Bridging the Healthcare Gap:

Revolutionizing Rural Healthcare Access through Innovative Telehealth Solutions

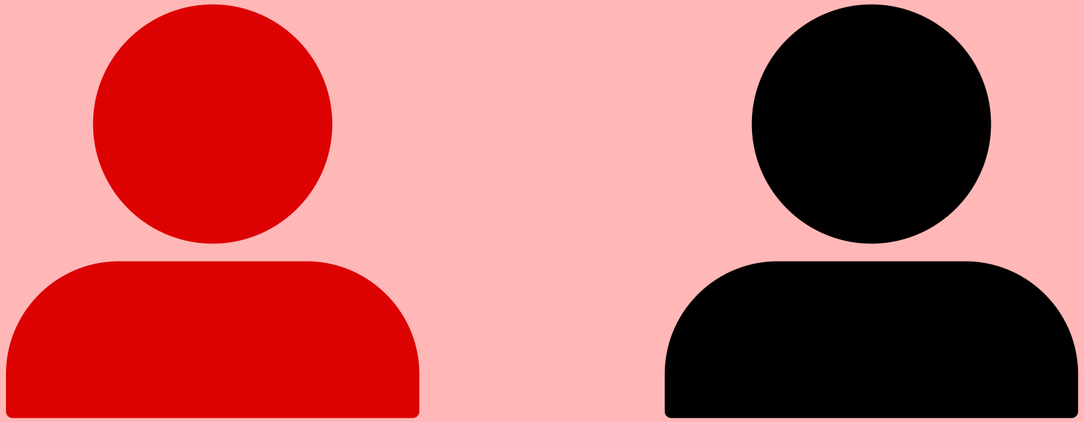
*By **Team Sky's the Limit***

Ream Chan Sovath & Sokun Thydaphea

HEALTHCARE

IS A

HUMAN RIGHT



1 IN 2

lacks access to essential health services

Source: UNICEF, WHO

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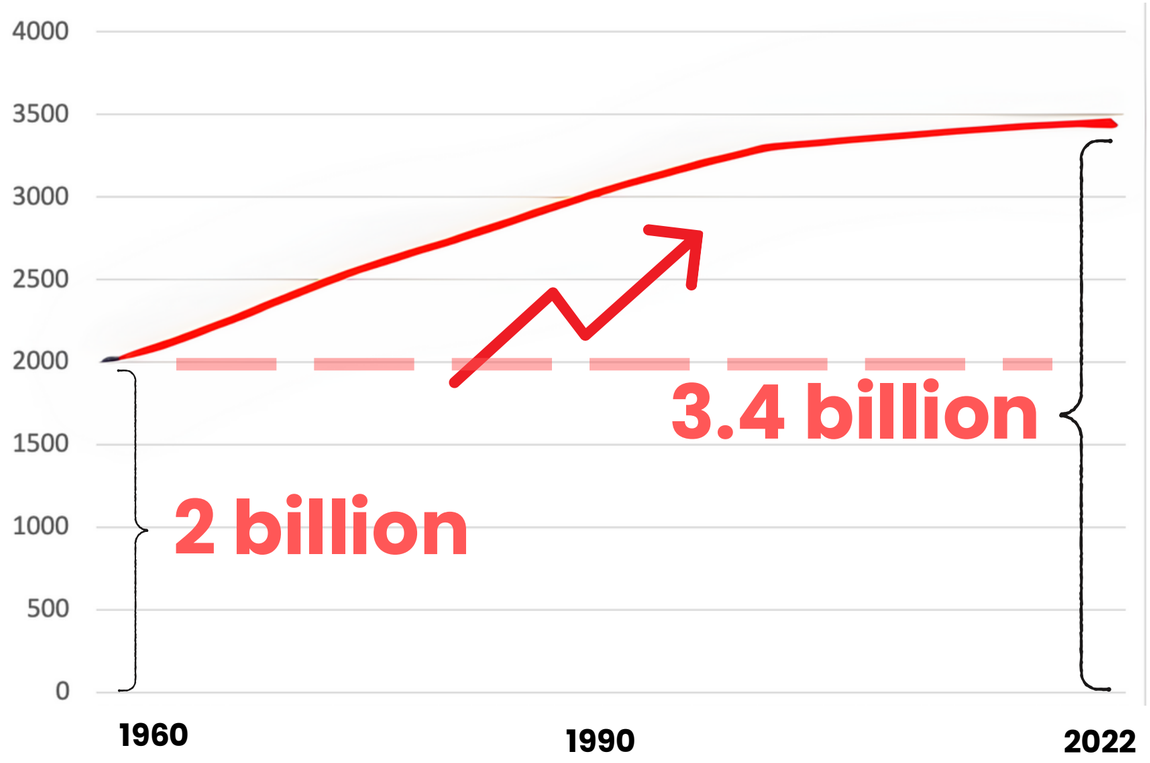
SDG 3 Good Health and Well-Being

- Aims to ensure healthy lives and promote well-being for all at all ages

- Prioritizes regions with the highest burden of disease and **neglected population** groups and regions

