

GHG – Digital strategy and IT development

Speaker: David Vakhtangishvili, CIO

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



Registration Page

ფორმა №IV-200/ა

ამბულატორიული მომსახურების მიმწოდებელი ქ. ქობულაძე
(პირდაპირი/სტამბით დასახელება)

ამბულატორიული პაციენტის სამედიცინო ბარათი №: 061359

გვარი, სახელი: [redacted]

სქესი: ქალი

დაბადების თარიღი: 21.04.1978
(ლსს / თსს / წწწწ)

ტელეფონი: [redacted]

პირადი ნომერი (ასეთის არსებობის შემთხვევაში): [redacted]

მისამართი: [redacted]

სამუშაო ადგილი, პროფესია: [redacted]

შესაძლებლობის შემუდვის სტატუსი: მოშორი ნიშნულგანი მკვეთრი

სისხლის ქვეფი: _____

Rh-ფაქტორი: _____

სისხლის გადასხმები: _____
(როდის და რაბუნები)

ალერგია: _____
(მძივააზერტი, ხაკაბის და სხვა რეაქციის ტიპი)

ქირურგიული ჩარევები: _____

გადატანილი ინფექციური დაავადებები: _____

ქრონიკული დაავადებები (მ.შ. გენეტიკური დაავადებები) და მანერ ზევებები: _____

რისკ ფაქტორები: მწველი სიმუქნე

სადამღვეფო პოლისის ნომერი: _____

სადამღვეფო კომპანია: _____

Doctor Consultation Page

ფორმა №IV-200-5/ა

პაციენტის გახიზვეს ფერცილი

კონსულტაციის ტიპი სიხომი

პაციენტი [redacted]

ანამეზი (სახელუ ვაჭრი ახმეი) სიხომი

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დიაგნოზი (ICD 10 კოდი) სიხომი

ქრონიკული საფრთხეობა სიხომი

თარიღი: სიხომი

“The Last of the Mohicans” – the last paper medical history in polyclinics



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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Annexes



