

THE NETWORK: TOWARDS UNITY
FOR HEALTH & FACULTAD DE MEDICINA,
UNAM, PRESENT



THE NETWORK
TOWARDS UNITY FOR HEALTH



Facultad de Medicina



TUFH2020 MEXICO

VIRTUAL CONFERENCE

"PRIMARY HEALTH CARE: A PATH
TOWARDS SOCIAL JUSTICE"

SYSTEMS AND COMMUNITY BASED
RESPONSES TO COVID-19

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TUFH 2020 Abstracts

Title	Sehat Kahani - a Primary Healthcare Initiative through digital medium
Type	TUFHTalk <i>Working with Underserved Populations towards Community Empowerment</i>
Presenting Author	Iffat Zafar Aga
Co-Authors	
Country	Pakistan
Abstract N^o	TUFH248
Content	<p>Pakistan; a country with population of more than 200 million people suffers immensely in terms of public-health. With more than 50% population unable to access basic quality healthcare ever in their lifetimes; the healthcare system in Pakistan is severely fractured. While there are many reasons; 2 prime reasons include: 1) Lack of accessibility of quality primary healthcare centers 2) A Large number of female physicians who drop out due to a cultural phenomena called the "Doctor Bride Phenomena". While there are around 60,000+ graduated female physicians collectively in Pakistan; only 23% ever make it to workforce.</p> <p>Being a part of this problem ourselves at one point in our lives; me and my Cofounder initiated a startup; named Sehat Kahani (meaning Story of Health in Urdu) based in Pakistan which enables access to qualified female physicians utilising digital platforms as their backbone. Through 2 distinct verticals Sehat Kahani is enabling healthcare access Nationally and envisions to take the solution at a Global Level. The 2 verticals entail 1) Development of Primary E-Health clinics in marginalised populations catering to low income population enabling a nurse assisted video-consultation with qualified physicians 2) A medical app enabling video consultations, E-prescriptions and connection with online physicians for the middle & upper income markets.</p> <p>Currently present in the form of 26 E-HEalth Clinics Nationwide; collectively we have done 130,000+ online consultations, done numerous health education drives and have recently launched the mobile app into leading corporate partners collectively impacting more then 1 million lives.</p>