

DOCME

Digital health platform

Statistics

- The number of visits to healthcare organizations by the end of 2021 is 101,199,905, which is 28.3% more than a year earlier.
- The average number of visits per inhabitant in the republic amounted to 5.20 (for the same period in 2020 – 4.11).
- In 2018, the medical services market of Kazakhstan absorbed over 1.67 trillion tenge. Of these, the state budget – 1.024 trillion and private funds of citizens – 626 billion tenge.
- According to Business stat estimates, in 2020-2021, the cost of receptions in commercial medicine in Kazakhstan increased by 55%: from 590.8 to 915.6 million dollars

Problems

- Lack of personnel
- Low quality of services
- Lack of control over doctors
- Worn-out infrastructure
- Bureaucracy

The pandemic has demonstrated that the sphere of medical services and pharmaceuticals needs further transformation more than ever

Who needs telemedicine?

- Second opinion
- People without access to qualified medicine (regions)
- People abroad
- Emergency consultation
- Patients with limited mobility
- People with low immunity

Future trends

Analysts of The Boston Consulting Group have determined which trends will shape the medical service in the near future:

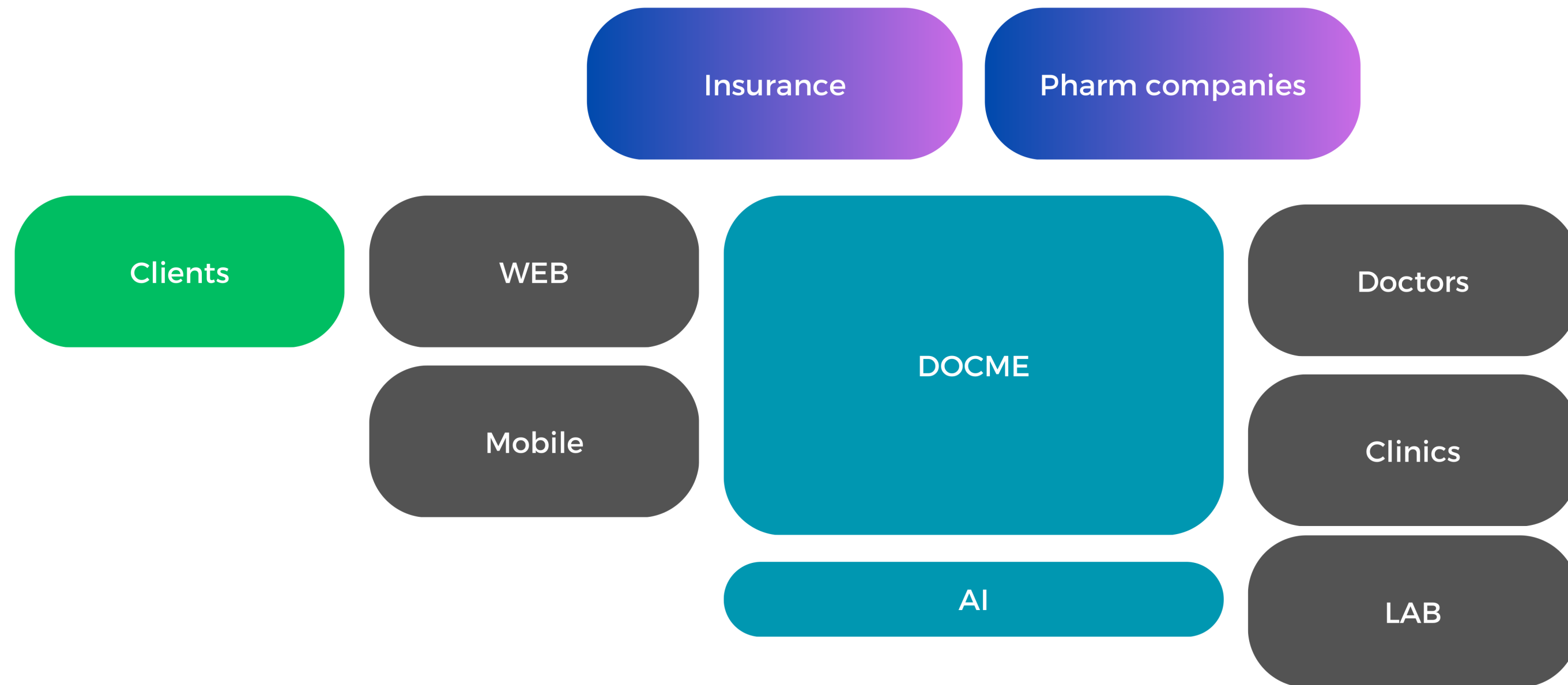
- Telemedicine
- Mental well-being
- New biomarkers to detect diseases at early stages
- Artificial Intelligence (AI)
- Gamification
- Augmented, virtual and mixed reality
- 3D printing of medicines, tissues, organs
- Digital assistants
- Mentoring/Mentoring
- Robots-assistants in operations, disinfection, distribution of medicines
- Microbiome modification

"Within five years, up to 60% of patients' interaction with doctors will shift to an online format"

Analysts of The Boston Consulting Group

Platform

An online platform that will become an aggregator of medical services



Goal

Given over the 100 million requests per year, in an ideal scenario, we plan to take 1%, this is 1,000,000 consultations through the platform per year.

