THE MEDICAL CONCIERGE GROUP

UGANDA | KENYA | NIGERIA

tmcg.co.ug

COMPANY PROFILE

About TMCG

The Medical Concierge Group (TMCG) is a Digital health enterprise.

It is incorporated in Uganda (HQ), Kenya and Nigeria since 2012

Uganda (HQ)

Kenya

Nigeria

It is comprised of a portfolio of **innovative healthcare ventures** including:

health call centers

mobile clinical services

health content development

healthcare enterprise software solutions

Mission:

We design and deliver innovative digital health solutions that are value-based, efficient and achieve the best outcomes throughout the healthcare value chain.

Our values:

Integrity: A commitment to Ethics

Innovation: A focus on Ingenuity

Quality: A devotion to Excellence

Vision:

To be the leading world-class digital health company in Africa.. In order to achieve this vision, **TMCG operates 24/7 Doctors-on-Call services** that provide **direct access to general medical doctors, pharmacists** and a team of specialists leveraging the infrastructure of a **call center via voice, SMS, social media, WhatsApp, email** and **video**.

These services largely target the growing tech-savvy youth population, young families and can be accessed from the convenience of a home, workplace, or school. The call center is unique because it allows patients to directly contact medical practitioners without the time delays experienced in waiting rooms.

Medical issues that do not require hospital visits can ably be resolved on phone and those needing a specialist or diagnostic unit are subsequently referred. In addition to phone calls, TMCG currently operates several other mobile and online platforms for health information dissemination and patient engagement, as well as, a referral system to specialist care and diagnostic services.

Since its inception in 2012,

- **over 1,000,000 interactions have been facilitated with up to 80,000 active users**
- **In Uganda alone we have steadily grown our reach to 42,597 voice call users, 6,862 WhatsApp users, 40,000 followers via the different Social Media platforms**
- **A customer satisfaction survey in 2017 showed that 90% of our users are satisfied with our service and we strive to improve this even further. TMCG has continually expanded its organizational capacity to meet the growing demand.**

Call Centre Usage

Digital health is a new concept in Africa and at TMCG, we do not just want to give a health service, we want our customers to have an exceptional experience at every touch point and that is why we have Quality Assurance a key pillar.

We boast of a clearly mapped out customer journey, an effective Quality Management System and a top notch monitoring and evaluation strategy that has been tested and improved throughout the year.

The Contact Center runs 24/7 with three shifts a day. In 2017, a total of 12,525 calls were registered handled in 7 mins 2 secs on average. Of the health inquiries handled, 91% were resolved at the first point of contact.

