

# **GHG – Digital strategy and IT development**

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**GHG Investor Day**  
*Tbilisi, Georgia | June 2019*



 **GHG | Technology stack and implementation update**

 GHG | Digital strategy: consolidated customer journey

 GHG | Digital healthcare platform (“DHP”)

 GHG | EKIMO (Application Demo)

 Annexes





### Ambulatory EMR implementation

**Done**

c.600 doctors trained; all Tbilisi Polyclinics (ten) gone live; 100% of medical history gone electronic

**In progress**

23 community clinics and regional polyclinics with c.750 doctors to go live by Oct-2019

**In progress**

Ambulatories (outpatient units) of 16 referral hospitals to go live by Sep-2019

### Medical ordering implementation

**Done**

c.4,100 doctors and nurses trained; 16 referral hospitals gone live; 100% of medical orders and prescriptions (i.e. c.40% of medical history) gone electronic

**In progress**

Remaining 3 referral hospitals with c.1,400 doctors and nurses to go live by year-end 2019



### Ambulatory EMR achievements

- One consolidated electronic medical history of a patient
- 100% of paper eliminated
- 100% automatic generation of all invoices for: state, insurance and individuals
- Average service & waiting time of a patient decreased by 40%

**Project ROIC: > 200%**

### Medical Ordering achievements

- One consolidated medical history of a patient
- 40% of paper eliminated
- 100% automatic generation of all invoices for: state, insurance and individuals
- Quality review of medical cases decreased from 5:00h to 0:35h
- 65% of visitors released
- 30% of billing officers released
- 35% of human factor based errors eliminated

**Project ROIC: > 125%**



**VABACO**

**Healthcare Information System (“His”)**

- Billing
- Payroll
- Registration
- ePrescriptions
- Booking
- Ordering
- HRM
- EMR

**HIS investment:  
US\$ 3.0 million**

Started to build digital healthcare platform

2017

2018

2019

2020



GHG consolidated data center and Data Warehouse

Investment: US\$ 0.5 million



Finance & supply chain  
Investment: US\$ 0.2 million



LIMS implemented  
Investment: US\$ 0.1 million



PACS implemented  
Investment: US\$ 0.1 million



Call center launched  
Investment: US\$ 0.05 million



Projects executed  
Investment: US\$ 0.25 million



# GHG technology stack & implementation update

## *Further development pipeline*

Pharmacy and distribution

New ERP



GHG

HRMS: eLearning, eTesting, Perf. Management, etc.



*Hospitals and Clinics*

Differential diagnostics, Interactive protocols, AI Triage



Hospital  
EMR



EKIMO

Digital Healthcare Platform for Everyone



2019

2020

2021

2022

2023



GHG consolidated data center and data warehouse

**Fast and affordable scalability:**  
Decreasing marginal cost of adding new users, new business, new customers, new transactions and new features



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# Digital strategy: Consolidated customer journey

## *GHG consolidated customer database*



**GEORGIA  
HEALTHCARE  
GROUP**

**3.2 million** unique customers  
(**84%** of the country)



**Only 0.2 million** customers  
are synergistic across all  
businesses

**GHG consolidated data warehouse completed:**

- Customers' personal data
- Full transactional data
- For all businesses of GHG
- Fully automatic, updated daily

Compliant with  
both, EU  
GDPR as well  
as Georgian  
legislative  
requirements

