Kazmi (Project Manager, Digital Care) and Dr. Zakiuddin Ahmed (President of Healthcare Paradigm)
4. Sexual and reproductive health with a key focus on reproductive health of young adolescent mothers.
Key speakers & trainers: Dr. Sahib Jan Bader (Technical Advisor, MCWF Pakistan) and Naureen Lalani (Sexual & Reproductive Health Management Manager, Aahung)
5. Patient communication and design thinking with a key focus on design thinking and enhancing communication skills.
Key speakers & trainers: Dr. Iffat Zafar Aga (Co-founder & CDO, Sehat Kahani)



Dr. Arif Pyarali briefing the participants about the 'Lego Activity'; an activity designed by him to enhance problem solving & creativity.

Growth Plan

By 2021, Sehat Kahani envisions to establish **100 E-Hubs Nationwide** and aims to train a Network of **5,000 female physicians, 1,000 nurses & Community Health workers**, developing independent micro entrepreneurs or consultants on the Sehat Kahani Panel. This would result in a cumulative impact of approx. **8.1 million lives** through all the clinical services.



500,000
Lives impacted

sehat.
kahani

PREVENTIVE CARE:

Facilitating Outreach



Tabinda is washing the hands of a little girl to create awareness regarding hand hygiene, as part of the Unilever Handwashing

Introduction

Health promotion and disease prevention are important determinants for a healthy lifestyle. Sehat Kahani Preventive Care Portfolio (PCP) covers services needed by the bottom of the pyramid market of Pakistan's population, ensuring that diseases are not just treated but rather the root causes are somewhat eliminated via education and advocacy. A similar pattern is followed within each campaign whereby a specific topic is touched upon along with provision of doctor-patient consultations.

In the last three years, the on-ground team has successfully engaged the following **corporates**, impacting **500,000 lives** to date

Adoption Strategy

FACILITATING OUTREACH



Cold Calling/Emailing



Word of Mouth



Direct Marketing

We have strong business development skills which include development of synergies and strategic partnerships with various organizations working in the healthcare domain which include Corporates, pharmaceuticals, insurance companies and governmental agencies.



Official Tenders /Call for Proposals



Newsletters & Organizational Snapshots



Social Media

Impact



GlaxoSmithKline

An important mineral for the body, appropriate levels of calcium can prevent osteoporosis, a condition in which bones become fragile and can break. Thus, in collaboration with GSK, the on-ground team has been able to effectively educate **120,000 beneficiaries** via **thirty community camps**, five activities in medical universities and factories each and an extensive CHW model in three communities, across Pakistan.



Elaj Trust

A common phenomenon, menstrual taboo is often misunderstood and misinterpreted in conservative cultures such as ours. A natural biological process, it is deemed an embarrassment and a shameful act. Elaj Trust partnered with the on-ground team to conduct a study with **370 households** in **two communities** to understand the perceptions of females towards Menstrual Hygiene Activities.



Engro Foods

Safe Milk consumption directly reflects an individual's calcium, animal proteins and vitamin B12 intake. In collaboration with Engro, the on-ground team focused on improving the micronutrient status in seven communities across Pakistan. Educational sessions were conducted and sampling was done to enhance knowledge of **154,450 beneficiaries** about the ills of unhygienic, raw milk.



Lifebuoy

Hands play an important role in personal hygiene. Transmission of harmful germs can lead to multiple infectious diseases, not just for the individual but also for all other associated parties. The on-ground team partnered with Lifebuoy to run a 21-Day hand hygiene campaign in five communities and **three mobile units** in **45 cities**, across Pakistan. The **two high impact campaigns** were able to cater to nearly **195,000 beneficiaries**.



Legal Aid Office

Overcrowded with limited healthcare facilities, prisons are famous sites for frequent drug abuse, tattoos, violence, rape etc. Prisons are overcrowded with limited healthcare facilities. In collaboration, Legal Aid Office and Sehat Kahani successfully screened **180 female prisoners** within the Karachi Jail for mental health issues, designing a manual to connect them with mental health counsellors based on their diagnosis.



