

# **Doctoora Health - Executive Summary**

## **Pitch**

Doctoora Health provides affordable (low-cost) peri urban hospitals for the informal sector.

## **Website**

<https://doctoora.com>

## **Problem**

Quality healthcare is expensive for most Nigerians, Healthcare providers are in turn suffering from underutilization - Employees in formal employment have private health insurance, provided by their employers. Informal sector workers don't have suitable alternatives to paying out of pocket. Over 80 million Nigerians are severely affected by this problem.

## **Solution**

Doctoora is a low cost healthcare network for the informal sector that operates community hospitals within peri-urban areas of Nigeria. We built a subscription platform where users can pre-purchase "units" that can be redeemed for healthcare. Doctoora intelligently assigns medical teams to underutilized hospitals in semi-urban and rural communities to provide care to patients, by leasing physical assets. Our model of care involves telemedicine, hospital care and home based care to deliver care integration and satisfaction to patients. Doctoora services are 70% more affordable in comparison to other private hospitals.

## **Traction**

Pivot date: Oct 2021

We pivoted to focus on the informal sector & low cost services. However, Doctoora still provides high-end health care services.

Post Pivot Doctoora has 1400 paying users from 11 companies in 2 months. We operate with 471 medical personnel across 40 hospitals

We have recently agreed a pilot with a market traders union to on-board 10,000+ members and create an in-market clinic.

## **Market**

Sector: Hospital & Health Services

Current Health Expenditure per annum in Nigeria is \$16 Billion, growing at 5.4% per year - With 76% of transactions being out of pocket.

## **Business Model**

Doctoora charges recurring \$4 per user per year. Users then purchase e-vouchers priced at \$8, \$16, \$32 - to spend on healthcare

Doctoora charges 25% on each transaction made by users.

## **Acquisition Strategy**

Our focus is purely the informal sector - self employed and individuals on wage employment.

Target users are artisans, transport sector workers, traders, agriculture sector workers, students and entrepreneurs. We sell to their employers or through their trade associations. We are also deploying Community health extension workers as field sales agents.

## **Team**

**Dr Debo Odulana, CEO and Founder**

Dr Debo Odulana is founder and CEO of Doctoora. He formerly worked as a chief technology officer for the 90-bed Eti Osa Isolation Hospital, quality assurance Lead for St. Nicholas Hospital, marketing consultant at Johnson & Johnson. Debo previously co-founded The ministry records, an artist development recording label in Lagos, Nigeria. He has 12 years experience as a doctor and healthcare management professional.

**Ayo Adagunodo CTO**

Ayo Adagunodo is the CTO of Doctoora. He formerly worked as a senior developer for interswitch. He has over 12 years experience building products for healthcare, travel, mobility and fintech industries. He leads the engineering team at Doctoora.

**Dr Kiitan Bolajoko, COO**

Dr Bolajoko is the chief operations officer at Doctoora. She is a management consultant and dental surgeon with 5+ years experience in operations management, health systems management and dental service delivery. She formerly worked as a global health researcher at Costello medical UK, Chief Operations Officer at Ogadentist, Lagos and Procurement/Supply chain manager at Skky Dental.