Rising Rural Population

Increasing Global Rural Population from 1960 to 2022 in Millions



Source: World Bank Data

43%

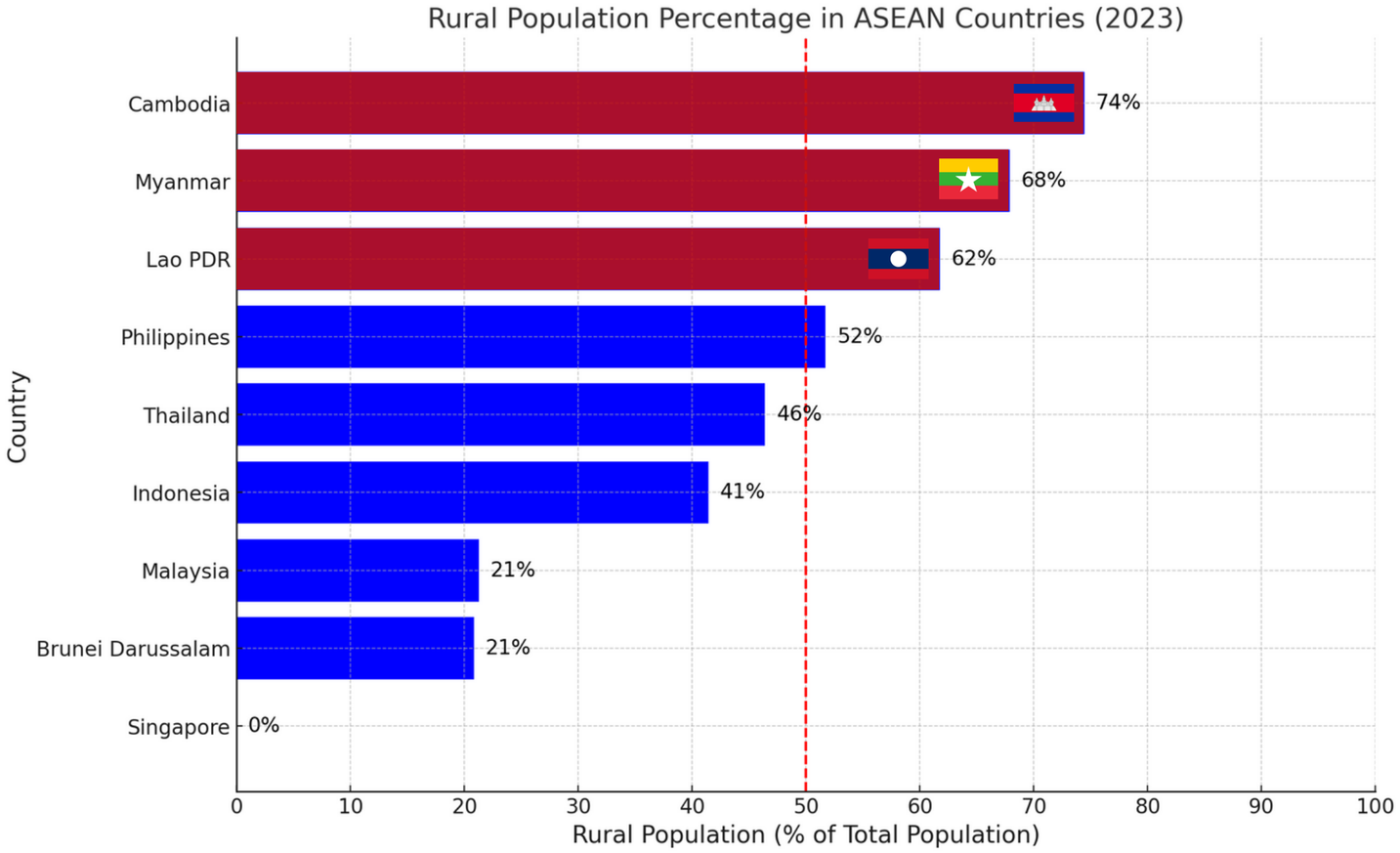
live in the rural area

56%

lack critical access to healthcare services

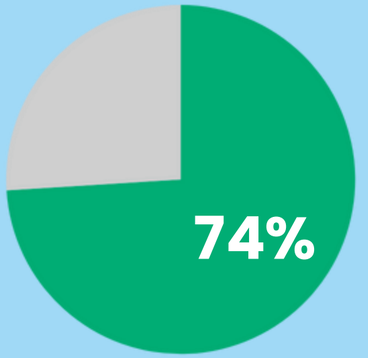
Source: NCBI

Rural Population Percentage

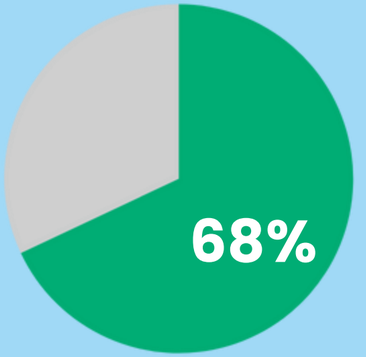


Source: World Bank Data

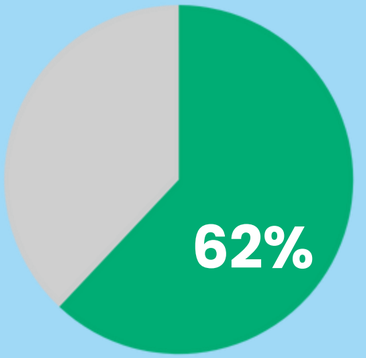
Cambodia



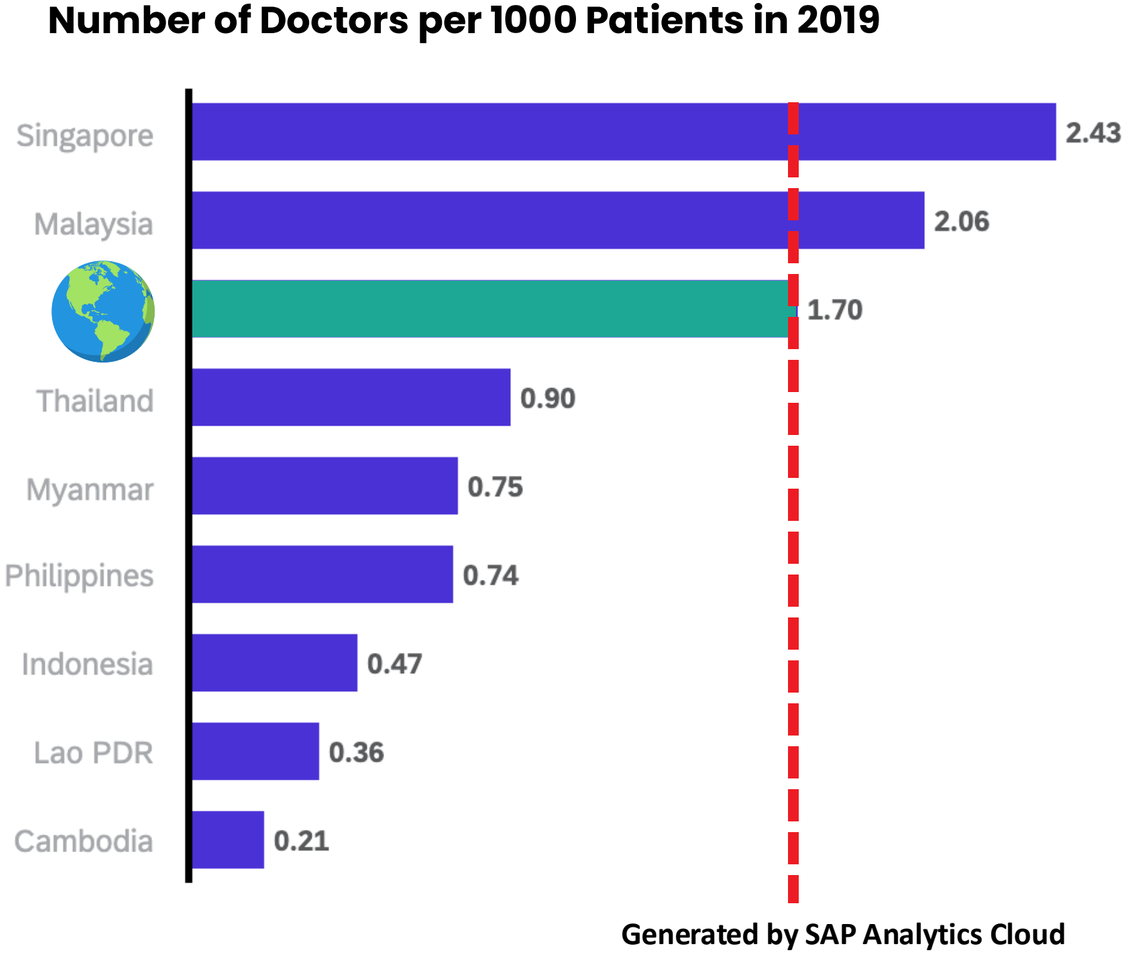
Myanmar



Laos

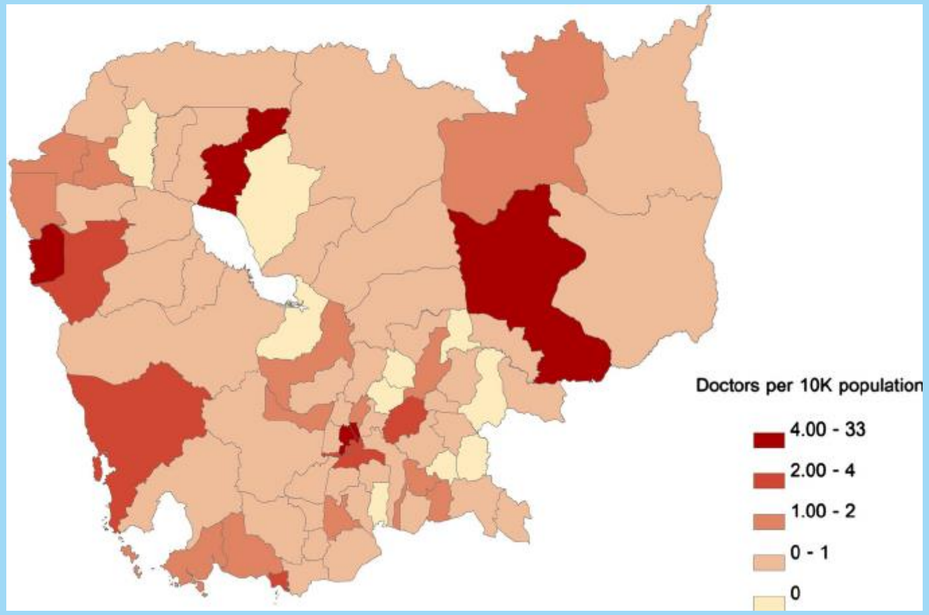


Lack of Doctors



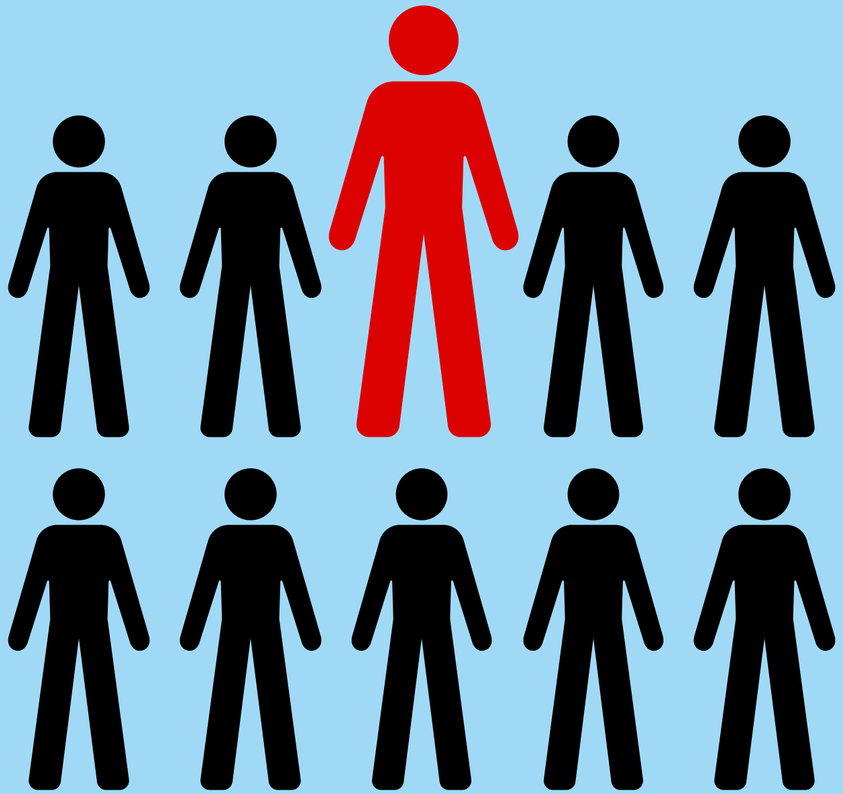
Source: World Bank Data

Unequal Distribution of Doctors



Source: ResearchGate

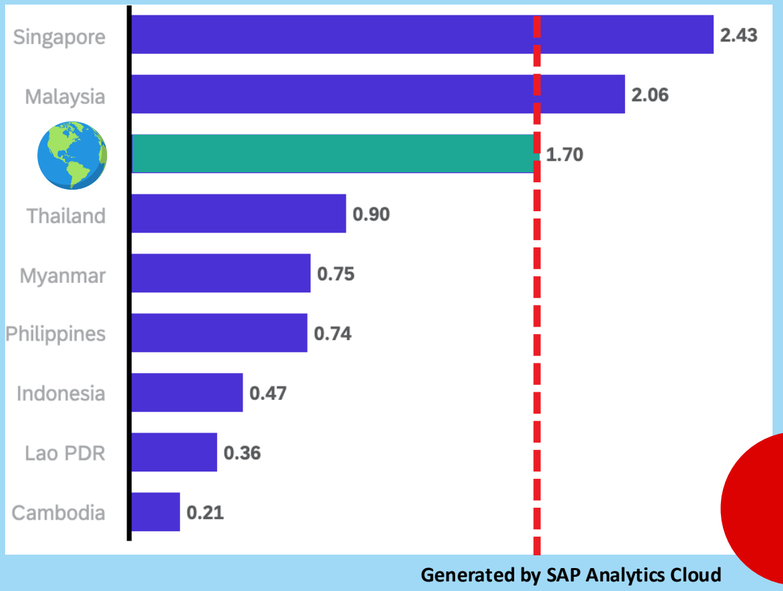
Long Travelling Time to the Nearest Hospital

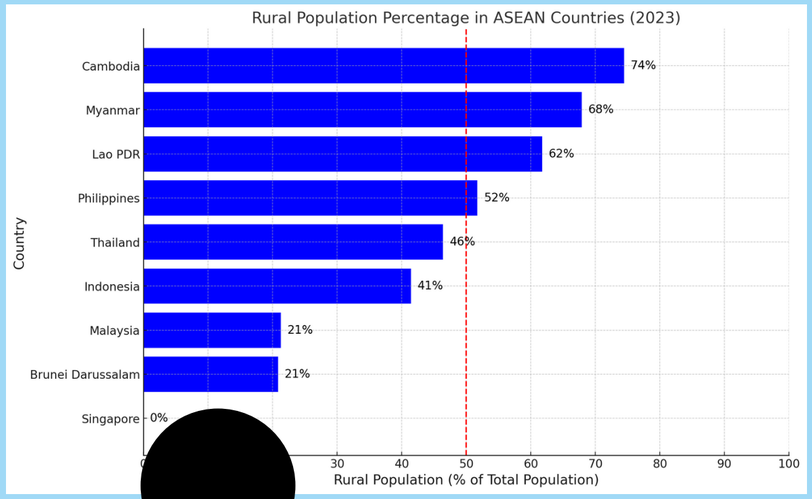


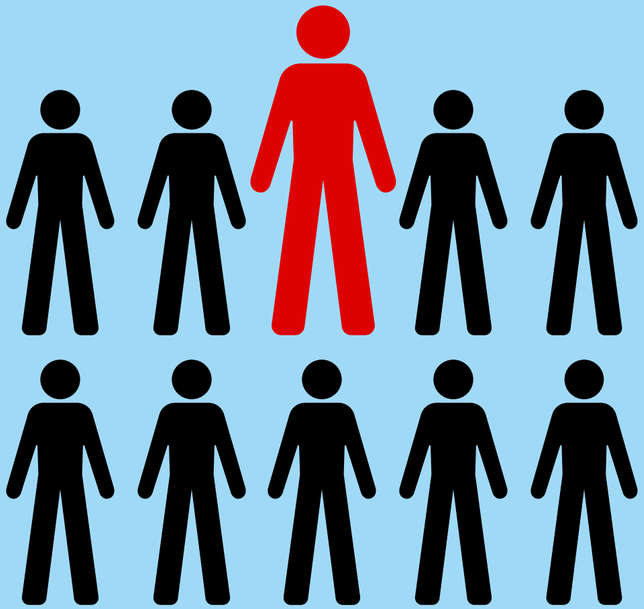
Source: Nature Medicine, 2020

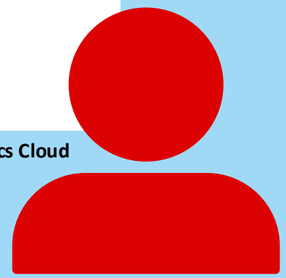
1 in 10

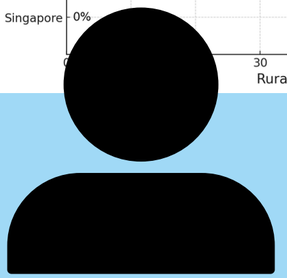
people takes **more than 1 hour** to reach the nearest hospital even with the help of a motorized vehicle


Singapore
Malaysia
Thailand
Myanmar
Philippines
Indonesia
Lao PDR
Cambodia
2.43
2.06
1.70
0.90
0.75
0.74
0.47
0.36
0.21
Generated by SAP Analytics Cloud

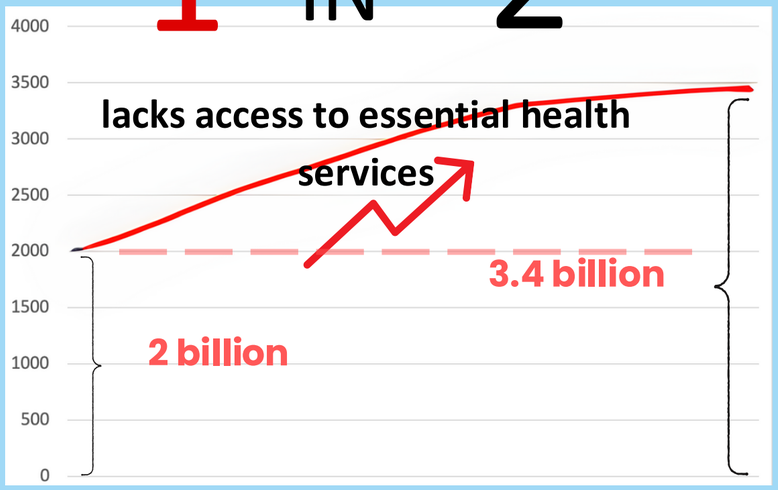

Rural Population Percentage in ASEAN Countries (2023)
Country
Cambodia
Myanmar
Lao PDR
Philippines
Thailand
Indonesia
Malaysia
Brunei Darussalam
Singapore
74%
68%
62%
52%
46%
41%
21%
21%
0%
0
10
20
30
40
50
60
70
80
90
100
Rural Population (% of Total Population)