Call Centre Performance in 2017

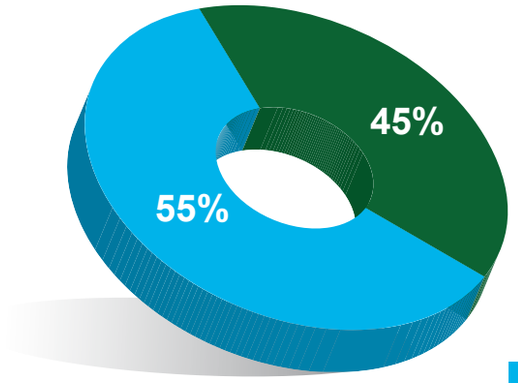
12,525
Calls Registered

91%
First Call Resolution

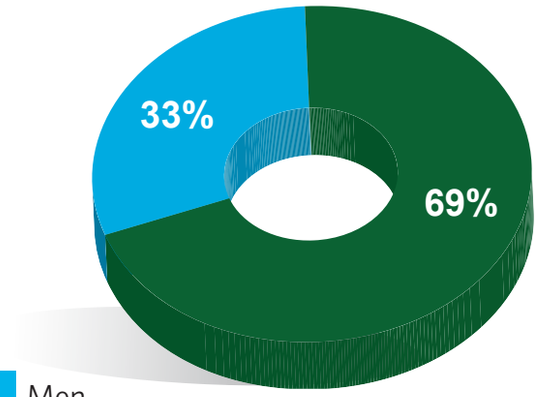
Average handling time: 7 mins 2 secs

Gender Analysis

Twitter Gender Analysis



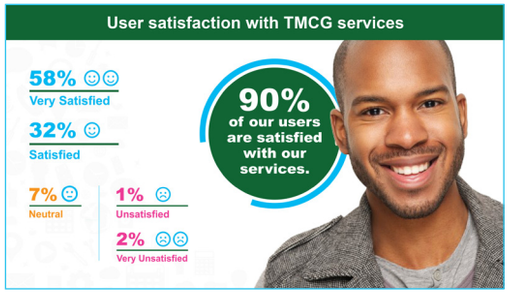
Facebook Gender Analysis

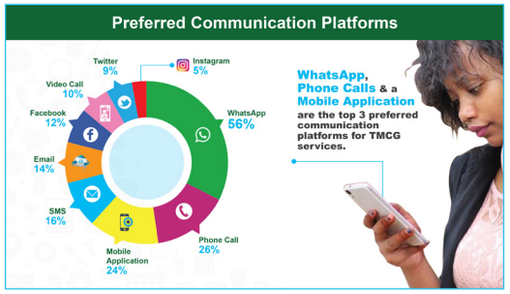


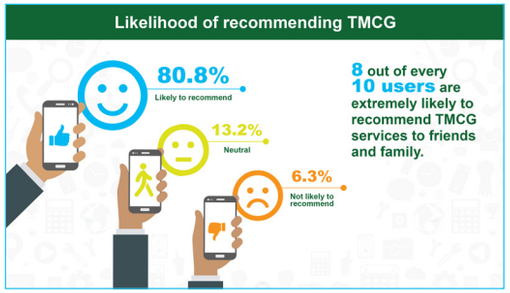
Men

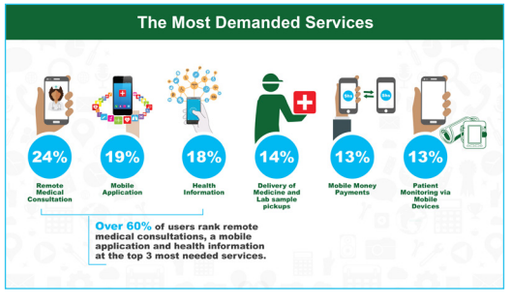
Women

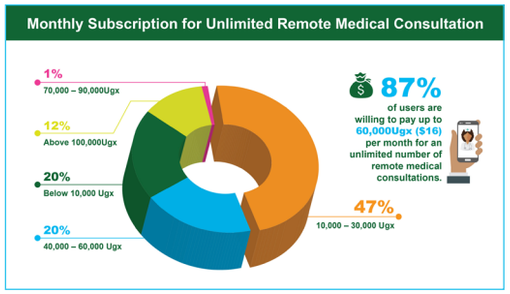
User Satisfaction and Insights

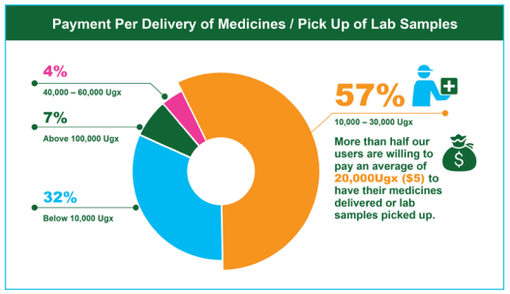












TMCG Services

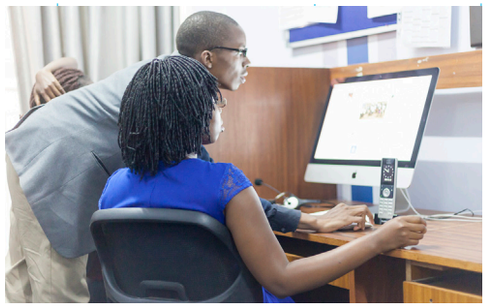
Telehealth Consultations

FREE consultation with a general medical doctor, pharmacist and specialists

24/7 at NO EXTRA COST

TMCG's telehealth service provides a free consultation with a primary care doctor, pharmacist and specialists 24 hours a day, 7 days a week at no extra cost other than the routine tariffs. This free service can be accessed through a voice call, SMS, social media (e.g. Facebook, Instagram, Twitter) and messaging applications like WhatsApp & video chat like Skype.

TMCG's Telehealth service is operated through a call centre set up staffed with licensed and experienced medical professionals with specialized training to provide a quality consultation on phone and online in English and several local languages.



Accessed through:

- Phone Call
- Twitter
- Skype
- Email
- WhatsApp
- Facebook
- Instagram
- Video Call

Mobile Laboratory and Medicine Delivery

For the convenience of clients, TMCG has provided an opportunity where they can have their laboratory samples picked and collected from wherever they are, and their results delivered to them without having to go to a health facility. This is handled by well trained and qualified medical personnels who make sure the samples are well obtained and not contaminated during transportation.

Medicine can also be delivered to clients at their convenience. This is both for one time doses and also for those clients with chronic illnesses who need a regular supply of their medicine. This was done to reduce scenarios where some patients may not be in position to access the needed medicine at their nearest medical facilities.

- Professional Lab sample pick ups and deliveries by professional pharmacy technicians and phlebotomists.

