

Market feasibility study for an application Amly

Executive summary

Tele-health offers a promising solution to address the gap in access to health care throughout Egypt and the Middle East.

This study examines the market feasibility of launching a platform of hope. Market analysis, competition analysis, customer behavior analysis (target audience), * SWOT analysis, PESTEL analysis and marketing strategies to assess success

First, market analysis:

- Market size
- Growth potential
- Market trends

Market size

Egypt' s digital health-care market is growing significantly, with estimates of two different market sizes:

According to Statista, Egypt's digital health market is expected to reach US\$ 877.00 million by 2024. This reflects the overall size of the market for digital health solutions in the country.

According to Insights, the Egyptian digital health market is expected to grow from US\$ 0.59 billion in 2022 to US\$ 2.56 billion by 2030, with an annual composite growth rate (CAGR) of 20.1%.

Growth potential

Both estimates and reports indicate significant growth potential for digital health in Egypt due to:_

- The increasing number of Internet users has led to the creation of a larger user base for digital health solutions.

Digital health offers opportunities for improving efficiency and potentially reducing health-care costs.

- The Egyptian Government is actively promoting the digital transformation of health care and a supportive environment.
- Mobile health solutions (mHealth) are becoming increasingly popular due to the high prevalence of smartphones.(mHealth) are mobile devices applications aimed at improving health outcomes, providing health care services or empowering health research.

- The impact of the Corona virus has accelerated the adoption of tele-health and digital health tools due to social exclusion measures and the need for remote counseling.

Market trends

There are several trends that shape Egypt's digital health landscape:

- Health and teletreatment teleconsultations with doctors through video conferences or telephone calls and the ordering and delivery of medicines are gaining further attention.
- Integration of wearable devices with digital health platforms for health surveillance and data collection.
- Use artificial intelligence-supported tools for tasks such as medical imaging analysis and chat robots to support patients.
- Development of digital health solutions to promote preventive health care practices and early detection of diseases.

II. COMPETITIONS:

This market is expected to grow significantly, reaching \$717 million by 2030, with an annual composite growth rate (CAGR) of 19.7%.

Egypt has a high prevalence of mobile phones, which, according to some reports, exceeds 90%.

This suggests a strong basis for mobile health solutions (mHealth), including telehealth applications.

So far, the size of the telehealth market in Egypt has not been reached.

Direct competitors** Telehealth and telemedicine:

- Vezeta is a well-established electronic platform linking patients to doctors for online consultations.
- Clinido in Egypt, the Middle East and North Africa. Find and book an appointment with the appropriate medical authority, be it a doctor, a hospital, a radiology centre or a laboratory, as well as the possibility of preserving all the history of illness, routines and analyses and sharing them with the various medical authorities on the Klinido platform.
- Tabibi 24/7 provides integrated and comprehensive family health care services for every patient at every starting stage of the elderly to reach newborn children. My doctors have multiple clinics around Cairo that offer home visits, home care, tele-health, analysis and radiology services. You can always get to my doctor anytime and anywhere.

- Medical, first stage in the Arab world, which provides a teleconsultation service and allows patients to communicate with accredited doctors directly through a telephone call or text conversation. It is the largest Arab medical platform to provide reliable medical content.

Indirect competitors in telehealth and telemedicine:

- Shezlong is the world's first Arab online psychotherapy platform that allows patients to set personal appointments with doctors, which may reduce the need for telehealth services only.
- Traditional health-care providers with telehealth options are existing hospitals and clinics that increasingly provide telehealth counselling along with traditional personal visits.
- Independent mobile phone applications provided by individual doctors to facilitate teleconsultations with their patients.