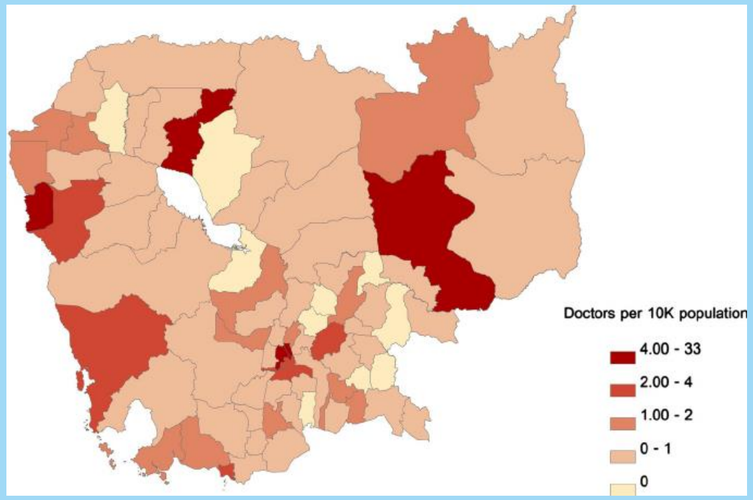






1 IN 2


4000
3500
3000
2500
2000
1500
1000
500
0
lacks access to essential health services
3.4 billion
2 billion
1960
1990
2022


Doctors per 10K population
4.00 - 33
2.00 - 4
1.00 - 2
0 - 1
0

Singapore
2.43
Malaysia
2.06
Thailand
Myanmar
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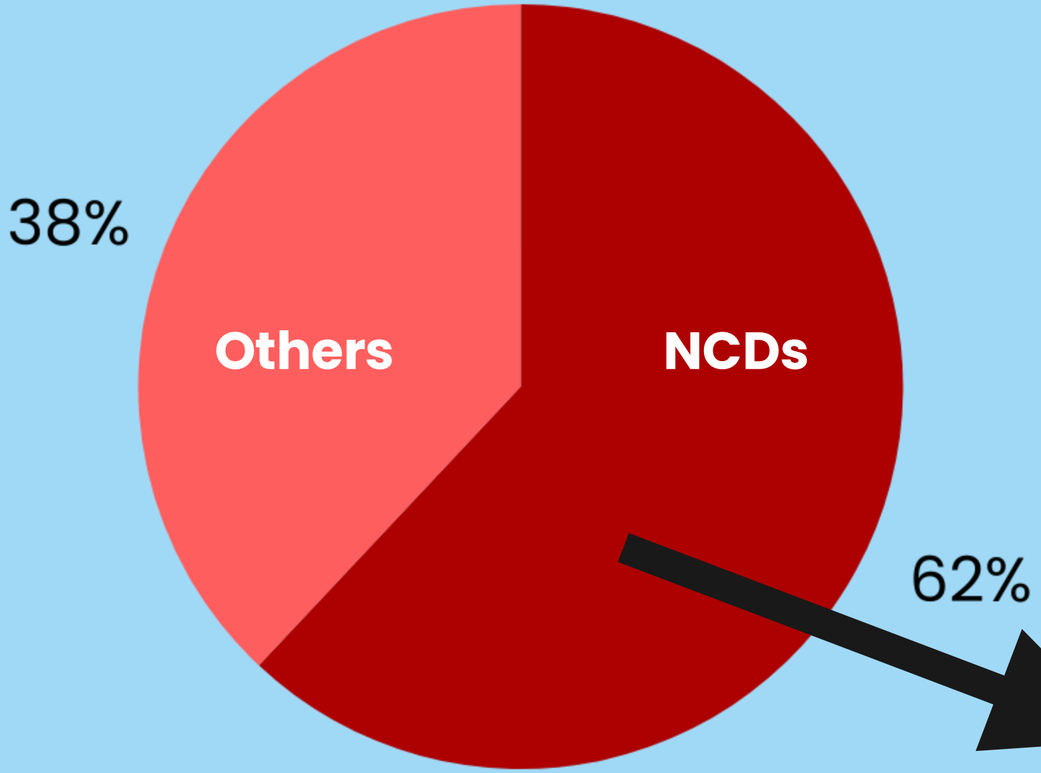
Rural Population Percentage in ASEAN Countries (2023)
Cambodia
74%
Doctors per 10K population
4.00 - 33
2.00 - 4
1.00 - 2
0 - 1
0
500
0
1960
1990
2022

Vulnerable Groups: Chronic Disease Patients

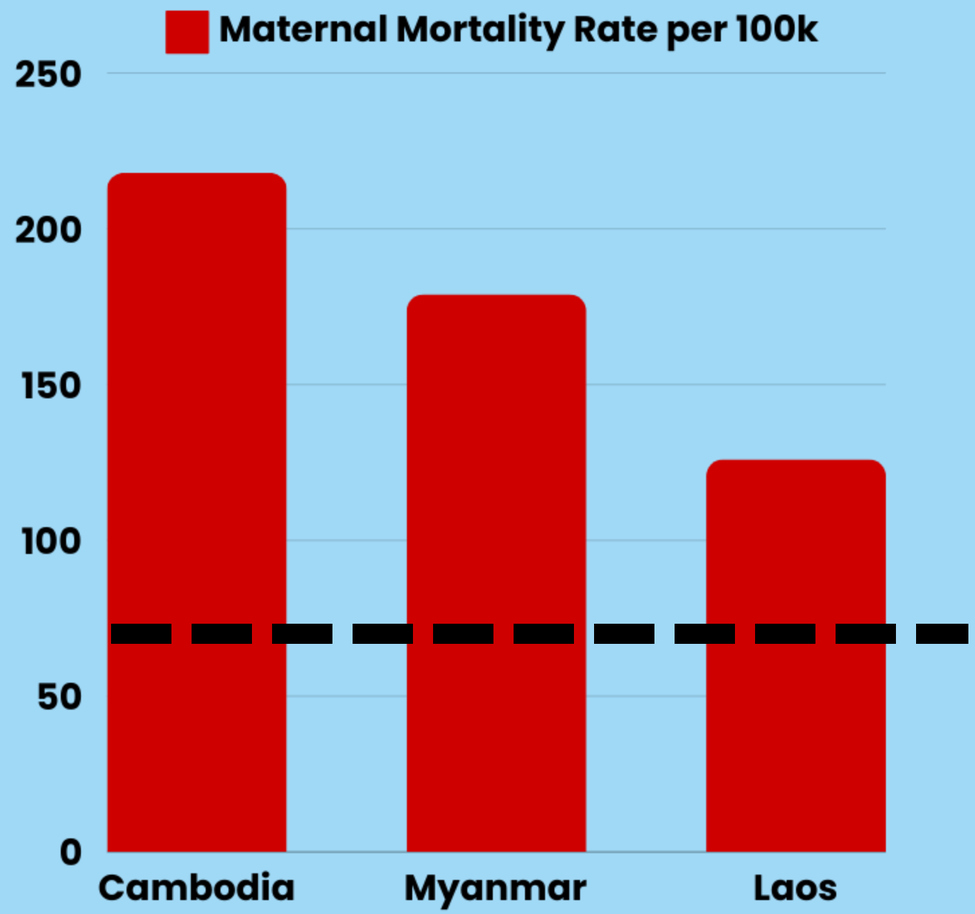
Percentage of Deaths in **South-East Asia**



Source: WHO

9 million deaths annually due to **noncommunicable diseases (NCDs)** in **South-East Asia**

