

# Welcome to the World of Prior

## Mobile Health Voucher

presented by



**Prior**  
Ditema

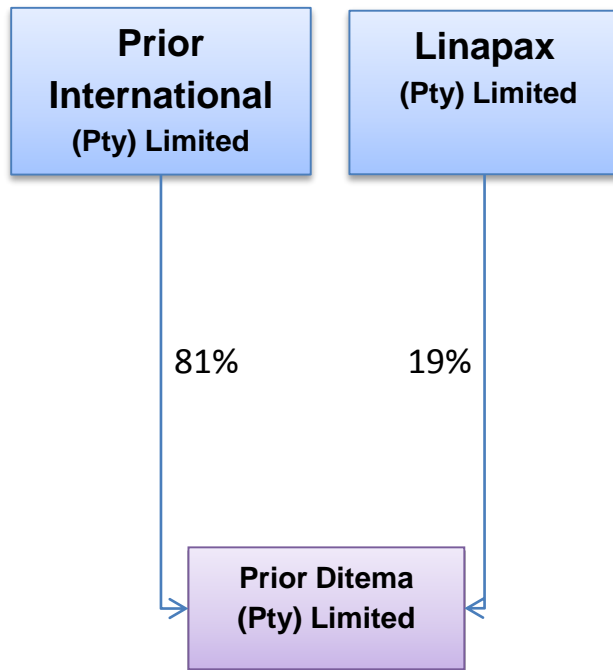
February 2016

Confidential

# Background

## **Prior** – re-inventing Health Delivery

- Operated 20 years under Prior Institute in health care consulting
- 5 years under Prior Ditema, the operating company



## The Principals

### **Bryan Sidders**

- Conducted 6 start up Companies
- Many major Projects
- Over 30 years experience in the healthcare industry
- Set up Alexander Forbes Health Care division 1992
- Invented the Mobile Health Voucher

### **Protase Zingwiro**

- Banking background in risk management, project finance and microfinance.
- Various Financial / Academic qualifications
- Working at DBSA with Investment Projects

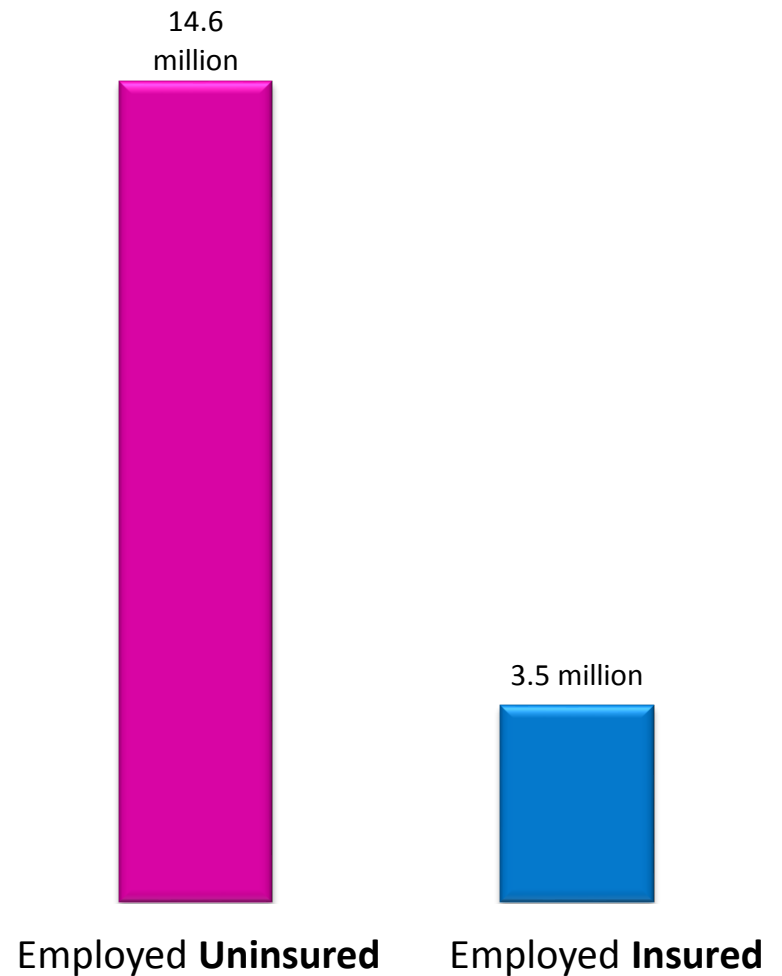
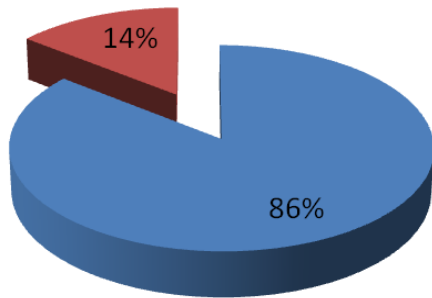
### Disadvantages of the current market structure :

