

SafeTogether

A revolutionary digital healthcare company.



SafeTogether

Stay Safe & Stronger Together...



Our Purpose

Our mission is to put an **accessible** and **affordable** health service in the hands of every person

To make healthcare **accessible**, we deliver it through the devices people already own. To make healthcare **affordable**, we use technology to help ease the burden on our doctors. By automating their routine tasks, we allow doctors to focus on what they do best: give care to the patients who need it most.

SafeTogether is a platform that enables healthcare Institutions & professionals to see and treat their patients remotely. This initiative has been launched to help tackle the spread of coronavirus (Covid-19).



The Elements of the Problem



PROBLEM #1

Patients must **Visit** a hospital to have a Doctor Consultation or do a Medical Test even for minor conditions. The **Fear** of Covid19 plays a major factor for a visit, especially the **waiting time** for consultation.



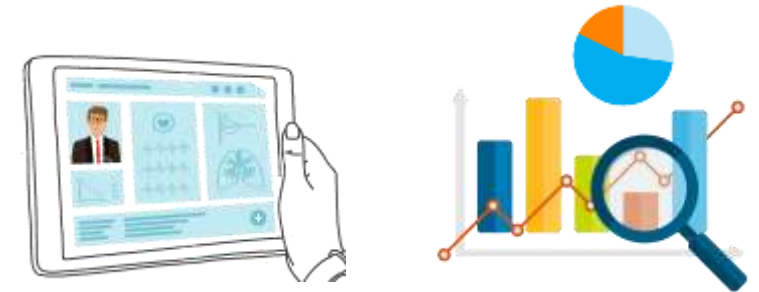
PROBLEM #2

The people who are in **at-risk groups** or those who have **long-term medical conditions** should still be able to contact healthcare professionals and get the care they need.



PROBLEM #3

Patient doesn't have the ability to **search** for Hospitals, Doctors and Tests within a particular area or close by me. Not providing **convenience** for the customer.



PROBLEM #4

Many Hospitals are not able to understand their customers better due to the **lack of new Digital Technologies** (AI, Cloud Computing, etc.) and are not utilizing Data Analytics driven approach for better understanding of their business.



Our Solution



1. The App

The mobile App containing features which allows **customers to engage** with the platform and interact with the different hospitals.



2. The Data Cloud

The Data Cloud allows the hospital to store their **medical data on a unified** cloud server, allowing for a scalable and cost-effective process.



3. The Data Analytics

The Data Analytics dashboard allows the hospital to identify, interact and engage with their customers on a **Real-time** basis.



Our Solution



1. The App

The mobile App containing features which allows customers to engage with the platform and interact with the different hospitals.



Online Doctor Consultation



Test Booking & Online Results



Book Appointments Online

Features:

- Online Consultations
- Book At Home Visit
- Medical Tests Bookings
- Online Test Results
- Map Locations
- News & Updates
- Retail Ecosystem
- Profile