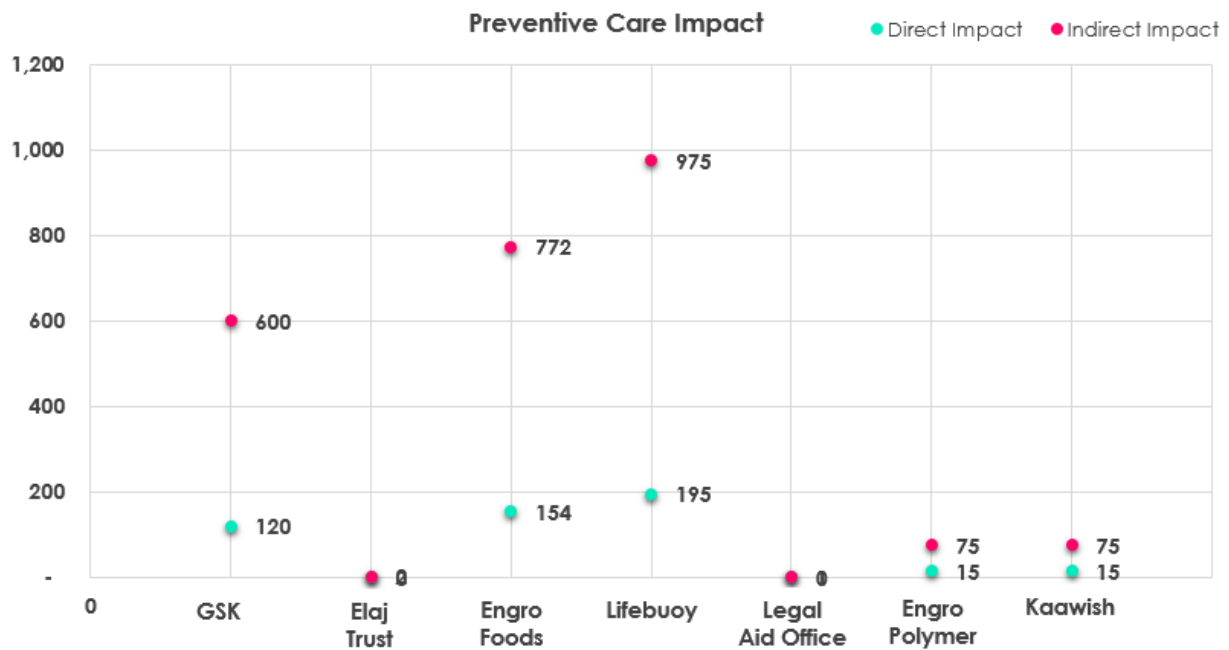
Kaawish

Low income communities often suffer at the hands of unqualified doctors, malpractice being an everyday occurrence. Sehat Kahani and Kaawish trust partnered together to enhance and expand the overall scope of telemedicine and primary healthcare practices in the Low income communities nationwide through various means. In the last few months, **15,000 beneficiaries** have been impacted in four towns in Sargodha, Punjab.



Engro Polymer

Vaccination and screening in low-urban communities can bring about a huge behaviour change, leading to positive health indicators. Engro Polymer collaborated with Sehat Kahani to conduct multiple camps in their care community, Ghaghar Pathak. Nearly **15,000 beneficiaries** in the community were educated and provided with access to a doctor on diseases such as diabetes, mental health, mother and child healthcare and others.



Growth Plan

Our goal is to gradually shift from volume to value-based care and provide more preventative and chronic care services. By 2021, Sehat Kahani envisions to impact approx. **2 million consumers** and build a network of corporates, pharmaceuticals and industry magnets as early adopters to champion Sehat Kahani's vision and impact.

