patient engagement

to improve healthcare outcome

mfore

mfore | who we are

We are an impact enterprise leveraging mobile technologies to drive communication from "Connecting people" to "Engaging people"
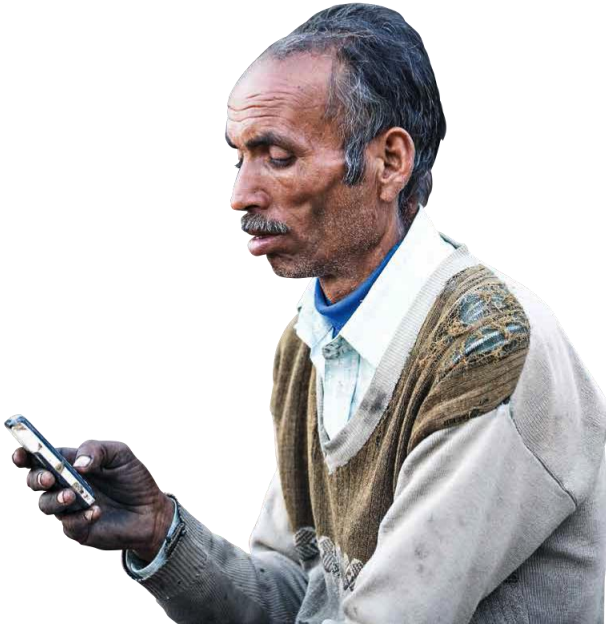
1 we develop mobile based interactive services for people engagement

2 we extend the reach of mobile based service to masses who need information that is relevant to them

3 Our Motto: **Simple and Functional**
Accessible – Available – Affordable by Design

mfore

mfore | what we do

We leverage mobile technology for people engagement to improve service, delivery and outcome in impact sectors
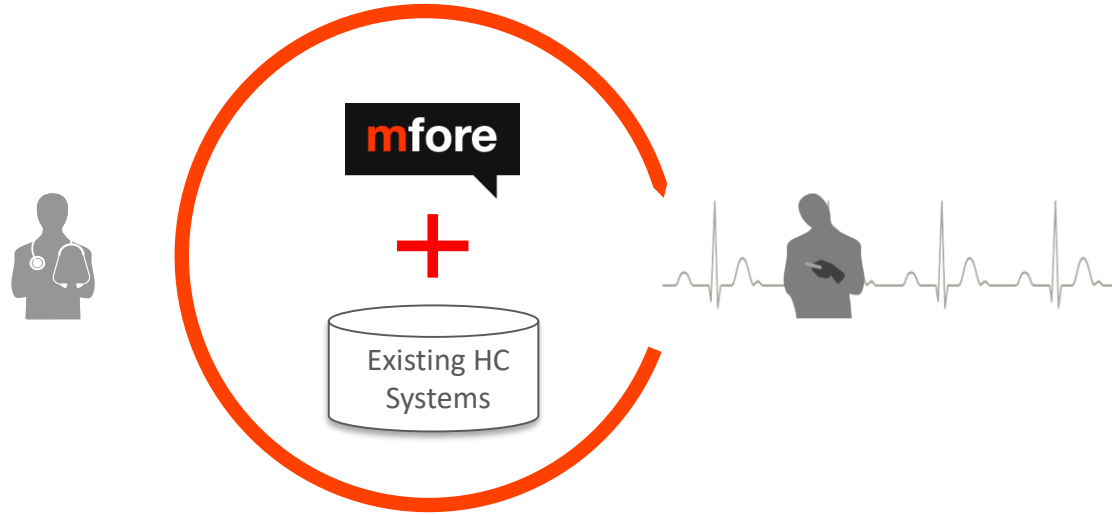

1 **Patient Engagement Service** - which keeps service provider engaged with patient outside the hospital setting