Vulnerable Groups: Pregnant Women

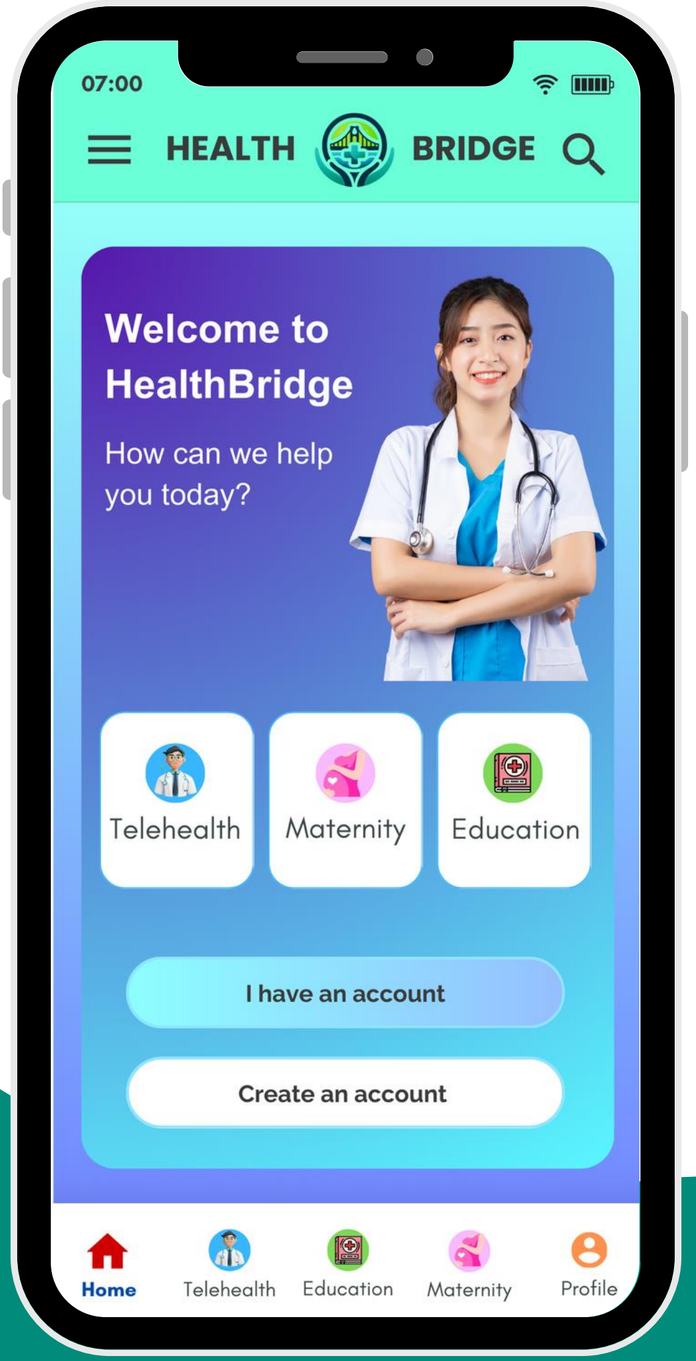


Source: WHO, 2020

SDG target:
70 per 100k

Essential Healthcare Services

Rural Communities



Introducing HealthBridge

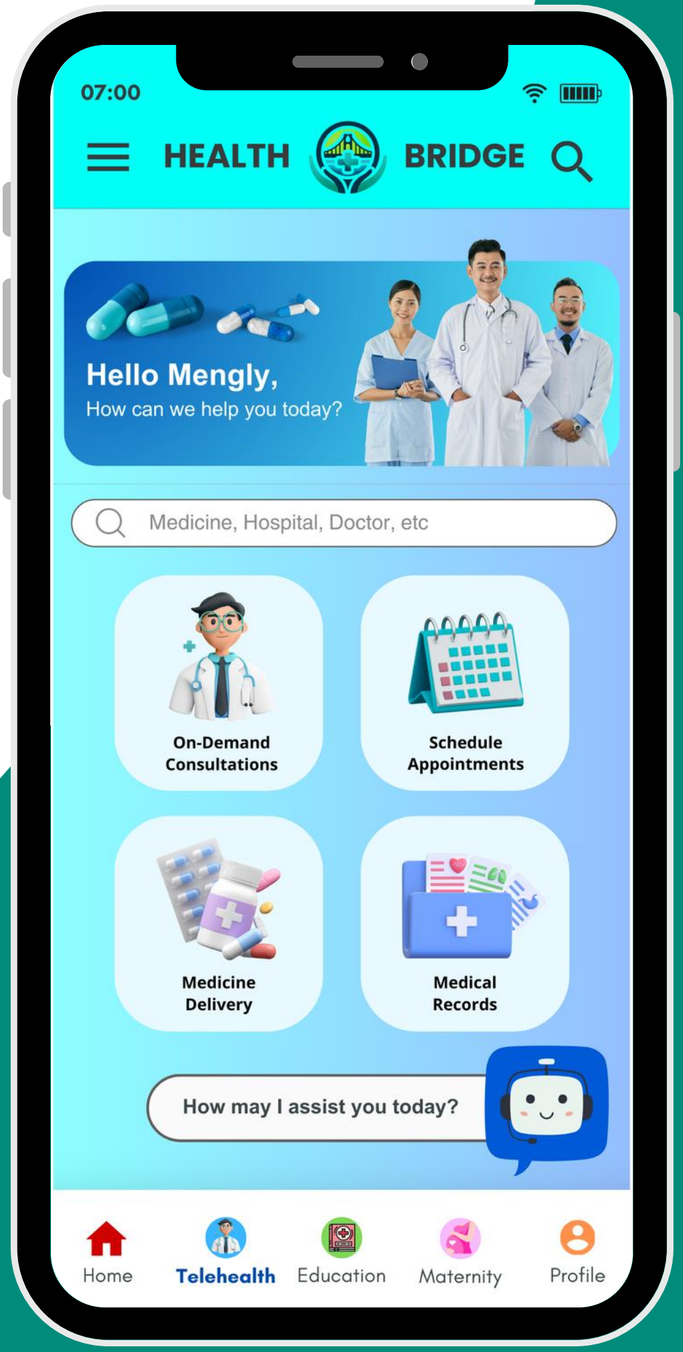
HealthBridge

Bridging the Gap to Better Health

Feature 1:
Telehealth Consultations

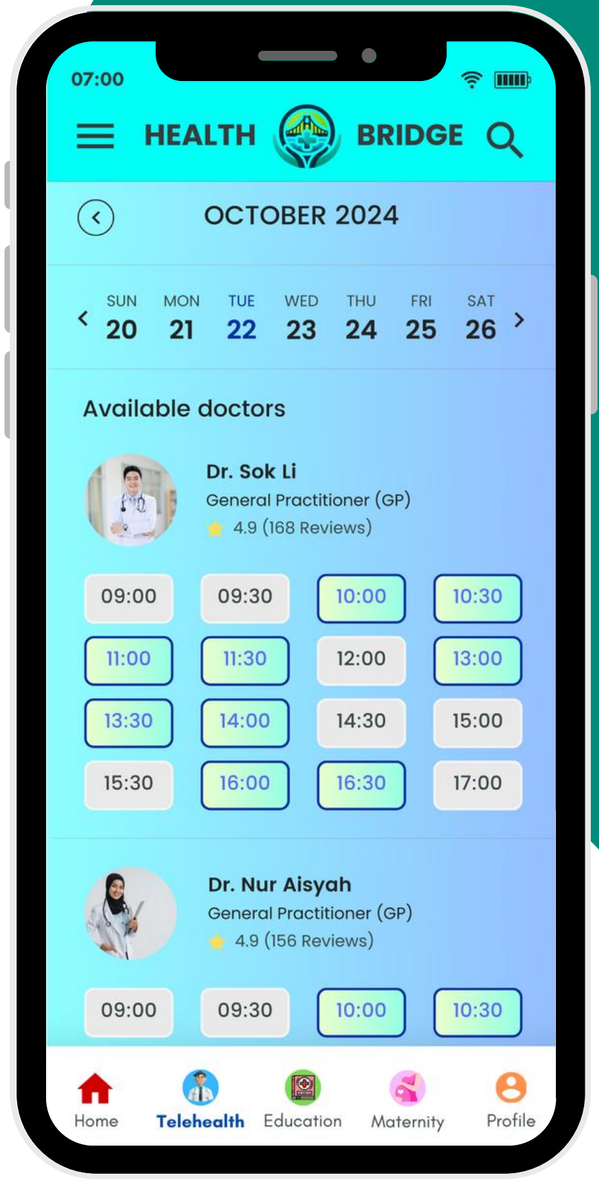
Functionalities:

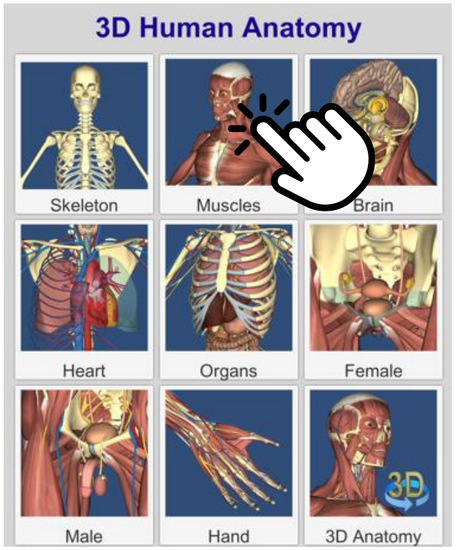
- On-Demand Consultations
- Book an Appointment
- Medicine Delivery
- Medical Records
- AI Chatbot Assistant

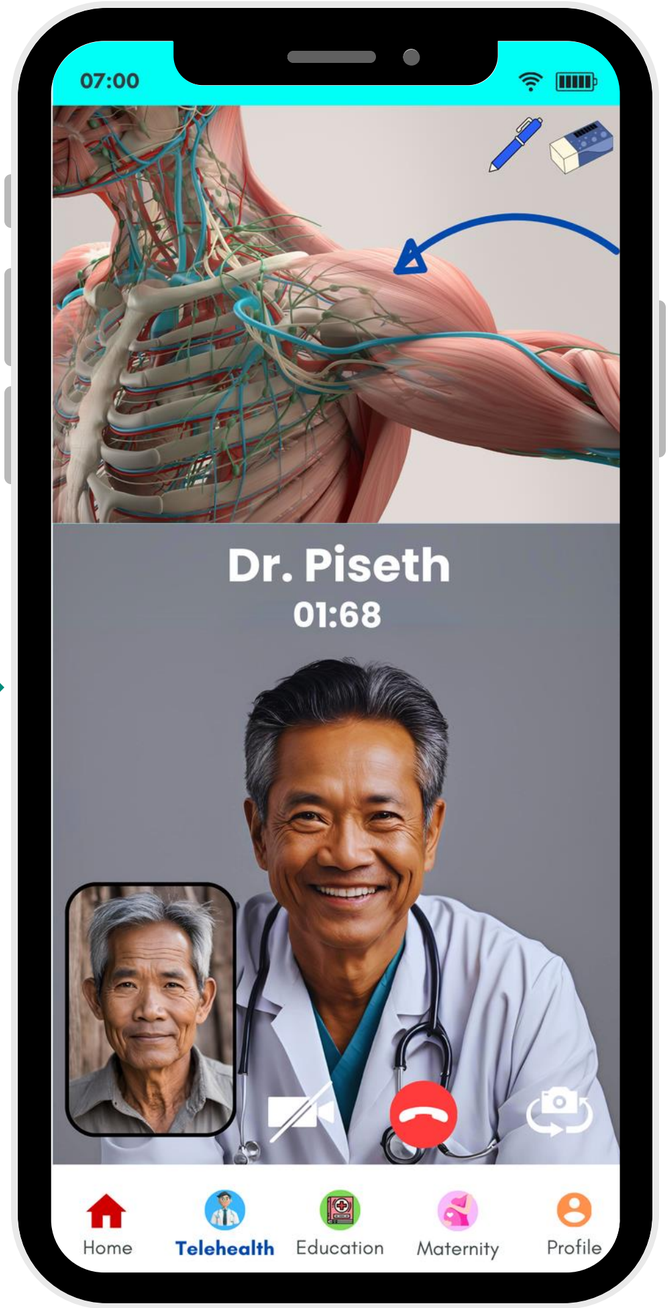


Schedule an Appointment

- Start by filling out **a symptom form** to get doctor recommendations
- Choose a **convenient time** and **available doctor** for your consultation.





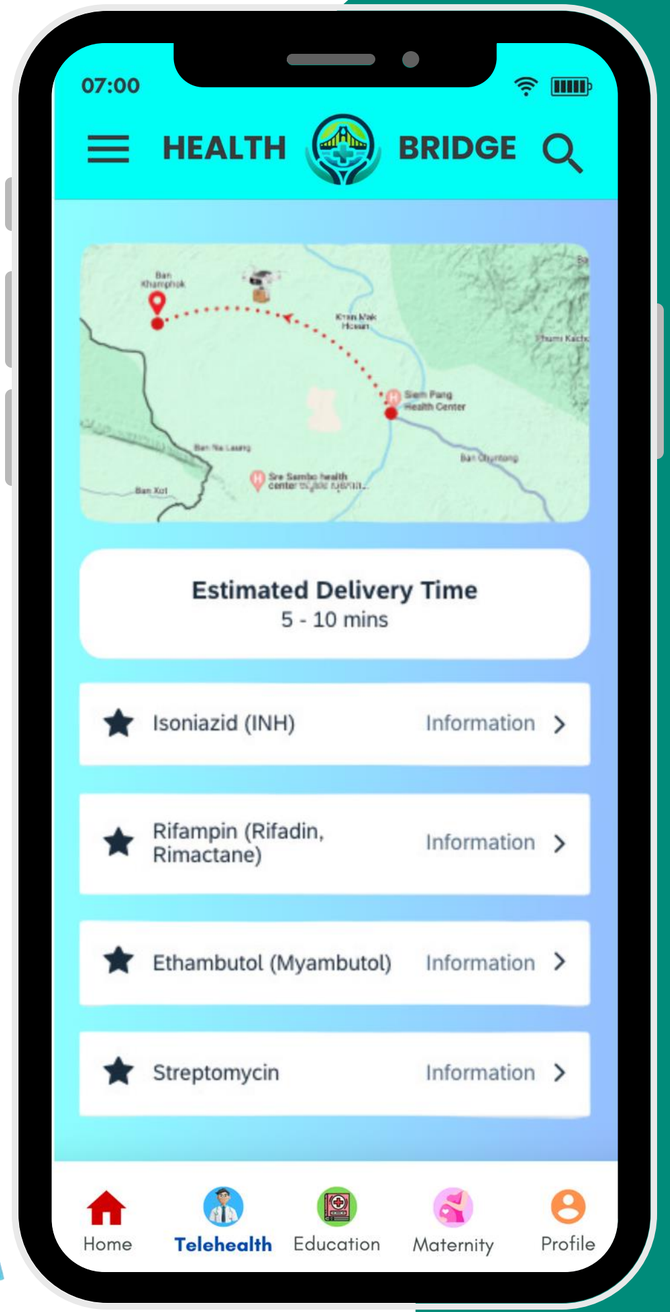


Consult with Your Doctor

- The doctor and patient can easily interact with **3D anatomical models** to point out areas of pain or discomfort
- Doctors can then **draw and annotate on these models** in real-time, helping to explain conditions clearly and provide more accurate diagnoses

Medicine Delivery

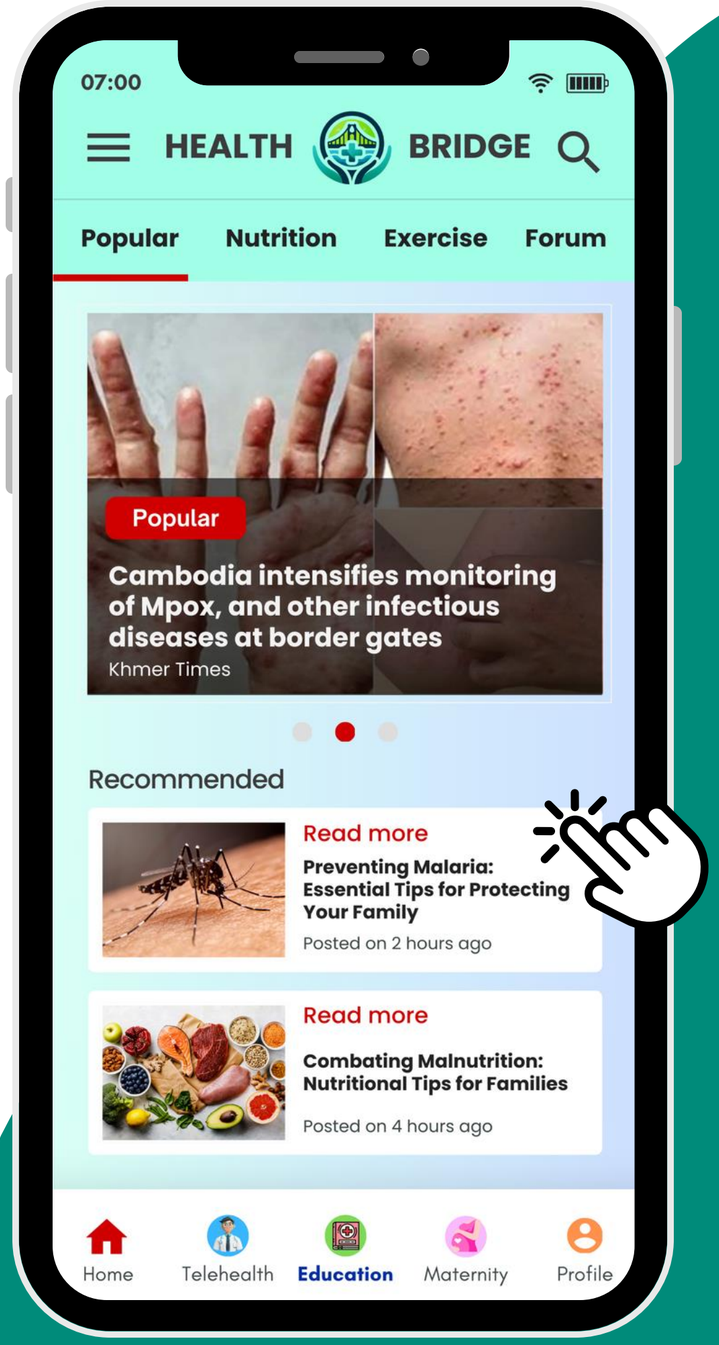
- After your consultation, the doctor sends a **digital prescription** to the app, allowing you to order medication for **home delivery** without needing to visit a pharmacy.