CONCIERGE MODEL:

Improving Efficiency



Introduction



In 2017, Sehat Kahani initiated its third vertical to focus on providing healthcare to organizations and consumers. Sehat Kahani designed a mobile app for those who are short on time due to their busy schedules, long waiting lines at the doctor's clinic and the ever growing congestion on the roads. Whether it is a consumer needing a consultation at odd hours, corporate employees having a need of mental wellness, insurers looking for cost effective health solution for its clients or doctors trying to reach out to more patients, this is a platform for them.

Sehat Kahani application connects online doctors to clients through a smart phone or a laptop without the hassle of scheduling an appointment and waiting for long hours in the waiting rooms of a physical healthcare facility. The customer can access a physician from the comfort of their homes or office just through 3 simple clicks. This app does not only make consultation possible but client can also get their lab tests done by ordering a test where a phlebotomist comes and collects the blood sample from the client's destination through our partner diagnostic companies. Beneficiaries can also order medications through this platform. This application is being used by executives for utilizing online OPD healthcare services.

Adoption Strategy

IMPROVING EFFICIENCY



Social Media



Public Relations



App Store Optimization (ASO)



Search Ads

- ❖ **Sehat Kahani Mobile Application:** Currently a B2B model. Includes development of partnerships with leading corporates which are innovative, which are looking for healthcare solutions for their employees as well as consumers/customers in a very unique manner
- ❖ Once the **B2B market** is captured, it includes a **B2C** launch in Q4 2018 which involves creation of partnerships and synergies with Telecom partners-bundled up telehealth “Asaan Health” products, mass SMS and social media, SMS activations, discount free minutes, mobile wallet value added services
- ❖ **Banks and Insurance companies:** We want to give a model of “total care” to their customers including basic primary health counselling via specialist health care provider, having a health wallets with all health records in one place, monitoring and analyzing their chronic health problems for better care practices and immediate access to help in case of an emergency.



Influencer/Celebrity endorsement

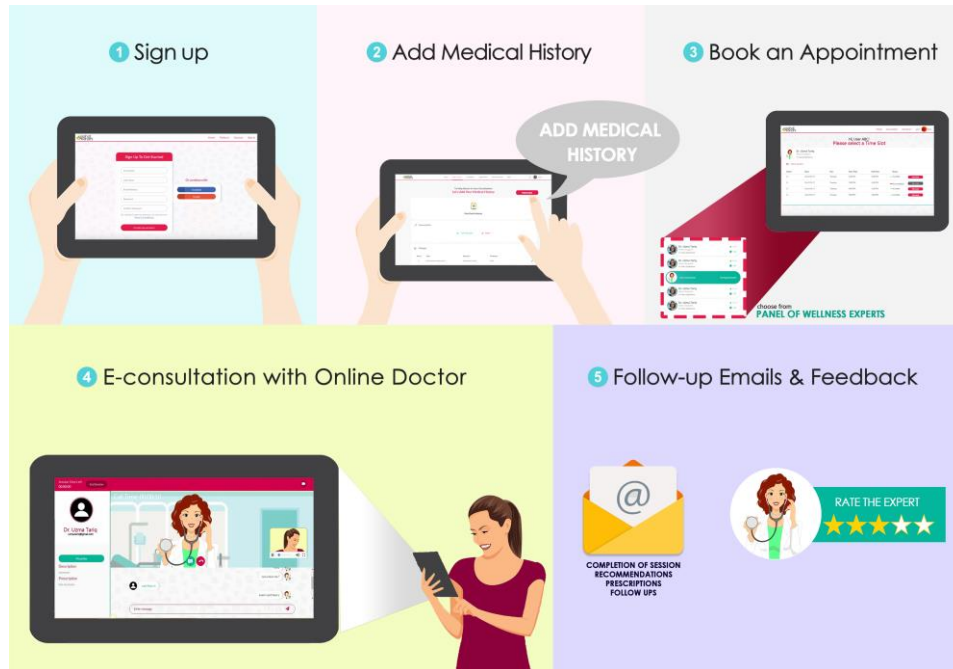


Traditional Advertising/In-Store



Word of mouth

Impact



Launched in the B2B market, the Sehat Kahani Application caters to the mental health and wellness portfolio for Unilever employees for a period of one year.