2 **mHealth**   a complementary strategy for strengthening health systems

3 Balance **cost, quality** and **access** - making it sustainable and consistent with social values

mfore

problem | healthcare disconnect

HC System
Patchwork
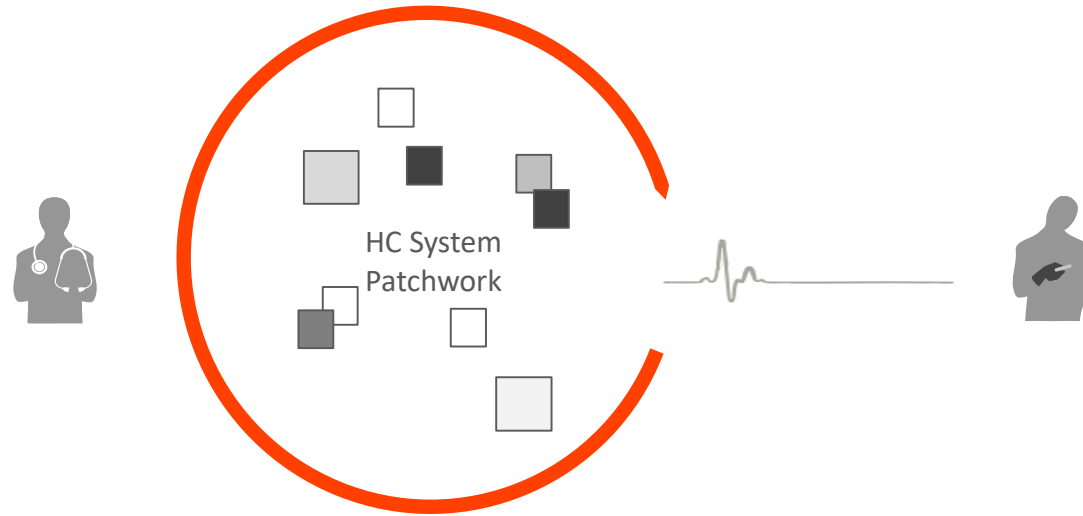
Healthcare system constraints are limiting patient-centricity, hurting patient engagement and keeping costs high and outcomes low

mfore

problem | we solve

Recover fast
No surprises
Sense of being cared for
Evidence of instructions

Patient Satisfaction

Educate – *with right context*
Remind – *at right time*
Notify – *early enough*
Acknowledge - *confirm*

Everything that matters for a treatment

Timely Guidance

mfore

Correct treatment
Better results
Patient show up
Patient calls less
No wasted care

Better and Efficient Care

Any mobile phone
Any user type
Anywhere
Best-guaranteed delivery
No additional application

