

Monitoring Evaluation of Praava Health Programs in Dhaka, Bangladesh

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Healthcare strategy, communications and business development in a Bangladeshi healthcare start up

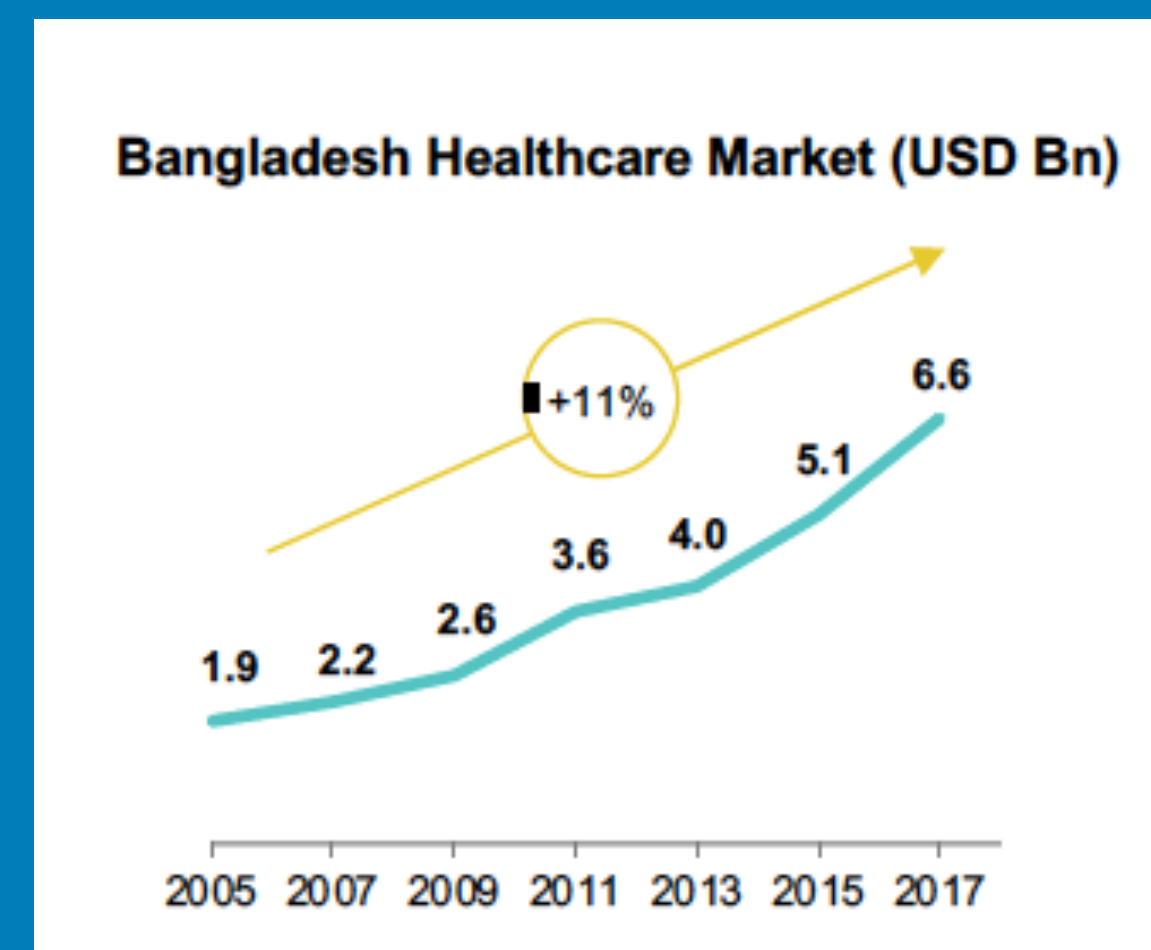
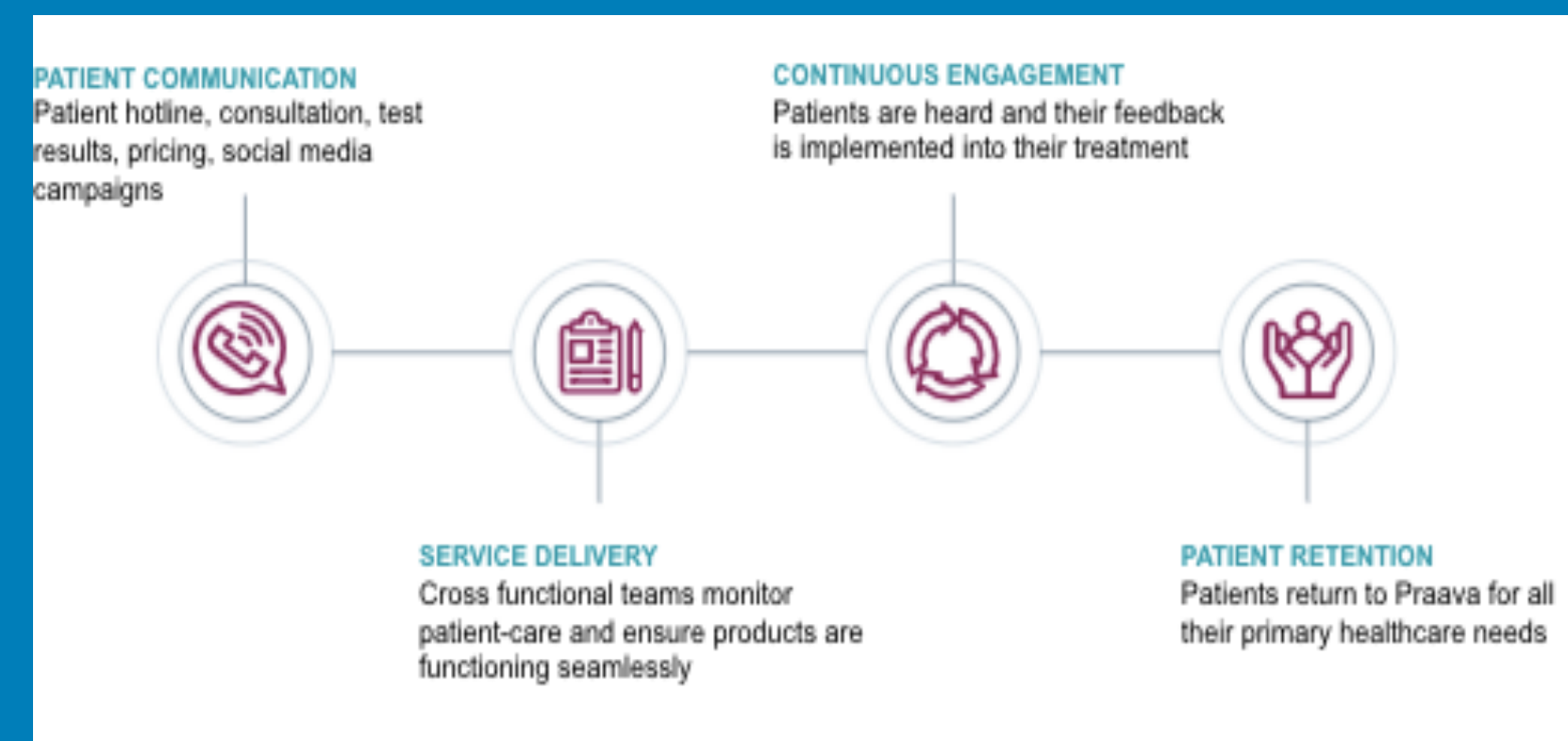
BACKGROUND