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**

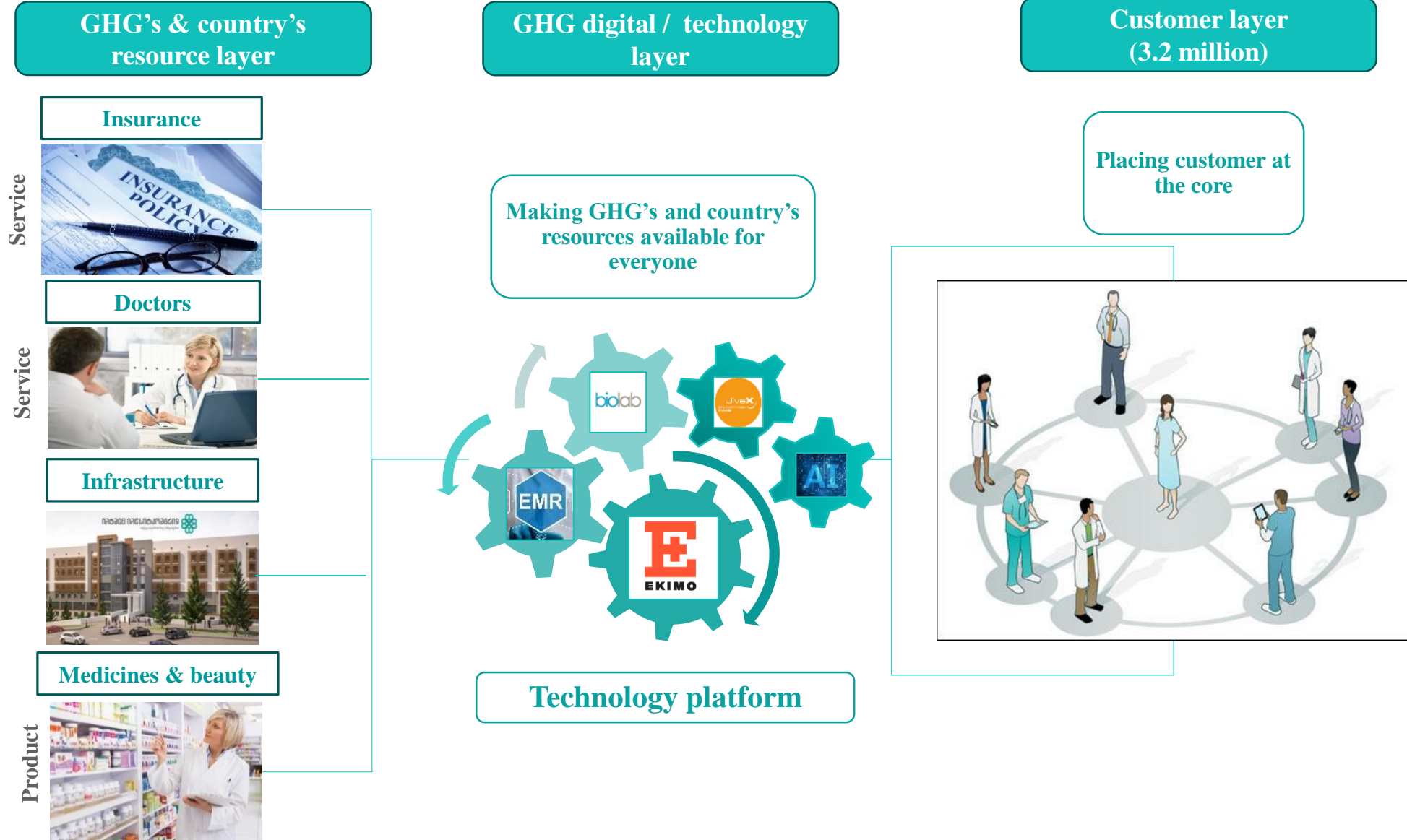
GHG strategy