1. 8 million on Medical Schemes, requires monthly contribution (cost of entry too high)
2. Excludes 14.6 million employed from access to health (and many other groups).
3. No product in the market for Employers & Brokers
4. Employers not providing **equality** in Employee Benefits.
5. Health Care Brokers seeking Product in gap where Medical Aid too expensive.
6. Medical Aid too **complex** & COSTLY for target market
7. Gap of service – representing huge opportunity
8. Financial Services Products oversaturated with Funeral & Health Insurance Cover – Mobile Health Voucher is ideal micro loan Product.
9. All Health Insurance products under scrutiny by FSB – the Demarcation controversy. (enhances Prior Voucher opportunity).

# How many people are not covered by Medical Aid?

## Medical Aid Distribution

- People NOT on Medical Aid
- People on Medical Aid



## Target Market for the Health Voucher

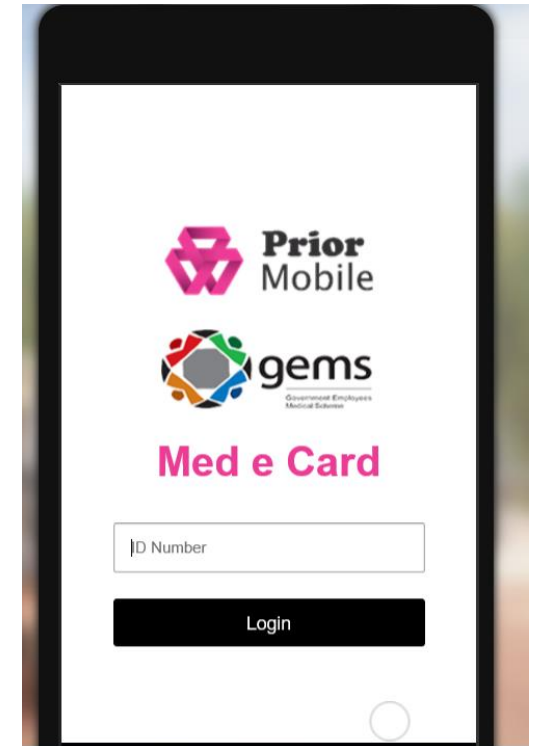
- Employed Uninsured (15m)
- Mining Houses
- Unions & Members
- Savings Accounts on Medical Schemes (1m)
- NHI (20m +)
- Domestic Workers (1m)
- Financial Services Product
- Temps
- Contract Workers
- Self Employed
- Migrant Workers
- SME's
- Individuals & for their family
- Africans in Diaspora → can send vouchers to their family members at home

**= 20 million without NHI – Prior Sales Forecast is 1 million in year 5 = only 5%**

# Cellular Technology IS the future !

## Engaging the future - with innovative Mobile Technology

- Low Cost – simple to use
- Efficient & cost effective
- Not Admin intensive.
- Customers have Cell Phones & are Mobile savvy
- Mobile phone becoming life device.
- Existing infrastructure nationwide → no costs for :
  - Set-up, capital, maintenance, up-grades
- Ideal medium for Target Market
- Fits perfectly with pre-paid Voucher - run by PMT Systems IT Service Provider