Online Doctor Consultations



Map Locations



Book Medical Tests & Online Results



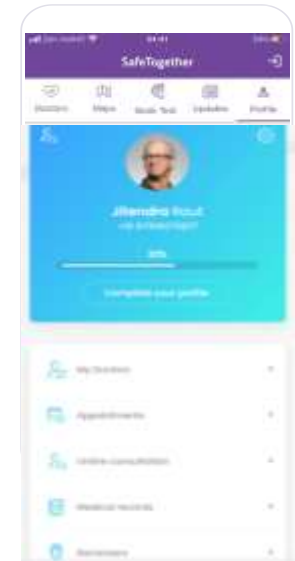
News & Promotions



Retail Ecosystem



User Profile



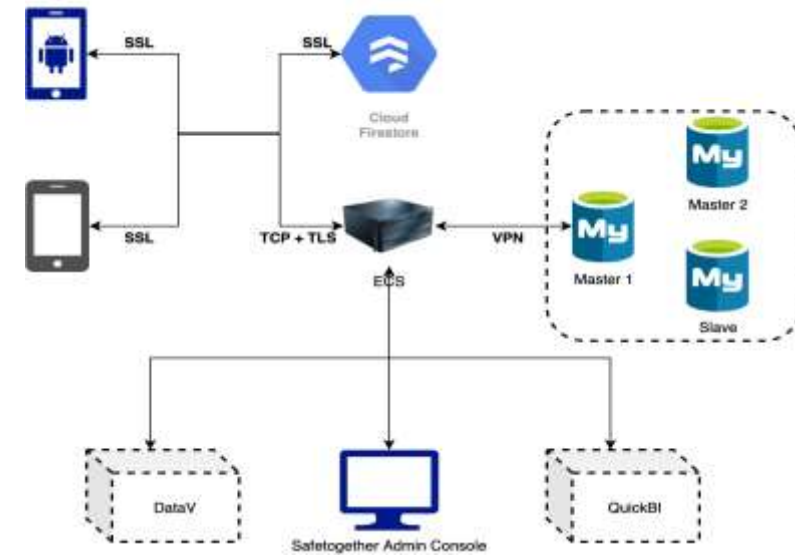


Our Solution



2. The Data Cloud

The Data Cloud allows the hospital to store their **medical data on a unified** cloud server, allowing for a scalable and cost-effective process.

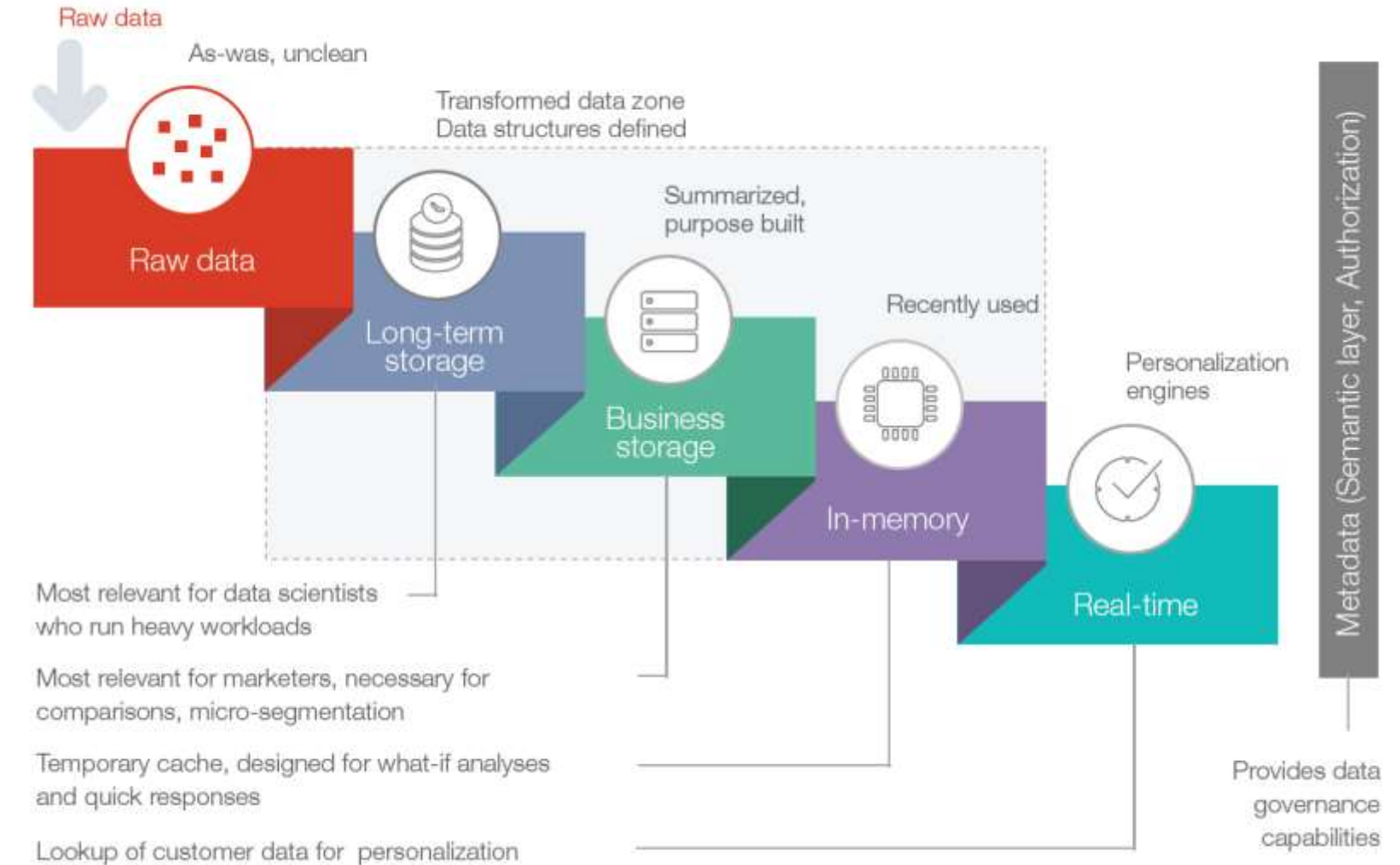


Features:

- Single Source Medical Data Platform
- High Solution Scalability
- Efficiency, Quick Implementation
- Save Cost - IT infrastructure, System Administration
- Non-Physical Hardware or Servers
- Go Global, Go Mobile
- 24 X 7 Availability
- Feature & Functionality Enhancements on the fly

Cloud Data Management

- **Raw data is stored in a low cost storage**, from where it flows into the transformed data zone after undergoing quality checks.
- **A sub-set of this move to business storage**, enabling use cases such as micro-segmentation.
- **The most frequently used data is managed in the in-memory storage**, which enables easy search and self-service analysis.
- **The data needed to personalize in real-time** such as customer journey actions are stored to guarantee millisecond response



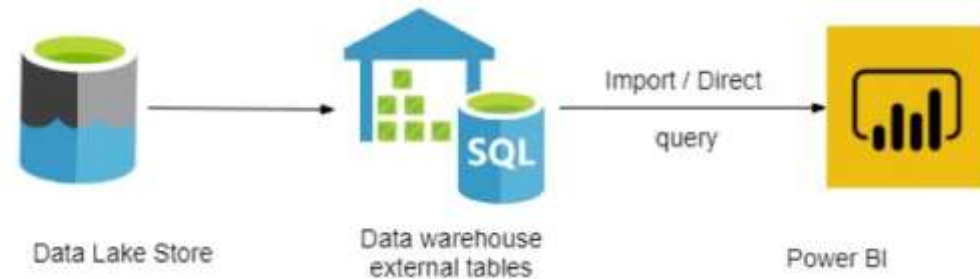


Our Solution



3. The Data Analytics

The Data Analytics dashboard allows the hospital to identify, interact and engage with their customers on a **Real-time** basis.



Features:

- Personalization
- Real-time targeting
- Omni-channel customer journey
- Recommendations
- Track marketing ROI
- Understand customer preferences
- Plan new campaigns
- Churn risk scoring
- Deciding target segments
- Build analytical models
- Identify long term trends
- Complex scenario analysis and Optimization



What can you do with this Data Insights?

1. Make **decisions at the speed** of your business
2. Increase **business agility** and optimization
3. Quickly **detect and address** operational issues
4. Identify and **act on short-term** market changes
5. Personalize the **customer experience** for online marketing
6. Improve **customer service** with up-to-date information
7. Process **Automation**

- Unifies customer data from multiple sources, maintains identity graph
- Stores granular data over long term
- Serves variety of analytical & marketing requirements





The Time is Now..

Earlier..