Best Guaranteed

model|engagement services

Patients
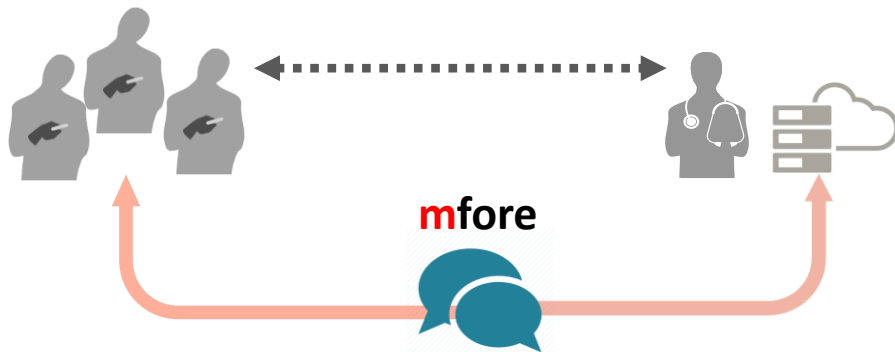- Interaction continuity
- Information management
- Right info at right time
- Better service experience
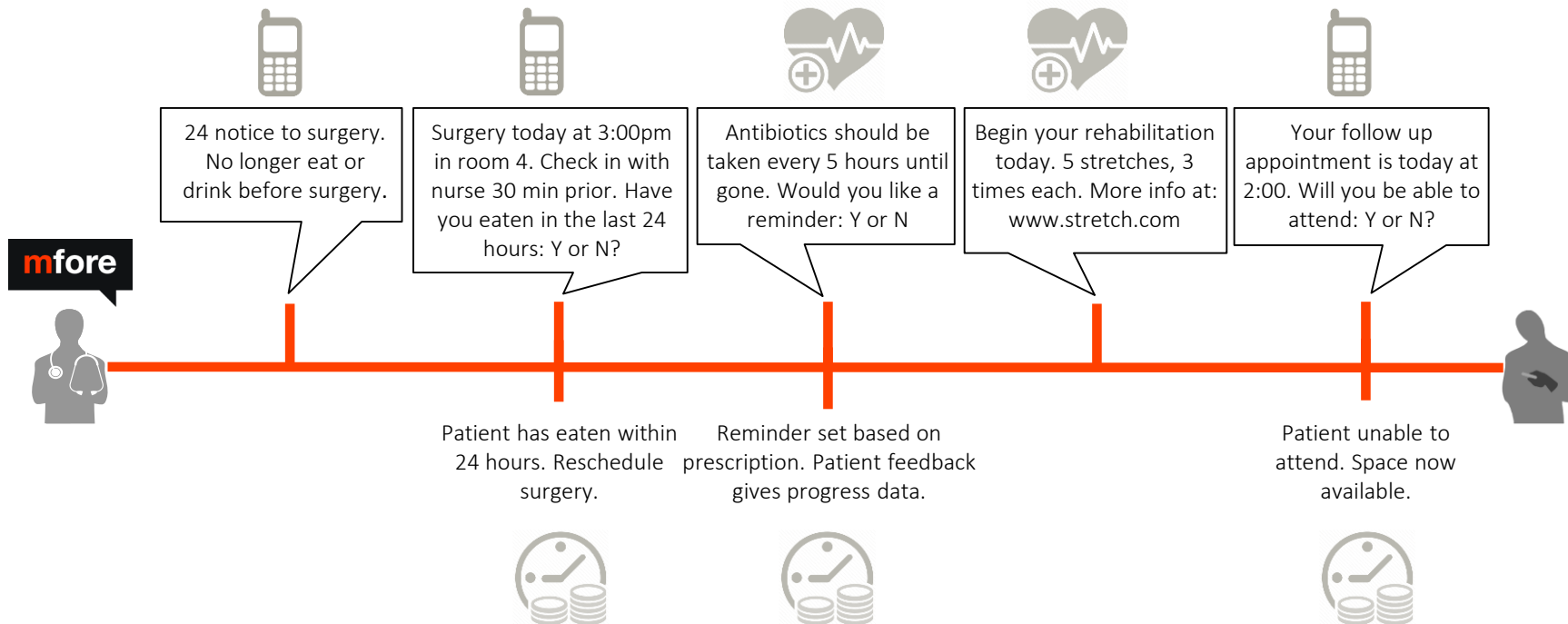- Improved outcomes
- Reduced travel

+

Providers
- Cost & time savings
- Patient retention
- Expanded market reach
- Customization
- Population management

In Action

mfore

operations | focus areas

India*
$200B HC market
$61 per capita spending (pop 1.2B)
- ✓ Patient per Doctor ratio
- ✓ Fast adaption – growing mHealth
- ✓ Need for access
- ✓ Medical tourism

UK*
$230B HC market
$3,598 per capita spending
- ✓ Savings motivated
- ✓ Early adopters
- ✓ LTC demands
- ✓ Aging populations