**Mobile Technology – most underutilised resource in Health Care**

## **Prior** mHealth = 2 Products

### 1) **Prior Med e Card™**

- Auto Mobile Medical Scheme Membership & Benefits Validation for people with Medical Aid
- Also solution for NHI Membership
- Reduce Fraud & Abuse of R8 B

### 2) **Prior Med e Health™**

- Pay as you go pre-paid Health
- Mobile Health Voucher - includes : (Preventative, Wellness & Nutrition)
- For people who cannot afford Medical Aid
- For NHI Benefits
- Self and Home Care

## How the Health Voucher works

1. Employer: REGISTER on Prior web Portal [www.priormobile.co.za](http://www.priormobile.co.za)
2. Your appointed local Broker or Prior Administrator will assist you with this.
3. Buy Bundle (5 or more) of Health Vouchers after Registering on Prior web Portal.
4. Only issue Health Vouchers, as and when Staff are sick – direct to employee's Cell Phone - from same Prior Web Portal.
5. Employee goes to Prior Network Health Service Provider, for consultation and medicine – no cash needed, just show doctor the Voucher pin number, and doctor will treat employee/patient – no charge.
6. Prior pay doctor directly when doctor redeems Voucher on Prior Web Portal.



## Income Flow for Health Voucher

- Prior Ditema will not receive the Health Service Provider cash for the Vouchers.
- This money will go directly into the TRANSACTIONAL Bank Account (Trust Account), awaiting release of payment to HSP.
- Prior Ditema will only receive R30 admin fee per Voucher sold. (Less Revenue Share deductions)
- i.e. on a R 330 Dr/Meds Voucher, balance of R30 comes directly to PD, and R300 goes directly to the “Provider POOL” Bank Account.
- Critical for HSPN to Service NHI (and for Brokers and Employers) – payment guaranteed by Prior Voucher.
- Prior will NOT have access to the Dr Account. (Letter from Bank on web site to confirm).

## Health Voucher is a Game changer

- 1st to market – first mover advantage
- Unique products offering using Mobile Technology for disruptive Marketing.
- Easy to use and understand, just like pre-paid airtime (simplicity is Hallmark of invention).
- Enhances access & better health for millions thereby creating high social impact
- Mobile based, therefore simple, easy, cost effective
- Fresh, innovative & sustainable
- Brings upliftment, dignity & empowerment for millions
- Med e Card will revolutionize Medical Scheme Market.

**A Game changer through disruptive technology !**

## THE NETWORK PARTNERS

Content (some already Contracted, others in advanced state of engagement) or awaiting implimentation (so Prior can support the Business).

Health Service Provider Networks

IPAF, Netcare, Clicks, Checkers, Day 1, SADA, Europassist

Health care Brokers (for Employers)

AON, Alexander Forbes, Methealth, Momentum.

Provider of I.T. Services and Technology

OutSystems for I.T. Platform & front end Products (APS) – TT pcc (Voucher Systems)

Retail Network

Brokers, Checkers, Bojadi (Foschini), Netcare, Clicks (Club Members) ABSA atm's, Cell "C" Labour Unions

## Competitive Situation

There are no foreseeable alternatives ...

- Low Cost Medical Scheme's are NOT answer, as must pay Monthly Contributions (Mobile Health is Pay as u Go) & too complex.
- There are no similar competitive Products in site
- NHI being delayed again & again (due to no solutions).
- Employers & Unions want a Low Cost alternative to Medical Scheme Cover – that brings equality in EB's
- Brokers can grow their Businesses significantly with suitable low cost option.
- Must be simple to understand and use – meeting dire need of second economy
- Securing HSPN is key to controlling Market.
- PMT are very agile Systems, (RAD) quick and easy to adapt to Market needs

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Patent Applications pending

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Bryan Sidders    [bryan@prior.co.za](mailto:bryan@prior.co.za)    Mobile 082 442 4599

Protase Zingwiro    [protase@Linapax.co.za](mailto:protase@Linapax.co.za)    Mobile 081 015 2472