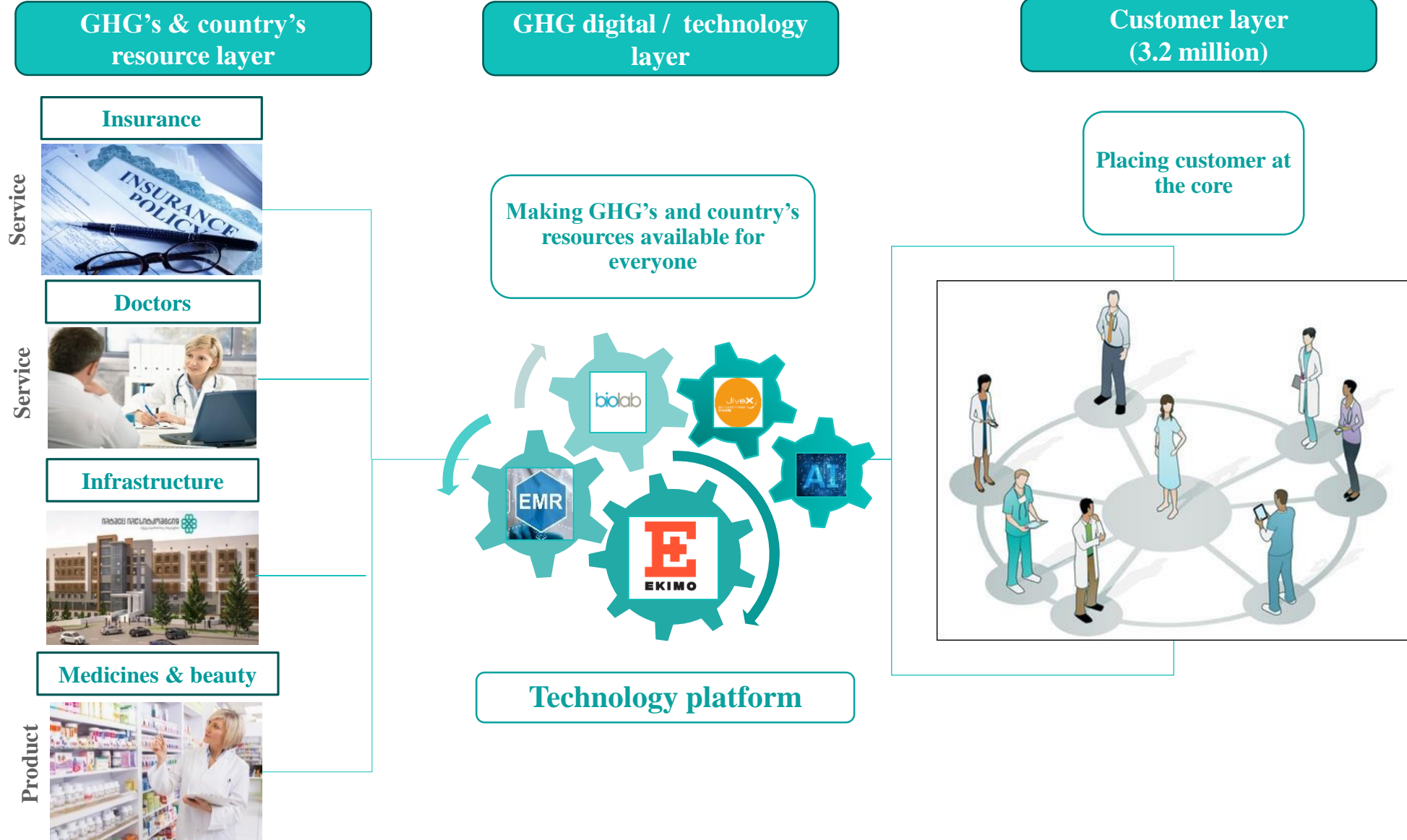
### **GHG strategy**

Offer and manage integrated / consolidated customer journey, across entire healthcare ecosystem, providing quick and affordable access to all basic healthcare products and services for the whole country



