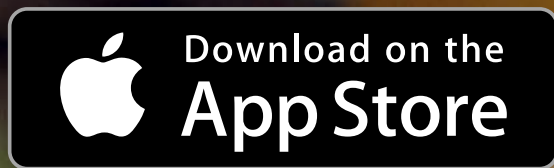


FEEL BETTER TODAY

See a doctor now, wherever you are



www.myhealthathand.com

A MARKET LEADING TELEHEALTH SOLUTION

ABOUT HEALTH AT HAND

Founded in 2016, Health at Hand is the first telehealth platform to be fully licensed by the Dubai Health Authority.

Health at Hand is the most advanced and professional telehealth company operating in the MENA region. With a market leading proprietary technology stack, built for regional payers, we provide a plug-and-play solution for international telehealth companies wishing to access the market.

With 350,000 members already secured in UAE market via 2x significant B2B commercial agreements, and a clear path to launching into 7 new countries in 2020, our ambition is to scale across the 721 million underserved people living between Morocco in the West and Pakistan in the East.

With the additional benefit of launching into the Indian market in Q4 2019 with a minimum of 500,000 members on Day 1, Health at Hand is well set to scale at pace across the region.

HIGHLIGHTS

- The first telehealth service provider licensed by the DHA
- The first and only telehealth service provider to offer sick notes, e-prescriptions, and e-referrals
- The first and only completely independent telehealth provider not owned or connected to a healthcare group

PATIENT BENEFITS

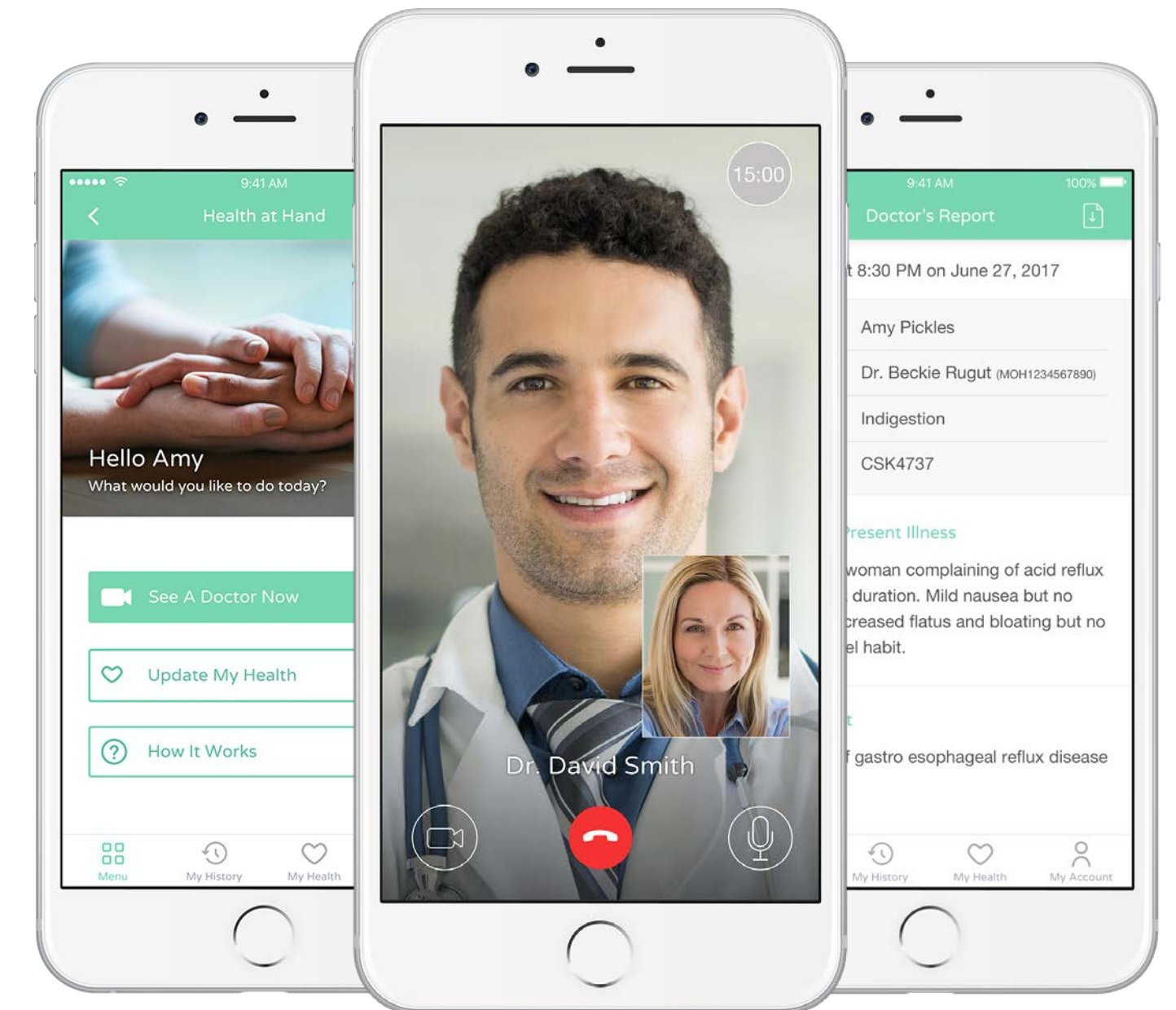
Health at Hand is an app-based live video consultation platform, connecting patients with locally licensed doctors within minutes. Using Health at Hand, patients can see a highly qualified doctor via video consultation whilst at home, in the office or on the move. The Health at Hand platform gives users full access to their Doctor's Reports and consultation history within the app. Users can request and receive sick notes, update their personal health profile and manage past consultation reports

STANDARD HEALTH AT HAND FEATURES

- On-demand video consultations
- Dynamic personal health profile
- Full access to consultation history and treatment recommendations
- Sick notes and e-referrals with no consultation fee and no markup
- Medicine delivery

COMING SOON

- AI-powered symptom checker
- Medical provider search and appointment booking



This is the future of healthcare

FEEL BETTER TODAY



OUR VISION, MISSION AND VALUES



Our Vision

To be the most ethical and highest quality video consultation platform for the healthcare sector in the MENA region.

- Trusted by our patients to provide safe, high quality medical care delivered by world-class doctors.
- Trusted by our doctors to provide a seamless technology platform allowing them to provide quality care in an efficient manner.
- Trusted by our corporate and insurance clients to deliver quality and accessible healthcare at an affordable price.
- Trusted by the market to be the bastions of ethical practice.

Our Mission

To provide quality healthcare that is accessible and affordable to all of our patients.



As a business we passionately believe that access to quality primary healthcare is a basic human right rather than a privilege for the few

Our Values

Our work will be guided and informed by our commitment to:

Ethics - We have a deep commitment to alleviating the corruption and abuse in primary healthcare.

Quality - We strive for excellence across ALL aspects of our business through continued improvement.

Innovation - We aim to be at the forefront of global telehealth, providing an innovative solution to all of our stakeholders.