- Flexible payments carried out via:

Mobile money

cash payments

Debit & credit cards

Subscription

Digital Health Project and Enterprise Software

The Medical Concierge Group supports health care organisations throughout the needs analysis, conceptualization, prototyping and development of the appropriate solution architecture for digital health. TMCG has introduced a remote patient monitoring service using connected medical devices to track vital signs such as blood pressure, blood glucose, body weight, and oxygen concentration in chronic patients.

Data Visualisation Tools:

- re'dash
- Superset
- Power BI

Call centre software:

- RapidPro
- Asterisk
- CasePro

Mobile health applications:

- iOS

Electronic Medical Records (EMR)

- OpenMRS

Population health surveillance platforms

- dhis2

Remote Patient Monitoring

TMCG operates a remote patient monitoring service using connected medical devices to track vital signs such as blood pressure, blood glucose, body weight, and oxygen concentration in chronic patients. This can be critical in early detection of crises and the management of these conditions. It also offers this service on a subscription basis to premium users to cater for the purchase of the diagnostic device, remote monitoring, free deliveries of medicines and lab sample pickups and follow up calls and personalized messaging.

Chatbots & Artificial Intelligence (AI)

TMCG has integrated AI into their telemedicine offerings to provide faster and more accurate clinical decision support to reach even more people.

This involves:

- Integration of AI into telemedicine.
- Use of Artificial Intelligence (AI) health chatbot in Africa.

Symptom checker

Care Advice

Triage recommendation

Clients, Projects and Partners

Telehealth-Assisted HIV Self Testing

A pilot study of a technology-delivered HIV Self-Testing intervention in Kampala, Uganda. With Uganda striving to increase public access to HIV testing services and identification of HIV positive individuals, HIV Self Testing (HIVST) is at the forefront of innovative practice. The study, in collaboration with the University of Minnesota, seeks to assess how Telehealth can support efforts for effective and data-centred delivery of HIV Self Testing.

Reproductive Health Empowerment through Telehealth (REHEAT)

A cohort study for men in Uganda to address the low involvement of men in issues of family planning and sexual reproductive health services. The study, in collaboration with the Infectious Diseases Institute, has three main objectives which include user-centered mobile based reproductive health content targeted for men through SMS, interactive voice response; Assessing the feasibility and acceptability of the Men's Telehealth Information Package (mTIP) on uptake of family planning and reproductive health services; Assessing the impact of the Men's Telehealth Information Package on uptake of family planning and reproductive health services.

HIWA-Project

TMCG uses a call centre led mHealth (voice and SMS) approach to provide easy access and coordination to health services aimed at improving the health of the beneficiaries. These include; the Uganda Police Force, Private Security Guards, Uganda Wildlife Authority staff, and staff in selected hotels. The project provides a toll free phone line to the beneficiaries to call in and consult with a doctor any time at no cost on their part.

This project aims at a reduction in the incidence of HIV/AIDS and other communicable diseases as well as improved quality of care for those infected and affected. Currently, it is implemented in 102 districts of Uganda by World Vision in partnership with The Medical Concierge Group (TMCG) as the lead mHealth organisation.

> The project provides a **toll free phone line [0800100700]** to the beneficiaries to call in and consult with a doctor any time at no cost on their part. Beneficiaries include the Uganda Police Force, Private Security Guards, Uganda Wildlife Authority staff, and staff in selected hotels.

SMS Maama Project

Uganda's high maternal and infant mortality ratio has been attributed to among others; complications during pregnancy and during births outside hospitals as well as failure to recognise symptoms of killer infections among neonates and infants. This is largely due to the fact that most mothers do not get adequate health information regarding their pregnancies and post-natal care to empower them to embrace good health behaviour.

SMS Maama is an Institutional Review Board (IRB)-approved cohort study aimed at assessing the value of mobile health and mobile messaging for antenatal care retention as well as positive medical outcomes for both mother and baby.

It focuses on the usability, feasibility and user satisfaction of an interactive SMS system aimed to promote maternal child health using TMCG system. It is being implemented by the University of Minnesota with support from TMCG using the RapidPro SMS system. The mHealth service shares pregnancy related health communications and screening for possible symptoms of pregnancy complications are interrelated to the women, hence improving communication between women and their health care providers.

MCRAG Project

mCRAG is a Randomized Controlled Trial using SMS through the open source RapidPro SMS platform to examine patient retention in the care and treatment of HIV/ AIDS and Cryptococcal Meningitis. The study is implemented by the Infectious Diseases Institute & the University of Minnesota supported by The Medical Concierge Group.

Treatment adherence for opportunistic infections in HIV is critical for good clinical outcomes and reduction of mortality and morbidity. With the screening of HIV patients for cryptococcal meningitis (CCM) becoming mainstream, innovative ways need to be devised to keep those diagnosed in care for optimal prophylaxis or treatment.

