

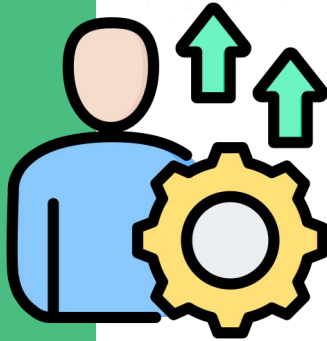


# Advancing the SDGs with mDoc's Person-Centered, Tech-Driven Approach

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## Outline

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- ◆ Problem Statement
- ◆ The mDoc Approach
- ◆ WHO SDGs
- ◆ Impact so Far
- ◆ Plans for the Future

## Chronic diseases are a **growing burden in Africa...**




**320 million** adults in sub-Saharan Africa have diabetes and hypertension.



**36 million** Nigerians have hypertension and/or diabetes.

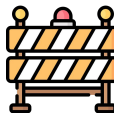


According to WHO  
**20%** of people will die prematurely from these conditions.

...further straining the continent's already <sup>3</sup> struggling healthcare system. 



In Africa, **11** million people are pushed into poverty due to spending their household income on essential healthcare services.



Approx. **43%** of women of reproductive age in Sub-Saharan Africa have access to healthcare.



Improving access to quality healthcare via digital resources is essential to attain the **UN SDG 3, 4 and 9.**



Strengthening partnerships and fostering collaborations across sectors is vital for scaling digital health solutions and achieving the **UN SDG 17.**



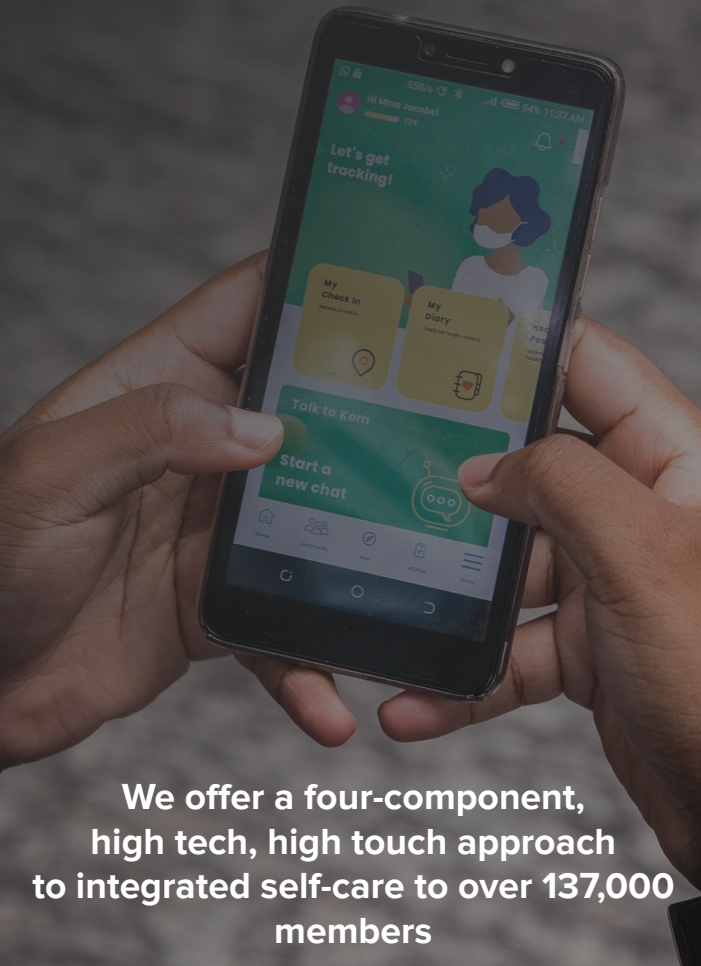
mDoc is a **digital health social enterprise** that leverages a **high-tech high-touch** approach to optimize the **end-to-end self-care** experience for people living with regular and chronic health needs.