Inclusiveness - We aim to provide the highest quality service to our doctors, patients, and staff, irrespective of race, religion, gender, wealth, circumstance or location.

Our Social Value Proposition

To ensure all citizens of the MENA region have free access to tech enabled quality primary healthcare by 2030.



WHAT IS TELEHEALTH



Telehealth is the distribution of health-related services and information via electronic information and telecommunication technologies.

(World Health Organization, July 2018)



HEALTH AT HAND VALUE PROPOSITION



HEALTH AT HAND HAS BEEN DESIGNED TO HELP INSURERS REDUCE COSTS AND AVOID UNNECESSARY CLAIMS AS A RESULT OF FRAUD, WASTE, AND ABUSE



NO NETWORK RESTRICTIONS

- Health at Hand can be used from anywhere in the world as long as the user has an internet connection



HAH IS A COST REDUCER, NOT COST CENTER



70% - 90% OF ALL WALK-IN DOCTOR APPOINTMENTS CAN BE SAFELY RESOLVED BY VIDEO

(SOURCE; TELADOC 2018)



FULLY COMPLIANT WITH DUBAI HEALTH AUTHORITY (DHA) AND INSURANCE AUTHORITY REGULATIONS, INCLUDING:

- E-CLAIMS
- E-REFERRALS
- E-PRESCRIPTIONS
- E-AUTHORIZATIONS



HEALTH AT HAND IS THE ONLY WAY TO LOWER COSTS WHILST INCREASING BENEFITS OFFERED TO MEMBERS



WHITE-LABELING AND CUSTOMIZATION GIVES CLIENTS AN EDGE OVER THEIR COMPETITORS (INSURERS, TPAS, BROKERS, HOSPITALS, PRIVATE CLINICS)



DRIVING EFFICIENCIES AND BENEFITS TO ALL STAKEHOLDERS



FOR PATIENTS: CONVENIENCE

- Reduction in waiting times
- Elimination of travel times
- Guarantee of high quality care with no copay
- Elimination of the spread of minor illnesses through waiting rooms



FOR CORPORATES: STAFF RETENTION

- Reduction in premium with enhancement of employee benefits
- Reduction in absenteeism and increase productivity
- Sick leave management



FOR INSURERS: COST SAVINGS

- Reduction in unnecessary claims
- Reduction in unnecessary diagnostic testing and over-prescription
- Provision of telehealth offer as a point of differentiation



FOR GOVERNMENTS: EFFICIENCIES

- Better use of emergency room resources
- Encourage innovation in care models
- Protecting and improve population health
- Reduced outbound medical tourism
- Helps the country move towards WHO goal of Universal Health Coverage (UHC)



FOR DOCTORS: FLEXIBILITY

- Flexible working location
- Flexible working hours
- Paperless experience with minimal administrative work



FOR CLINICS: EXTENSION OF CARE

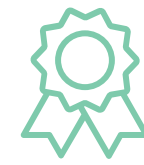
- Expansion of clinics' physical borders
- Access to new patients
- A modern healthcare solution for time-poor patients



QUALITY FIRST



Health at Hand select top tier USA Board Certified licensed doctors practicing within DHA/HAAD licensed and regulated clinics.



Our rigorous selection process includes comprehensive checks on professional qualifications, fitness to work and professional indemnity insurance.



Doctors working on Health at Hand are committed to practicing evidence-based medicine grounded in patient-centered, timely and efficient care.



Using video consultation, doctors can advise on most common minor, non-emergency conditions.

80% of outpatient visits can be treated through video.

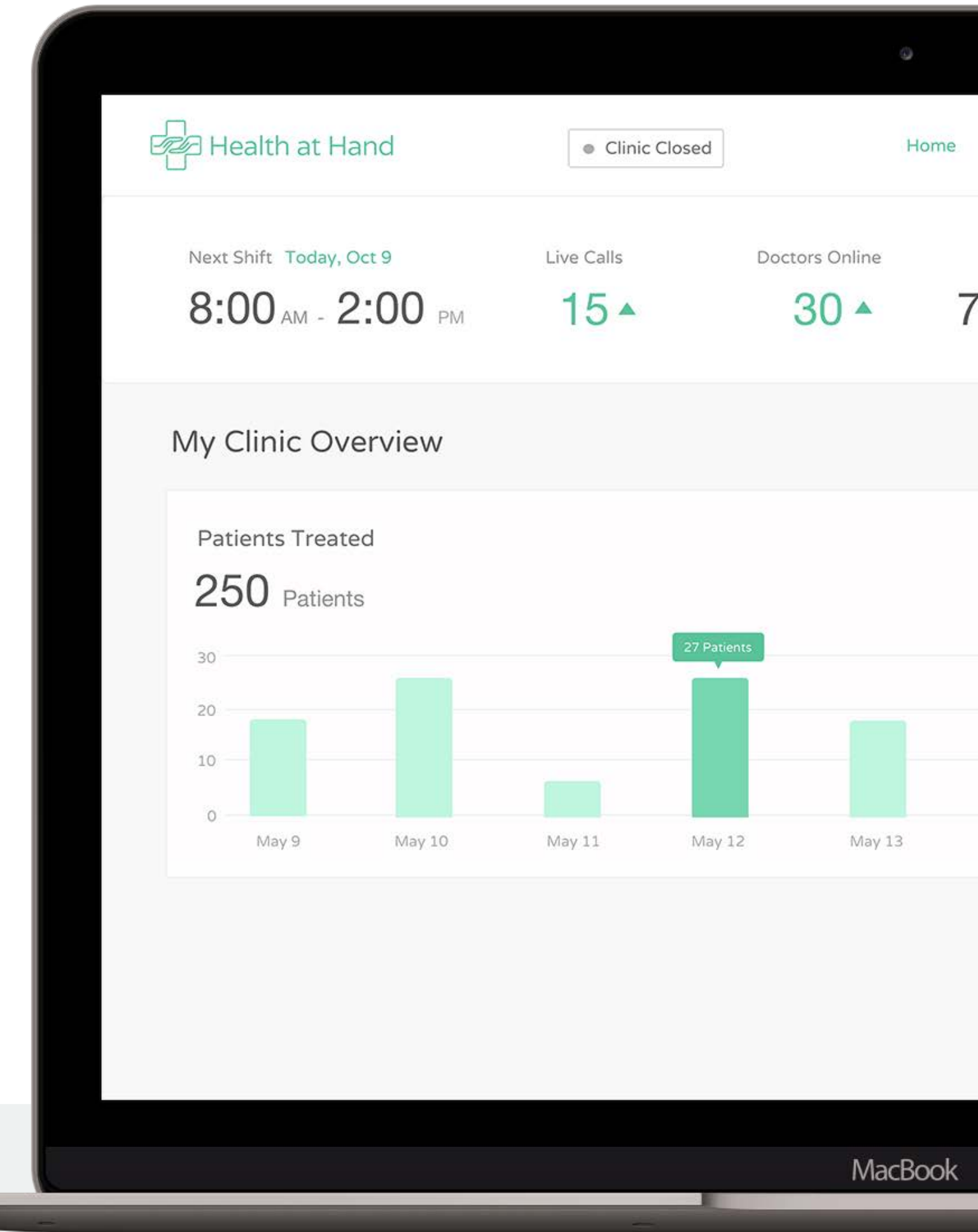


78% of UAE population are willing to try video consultation for their next doctor's visit*.

