

# Cartier

## WOMEN'S INITIATIVE AWARDS



2017 FINALIST FOR SUB-SAHARAN AFRICA

### NNEKA MOBISSON

Nigeria

mDoc Healthcare

[WWW.MYMDOC.COM](http://WWW.MYMDOC.COM)

A mobile platform that provides people living with chronic disease with 24/7 access to virtual healthcare providers

When Nneka Mobisson lost her father following complications from a massive stroke, the tragedy highlighted a huge gap in Africa's healthcare support and led her to launch a revolutionary digital health social enterprise which is saving lives. "My father died at the age of 53 largely because he didn't have access to a team of doctors who could support him to manage his uncontrolled hypertension."



In 2013, the 41-year-old Nigerian, a paediatrician by training with a Master's degree in Public Health, launched mDoc Healthcare, an integrated healthcare management platform providing 24/7 access to virtual, credentialed doctors, nurses and allied healthcare providers via SMS, voice and video platforms. The business is helping people live longer, happier and healthier lives and Nneka believes that developing the health landscape in Africa will help unlock the continent's true potential.

*“ Our goal is to leverage technology and quality improvement methodologies to ensure that people who have chronic disease are living healthier, longer and happier lives ”*

Harnessing the growing penetration of mobile phone technology, the mDoc digital platform connects people living with chronic disease with a multi-disciplinary team of healthcare practitioners. Patients can receive personalised support, through education and tools to improve self-management. mDoc interviewed more than 1,000 chronic disease patients and physicians to understand their pain points and offers two main services. “Find a Facility” is an interactive geo-coded repository of healthcare facilities and services in Nigeria. “Telehealth Suite” is a platform which includes SMS-based access to an ecosystem of qualified providers and a site to store patients' records which can be accessed and input by both patients and the team of providers.

## SHAKING UP THE SYSTEM

Over the last 20 years, external and national funding has prioritised infectious disease over chronic disease across Sub-Saharan Africa, but this has had a dramatic and deadly impact. “We're seeing faster rates of death from chronic disease in Sub-Saharan Africa including Nigeria, more so than anywhere else in the world. We're seeing 20% of people between the ages of 30-70 years dying too early from chronic diseases such as diabetes and hypertension.” Four key chronic diseases – cardiovascular disease, cancer, respiratory disease and diabetes – are responsible for 82% of non-communicable deaths in Africa. Mental health, a chronic disease which often presents itself with other chronic disease, is also neglected. These ailments require intensive and reliable support by a physician and other healthcare providers. mDoc's approach to healthcare is shaking up the system in Nigeria where patients aren't getting the support they need because they don't have access to a dedicated primary care provider, providers aren't skilled in chronic disease management and because the concept of integrated care co-ordination does not exist.

## HEALTHIER FUTURE

Nneka believes that mDoc will revolutionise healthcare delivery in Africa and activate a thirst for quality healthcare amongst all Nigerians. As well as saving lives by reducing the number of premature deaths because of chronic diseases and improving quality of lives, it will help increase productivity. mDoc is partnering with employers to work with their employees to reduce healthcare visits. This in turn reduces healthcare costs.

mDoc also builds clinical capability in providers by harnessing the platform to connect African diaspora physician experts to teach local providers. By year three, mDoc will have impacted the lives of more than one million people living with chronic diseases.

*“ Research shows that women entrepreneurs are more likely to build a support network than male entrepreneurs – so the more of us we have out there, the greater the world will be for all of us ”*