Growth Plan

By 2021, we are confident to lock **240,000 active users** availing e-health services and consultations through the concierge model. This would result in a shift towards online OPD services in the general public.

ICT & INNOVATION:

A Step Forward



At home
consultation
being provided
to a woman
who could not
visit the clinic.

What sets us apart from others?

Currently, there is boom in the tele-health market of Pakistan. Yet, we believe we are at an advantage.

Our team is led by two female doctors who not only have seen the agony of a female doctor for they were unable to practice but also know what it takes to come back to the workforce. They themselves have been a survivor of how the pool of knowledge, this country has, is being wasted.

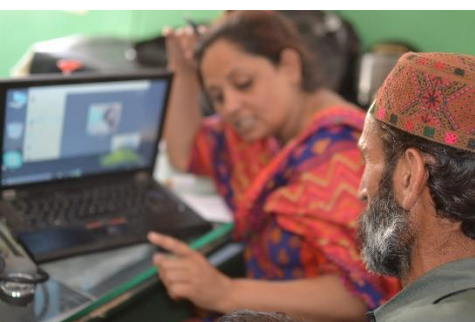
We have created a health workforce comprising of an untapped market of female doctors that exist not only in Pakistan but in the diaspora as well. This workforce can be engaged from the comfort of their home and with the flexibility of *'choosing their own time'* for consultations.

By creating a comprehensive health tech platform, we have been able to provide patients, nurses and doctors with an interactive 3 step or less interphases to get consultations via online doctors, connect patients in clinics to online doctors and treat patients according to their own schedule. This will ensure a round the clock 360 model of health care which will be affordable for those who cannot access health in low income segment and for those who are short on the luxury of time to access a doctor in more upper income markets.

We also have the first mover's advantage of being in the field for more than 3 years, piloting and iterating revenue streams, treating actual paying customers.

We are the data aggregators striving to streamline true health data that has been underreported or misreported in Pakistan. Through our smart analytics and artificial Intelligence tools, we will also be able to predict health behaviors of communities over time.

We have made a revenue of over net, created key collaborations and partnerships across all service lines and won national and international recognition for our work showing that we are in it for the long haul



Nurse Rabia
conducting an e-
consultation
with an online
doctor.

Way Forward

A fast-growing company, in 2017, Sehat Kahani earned a gross profit of **\$137,000** and total net revenue of **\$28,000 +** through its three unique service lines.

In 2017, Sehat Kahani team proved that passion and commitment to work can surpass all barriers. We have established long lasting relationships with all our partners and collaborators as well as worked extensively to provide quality driven services to all our customers.

In 2018, Sehat Kahani will build new avenues of expansion and scale. We will not only expand our clinical care portfolio to many low income marginalized communities but also create innovative groundbreaking tech enabled solutions for health education, promotion and primary care counselling!

By 2021, our 3 unique services lines will enable us to establish **100 E-Hubs** Nationwide with aims to train a Network of **5,000 female physicians, 1,000 nurses & Community Health workers**. We aim to provide **500+ employment opportunities** to **young leaders** in low income communities. These services will be coupled by our resolve to create health education and promotion via our preventive care portfolio and our telehealth platform. Through our e-health solutions, we intend to provide primary care counselling to middle and upper income market via our direct to consumer, corporate and insurer enabled channels. This will result in a cumulative impact of approx. 10 million lives directly and indirectly through all our services.

As we aim towards sustainability and scale, we wish to celebrate our successes and failures with our customers, beneficiaries, partners, collaborators and urge many more to join us to disrupt the existing narrative of healthcare!

For we have a dream.....