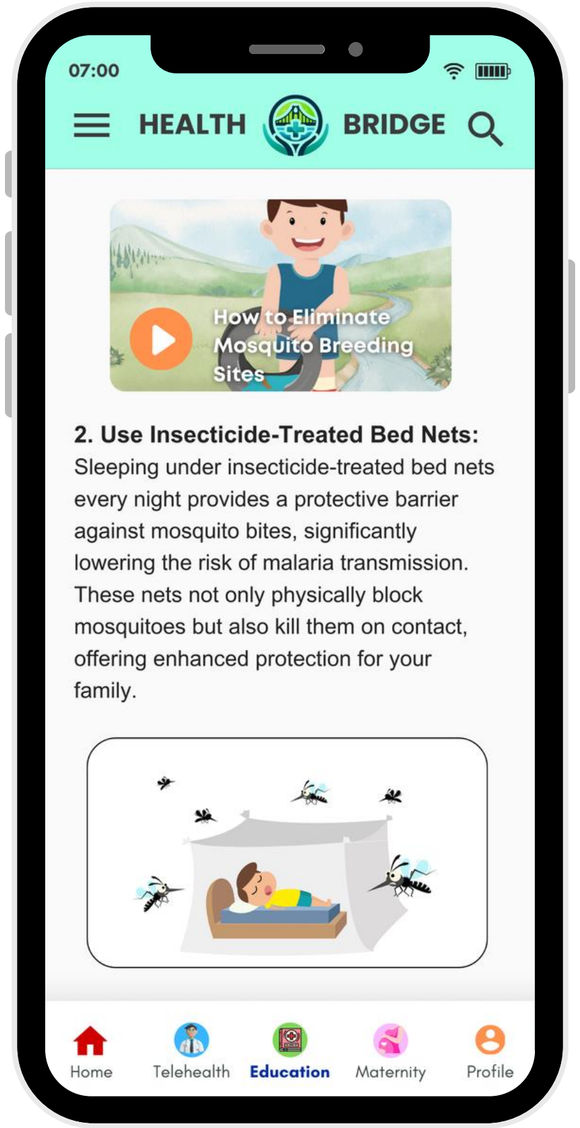
Feature 2:
Health Education Hub

Functionalities:

- Tailored Health News
- Nutrition Information
- Exercise Tips
- Health Forum



Source: Khmer Times

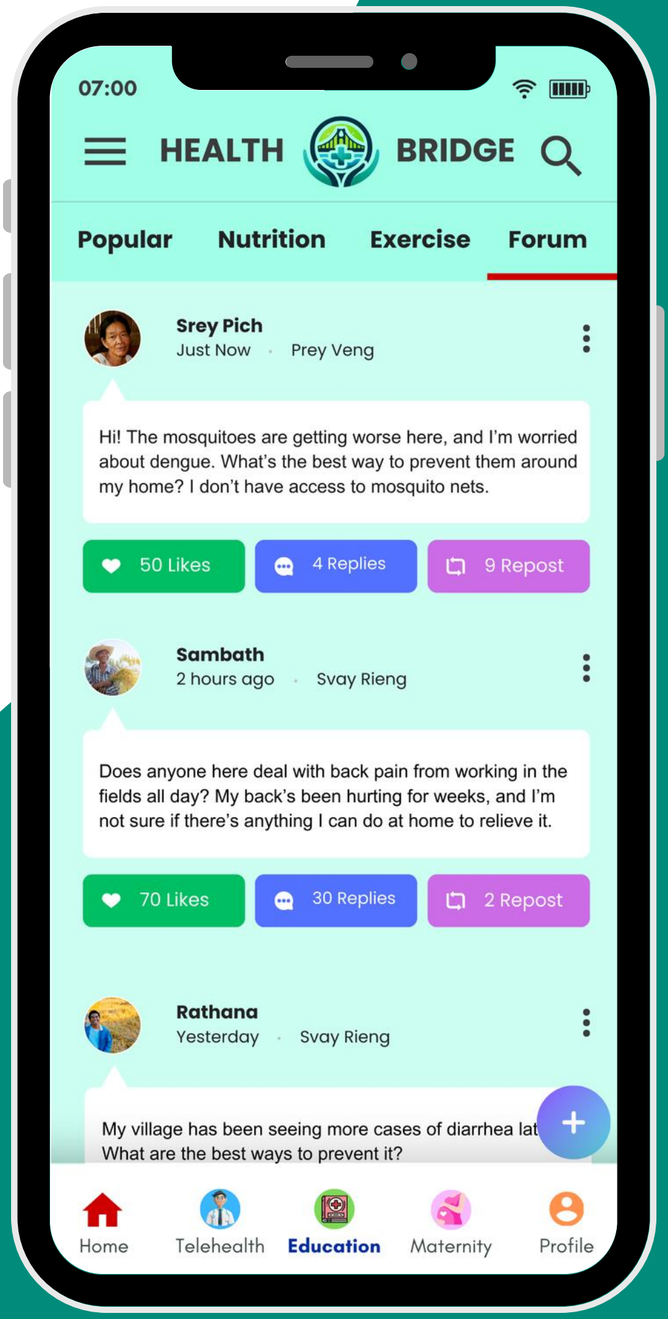


Tailored Health News

- If malaria is prevalent in the user's area, they will receive **articles on malaria prevention**, including tips like eliminating mosquito breeding sites and using insecticide-treated nets.

Health Forum

- A **community space** for users to engage in **health discussions**, ask questions, and exchange experiences, with **moderation in place** to maintain accuracy and encourage participation on local health concerns.

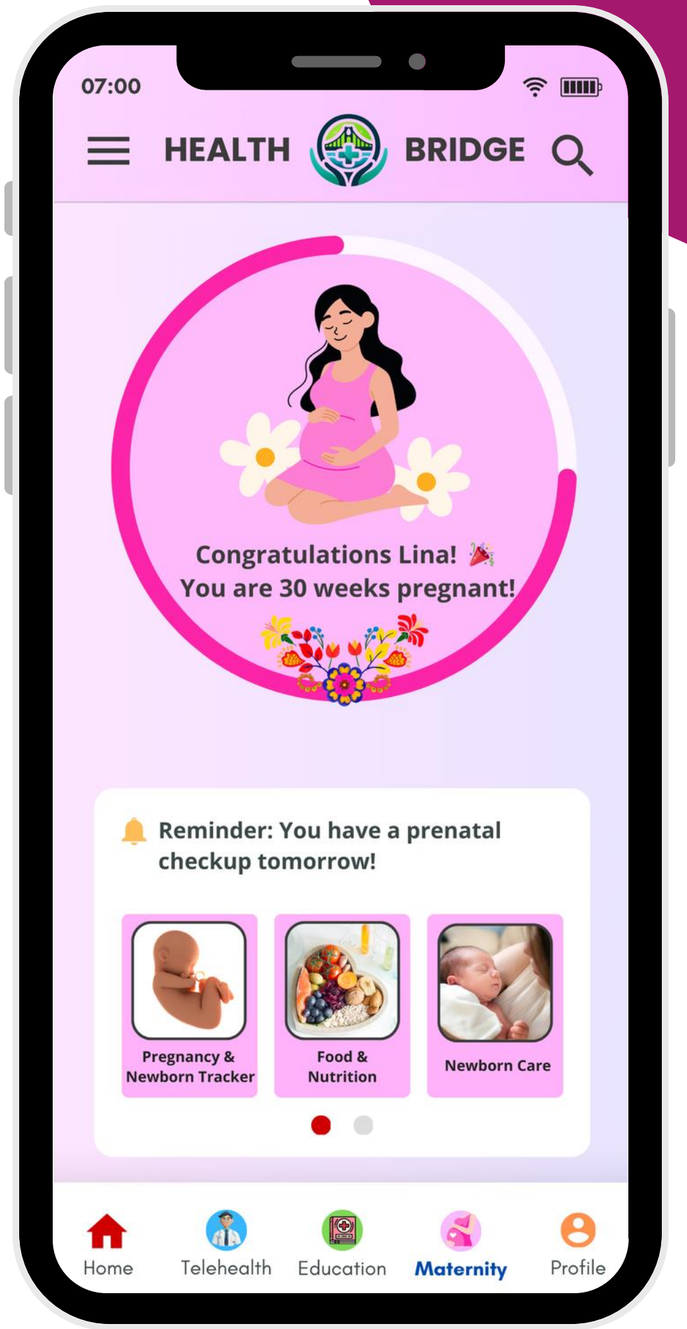


Feature 3:

Maternity Care

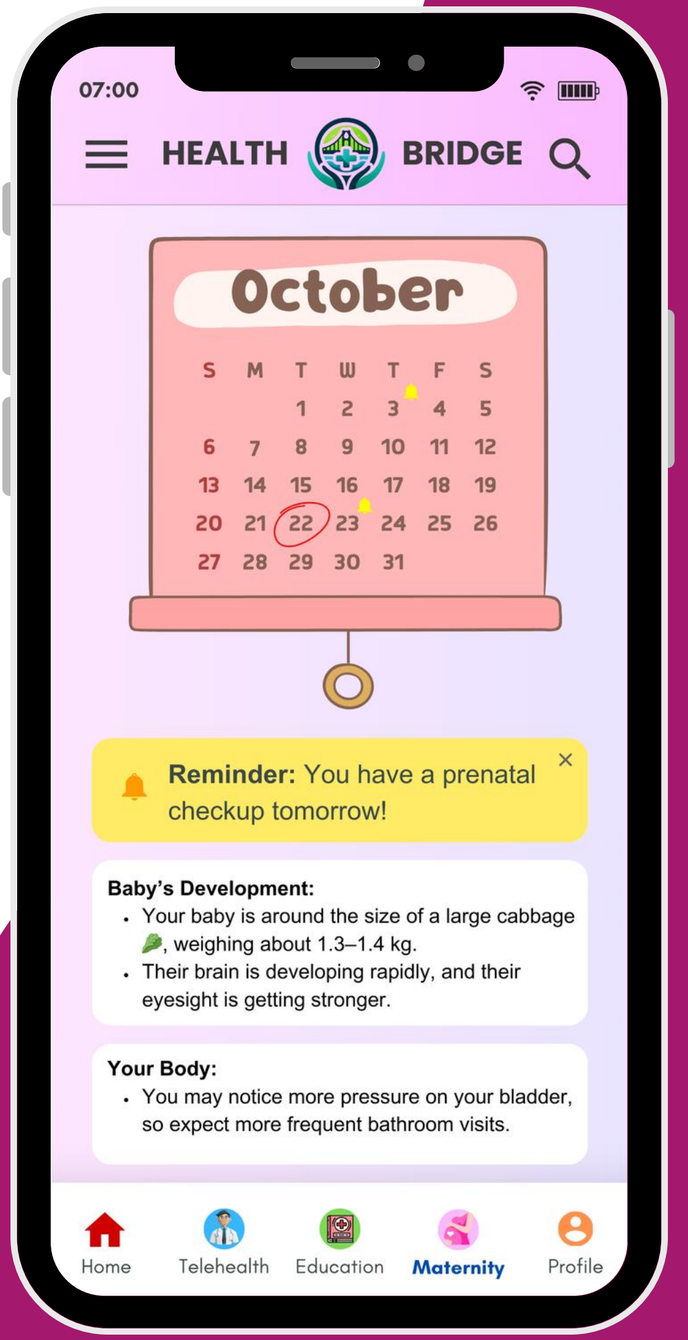
Functionalities

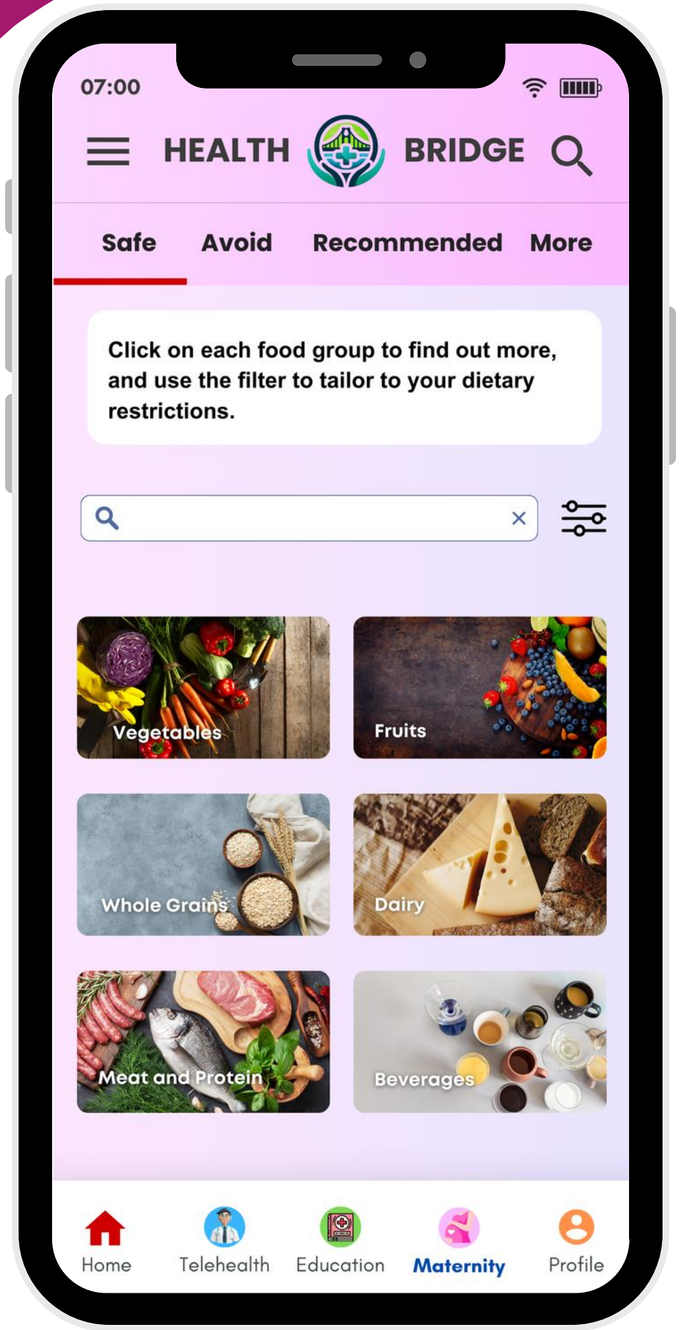
- Maternity and Newborn Tracker
- Food and Nutrition
- Newborn Care
- Avoid Harmful Practices
- Emergency Contact



Maternity and Newborn Tracker

- Track the **progress of pregnancy** and **monitor key milestones** for both mother and baby.
- Include **reminders** for prenatal checkups, and vaccinations.



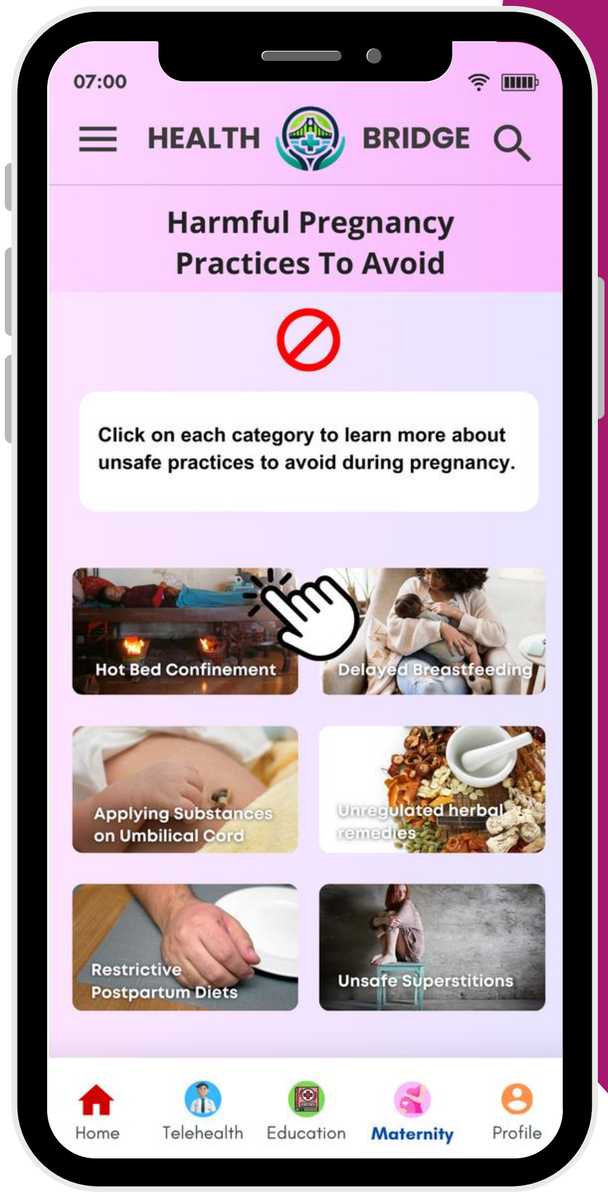


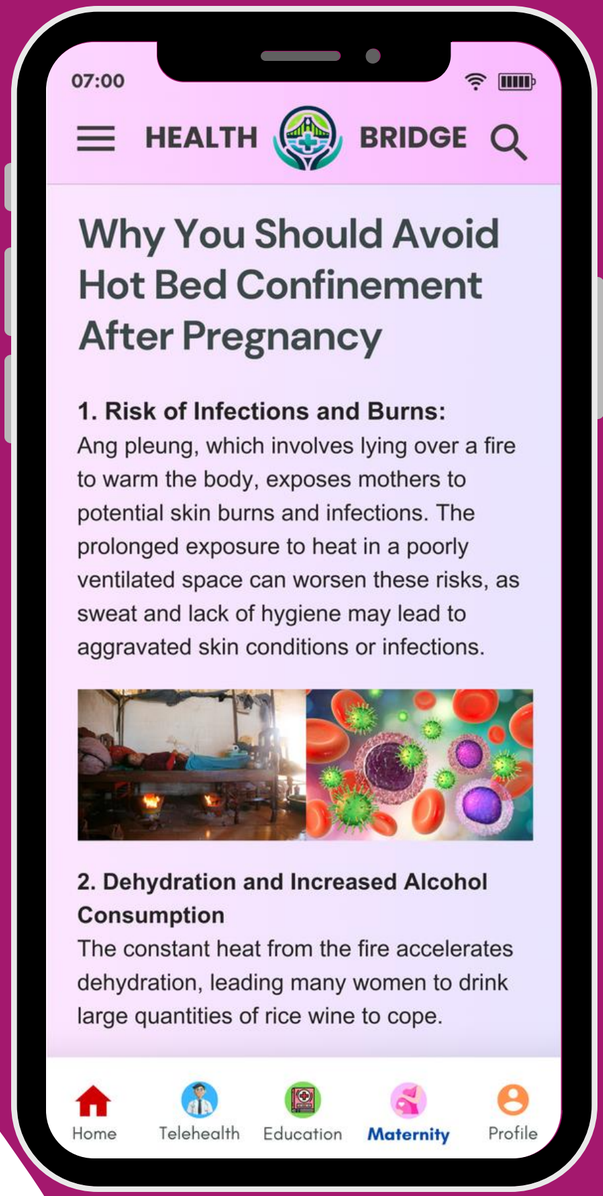
Food & Nutrition

- Offer **detailed advice** on which foods are **beneficial** and which to **avoid** during pregnancy.
- Help users maintain a **healthy diet** by providing **nutrition tips** for each trimester.

Avoid Harmful Practices

- Educate users about **harmful traditional or outdated practices**, such as **hot bed confinement**, applying unsafe substances to the umbilical cord, or delaying breastfeeding.





Source: southeastasiaglobe

Implementation of HealthBridge

PHASE 1: PILOT TEST

2025 - 2027

- Pilot Testing in a rural community in Prey Veng Province
- Secure Funding & Partnerships
- User Training & Feedback
- Technical Refinement

PHASE 2: CAMBODIA

2027 - 2030

- Nationwide Expansion in Cambodia
- Nationwide Awareness Campaign
- Expand Partnerships & Collaborations
- Monitoring & Improvement

PHASE 3: ASEAN

2030 - 2035

- Expansion to Laos and Myanmar
- Regional Customization
- Targeted marketing campaigns
- Support & Maintenance

Implementation of HealthBridge

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2025 - 2027

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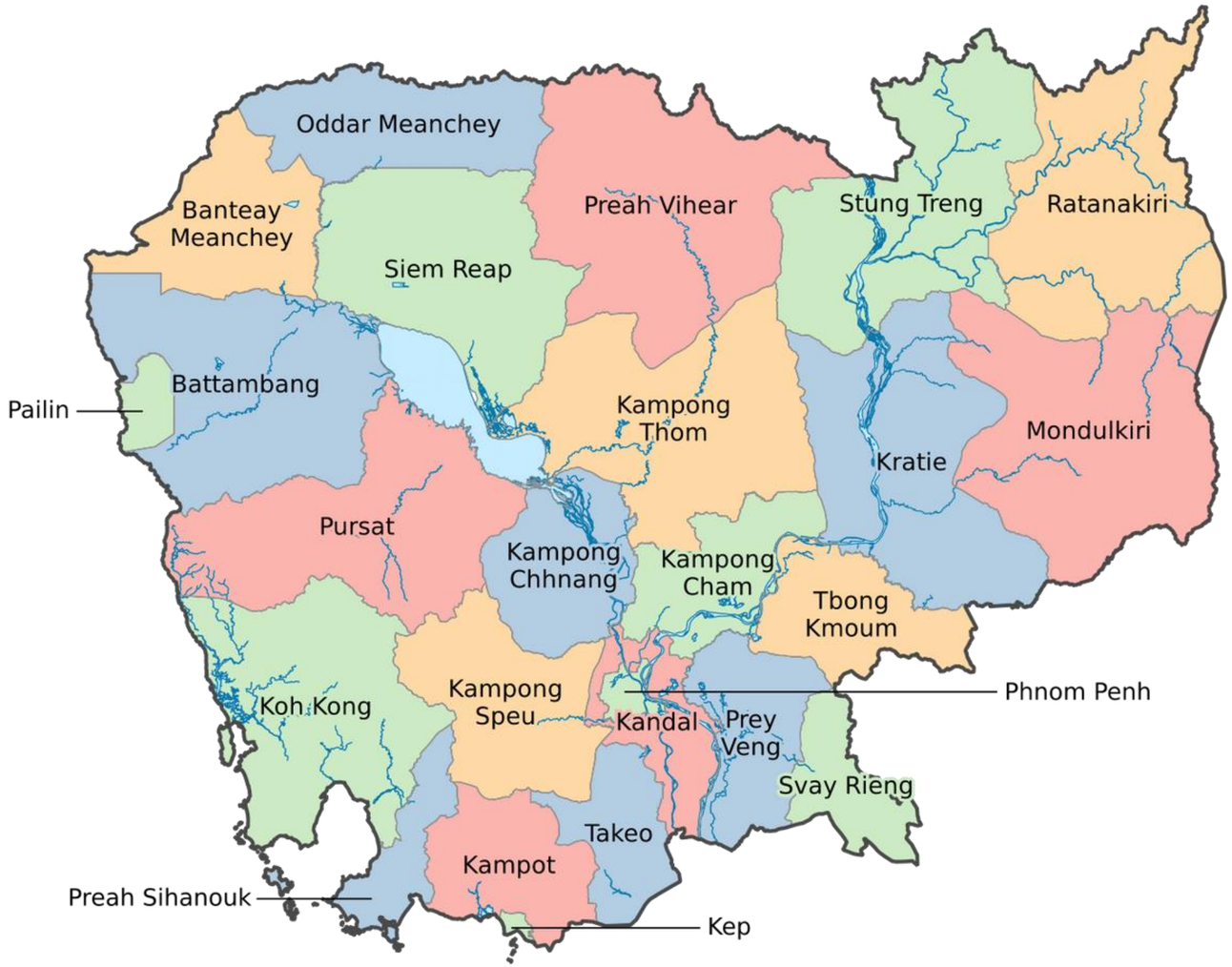