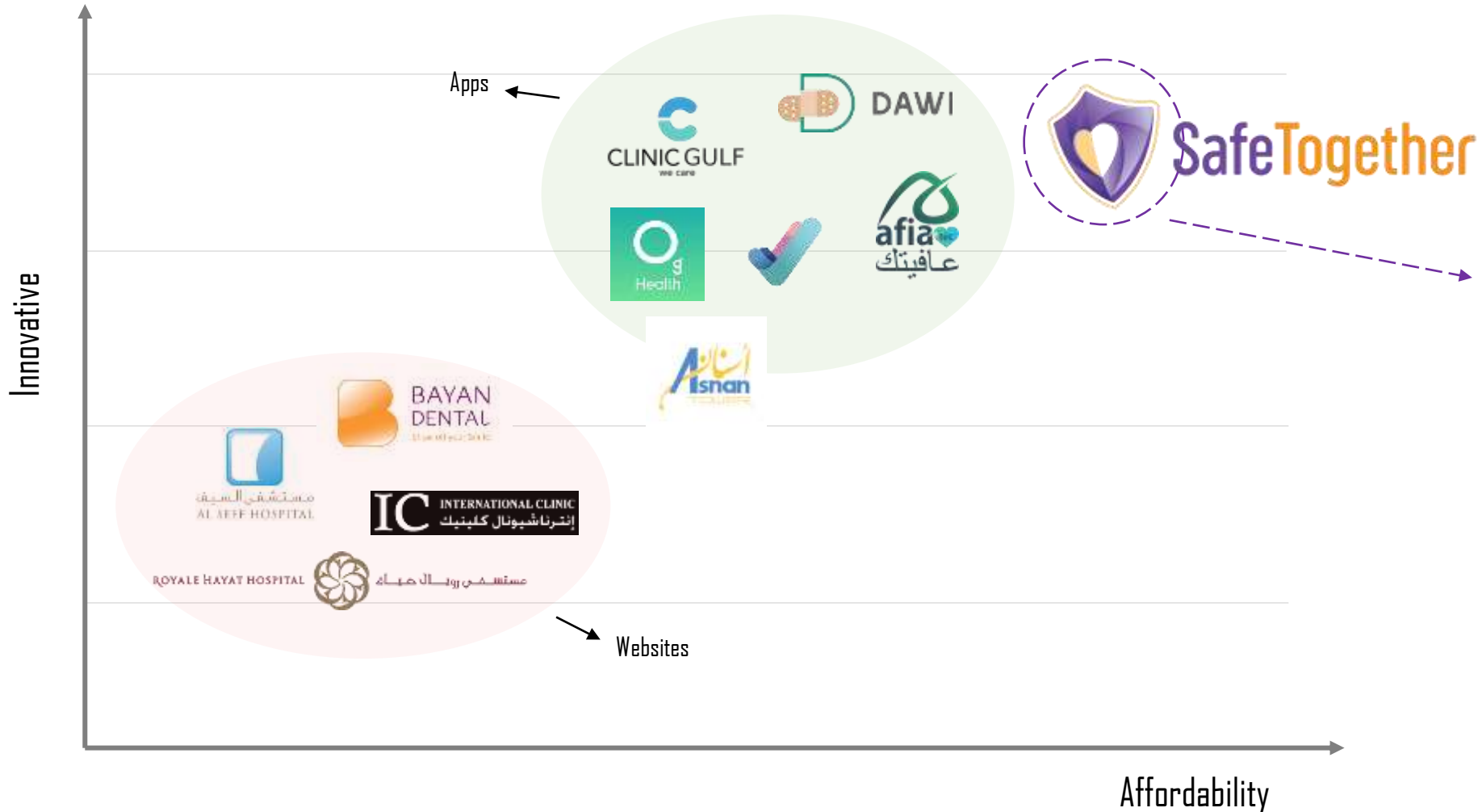
- The problem was **too expensive** to solve before
- the **technology didn't exist** to solve the problem
- the problem was **not as apparent or pervasive** as it is now.

Now..

- Software As a Service **SAAS Business model (Monthly Pay)** to Merchants
- New **Innovative Technologies (AI, Cloud)** are available at a click of a button
- This **Pandemic** has pushed businesses to **digitally transform**



What sets us apart vs. Competition



What we offer:

1. App Service

- Online Consultations
- Medical Tests Bookings & Results
- Map Locations ★
- News & Updates ★
- Retail Ecosystem ★
- Profile

2. Cloud Storage ★

- Unified Medical Records
- Data Storage

3. Admin Console

- Appointment Tracking
- Search Test Results

4. Data Dashboard ★

- Real-Time Analytics
- Auto-update Dashboard
- Actionable Insights



Our Business Model



Service Based Model

1. App Service
2. Cloud Storage
3. Admin Console
4. Data Analytics Dashboard
5. Advertising Service



Commission Based Model

1. Commissions on Tests Bookings
2. Commissions on Doctor Consultation (Online/Home/Hospital)
3. Commissions on Retail Ecosystem (Future) – Ads/Analytics
4. Commissions on Data Dashboard – Actionable Insights



Our Leadership



Richard David

Chief Executive Officer
(CEO)



Hongyi Liu

Chief Marketing Officer
(CMO)



Hasher Hamza

Chief Financial Officer
(CFO)



Wilson Christopher

Chief Data Officer
(CDO)



Sai Sarath

Chief Technology Officer
(CTO)



Jay Wakeford

Chief Data Scientist
(CDS)



Ahmed Adel Al Asousi

Executive Director,
Public Relations / Government & Legal
Support / Kuwait Startup community



Closing Thought

SafeTogether wants to create a **Data-Driven Approach** in the Medical Healthcare Industry to **improve the patient care experience, improve the health of the population and reduce the cost of healthcare.**

This Medical data collected from customers are the sole ownership of the Government of Kuwait, and SafeTogether would like to share this **data analytics, insights and other related information** with the Ministry of Health in Kuwait.