We aim to make people healthier by harnessing **behavioral science, data, technology, and quality improvement methodologies.**

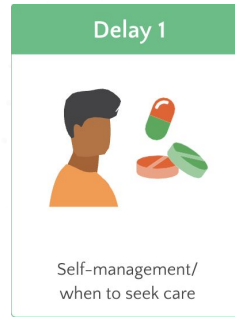


# We are intentional about using a **person-centered** design approach.

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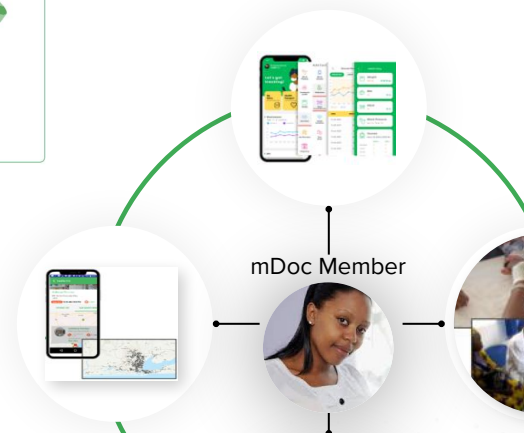


We offer a four-component, high tech, high touch approach to integrated self-care to over 137,000 members

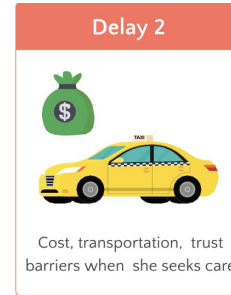


Digital patient navigation via **NaviHealth.ai™** with feedback systems aligned with quality domains

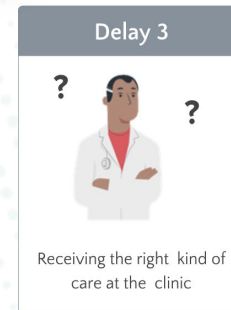
Virtual coaches and digital nudges through AI-enabled omnichannel **CompleteHealth™**



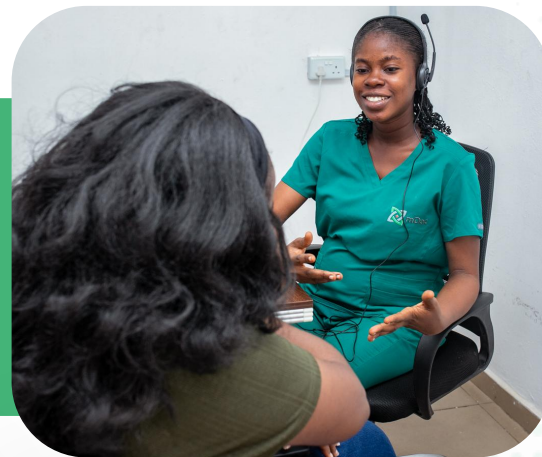
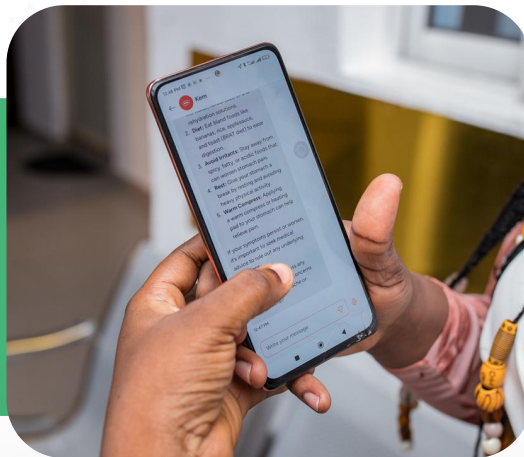
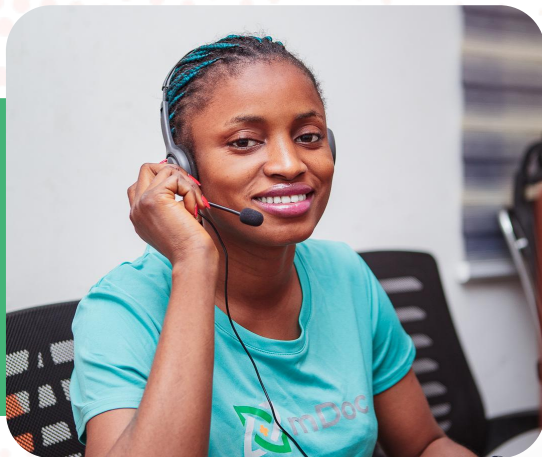
mDoc Member