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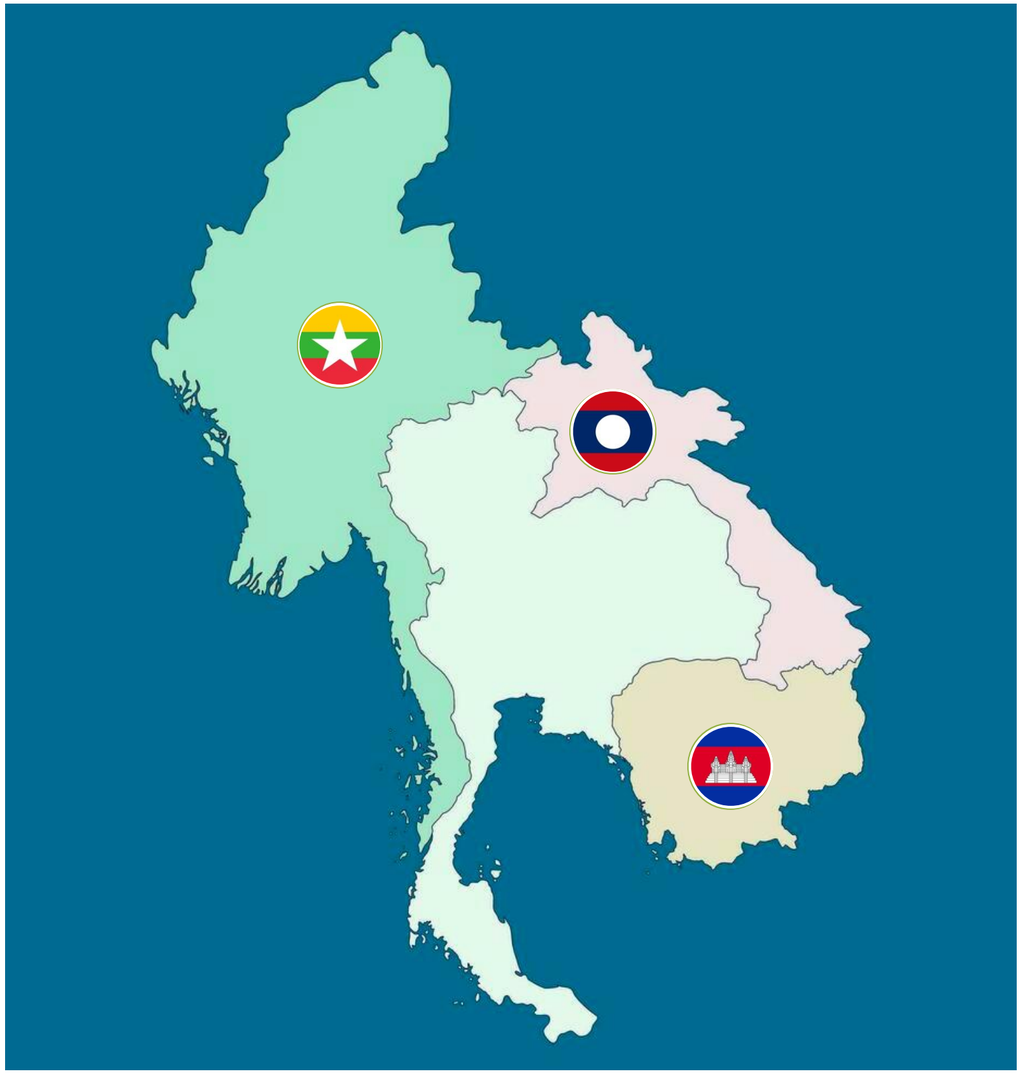
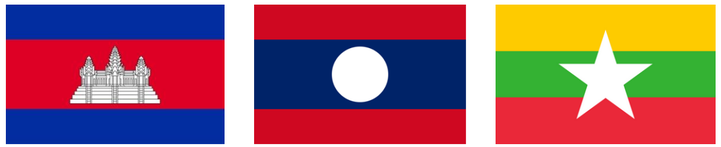


Stakeholders



Countries

Hospitals, Pharmacies, & Healthcare Professionals

Governments

Technology

SAP Analytics Cloud

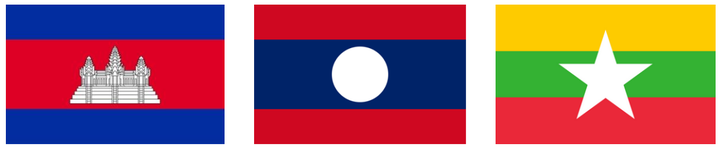
NGOs

Telecom Providers

Investors and Donors

Delivery Companies

Stakeholders



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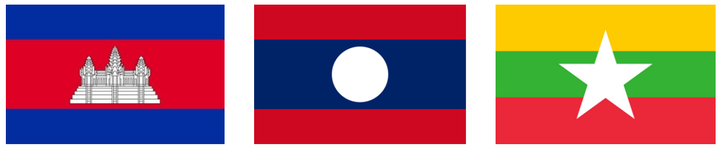

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RACHA reproductive and child health alliance

Good Neighbors Laos

Medical Action Myanmar

NGOs

Telecom Providers

cellcard

MPT

unitel

Maybank Foundation

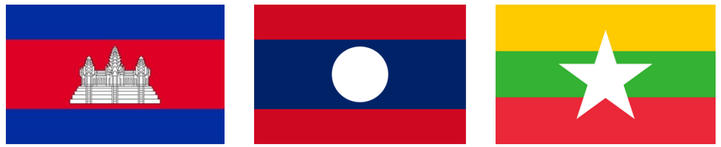
unicef

Investors and Donors

Delivery Companies

Grab

Stakeholders



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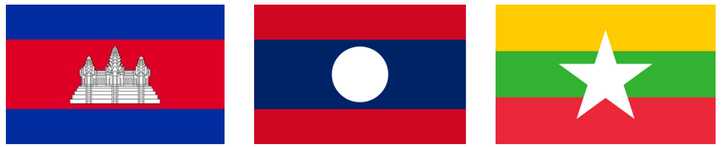

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cellcard

MPT

unitel

Maybank Foundation

unicef

Investors and Donors

Delivery Companies

Targets to be achieved by HealthBridge

Reduce the cost of consultation by

4 times

Reduce the Maternal Mortality Rate by

10 %

Improve the lives of more than

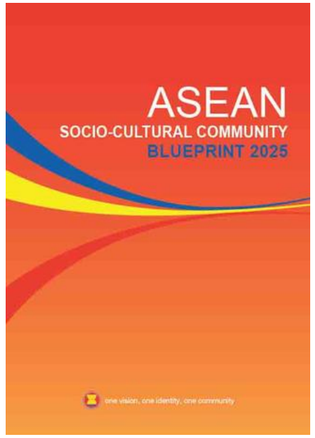
80 Million

Alignment with SDG 8, AEC and ASCC Blueprint 2025

Reduce the global maternal mortality ratio

Reduce premature mortality from non-communicable diseases

Achieve universal health coverage

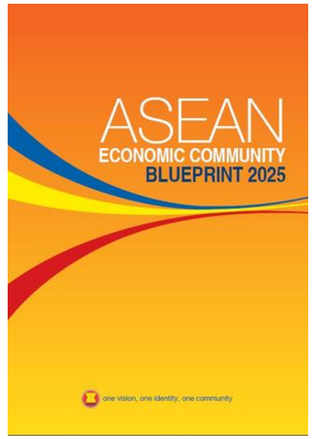


B. Inclusive

B.1 Reducing Barriers

B.2 Equitable Access for All

B.3 Promotion and Protection of Human Rights



C. Enhanced Connectivity and Sectoral Cooperation

C.7 Healthcare

HealthBridge

Bridging the Gap to Better Health

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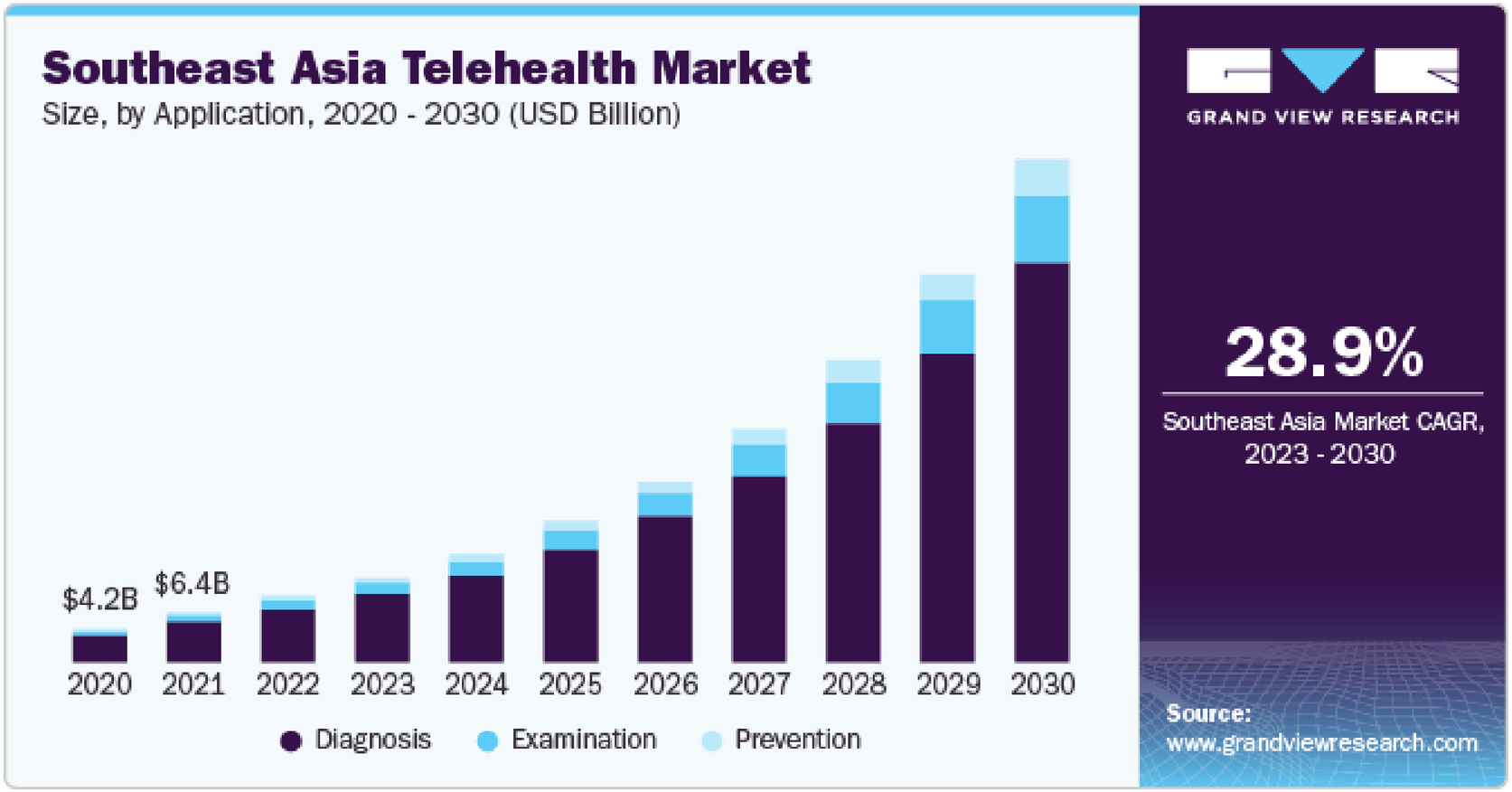
HealthBridge