# Digital strategy: Consolidated customer journey

*What is our purpose?*





GHG | Technology stack and implementation update

GHG | Digital strategy: consolidated customer journey

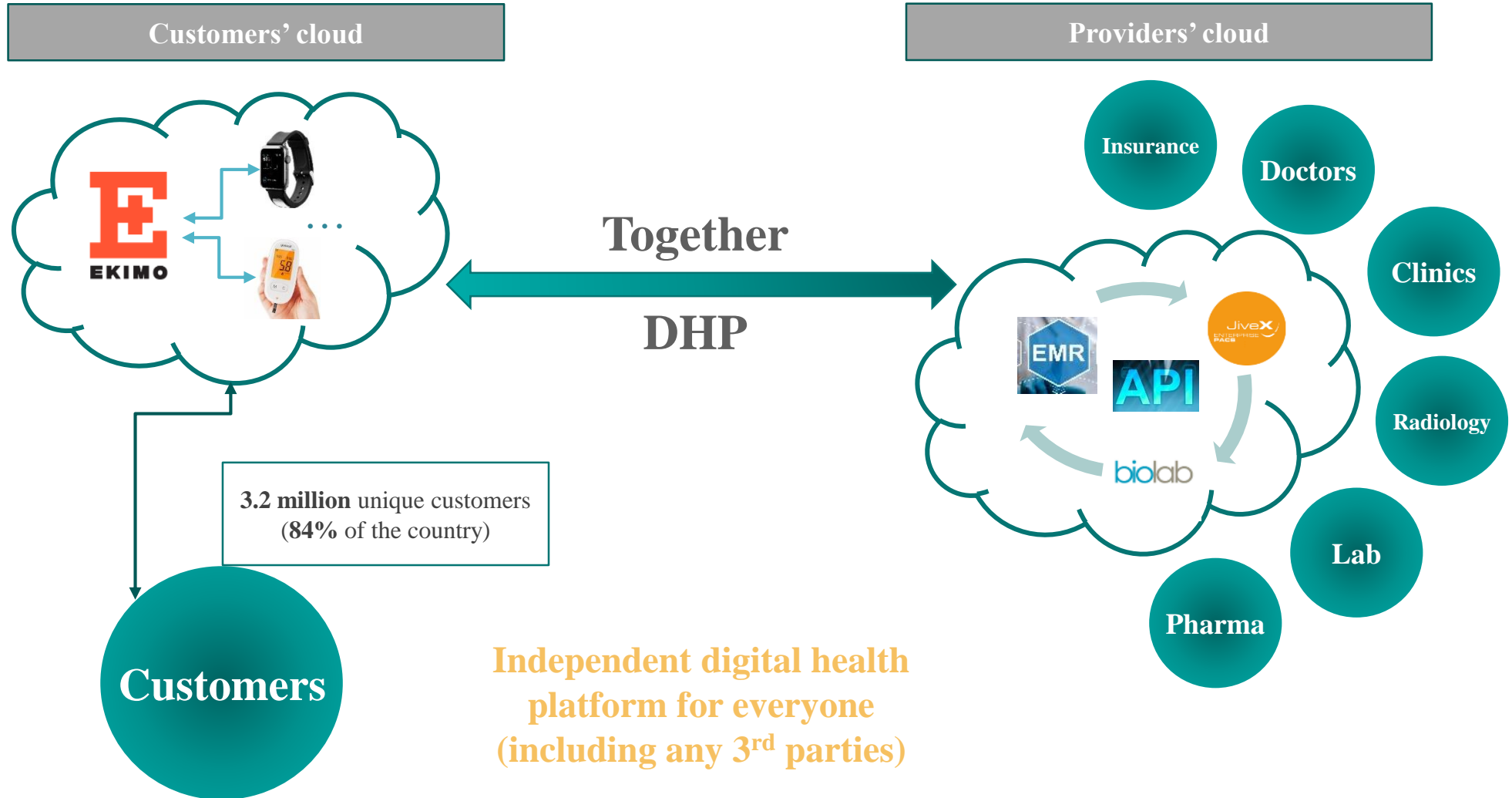
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Customer journey may be short, or long, but it has to be **complete**





### Value proposition for customers

- Time efficiency (40%)
- Cost reduction (15%)
- Quality and user experience (Priceless)



### B2C value examples

- Integrated full patient journey and medical history in one hand
- Skip queues at registration desk and payment desk
- Do phone consultations when possible, avoiding physical visit
- Screen diabetes and cardiovascular in 3 minutes, get follow up . . .

