e-novatRX™:

South Asia’s First e-Pharmacy Benefit Management System

Presentation by: Dr. Asher Hasan
Founder & CEO– NAYA JEEVAN
Market Opportunity: Access to Medicines for the ‘Missing Middle’

- $700 million of medical allowances are used inappropriately for non-medical purchases from pharmacies in South Asia

- By targeting their SME employers, e-novatRX™ can provide quality pharmacy benefits to ~87 million lives in Pakistan

Sources: PACRA Analytics, World Bank, Asian Development Bank
e-novatRX™: Management & Governance

e-novatRX™ is led by an accomplished team of 6 professionals, with deep local and international experience in finance, mobile technology and healthcare.

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2011 World Economic Forum Asian Social Entrepreneur of the Year; Senior Director, Amylin Pharmaceuticals; https://www.linkedin.com/profile/view?id=7200652

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Medical Marketing - Novartis, Medical Doctor – Ziauddin University Hospital; http://www.linkedin.com/profile/view?id=76824088

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Registered Nurse – Aga Khan University Hospital; https://www.linkedin.com/profile/view?id=348837692

Board of Directors
- **SAAD AMANULLAH KHAN**: CEO of Gilette Pakistan, ex-CFO of Proctor and Gamble Pakistan
- **ZULFI JAFRI**: Investor, Former Director of Finance, GE Capital
- **ASHER HASAN**: Founder, NAYA JEEVAN; Former Senior Director, Amylin Pharmaceuticals
A sustainable system that:

- INCREASES ACCESS to Medicines
- MANAGES e-PRESCRIPTION BENEFIT
- INCREASES Rx COMPLIANCE VIA e-Rx REMINDERS
- DELIVERS GENUINE DRUGS
- ACHIEVES AFFORDABILITY VIA INSTANT REBATES
The e-novatRX™ Value Chain

Drug Manufacturer

Retail Pharmacy

PBM Card

NJ Health Plan Members

Discount

Product

e-novatRX™: Pharmacy Benefit Manager
e-novatRX™: PBM Services

New Life PBM

- Administer benefit plan design
- Develop nationwide e-retail pharmacy network
- Negotiate Instant manufacturer Rebates
- Provide clinical and consultative services
- Provides Access to Telemedicine services
- Digital payments, auto-reporting & e-inventory
Administer Pharmacy Benefit Plan

- Copay levels
- Days supply
- Maximum out-of-pocket
- Maximum allowable cost
- Drug coverage rules/exclusions

The goal is to spread financial responsibility fairly between the payer and the patient while enhancing access to quality medicines.
Digital Prescriptions & eRx Smart Cards: Eliminating Inappropriate Use while Increasing Access to Medicines

**Step 1** INFO SHARING & CUSTOMER REGISTRATION

**PRODUCT CODE PRELOADING**

- Naya Jeevan shares periodic medical stock data with Tech. System

**THROUGH NAYA JEEVAN**

1. Technology Partner provides Magnetic Stripe card stock to Naya Jeevan
2. Naya Jeevan tags each Card to a CNIC
3. Return tagging information to Technology Partner
4. Tech. Partner activated and registers beneficiaries

**CUSTOMER REGISTRATION**

Customer can be registered through:

Naya Jeevan Clinic
Digital Prescriptions & eRx Smart Cards: Eliminating Inappropriate Use while Increasing Access to Medicines

Step 2
MEDICINE CHECKUP & PRESCRIPTION

Customer visits the prescribed medical practitioner for medical care

Doctor prescribes medicine and swipes the Customer’s ATM card on Mobile / PC

Customer receives prescription in form of:
1. An eReceipt from Doctor and
2. SMS from Tech. Partner

System
Tech. Systems are updated with Customer’s medical information

1. Application Displays medicine from the Preloaded List
2. Doctors selects the checklist and marks the prescribed medicine against the Customer
Digital Prescriptions & eRx Smart Cards: Eliminating Inappropriate Use while Increasing Access to Medicines

Step 3

MEDICINE PURCHASE

Customer visits the prescribed pharmacy for medicine purchase

Pharmacy

Pharmacy Owner swipes the customer’s card to check prescribed medicine

System

Naya Jeevan

Naya Jeevan is sent alerts on the medical purchases

Customer can pay through:

1. Mobile Banking Account
   OR
2. Cash

System returns prescribed medical details and applicable charges
e-novatRX™ is being incubated by NAYA JEEVAN: Partnerships, Awards, Accolades & Memberships