Health at Hand UAE Telehealth Report Q1 2018 in partnership with YouGov



Video consultation is the fastest growing category in digital healthcare globally.



Health at Hand is always private, secure, and fully compliant with all DHA health data regulations. We also follow HIPAA Protocols for data security and privacy.



SECURITY FIRST



We take patient security and privacy very seriously



Our health record management protocols are fully compliant with Dubai Health Authority standards and subject to audit by the regulator.



At Health at Hand, we follow the best practices of Health Insurance Portability and Accountability Act (HIPAA) and GDPR to ensure protection of all medical records.



We take patient communication seriously. Every email message triggered through our application has Opportunistic Transport Layer Security (TLS) enabled.



We log enormous amounts of data which is used to monitor any malicious intrusion into our system.



We regularly test our application and network security systems and processes.



All payment related data is stored in Payment Card Industry (PCI) Data Security Standard (DSS) compliant system.



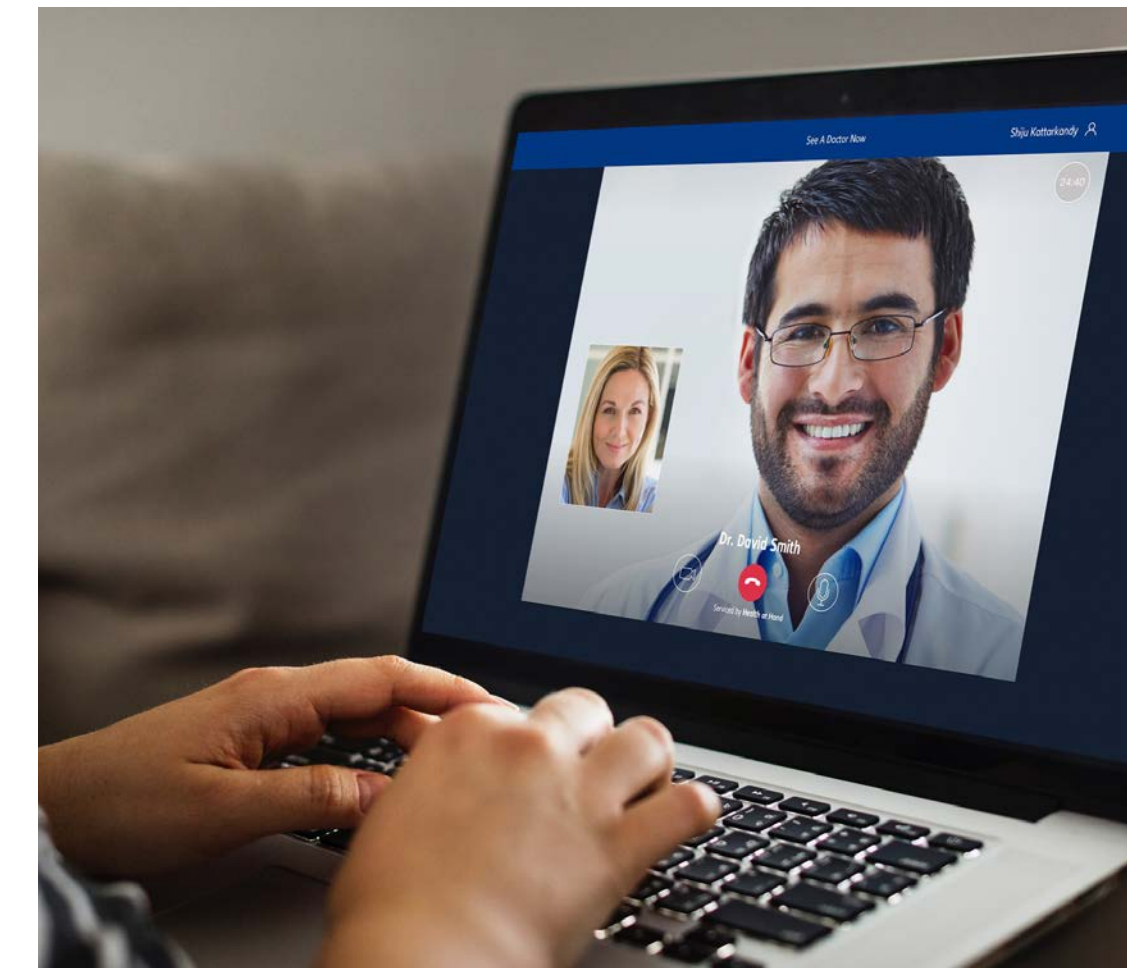
PROPRIETARY PRODUCT AND TECHNOLOGY FEATURES



**PROPRIETARY VOIP TECHNOLOGY WITH
ON-DEMAND HD AUDIO/VIDEO CONSULTATIONS**

COMPLETE MULTILINGUAL AND LOCALIZED TELEHEALTH SOLUTION INCLUDING:

- In-app doctor's report
- E-prescriptions
- E-referrals
- Lab Requests
- Secure document upload and storage
- Payment gateway
- Smart login
- Integrated ICD-10-CM and CPT codesets
- Real-time monitoring and reporting
- Telehealth-specific EMR



CUSTOMIZATION CAPABILITIES:

- Languages and localization
- White-labeling
- Web and Mobile SDKs for in-app integration
- APIs for integration with insurance policy management systems