In-person community-based **NudgeHubs™** outreach and community ambassadors



Capability building including Tele-education of providers and patients  
**mDoc Quality Network (MQN™)**



Members on  
CompleteHealth™  
>137,000

People living with or at risk  
for chronic diseases including mental health  
conditions

- Cancer
- Hypertension
- Obesity
- Depression and Anxiety
- Diabetes

Reproductive,  
Maternal & Neonatal Health



87% Women



13% Men



67%  
own a smartphone

## Leveraging our person-centred approach, the services we provide align with specific SDGs addressing...

7

- Global **maternal** mortality.
- **Ending** preventable **deaths** of newborns.
- Reduce **one-third** premature mortality.
- Universal **access** to sexual and reproductive **health** services.
- Increase in **health** finances.
- Promote **women's empowerment** through use of enabling **technology**.
- Ending all forms of **discrimination** against women in **healthcare** access and delivery.



- Ensure **equal** access for all to quality health **education**.
- Ensuring the health education supports **sustainable development**.
- Ensuring **access** to spaces and services that **support** community **health**, particularly for vulnerable groups.

- Enhancing multi-stakeholder **collaboration** for healthcare **capacity building**.
- Strengthening partnerships to **support** the achievement of **sustainable** healthcare systems.

We're **laser-focused** on data and we are **intentional** about disseminating the evidence of our impact.



“Leveraging Human-Centred Design Principles to Create a Digital Patient Navigation Program for People with cancer in Africa.”



“Leveraging Technology to Improve the Health Outcomes of People Living With Hypertension in Nigeria”



“The Use of Tele-Education ECHOs to Grow Self-efficacy, Health and Digital Literacy in Women of Reproductive Age.”



“Improving glycemic control among Nigerians with cancer and comorbid diabetes through a virtual self-care platform.”



“Facilitating adherence to ADA recommendations in Nigerians living with diabetes via a 24-week digital self-care program.”



“Improving Digital Literacy, A Prerequisite to Improving Health Literacy and Self-efficacy Among Women of Reproductive Age in Low Income Populations in Nigeria.”



## Papers for Peer-reviewed Publication



Trust: An essential ingredient in facilitating access to and the uptake of digital self-care interventions in women in Nigeria



Barriers to Health in Women of Reproductive Age Living With or at Risk of Non-Communicable Diseases in Nigeria: A Photovoice Study



Prevalence of Chronic Disease and Associated Risk Factors in Women of Reproductive Age in Urban and Peri-urban Areas of Nigeria



Unlocking digital healthcare in lower- and middle-income countries



Assessing Equitable Development and Implementation of Artificial Intelligence-Enabled Patient Engagement Technologies: A Sociotechnical Systems Approach



Building on our successes, we plan to **expand** our AI-driven personalized healthcare coaching and patient navigation to improve health outcomes for our members.

01



Expand AI-driven personalized healthcare coaching through our self-care model and health coach chatbot in both new and existing African markets.

02



Strengthening partnerships with global health leaders and governments to amplify impact.

03



Advancing digital health infrastructure with enhanced patient navigation & AI-driven insights.

04



Driving evidence-based impact through research and continuous quality improvement initiatives.



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