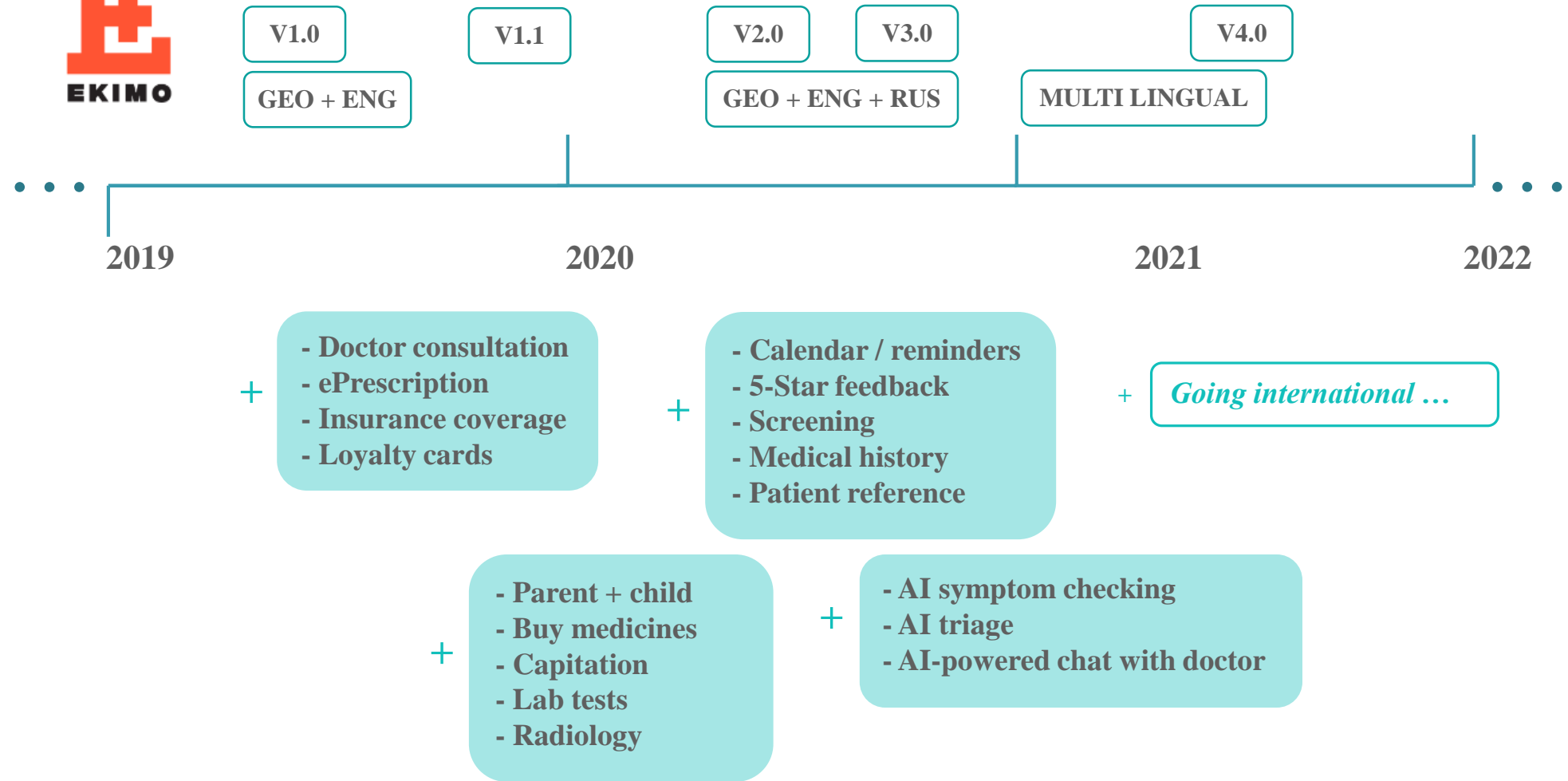
### Value proposition for providers

- Time efficiency / throughput (40%)
- Cost reduction (15%)
- Revenue growth (20%)



### B2B value examples

- Get instant access to 3.2 million customers' market place
- Reduce administrative costs, increase throughput
- Get your fee / income instantly, upon completion of process
- Refer patients to other doctors, clinics or laboratories, get referral fee . . .





### Acquiring customers

#### 3.2 million identified unique customers:

- 0.8 million active Zgarbi card owners
- 2.4 million non-loyal, free flow retail