With an average check of \$15, the annual revenue will be \$15,000,000

1%

Plan

- Gain a foothold in the Kazakhstan market within 2 years
- Scale to the CIS market within 3 years
- Scale to the Eastern European market*
- Scale to the Southeast Asian market*

*Countries with a low entry threshold

Investment

- To achieve the interim goal (5,000 consultations/month), we need 60,000,000 tenge, of which:
 - 23,000,000 tenge - marketing costs
 - 32 000 000 tenge - development costs
 - 5,000,000 tenge - administrative costs
- The deadline for achieving the goal is 12 months
- After achieving the goal, we move on to the next round of investments for active scaling of the product
- For 60,000,000 tenge, we are ready to offer 15% of the company's share.

MVP version

- We are ready to launch the project with WEB-version of platform - www.docme.kz
- More than 100 online consultations have been provided

The screenshot displays the DOCME website interface. At the top, there is a navigation bar with the logo 'DOCME', a button for 'Все врачи' (All doctors), and a button for 'Связаться с нами' (Contact us). The main content area features a large banner with the headline 'Медицинские услуги стали более доступными' (Medical services have become more accessible) and a 'Записаться' (Book) button. Below this, there are three columns of doctor profiles, each with a photo, name, specialty, experience, and a '5 000 тг' fee, along with a 'Записаться' button. A 'Перейти к списку врачей' (Go to list of doctors) button is located at the bottom of this section. The lower part of the page is divided into three sections: 'Компетентные врачи' (Competent doctors) with a 'Записаться' button, 'В любой момент' (At any moment) with a 'Записаться' button, and 'Приватно' (Privately) with a 'Записаться' button. On the right side, there is a 'Выберите врача' (Choose a doctor) section with two detailed doctor profiles, including their photos, names, specialties, experience, fees, ratings, and 'Записаться' buttons. Each profile also includes an 'Онлайн-консультация' (Online consultation) section with a calendar and time slots.

DOCME Все врачи Связаться с нами

Медицинские услуги стали более доступными

Записывайтесь на онлайн-консультацию и общайтесь с компетентными врачами

Записаться

Лубнин Анатолий Владимирович
Педиатр, уролог
Опыт 20 лет
5 000 тг
Записаться

Шкредова Кристина Дмитриевна
Гинеколог
Опыт 6 лет
5 000 тг
Записаться

Жылкибаева Бахыт Омарбековна
Терапевт, кардиолог
Опыт 20 лет
5 000 тг
Записаться

Перейти к списку врачей ↗

Компетентные врачи

Врачи нашей клиники готовы предоставить вам квалифицированную помощь, основанную на последних научных достижениях и индивидуальном подходе к каждому пациенту

профессионализм
контроль
опыт
ход лечения

В любой момент

Большой выбор специалистов, которые готовы ответить на ваши вопросы

Приватно

Только врач знает о вас то, что вы ему сообщите

Выберите врача

Жылкибаева Бахыт Омарбековна
Терапевт, кардиолог
Опыт 20 лет
5 000 тг
★★★★☆ 4.30 316 отзывов
Онлайн-консультация
Сегодня Завтра 28 мая Все даты
08:00 12:00 12:30 14:30
Записаться

Шкредова Кристина Дмитриевна
Гинеколог
Опыт 6 лет
5 000 тг
★★★★☆ 4.30 316 отзывов
Онлайн-консультация
Сегодня Завтра 28 мая Все даты
08:00 12:00 12:30 14:30
Записаться

Team

- Zhazbulganov Abay - co-founder, Alamed clinic, SOXCORE, Teamkit
- Bayanzhan Erik - co-founder, Alamed clinic, SOXCORE, Teamkit
- Chalak Alshyn - head of product, BCC bank, BNPL.kz
- Nesipkaliyev Rauan - head of marketing, Abay academy
- Lubin Anatoliy - expert doctor, chief doctor of the Alamed clinic
- Ruslan Dauletqali - head mobile engineer, BTS Digital
- Temir Askhat - backend engineer, Meta, Confluence

Contacts

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