The average amount of time a Bangladeshi doctor spends with their patient is forty-eight seconds. With such a brief time frame, patients are unable to get the care they need from their providers. Additionally, 72% of 170 million Bangladeshi's pay out-of-pocket medical costs. By mandating a fifteen-minute appointment window with providers and ensuring the middle class gets access to quality and holistic medical care, Praava Health is disrupting the healthcare status quo in Bangladesh.

DESCRIPTION OF ORGANIZATION

Praava Health is a young, but tenacious healthcare organization determined to change the healthcare dynamic in Bangladesh. Praava's model is focused on ensuring the patient is at the center of care rather than the traditional Bangladeshi healthcare model that puts the provider in a position of power. Praava's tenacious goals to change the healthcare system has led to the company's exponential growth financially and an increase in patient acquisition.

TABLES



Source: Praava Health

METHODS

- 1.) Created a patient and customer experience strategy to increase LTV and NPS scores.
- 2.) Corporate restructuring redesign model which created processes for various corporate and marketing functions and ensured proper lead generation hand-off and led to better coordination in operations and marketing teams.
3. Developed health communication tools and blogs to raise preventative healthcare actions patients can take.

DISCUSSION

The business side of healthcare is extremely complicated and nuanced.

In Praava's model, patients are put at the center of all services. This isn't the norm in Bangladesh--how do we create and replicate such models in other emerging markets?

REFERENCES

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