Vezeta analysis (2012)

strengths

- A leading market company with a strong presence in its business flag and a user base aimed at covering 100 cities and 60,000 doctors
- Proud of a large network of health-care providers and medical facilities, providing patients with a variety of options.
- An easy-to-use interface, positive assessments, highlighting an easy-to-use and convenient application of scheduling and health-care needs management.
- Multilingual support to meet the needs of the diverse population composition in the Middle East;

Weaknesses

- Vezeta has not yet saturated the market.
- The site lacks video chat options versus text chat.
- Not all regions of the Middle East were covered.
- There are no discounts to attract patients interested in prices.
- Lack of focus on specific medical specializations or population composition of patients with unmet needs.
- Taking more than 76% of the screening value of the doctor

Clindo analysis (2019)

strengths

- Standardized rate of disclosures from 50 to 600
- Advised by online
- Home visits and analyses
- Detention of a health-care provider at any time and from any place
- Access to articles and medical information appropriate to your condition using the AI
- Monthly treatment request
- Video-based marketing of Social Media
- 15% discount on prescription
- Electronic voice conversations are not in writing

Weaknesses

- The size of clinics on the site is low in terms of targeting 24 governorates
- Lack of attention to doctor's competence
- The site lacks video chat options versus text chat.

Estbalia analysis (2019)

strengths

- Free delivery of medicines to participants on demand, starting with £400 and trying to supply drugs that are not available, with a discount of 10% to 20%
- Full coverage of adult Cairo in all disciplines, with free screening in disciplines such as dental, physiotherapy and nutrition, with a discount of 20% to 25%
- Coverage of all types of medical analysis through laboratories at all levels, with samples drawn from the home free of charge and a discount of 25% to 70%
- Coverage of all types of medical radiation through centers at all levels, with the possibility of rays working at home with a discount of 25% to 70%
- We coordinate with the doctor and the hospital to perform surgeries with good cuts on all operations, with a discount of 25% to 50%
- Provide home-based services from high-quality pathology, radiation, analysis and physical treatment, and fast-track 25% to 50% discount time
- Emergency situations
- A nominal price for commission collection

- Insurance not opposed to personal insurance

Weaknesses

- Lack of Social Media platforms, contact numbers or customer service

akshef Finn (2018)

strengths

- 20% of its commission
- Distribution of medical services with banks and retail companies
- Seizure of medical and cosmetic operations through application
- Payment through visa/ Value/ Master Card /Fawry
- Acquisition of bookings at the level

Weaknesses

- Absence of both X-ray and analysis laboratories and pharmacies on the podium
- Lack of attention to Social Media

Medical analysis 24/7

Strengths

- Focus on (home visits/home care/olds/newborns) doctors and patients
- Lactation and analysis
- Attention to the Social Media Platforms

Weaknesses

- Lack of detention of Dr. Online
- Lack of a pharmaceutical department or availability of medicines

Medical (2011)

Strengths

- The Middle East and North Africa region is the largest Arab medical platform for the provision of reliable medical content.
- The website has more than 2 million pages of medical, useful and rich content for doctors and users. More than 11 million users visit the medical website on a monthly basis to look for the medical queries they face.
- Doctors are served through: medical clinic, medical manual, free questions, and a table for the publication of medical articles. Questions and answers, news, advice, videos, and medical articles on the most

important subjects sought from users are written in certified and reliable health-care providers' pens.

- Users serve through: comprehensive medical content, medical consultation, free question and answer service and medical manual
- Allow patients to communicate directly with accredited doctors through a telephone call or text conversation.
- A comprehensive encyclopedia of medicines and medical terminology, reading the results of laboratory analyses, the medical guide for health-care providers and health facilities and the application of a medical diagnosis.
- Subscriptions begin at R\$9.9

Weaknesses

Find a content of social media has nothing to do with the medical content.

III. Analysis of the behaviour of the target client (consumer)

Patient sector

Requirements

- Finding health-care options is particularly easy in remote areas or with limited mobility.
- The search for a more effective cost of health care compared with traditional care.
- The desire for better communication and follow-up with doctors and access to medical records.
- Searching for tools to monitor health conditions and compliance with treatment plans for chronic diseases.

Problems

- Long waiting periods for appointments.
- Limited access to specialists.
- High cost of traditional health-care services.
- Travel difficulties for access to health-care facilities.
- The difficulty of managing chronic situations without adequate support

Medical doctors and medical professionals

Requirements

- Streamline administrative tasks and deadlines for allocating more time to patients.
- Using digital tools to enhance communication and follow-up with

patients.