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

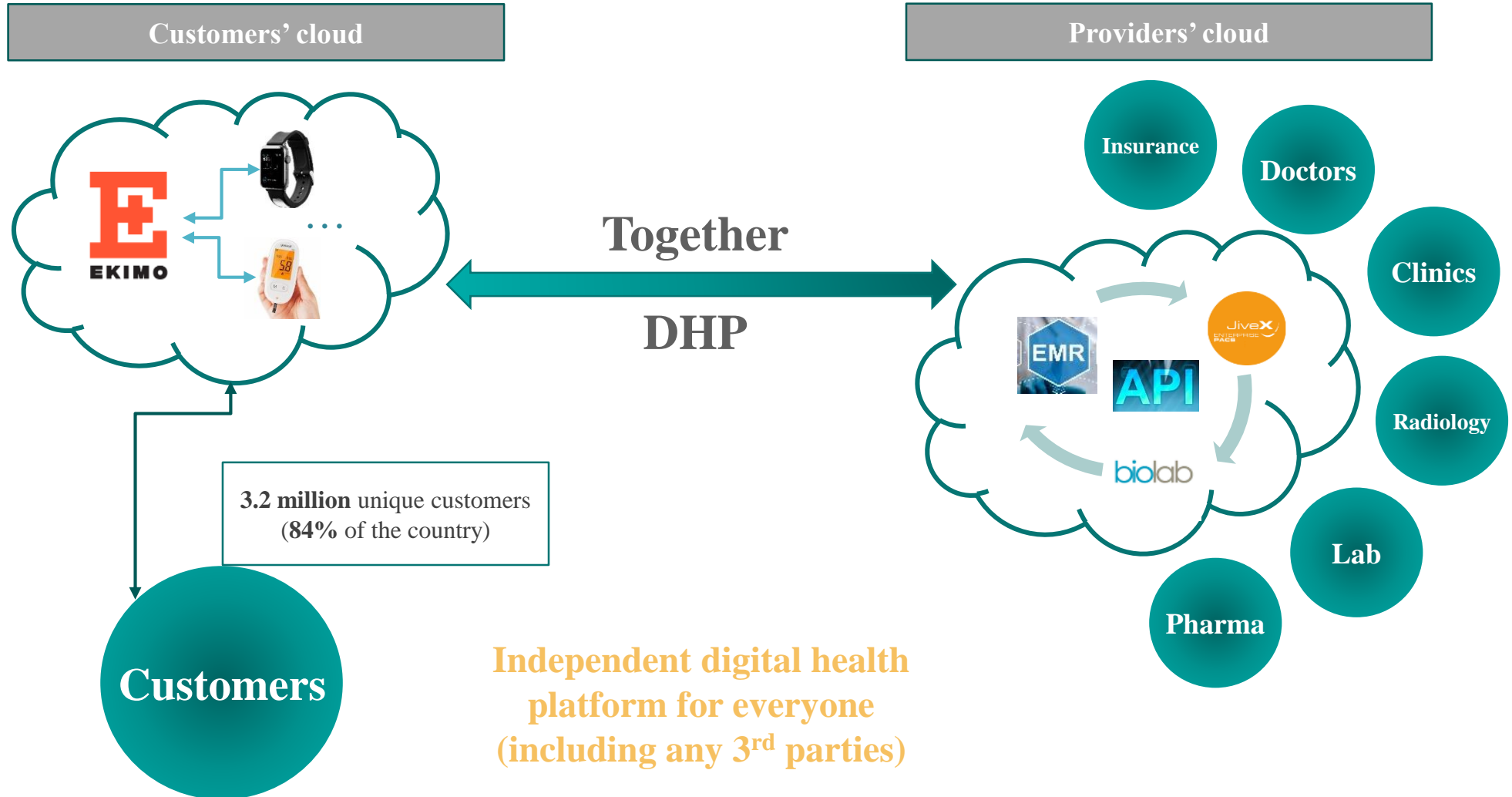
GHG | **Digital healthcare platform (“DHP”)**

