

## **Cura**

### Saudi Arabia

Implementing Agency/organization	<b>Cura</b>
Implementation Period	<b>6 Months</b>
Location ( City and Country)	<b>Riyadh, Saudi Arabia</b>
Total Cost to implement the Project	500K
Contact Person	Wael A. Kabli, <a href="mailto:wkabli@cura.healthcare">wkabli@cura.healthcare</a> +966564000083

### **The Challenge**

Healthcare is increasingly becoming inaccessible. There are 1 Billion people around the world will live and die and will never see a doctor in their life time. Yet, 70% of initial diagnoses that happens don't need physical interventions and we live in a world that is covered by mobile phones.

It takes long time to see a doctor (consultant or specialist):

- \* Finding a good doctor
- \* Getting an appointment
- \* Waiting in waiting rooms
- \* Getting a specialized help in short and convenient time
- \* No visibility on doctors qualifications

Also, access to quality primary care is difficult because of the busy lifestyle in cities and lack of quality skill in remote locations.

### **The Innovation**

Since there are few doctors and so many of us, we created a platform that enable doctors to scale reach and utilize their time by providing a convenient platform to serve people.

We have use used technology to scale the small number of doctors to serve more people online and increasing access rate through inApp cloud voice routing to our oncall doctors and giving doctors an organized eClinic with a managed workflow engine that enables them to accept consultations or refer to other doctors. Also, giving people the social power to add rank and rate doctors.

As soon as you open Cura and select "Consult a doctor of your choice", you will get a list of doctors in multiple specialties. And if you select a doctor's profile, you will see his credentials and experience in addition to other customers reviews.

If you like the doctor, you can enter a consultation via a convenient and secure interface that is very similar to the what'sApp interface. You can describe your case in text, pictures and videos. Our consultation engine, is built on a workflow that enables doctors to accept and answer the consultations or refer to another doctor.

Recently, we've launched a new service called Cura Anytime for people who need immediate primary care. So if you choose "Talk to a doctor now", the App will link you to one of our on-call doctors who are available 24/7 with an interface that looks very much similar to skype. Our

promise is that from anywhere at anytime, you will get a medical help and we will give you a wonderful experience.

**The Impact**

Till today we have reached to more than 20,000 people who are conducting more than 3000 medical consultations a month served by 500 active doctors across 150 medical specialities.