\* 0.2 million active insured customers and

\* 0.2 million active capitation beneficiaries

### Whole country

Reach out from pharma + EKIMO benefits

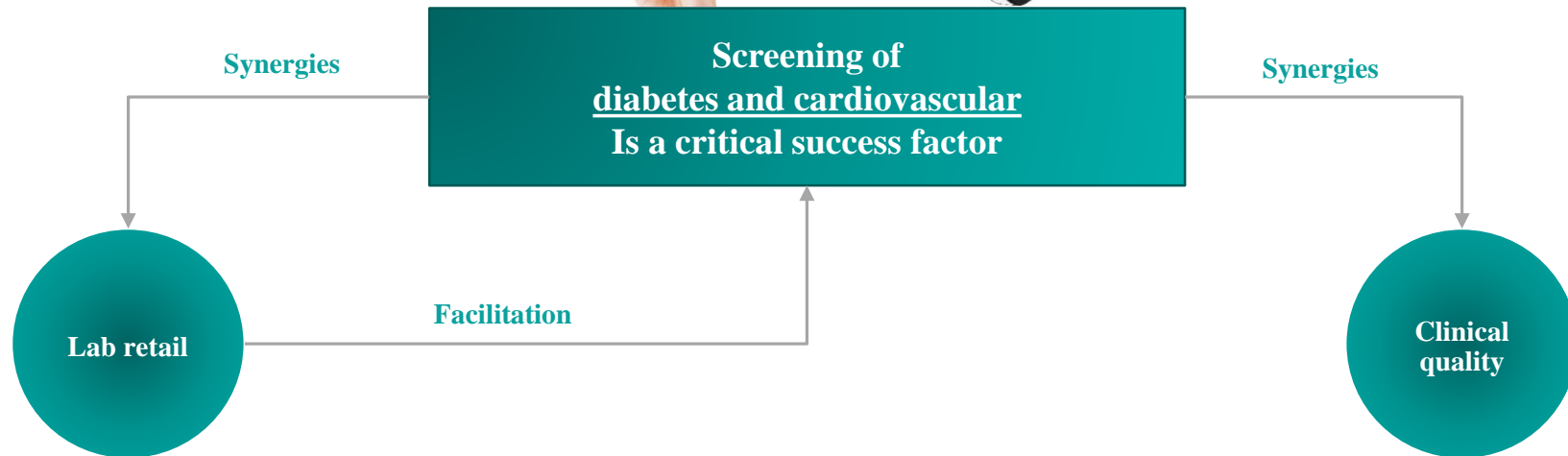
Reach out from EKIMO + EKIMO benefits

Reach out from insurance + EKIMO benefits

Reach out from polyclinics + EKIMO benefits



*Identifies new demand on the market, expands total market size, brings value to patients by preventive care*





# Digital Healthcare Platform (DHP) Georgia market entry strategy, acquiring providers

## Acquiring providers

## Whole country

### Pillar 1: Private insurance coverage

- c. 570K insured individuals in the country
  - Imedi L (c. 230K, 42%)
  - GPI / Irao (c. 121K, 21%)
- **5-year target: 70% of insured individuals covered**
- **Fees: zero (nada)**

### Pillar 3: Small profile clinics

- c. 10% of 3rd party small clinics in Tbilisi
  - General ambulatory clinics
  - Dental clinics
  - Maternity houses
  - Reproductive clinics
- **5-year target: c. 10% of all small clinics**
- **Fees: 12% of consultation tariff, including bank fee**



### Pillar 2: Doctors

- c. 15,200 active doctors in the country
  - GHG (c. 3,800, 25%)
  - RX.ge (c. 1,000, 7%)
  - 3rd party doctors (c. 10,400, 68%)
- **5-year target: c. 2,500 (16%) doctors in the system**
- **Fees: 12% of consultation tariff, including bank fee**

### Pillar 4: Pharmacies

- c. 120mln pharma tickets in the country per year
  - c. 36 million (30%) GHG's Pharma business
- **5-year target: c. 10% of entire market**
- **Fees: 2% of sales, including bank fee**





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Independent digital health platform for ...  
Everyone

## Purpose / mission

Connecting people, connecting technologies, building a community for an integrated healthcare ecosystem to support your journey for better life

Your **own** health at your hand.

child's

parents'

pet's

family's

Done

# How big it can be *(for Georgia)*

5-year target

Purpose found



3.2 mln customers identified

Marketing strategy defined



Technology platform completed



Process change executed

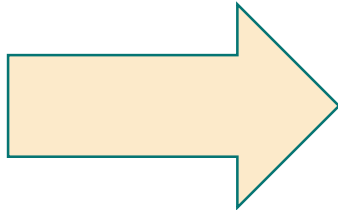
Pharma and insurance integrated



5,000+ doctors trained



Journey Starts



- 1.5 mln active customers
- 20% in country's primary care spending
- 10% in country's retail pharma sales

**Questions?**

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