LyfPlus is a one stop shop Telemedicine solution allowing patients to access medical services instantly and conveniently. We work with healthcare providers to facilitate provision of medical services using technology. These medical services include physician consultation, diagnostics, pharmaceutical services and health information.

Currently we are piloting our mobile-web application to enable patients to select and reserve specific times and dates to meet their doctors in hospitals, manage their medical records and share them to their doctors when they need to, as a personal health record and appointment booking system in one platform. This helps save patients waiting time in hospitals in getting quick medical intervention they need while ensuring patients’ quality continuity of care by smart management of their medical records.

Longer patient’s waiting time and overcrowding in health facilities. A local study shows a general outpatient waits 60% to 90% longer averagely in hospitals, clinics and other health facilities versus the time they receive a service in these facilities. This has led to customer dissatisfaction and greater medical risks to patients.

LyfPlus platform creates a smart coordination between both patients and healthcare providers so that patients save more than 75% of the time when accessing medical services and the provider gets information about the patient prior the patient’s visit leading to quality service delivered in a more timely manner.

A patient or client sign-ups and creates an account on lyfplus.com. Alternatively a health facility can register all their clients on the dashboard and the patients would receive an email to confirm their account creation on LyfPlus. Once logged in, the client can see all the doctors from the pool of doctors from various specialties and various hospitals which they can book appointments to or consult online.

When booking appointments clients choose a doctor from the list (they can also filter them by specialty or hospital or search them by name), select them to view their profiles with important information including the doctors' weekly schedule. This is useful when the doctor/specialist practices in more than one hospital in a week, the patient can see the doctor’s location (practicing hospitals) with specific dates and timelines through-out the week. From the time table the patient can select a specific time slot available which represents the doctor’s physical availability in a specific hospital/clinic and can book an appointment on that specific date and time to visit that doctor physically. When doing this patients can share their information including demographics, health insurance information and and past medical records, these information are useful in registering the patient in hospitals and therefore save the patient’s time for registration once at the hospital. Patients past medical records helps the doctor get a broader view of the patient’s problem or patient’s health profile before the patient gets to the hospital thus better care to the patient delivered faster than before.

At our piloting stage, these were among the few feedback we got from people who we tested with.

Ms. Boi Kgathi, “Storing my health records helps for better care when I have to visit or see another doctor that did not treat me before, as they get information about my past treatments and history.”

Dr. Kaushal Rashk, Senior Manager for International Marketing KDAH Hospital, “LyfPlus can be useful for hospitals to stay connected with their patients beyond hospital premises, online consultation feature allows clients to consult doctors from wherever they are more conveniently. This can help hospitals retain their clients as patients get a sense of being connected to their doctors even after they leave the hospital after being treated.”

Telemedicine solutions are not very common in East Africa, and being in the region (Tanzania in particular) we see a lot of opportunities for such solutions. The region has low patient per doctor ratio (among the lowest in the world), poor infrastructure and technological inefficiencies to deliver quality medical services. Patients are highly unsatisfied with how they receive medical services from their healthcare providers and therefore there is a huge demand for innovative solutions. We want to be among the first players in the market and the vision is that LyfPlus becomes a house hold name in East Africa as we enhance people’s experience when receiving medical services.

On the other side we also see a lot of opportunities to work with local healthcare providers. The healthcare space is still under-innovated in the region and local healthcare providers have not figured out innovative ways to enhance customer experience, improve quality of delivery of their services and effectively utilize the advancement of digital technology to stay on top of their game. Patients now seek alternative ways to receive medical care that is more convenient for them over old conventional ways. For instance a lot of local internet users today use the internet to search for health information, self-diagnose and self-treat over going to the hospital, this is because patients have acquired an idea that hospitals is a place people have to endure to go when they are really sick and when it’s only serious. At LyfPlus we see ourselves as mediators to seal this gap between healthcare providers and patients, while helping healthcare providers grow their business.

We charge a commission fee of 5% of doctor consultation fee for every appointment booked through LyfPlus. Based on the agreement with each hospital this amount can be paid directly by the patient as they book online or included in the doctor consultation fee price. The 5% in actual figures can range from $2 to $4.

Currently we are targeting the high end market of patient population, a population class willing to pay premium for such tailored services. This class of population can earn $1500 and above per month.

And hence the type of health institutions we are targeting currently are high complexity institutions.

We are exploring a freemium model at the moment where clients have to pay a minimal price for appointment booking when they create an account with us. This would allow us to understand our clients further and customize other products and services better to suit them. Also this would help us retain our clients allowing us to reach them more easily in case of new products and services.

This is our scaling strategy to target the middle class and lower class of the market.