- Easy access to patient data to obtain more informed diagnostics and treatment plans.

Provide remote counselling to expand access and meet the needs of patients who cannot visit in person.

Problems

- Administrative burden and securities.

Limited patient consultation time.

- The difficulty of monitoring patients with chronic cases remotely.
- Inefficient scheduling and management of cancellation.

Pharmacists

Requirements

- the use of digital tools to manage stock levels and prevent shortages.
- Reducing errors and delays through electronic prescriptions.
- The existence of safe channels for receiving explanations of prescription.
- Providing solutions to remind patients of their medicine schedules.

Problems

- Hand-to-hand treatment of prescriptions leads to errors and delays.
- The difficulty of managing the inventory and the potential for depletion of the inventory.
- Incompetence of communication with doctors with regard to prescriptions.
- Lack of tools to strengthen the patient's obligation to take medication

the purchase behavior of telehealth users in Egypt.

** Factors influencing choices:**

- Rest and time-saving solutions, especially in urban areas, to reduce travel time and waiting room troubles, making them an attractive option.
- Less expensive than traditional personal visits, especially in view of transportation costs. This is important in a country with different levels of income.

Telehealth services have a degree of privacy that may be lacking in personal consultations.

- Limited access to specialists outside major cities. Telehealth services

can fill this gap and provide specialist remote counselling.

- Lack of awareness, some Egyptians may not be fully aware of its benefits or how to reach them.

**** Buying behavior: ****

Price is a key factor: users compare costs across different telehealth platforms before choosing.

The smartphone approach: Users search for and buy telehealth services through mobile phone applications.

- Preference for payment upon receipt (COD): Cash payment remains the preferred payment method for many Egyptians. Tele-health services that offer COD options may be more attractive.
- Recommendations and reviews: Egyptians often rely on the recommendations of friends, family and online reviews prior to a procurement process. Positive reviews and testimonies can significantly influence their decision

Psychological characteristics (values, interests and lifestyles) of my ideal client.

Values:

- Since the family is a fundamental value in Arab culture, individuals interested in telecare services may help them to care for themselves and their loved ones.
- There may be stigma associated with certain medical conditions in Arab cultures, and individuals may appreciate the privacy and freedom of action that can be provided by telehealth.

Tele-health can be a convenient means of accessing health care, especially for those living in remote areas or having difficulty travelling.

Interesting:

- Persons interested in and comfortable with technology are more likely to adopt tele-health applications.
- Individuals interested in maintaining their health and well-being may be interested in using tele-health for preventive care or chronic disease management.
- Overcrowded lifestyles: busy professionals or parents may appreciate

long-term health-care breaks.

Lifestyles:

- Persons living in urban areas may have better access to traditional health-care services, but telehealth is still an appropriate option. In rural areas, telehealth can be a critical means of accessing health-care services.
- High-income individuals may be more vulnerable to the cost of telehealth services. However, telehealth applications can be designed to be affordable and accessible to a wide range of users.

Additional factors to be taken into account:

- Language: The application of telehealth must be available in Arabic and other relevant languages.
- Cultural efficiency: the telehealth platform must be culturally competent and sensitive to the needs of Arab users.

Effective market segmentation strategies for target audiences

The regular user who received the service and information.

- Age: 18 to 65
- Type: (male/female)
- Location: compelling start
- Income level: middle income is the broad group that values medicine and medicine
- Technological knowledge: use of articles, letters and videos in knowledge of valuable and medical information
- Health needs: specific health concerns/chronic situations/preventive care/emergency needs.
- Use of technology: use of smartphones and access to the Internet, with knowledge of digital tools and the use of search engines and social media.

Doctors and professionals providing the service

- Age: 25 for 60
- Type: male and female
- Location: beginning of Cairo
- Occupation: human doctors, analysts, nurses, pharmacists, trainee doctors and alternative medicine
- Technological knowledge: counselling, prescription and medication via chat, video and calls

- Medical specializations: all human specializations and institutions (hospitals/pharmacies/factories/care homes for the elderly/childhood)
- Use of technology: use of smartphones and access to the Internet, with knowledge of digital tools and the use of search engines and social media.