

# CREATING O2O TELEHEALTH ECOSYSTEM FOR ALL PEOPLE ACROSS THAILAND



In response to numerous challenges in Thailand's healthcare system, which can be addressed more efficiently through digital innovation, particularly TeleHealth, True Digital Group, a core business unit within True Corporation, has spearheaded the development of integrated digital health services. True HEALTH platform, which can be accessed through the MorDee application, establishes a comprehensive online telehealth ecosystem accessible to people throughout Thailand. A study conducted by McKinsey indicates that the TeleHealth market in Thailand has the potential to expand to 21 million visits per year by 2040, representing approximately 28% of in-person hospital visits.

## CHALLENGES

- A significant issue in Thailand's healthcare system is the shortage of doctors. According to a World Bank study\*, Thailand has only 0.81 physicians per 1,000 people, while Malaysia and Singapore have figures of 1.54 and 2.29, respectively.
- Thailand has witnessed a rapid increase in healthcare expenditure over the past decade. As reported by the World Bank, Thailand's health expenditure per capita stands at more than USD 305 per person per year, trending above average for a middle income country.






## BACKGROUND

True HEALTH which is one major business unit under True Digital Group, aims to establish a healthcare ecosystem that is accessible, affordable, and focused on preventive care through digital technology and transformation. This initiative employs various key strategies, such as leveraging 5G technologies and MedTech, creating seamless patients journeys from online to offline (O2O) and end-to-end (E2E). It is an integrated telehealth services encompasses a range of offerings, including online doctor consultations via the MorDee application, decentralization of patient care from hospitals, partnerships with private insurance providers, and the implementation and promotion of preventive health measures. For additional details, please visit the official website at <https://mordeeapp.com/en/home>.

### Sources:

<https://data.worldbank.org/indicator/SH.MED.PHYS.ZS>, <https://data.worldbank.org/indicator/SH.XPD.CHEX.PC.CD>

**ENABLING HEALTHCARE DIGITAL TRANSFORMATION**

MorDee for Consumers	MorDee for Hospitals	MorDee Health Spaces	MorDee SMART EMS & ER	MorDee MedTech
 500+ doctors & services on demand anywhere	 Telemedicine Solutions for Hospitals & Clinics	 The 3 <sup>rd</sup> place between Home & Hospitals	 Helping patients even before reaching hospitals	 IoT & Innovation enchainning digital & preventive health

## SOCIAL RETURN ON INVESTMENT (SROI) PATHWAY

True has studied and analyzed the social cost of MorDee application by True Health services by using SROI methodology.

<b>INPUT</b>	<ul style="list-style-type: none"> <li>• Capital investment cost of technologies such as 5G, &amp; MedTech, O2O and E2E platform</li> <li>• Operating costs such as license, platform maintenance, staff cost, marketing cost etc.</li> </ul>
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<b>ACTIVITIES</b>	<ul style="list-style-type: none"> <li>• Developed health consultation with online doctors via MorDee Application</li> <li>• Engaged with more than 500 doctors and health professionals, covering more than 20 branches</li> <li>• Partnered with hospitals, offline medical corner &amp; kiosks, and insurance companies</li> </ul>
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OUTPUT	BENEFICIARY	OUTCOME
<ul style="list-style-type: none"> <li>• 24 x 7 online medical services available for patients and doctors</li> <li>• End-to-end telehealth platform for doctor's consultation, medicine delivery straight to the door, online insurance claims, electronic health record, referral services, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• More than 40,000 consumers/ patients</li> <li>• More than 50 hospitals and health corners &amp; kiosk that partner with the Company</li> <li>• More than 500 physicians who joined the program</li> <li>• More than 5 insurance companies that partner with True</li> </ul>	<ul style="list-style-type: none"> <li>• Reduce traveling cost and time to visit doctors and waiting at hospitals</li> <li>• Reduce the number of patients at two partner hospitals by about 41%</li> <li>• Enable patients to receive medical treatment and consultation in a timely manner, reducing risk of medical complications.</li> </ul>

### SOCIAL IMPACT VALUATION

The SROI methodology utilized to assess the social cost of True Health's MorDee service can be summarized as follows:

- Consider the actual capital investment and operating costs associated with the service.
- Incorporate financial proxy indicators, such as the fees for outpatient (OPD) services, administrative costs, expenses related to doctors and medical personnel in selective hospitals, daily minimum wage of Thailand 2022 and the World Bank reports as mentioned before, and corporate surveys, etc.
- Adjust the calculated figure to account for deadweight, attribution, or displacement where necessary.

Based on the SROI calculation for 2022, the social cost of this service is estimated to be approximately 1.97 times the investment.