MENA*
$144B HC market
$1,473 per capita spending
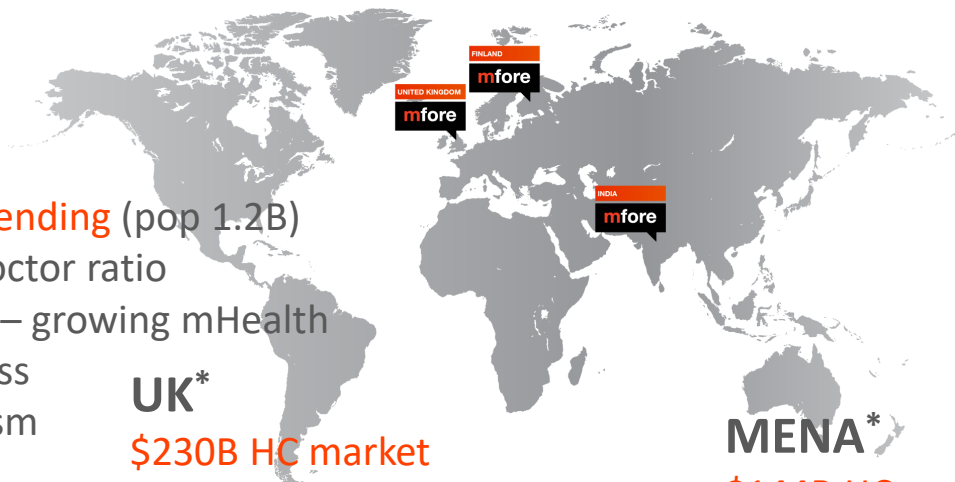- ✓ Chronic disease growth
- ✓ Need for access
- ✓ Medical tourism

Finland**
$24B HC market
$4,600 per capita spending
- ✓ Savings motivated
- ✓ Aging population
- ✓ Chronic disease growth
- ✓ Proximity challenges

mfore

mfore | edge

Our uniqueness is to provide scalable commercial grade wireless mobile based patient engagement service

- that can cover the whole spectrum of health care process – prevention, treatment and follow-up care

- that is proofed against the infrastructure constrains and digital literacy gaps in the target market

- that is easily adaptable to specific needs of the health care providers and demographics of target patient population

mfore keeps **patient engaged** through the whole patient pathway:
from the first visit to the doctor to post-care follow-up

mfore

mfore | summary

- Engaged patients will….
  - ✓ Improve care plan adherence
  - ✓ Reduce wasted care
  - ✓ Feel connected with your hospital
  - ✓ Boost patient satisfaction
  - ✓ Improve patient retention

Take your patient engagement to next level with **mfore**

mHealth ---> from treating illness to promoting health

mfore

recognition| supporting our plans

mfore was selected to pilot patient engagement with Regency Healthcare in India under the TechEmerge programme. The programme has been IFC – World Bank group initiative, which is first of its kind for proven technology companies around the world that are looking to grow their business in emerging markets.

The initiative that was launched in January 2016 attracted applications from 320 innovator companies from 29 countries. The next phase of matchmaking saw more than 40 innovator companies being selected for the matchmaking event with healthcare providers at New Delhi, India in June 2016. Of which 12 companies were chosen to demonstrate the solution to large gathering of renowned Indian healthcare providers.

mfore as selected company to pilot the solution received support and funding from IFC in the form of grant for the pilot.

TechEmerge India Completed Pilot

mfore

valued | customers

BLK CyberKnife Center, New Delhi, India specialized in non-invasive form of radio surgery for treatment and removal of cancerous and non-cancerous tumours, uses **mfore's Patient Engagement service.**

> *"We see mfore's solution as the best way to engage with our patients by improving the involvement of the nursing staff and at the same time, satisfying patients' demand for quick response and feeling of being cared for, from anywhere in the world"*

said Dr. Neeraj Verma, Head of the Cyberknife and Radiation Oncology Centre at BLK Hospital.

Some of the ongoing projects at different locations are:
-Katihar Seva Sadan Katihar
-Jaipur Eye Hospital, Dausa
-Regency Healthcare, Kanpur
-Drishti Eye Care , Katihar
-Amrit Clinic , Katihar
-Geeta Devi Medical Hospital , Dausa
.. And many more

> *"mfore's Patient Engagement Service has helped us to connect and engage with patients better than ever before and we can see a clear difference in satisfaction levels of our patients"*

Dr Atul Mishra , Owner Drishti eye care

mfore

reach | us

mfore coop

Ensi Linja 1, 00530 Helsinki, Finland

Phone: +358 50 4823873
Email: connect@mfore.fi
Web: mfore.fi