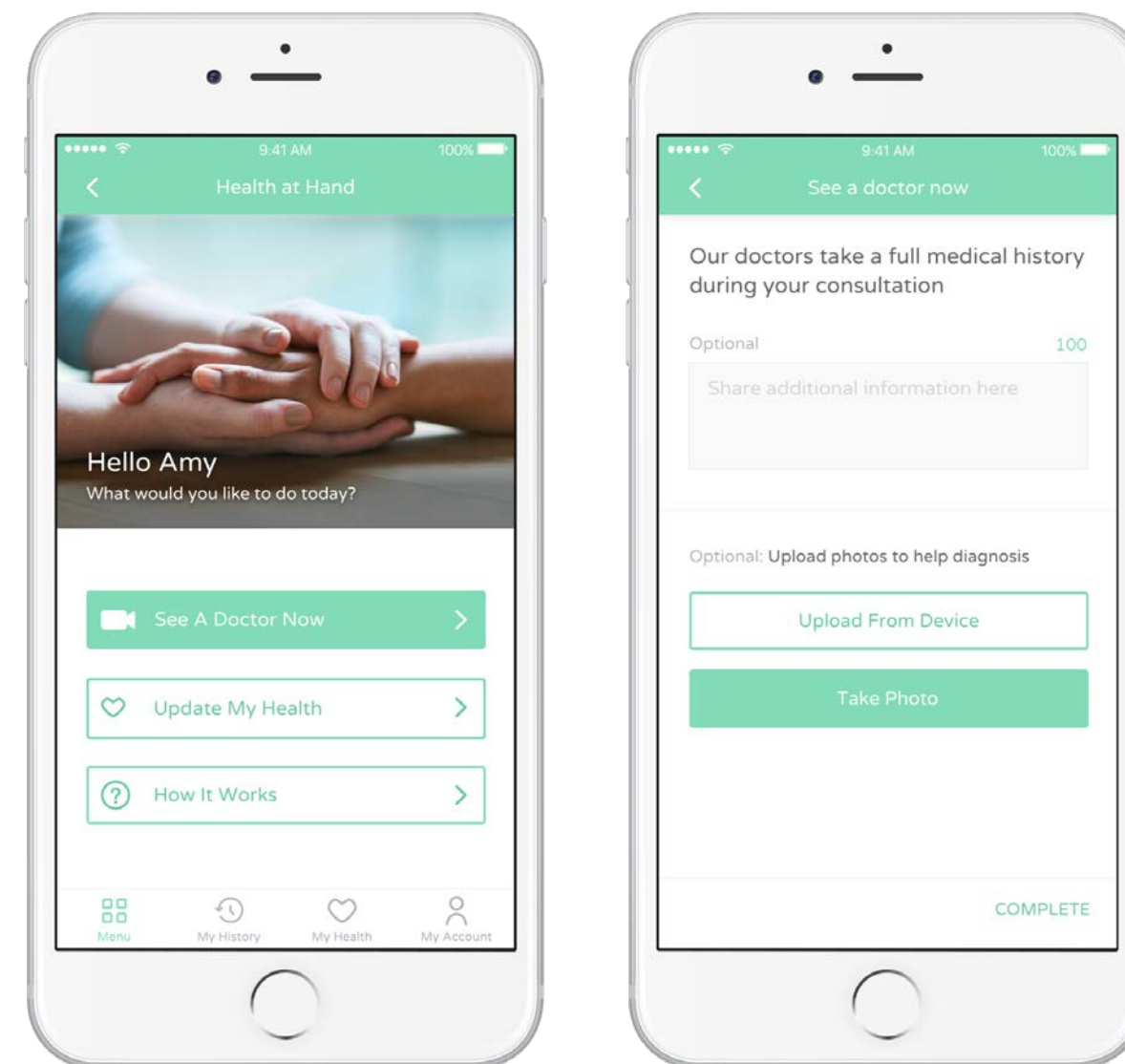
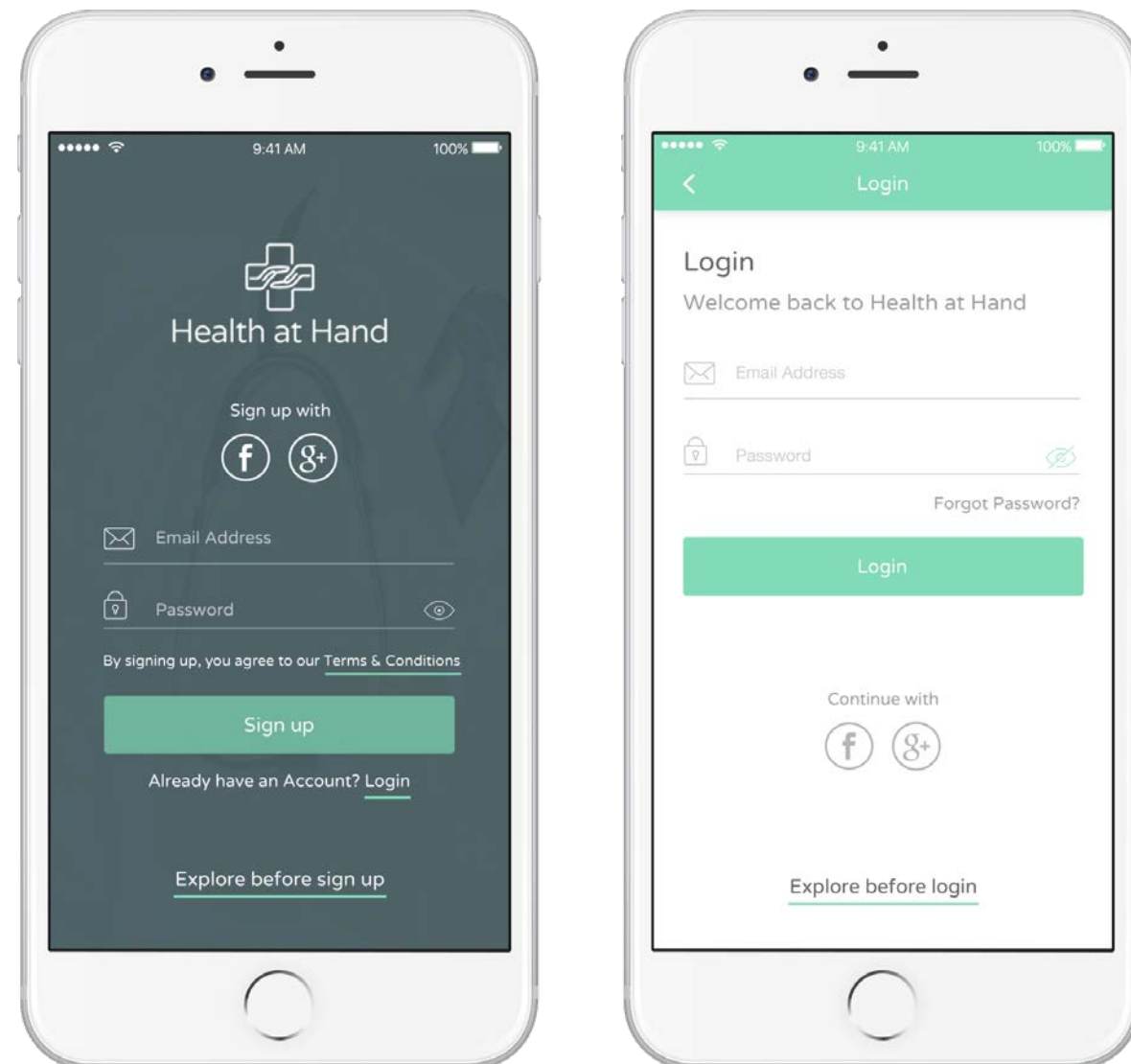


HOW IT WORKS



CREATE AN ACCOUNT

Enter your basic information. Once you have activated your account, you will be able to login and set up a video consultation for immediate access to a doctor.