A dream to create health care access in every underserved community of Pakistan. To provide every Pakistani a chance to have accessible, affordable and efficient health care. To become a community that nourishes the talent of extremely qualified and committed female doctors. To change perception of how health care is given and received in Pakistan and most of all, to make Sehat Kahani a household name!

Who does all this work?



Naveed Hashwani
Assistant Manager, Operations Khi



Raheel Tanveer
Assistant Manager, Operations KPK



Asif Laghari
Manager, Procurement



Makkiya Jawed
Director, Operations



Dr. Sara Khurram
CoFounder & CEO



Umar Farooq
CTO



Rahim Damani
Manager, Finance



Fatima Karim
Lead Research Analyst



Dr. Iffat Zafar
CoFounder & CDO



Nida Shehzad
Lead, Digital & Innovation



Sajid Hussain
Head, Clinical Operations



Ashraf Baladi
Assistant Manager, Operations Sindh



Adil Khan
Assistant Manager

Mentors & Advisors



Kalsoom Lakhani
CEO I2I



Saad Hamid
CEO, School of Skills



Mahek Karim
Consultant, Research



Dr. Aftab Alam Khan
Head of Psychiatry Dept.,
Ayub Medical College



Raza Matin
Marketing & Business
Consultant, Google(Pakistan)



Dr. Shehzad Saleem
Business Franchise
Head, Novartis



Omar Parvez
Finance Specialist



Dr. Zakuddin Ahmed
President, Healthcare
Paradigm



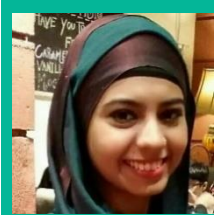
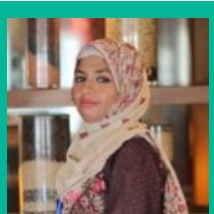
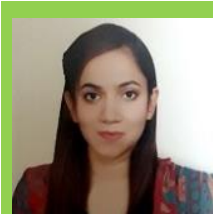
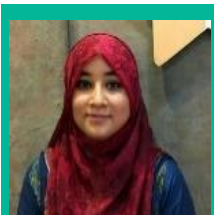
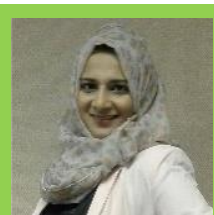
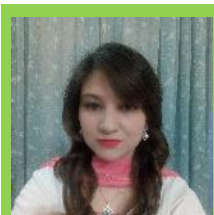
Dr. Shifa Habib
IRD Research
Specialist



Zahid Jameel
Senior Partner Jamil &
Jamil, Barristers-at-law

Sehat Provider Bandwagon

Meet some of our super health providers!





"Young Entrepreneur Award"
by Aptech at Vision 2017



Speaker at the APPS-UK
Conference held at Royal
Society of Medicine



Guest Speaker at Liaquat
National Conference



Runner up in #UNICEF's event
"Be Bold. Be Free."



"Jury Award" at World Bank
Group Youth Summit 2017



Africa Shared Value
Summit 2017

OUR ACHIEVEMENTS



Graduated by Spring
Accelerator



"25 under 25 Awards"
by The Internet Society



Speaker at Digital
Youth Summit 2017



Speaker & Judge at
'Sustainable Living Young
Entrepreneur Awards



SUPPORTERS & PARTNERSHIPS





<http://www.bbc.com/news/av/magazine-41003627/how-to-stop-female-doctors-from-dropping-out-in-pakistan>

<http://www.bbc.com/news/business-40888770>



millennial.pk

<https://medium.com/millennialpk/sehat-kahani-ceo-sara-khurram-has-some-advice-for-startup-founders-e01a657117c5>



THE AGA KHAN UNIVERSITY

https://www.aku.edu/news/Pages/News_Details.aspx?nid=NEWS-001194

THE Friday Times

<http://www.thefridaytimes.com/tft/the-city-without-a-government/>

MEDIA RECOGNITION

TECHJUICE

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