It aims at assessing the effectiveness of integrating SMS and voice messaging service in patient linkage and retention into HIV/AIDS and Cryptococcal Meningitis care. This continues to pose a significant challenge for the healthcare system because many patients only engage with the healthcare system when they are already critically ill or may be lost to follow up despite their initial engagement.

The result of this study will determine if the addition of SMS or voice messages to patient care improves early diagnosis, treatment adherence, retention into care

600 Participants are enrolled.

300 are in the mHealth intervention arm for retention follow up.

The implementation site is Kisenyi Health centre, Kampala Uganda.

MeGa-POC project

Men at gaming centres - Point of Care (Mega-Poc) is an Institutional Review Board (IRB) approved prospective, cross- sectional cohort of men attending gaming and betting centers in Kampala. The study involves identification of men found at gaming and betting centers and notifying them of the availability of HIV and syphilis testing at a nearby temporary shelter by the study team. All men are given brochures containing information on HIV and STI testing, the benefits of testing, and availability of test result notification.

A major milestone of 500 men have been successfully tested for HIV and Syphilis and signed up for two years follow up using mHealth.

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Faster to Zero Project

Through the Ministry of Health Uganda, Health Enabled and Elizabeth Glazer Pediatric Foundation, The Medical Concierge Group is developing digital health tools to achieve the Elimination of Mother to Child Transmission of HIV (EMTCT).

The initiative addresses critical gaps in EMTCT through the introduction of digital health tools to support HIV positive pregnant women, new mothers and health providers to improve the quality of HIV care and reduce loss to follow up.

TMCG is working closely with the Makerere University School of Public Health under the METS Project to integrate these digital health tools with UgandaEMR, the national repository for patient

MAKERERE UNIVERSITY

TMCG is working closely with the Makerere University School of Public Health

health.enabled

Developing digital health tools to achieve the Elimination of Mother to Child Transmission of HIV (EMTCT)

HIV Self-Testing Mobile Health Project

TMCG partnered with LVCT Health and PS Kenya to deliver a Mobile Health (mHealth) service to support the uptake of HIV Self Testing (HIVST) and linkage into HIV prevention and treatment services among adolescents and young adults in Kenya. The service comprises the use of a call centre for a helpline, two way SMS consultations, Interactive Voice Response (IVR) with prerecorded content and intelligent chatbots on social media to provide relevant HIVST information, counseling support and linkage to HIV treatment and prevention services. This is the first-of-its- kind implementation of mHealth in HIVST in Africa.

TMCG partnered with

lvct health healthy societies

ps Kenya Healthy lives. Measurable results.

U-report project

U-report is a free SMS service designed to give young people in Uganda a voice on issues they care about and covers all the 112 districts country wide. The Medical Concierge Group role is to respond to health concerns from over 300,000 U-reporters across Uganda. Through the U-Partners dashboard, when a U-reporter sends a health question to 8500 (the SMS is free) related to disease prevention, causes, signs, symptoms, treatment, or any other related issues; the SMS is promptly reviewed and responded to by TMCG qualified medical professionals.

U-REPORTERS IN UGANDA

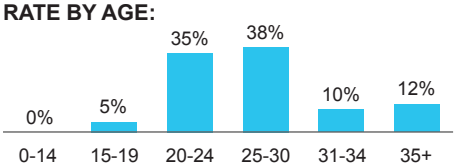
TOTAL # OF U-REPORTERS:
378,383

MOST ACTIVE REGIONS:
Kampala, Arua, Wakiso, Gulu

RATE BY GENDER:

66% **34%**

RATE BY AGE:



Pediatric HIV/AIDS Mobile Application and E-learning platform

Through a partnership with TMCG and The African Network for Care of Children Affected by HIV/AIDS (ANECCA), developed an iOS and Android mobile application and digital clinical mentorship toolkit. The project is targeted at medical doctors, nurses, as well as clinical officers and is contributing to the knowledge acquisition across all cadres of health providers.

This eLearning app platform is currently being used to conduct training, coaching, mentorship and technical support supervision to address knowledge, skills gaps and improve the support services Building robust healthcare enterprise platforms requires a solid understanding and appreciation of the healthcare industry needs and what appropriate technological innovations are suited to bring a solution. These include mobile health applications (iOS/Android), call centre software (Asterisk, RapidPro, CasePro), population health monitoring platforms (DHIS2) and Electronic Medical Records (EMR) platforms (OpenMRS). There is evidence that patient-centred and appropriate adaptation of technology improves the efficiency of delivery of healthcare and accelerates the achievement of patient care and public health goals.

Health care call centre that operates along different social media platforms which are all run **24/7.**

Over **1,000,000 interactions** with up to **80,000 monthly active users** since 2012.

FREE consultations with a general medical doctor, pharmacist and specialists **24/7 at no extra cost**.

To date, The Call centre is equipped to handle **30 simultaneous calls** at any one time with **8000 calls daily**.

Contact Us

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