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Annexes



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 . . .

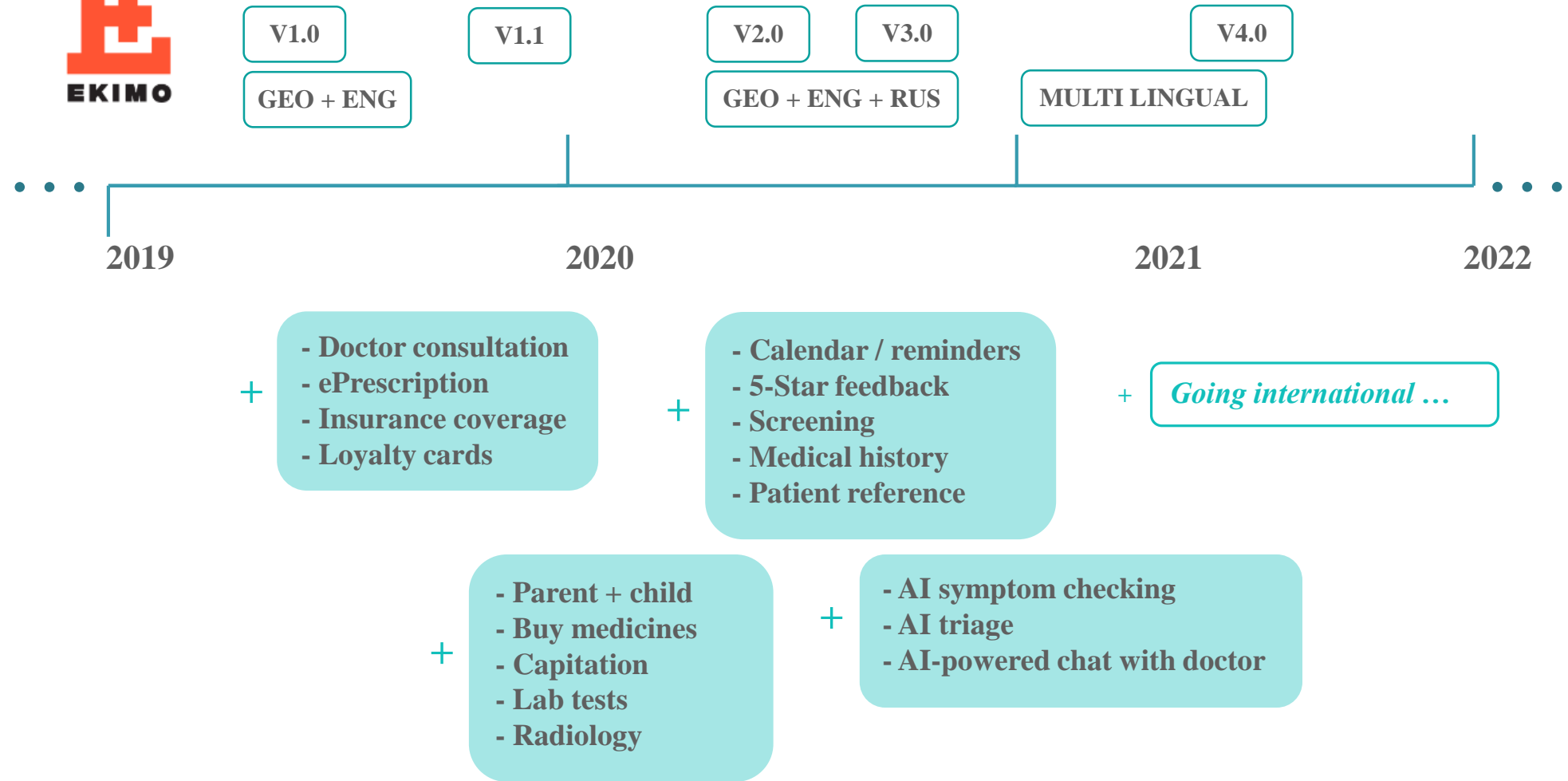
Value proposition for providers

- 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 . . .





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

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

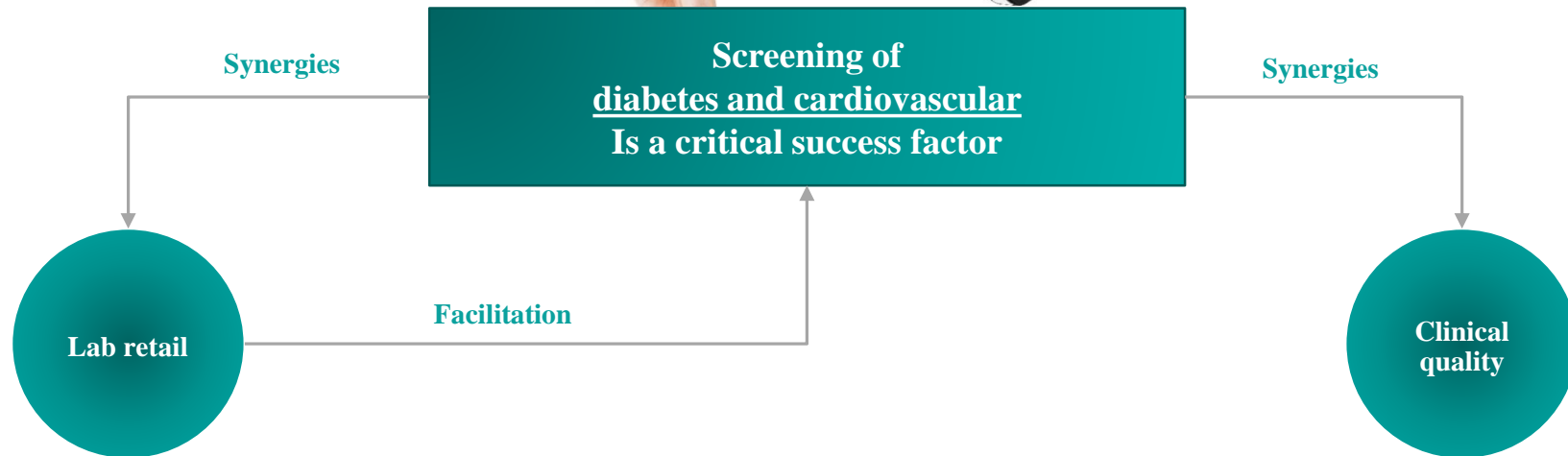
Reach out from EKIMO + EKIMO benefits

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

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**

Whole country

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

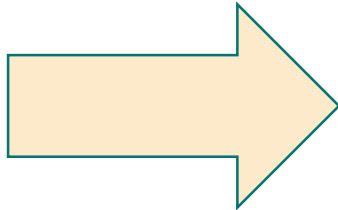
Pharma and insurance integrated



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?

GHG Investor Day
Tbilisi, Georgia | June 2019



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