Bridging the Gap to Better Health

APPENDIX

Appendix 1: Telehealth Market Size & Trends



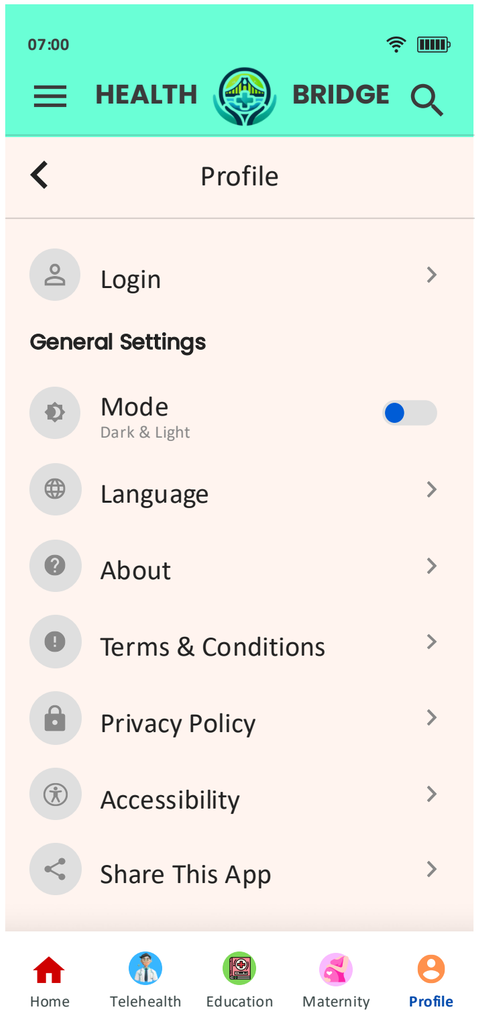
- The Southeast Asia telehealth market size was valued at USD 8.5 billion in 2022 and is expected to grow at a compound annual growth rate (CAGR) of 28.9% from 2023 to 2030.
- Increasing penetration of the internet and the constant evolution of smartphones and tablets have made accessing telehealth services more convenient and are expected to contribute to the growing demand.
- Users are increasingly turning aware of the importance of monitoring health and fitness to control the incidence of chronic ailments and are using their smartphones to track the same.

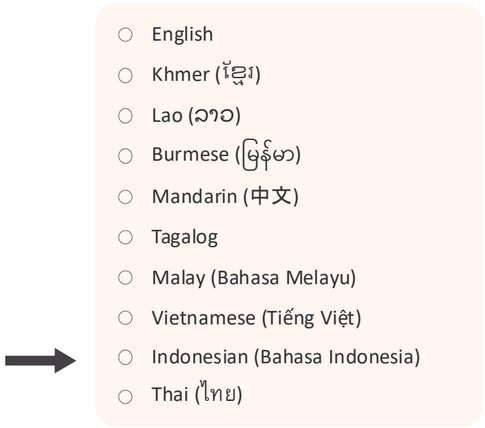
Source: Grand View Research

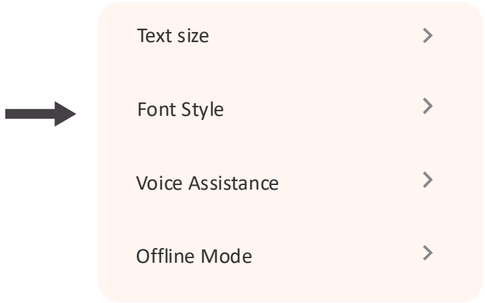
Appendix 2: Reduction of consultation

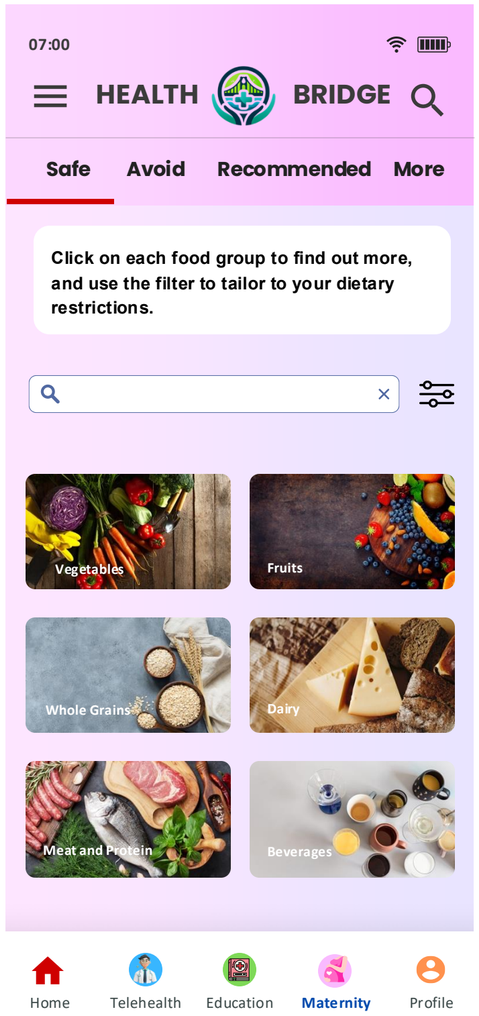
	Teleconsult	Physical Consult
Transportation	$ 0	$ 10
Lost Productivity Cost	$ 0	$ 20
Consult Cost	$ 10	$ 10
Total	$ 10	$ 40

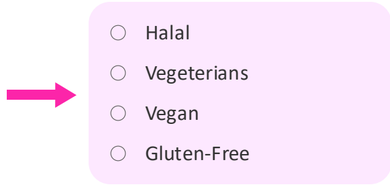
Appendix 3: Accessibility & Cultural Sensitivity



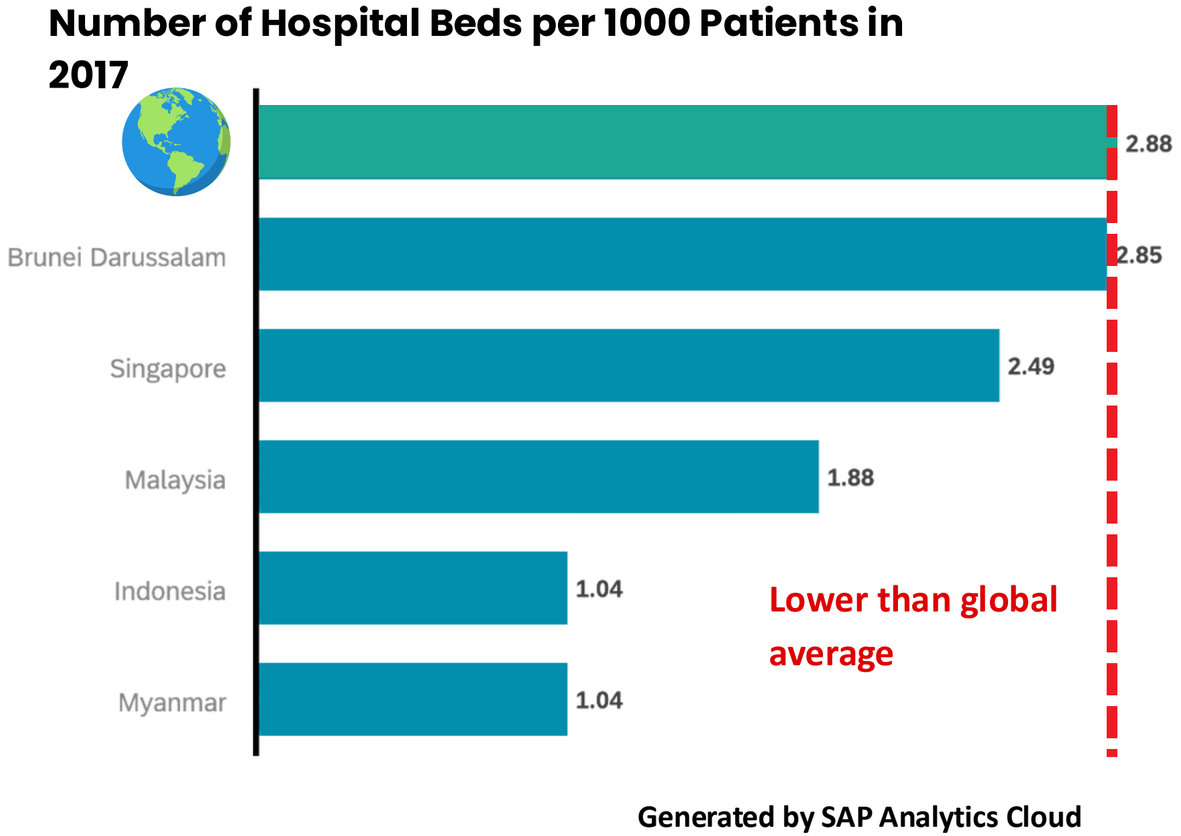








Appendix 4: Lack of Hospital Beds

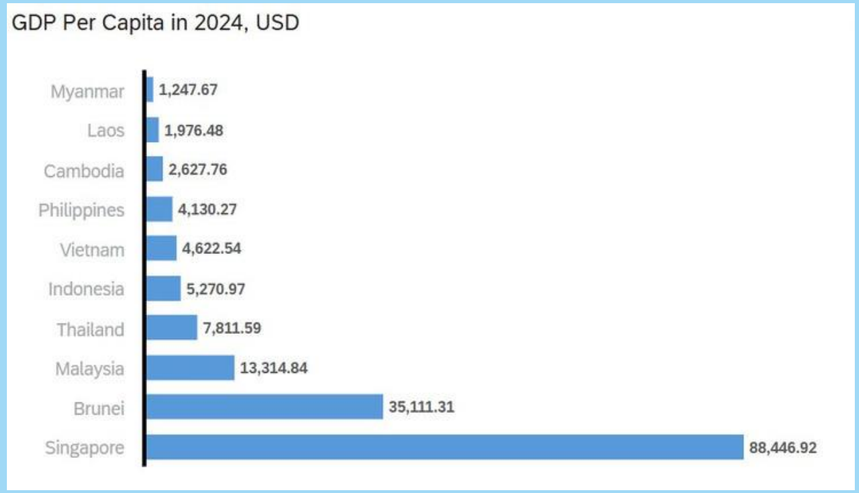


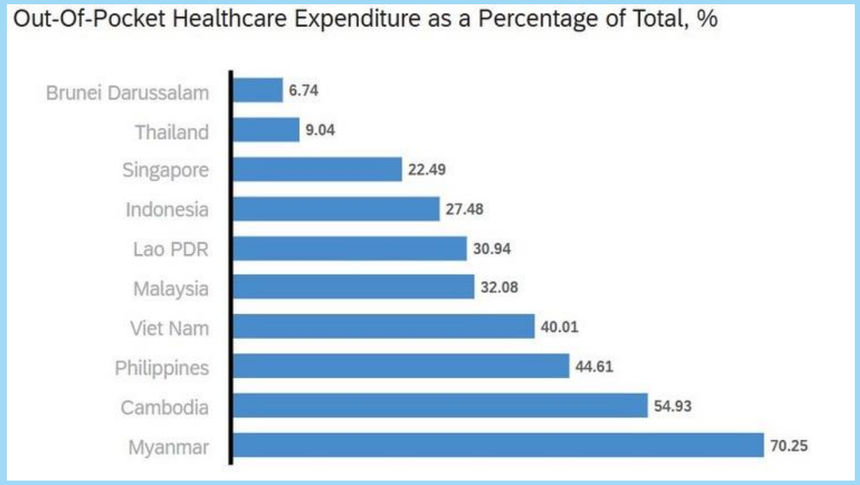
Source: World Bank. Hospital beds (per 1,000 people). World Bank. [World Bank Data]

1. Overcrowded hospitals
2. Long waiting time
3. Limited emergency access

Poorer health outcomes

Appendix 5: GDP Per Capita USD





There is a trend of low GDP, a higher percentage of the rural population, higher out-of-pocket expenses, and fewer doctors.

Source: World Bank