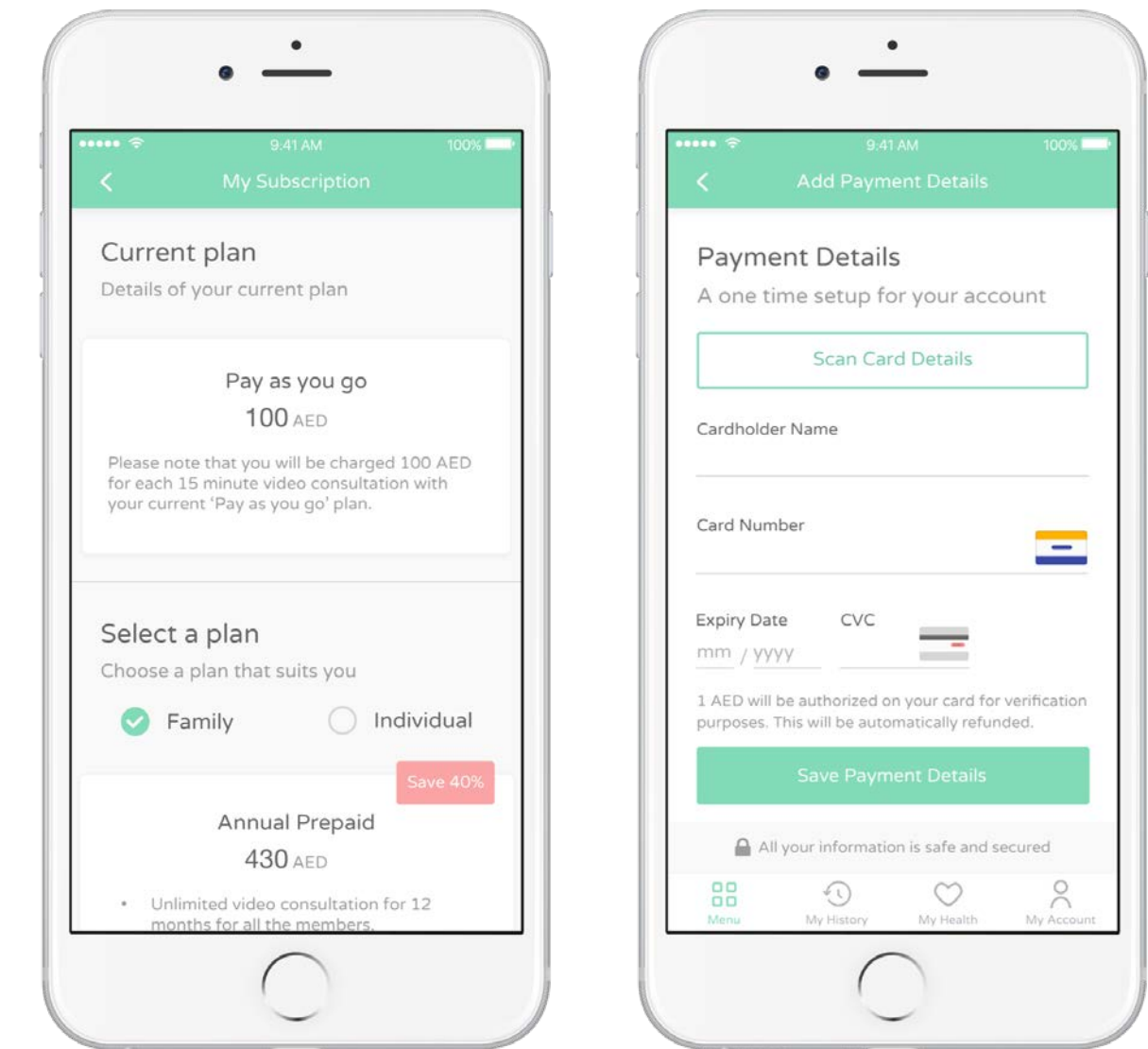


SET UP VIDEO CONSULTATION

Enter symptoms experienced by yourself or your child, indicate if you have any allergies and upload a photo if necessary.

SUBSCRIPTION AND PAYMENT

Select a subscription plan to get access to unlimited consultations or pay as you go each time you use the app.

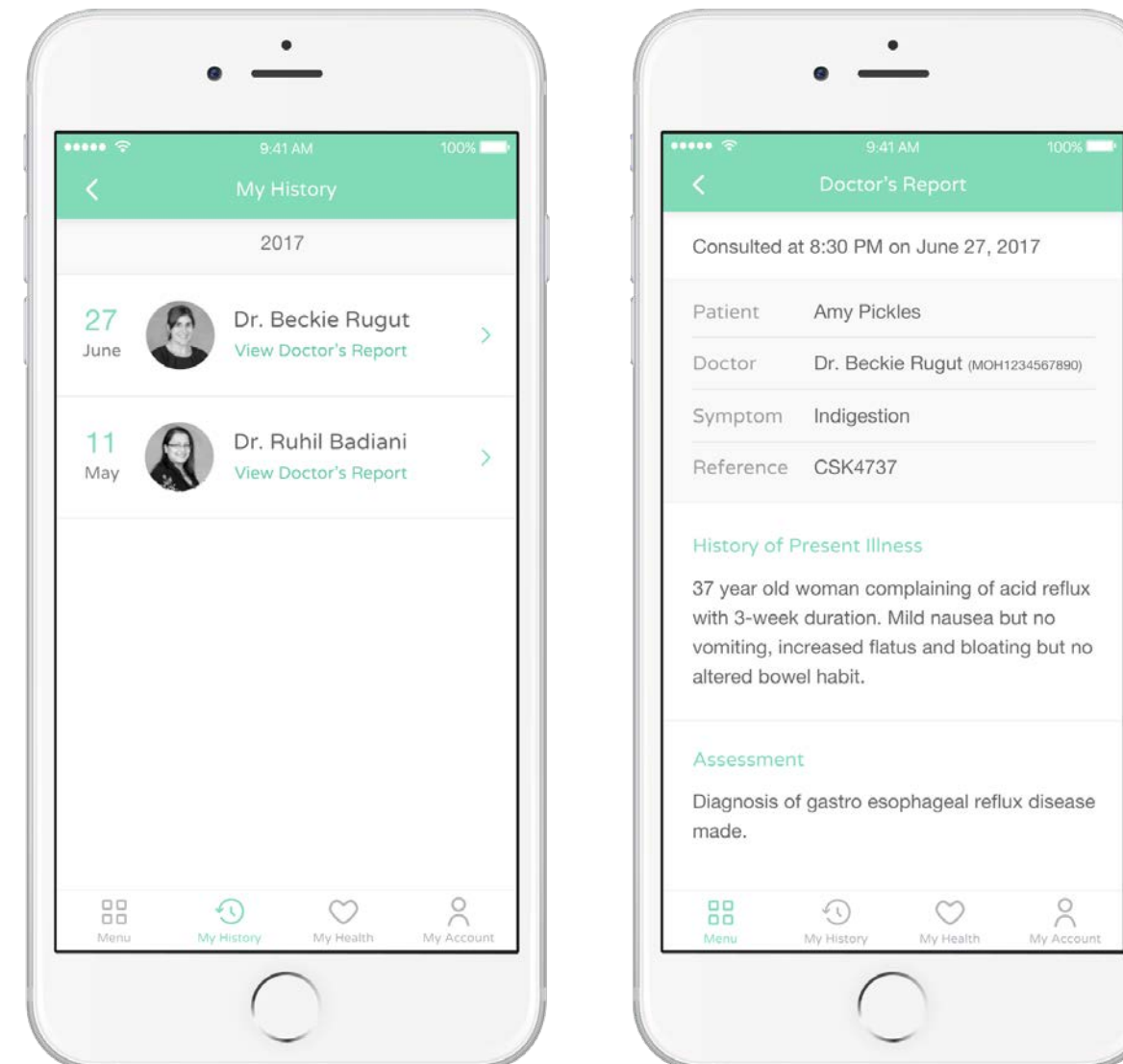
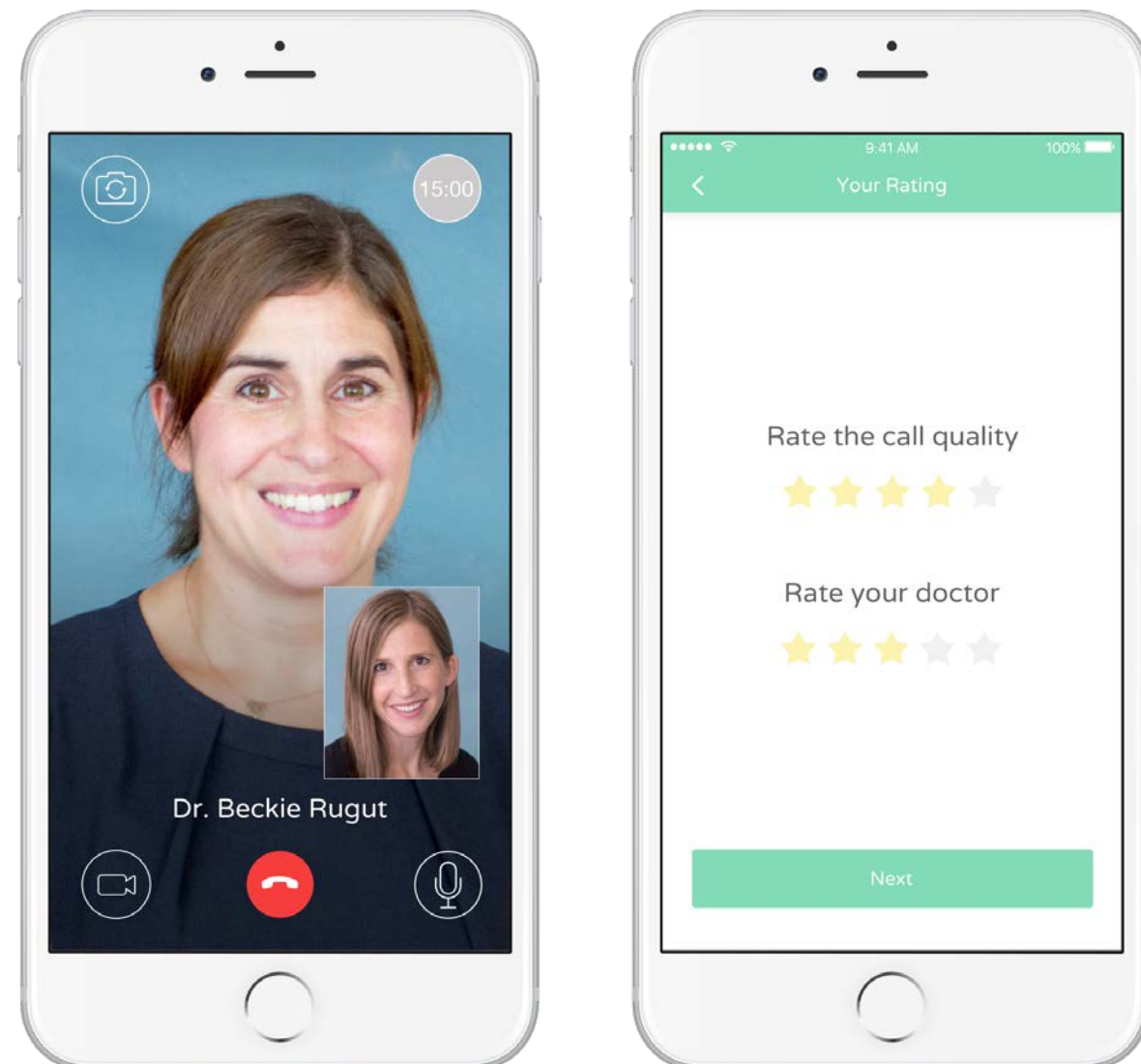


HOW IT WORKS



VIDEO CONSULTATION & RATING

Conduct a video consultation. You will be able to turn off your camera and you can also extend the length of your consultation whilst you are on your video call.

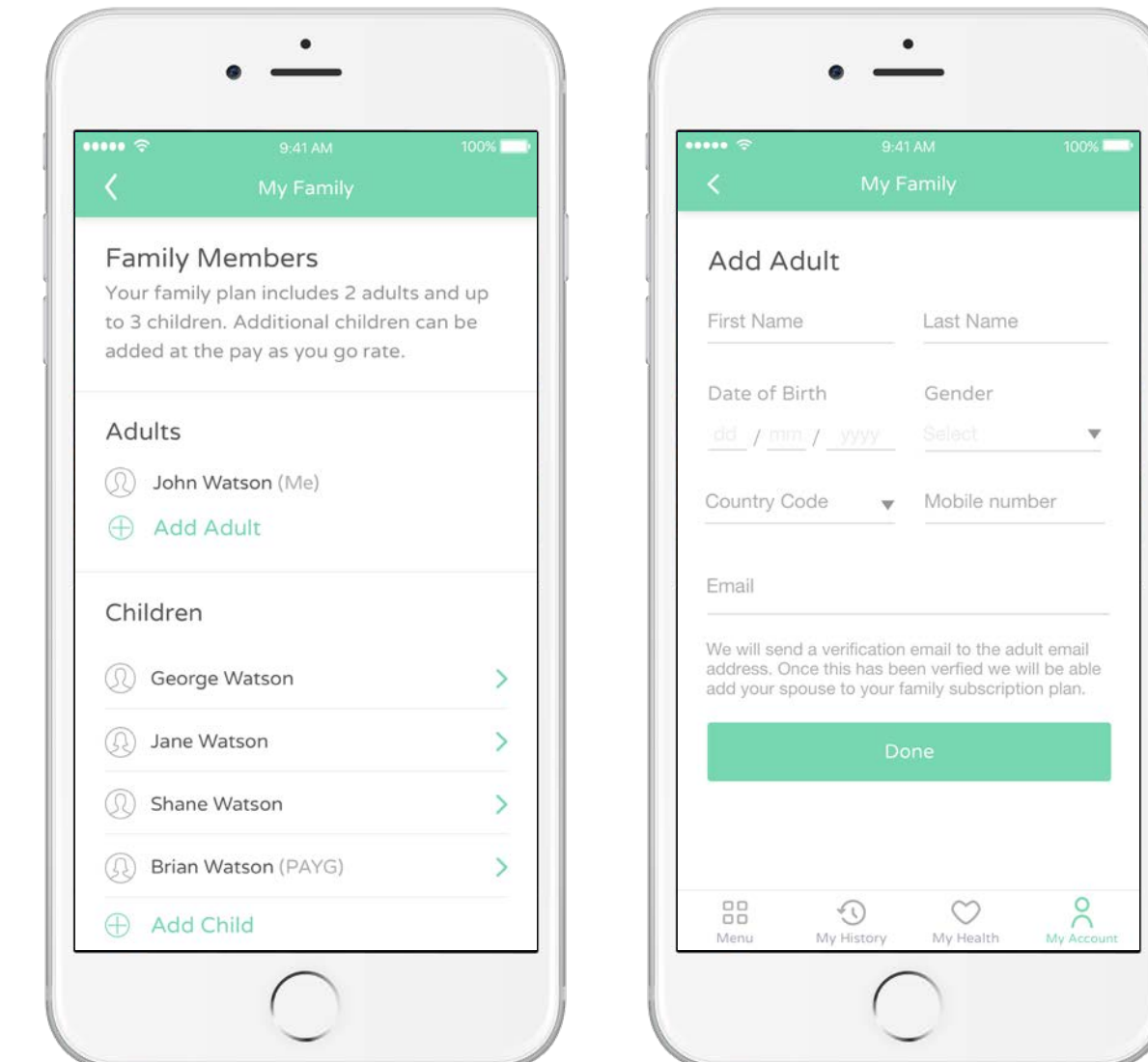


REVIEW YOUR DOCTOR'S REPORT

Check My History and read your detailed doctor's report with actionable medical recommendations.

ADD FAMILY MEMBERS

Unlimited video consultations for all your family members added. Add your spouse and children from your account. Children are linked to both adult accounts.



COMPLIANCE



HIPAA Compliance

- Administrative, physical, and technical safeguards
- Policies, procedures, and documentation requirements
- Privacy of individually identifiable health information

DHA Compliance

- eReferrals, ePrescriptions, eClaims, and Sick Leave Certificates
- Data storage requirements
- Informed consent and health record management

GDPR Compliance

- Data protection guidelines
- Notification protocols
- Conditions for consent



EXECUTIVE TEAM



Charlie Barlow
Founder and CEO

A former private and investment banker with Morgan Stanley and HSBC, Charlie founded his own venture capital business, Rockfirst Capital, in late 2012. Backed by a strong conviction that healthcare is a fundamental right and not a privilege for the few, Charlie founded HAH in 2016 with a passion to democratize primary healthcare through cutting edge technology.

With >40,000 followers on social media, Charlie is a highly respected speaker at global technology and healthcare conferences, a mentor for Google in the Middle East and Africa, and has had numerous articles published on technology, innovation and healthcare.

[LinkedIn](#)



Dr. Sameer Mankani
Chief Operating Officer

Sameer is former CEO of UAE based telehealth company Smart Seha, where he single-handedly launched their technology platform and subsequently signed agreements with a number of prominent regional corporates and insurers

A medical doctor by training, Sameer gained a global view on the healthcare industry by working across various sectors as a health consultant in North America, advising providers, payers, and corporates on all aspects of healthcare management. Upon moving to the UAE, Sameer served as the Head of Medical at Neuron, one of the largest TPAs in the country and played an integral part in growing their portfolio by 400% while significantly strengthening their cost containment protocols.

[LinkedIn](#)



Dr Ramy Elsayed
Medical Director

Dr Ramy is a DHA, HAAD and MOH licensed General Practitioner. With over 5 years' experience working as the lead Telemedicine Primary Practitioner at Abu Dhabi Telemedicine Center, Dr Ramy is a skilled telehealth care provider with an understanding for digital health that is almost unparalleled in this region. He has been able to develop skills including remote patient assessment and diagnosis as a part of this rapidly evolving medical specialty. Prior to his work with the Telemedicine Center, Dr Ramy worked as a Primary Care physician in Dubai and as a Senior Physician for 5 years with the Egyptian Armed Forces. Dr Ramy speaks excellent conversational Arabic and English.

[LinkedIn](#)



SOME OF THE HEALTH AT HAND DOCTORS



Dr Ramy Elsayed
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Dr. Yousra Ali
General Practitioner

Dr. Yousra is a member of the Royal Board of Dutch Physicians with full General Medical Council registration and practice in the United Kingdom. She is licensed in Dubai Health Authority and Department of Health Abu Dhabi. She is an experienced family/general medicine practitioner, with over 15 years experience and special expertise in minor surgical procedures, intensive care, emergency medicine, social medicine, women and childrens' health. She has valuable experience in Telemedicine, different health care settings and variable populations ranging from pediatrics to geriatrics.



Zaib Shaikh
General Practitioner

Dr. Shaikh began his basic medical training in India and continued his post graduate training in the United States. He has worked across three countries - India, the USA, and now in UAE. He is a well-rounded physician, having conducted and published multiple clinical studies in Internal Medicine journals since 2006. Dr. Shaikh is BLS, ACLS, and ATLS certified and licensed with DHA and DHCC in Dubai. Prior to joining Health at Hand, Dr. Shaikh worked as Medical Director for five years with a telemedicine company in Dubai. He is a registered member of the American College of Surgeons and the American Association of Physicians of Indian Origin.



Esther Dairo
General Practitioner

With over 7 years experience in the United States of America and Nigeria, Dr. Esther has dedicated her service to the practice of medicine with a special interest in Internal medicine and Preventative medicine. She has served in both insitutional hospitals and multispecialty clinics over the years with significant exposure to patients from diverse cultural backgrounds and she prides herself in her unique way of practising medicine which involves active patient participation and education under her guidance. She believes a little kindness makes the world a better place and she is a lover of American football and an avid Dallas Cowboys supporter.



ENGAGEMENT

Frequently Asked Questions
What is expected from you?

LiveDoc
HEALTHCARE AT YOUR FINGERTIPS

LiveDoc User Manual
Version 1.0 | February 2019

LIVEDOC VIDEO CONSULTATION APP, PROVIDED BY HEALTH AT HAND, CONNECTS YOU TO A HIGHLY QUALIFIED DOCTOR WITHIN MINUTES, WHEREVER YOU ARE.

MARKETING COLLATERAL

Health at Hand

Step 4
MY HISTORY and DC

You live video consultation will start within minutes.

Dr. Ruhit Bodiari

Tip: If you have requested for...

DEMO VIDEO

BIOMETRIC SCREENING AND WELLNESS PROGRAM

Health at Hand

Statistical research shows that 80% of doctor visits can be resolved through telehealth

Health at Hand doctors are always available to speak to, whether you're looking for general advice, need a medical diagnosis or prescribed medicine, we're here to help.

Feel better today.

Why use Health at Hand?

- See a DHA licensed, highly qualified doctor from the comfort of your own home
- Save time, quick and convenient
- Can be used anywhere in the world with internet connection
- High quality service with no copay
- Your prescription delivered to your doorstep

Download the Health at Hand app today.

Download on the App Store | GET IT ON Google Play

How we can help

- Anxiety
- Colds
- Coughs
- Depression
- Insomnia
- Sore throats
- Flu-like symptoms
- Earaches
- Headaches
- Urinary problems
- Indigestion
- Diarrhoea
- Eye infections
- Rashes

See everything we treat

Follow us on Social

Our mailing address is:
4207, B81 Mazaya Business Avenue, JLT, Dubai, UAE
www.thehealthatband.com

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Recent Blog

- Food Safety During Your Summer Holidays
- Planning a Holiday? Travel Safe and Smart!

Recent Videos

- Stay Food Safe During Your Summer Holidays!
- Tips on safe travel, avoiding travel related illness and injuries

MONTHLY NEWSLETTER



ENGAGING CORPORATE LEADERSHIP

Health at Hand works with stakeholders to implement multiple strategies to effect successful change:

1

LIAISON TEAM

Assign corporate liaison team (e.g. HR) to educate about telehealth and benefits.

2

CHAMPIONS

Integration across full business with champions in senior leadership
Brand ambassadors at all levels-
Early adopters word of mouth-
get first users to encourage other employees to use service

3

EDUCATION

Teach liaison team how to help employees how to use to ensure seamless registration and access

4

VISIBILITY

Give leadership team the tools needed to use every touchpoint for messaging

5

METRICS

Identify anticipated ROI and how that will be measured: Number of sign ups? Number consultations? Associated cost savings?



WELLNESS SESSION LIFECYCLE

1

DISCUSS

Meet with head of HR, discuss their employee engagement programme and kpis align with creating a 3 month utilization plan

2

INVITE

Create personalised banner invite for corporate inviting employees to awareness/wealth session

3

WELLNESS

Doctor presents app tutorial session followed by health at hand support to download and register on the app. Session can also include wellness topic eg "corona virus dos and don'ts" followed by biometric tests

4

CHECK-UP

Biometric test can be conducted in person with a doctor or through the app

Blood pressure • Random blood sugar test Height/ Weight (BMI) • General consultation

5

FOLLOW-UP

Patient can put results from biometric test into app and do a follow up consultation



UTILIZATION PLAN

AWARENESS STAGE

Month 1	Month 2	Month 3	Month 4
Telehealth and Introduction <ul style="list-style-type: none"> Introduction Email, Blogpost, Posters, Digital Banners, Educational Talk, Dr. Clinic setup, Dr Talk 	"Did you know" campaign <ul style="list-style-type: none"> Campaign Email, Blogpost, Posters, Digital Banners, Competition, Nutritionist or Wellbeing Talk 	"Did you know" campaign continued <ul style="list-style-type: none"> Campaign Email, Blogpost, Posters, Digital Banners, Nutritionist or Wellbeing Talk, Competition 	What would you use LiveDoc for? (treatment) <ul style="list-style-type: none"> Introduction Email, Blogpost, Posters, Digital Banners, Yoga/ Meditation instructor, Dr. Talk
Month 5	Month 6	Month 7	Month 8
Convenience campaign (Rahat, bringing you relief where ever you are) <ul style="list-style-type: none"> Campaign Email, Blogpost, Posters, Digital Banners, Educational Talk, Dr. Clinic setup, Dr Talk 	Convenience campaign cont'd (Rahat, bringing you relief where ever you are) <ul style="list-style-type: none"> Campaign Email, Blogpost, Posters, Digital Banners, Educational Talk, Dr. Clinic setup, Dr Talk 	Safety and Security <ul style="list-style-type: none"> QA, Email, Blogpost, Posters, Digital Banners, Educational Talk, Dr. Clinic setup, Dr Talk 	Safety and Security cont'd <ul style="list-style-type: none"> Introduction Email, Blogpost, Posters, Digital Banners, Educational Talk, Dr. Clinic setup, Dr Talk
Month 9	Month 10	Month 11	Month 12
Ramadan <ul style="list-style-type: none"> Introduction Email, Blogpost, Posters, Digital Banners, Educational Talk, Dr. Clinic setup, Dr Talk 	Dubai Fitness Month <ul style="list-style-type: none"> Introduction Email, Blogpost, Posters, Digital Banners, Educational Talk, Dr. Clinic setup, Dr Talk 	Medical Topic awareness <ul style="list-style-type: none"> Introduction Email, Blogpost, Posters, Digital Banners, Educational Talk, Dr. Clinic setup, Dr Talk 	End of Year <ul style="list-style-type: none"> Introduction Email, Blogpost, Posters, Digital Banners, Educational Talk, Dr. Clinic setup, Dr Talk

EXAMPLE MONTH

WEEK	EMAIL	ONGROUND
1	Introduction email sent out to all who have access to the app with pre event mailer (Sent from Head of HR)	Posters/digital banners: Educational (should run for 4 weeks)
2	HR to send reminder on event with "How to Register" attachment or in email	Onground activation Lunch: Educational introduction, walk through who we are, what we do and how it can benefit you. Have a Dr clinic setup and test for blood pressure, diabetes, etc. Give handouts etc.
3	HR to send a recording of the onground event to all employees or notification that its on the intranet	Break
4	Blog posts forwarded by HR team to employees	Onground activation: Dr Talk and check up, select a topic in line with corporate wellness team, we will also create our own bank of topics (coming soon pre recorded sessions)

WELLNESS SESSIONS

1. Antibiotics – Is it Viral or Bacterial?
2. Back pain and Ergonomics
3. Blood pressure and Hypertension
4. Breast Cancer Awareness
5. Cancer Prevention
6. Cervical Cancer
7. Diabetes - prevention and management
8. Healthy Travel Tips – Work and Leisure
9. Healthy Eating
10. Healthy Heart - Cardiovascular tips
11. Men's Health
12. Mental Health
13. Mindfulness
14. New Parent/Young children health tips
15. Nutrition
16. Stress Management
17. Vitamin D
18. Women's Health



PRESS COVERAGE

HEALTH AT HAND ARE THE MOST RESPECTED THOUGHT LEADERS IN THE MENA TELEHEALTH MARKET



June 20, 2019

 November 15, 2019	 October 28, 2019	 August 18, 2019	 August 14, 2019	 January 13, 2019	 November 26, 2018	 October 28, 2018	 October 25, 2018	 October 22, 2018	 September 31, 2018
 September 24, 2018	 September 24, 2018	 August 5, 2018	 August 3, 2018	 July 31, 2018	 July 20, 2018	 June 12, 2018	 June 12, 2018	 May 31, 2018	 May 23, 2018
 May 20, 2018	 May 18, 2018	 October 22, 2017	 September 29, 2017	 August 30, 2017	 July 02, 2017	 May 25, 2017	 May 18, 2017	 April 13, 2017	 February 14, 2017

Health at Hand's CEO is a regular key note speaker at regional technology and healthcare conferences, a published author on telehealth, a regular contributor to print and radio and an influencer with >65,000 followers on LinkedIn.





Health at Hand

Health at Hand DMCC

4207 BB1 Tower, Mazaya Business Avenue, JLT, Dubai, UAE

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