

MAKING HEALTHCARE ACCESSIBLE

An Executive Summary of AmarLab



Our AmarLab Story

AmarLab provides end to end diagnostic test service from sample collection to testing to report delivery directly from customer premises to ensure customers get the full benefit of an efficient, friendly and reliable diagnostic test service without requiring to make a time consuming visit to diagnostic centers and hence saving time, money and hassle.

A Problem Worth Solving

Transportation in our cities are hectic, time consuming and expensive. For individuals who are not fit to walk, handicap accessibility in the overall city is almost non-existent. For families without private cars, visiting a diagnostic center/hospital can be very stressful. For busy professionals, it is hard to manage time to visit diagnostic centers. Moreover, reputed diagnostic centers are usually crowded with patients and the waiting time for conducting tests are often long.

A Timely Solution

AmarLab, being the first of its kind initiative, empowers people as they do not need to travel to and wait at diagnostic centers for medical tests anymore. With AmarLab, people now can avail diagnostic services from patients' home or office locations as they prefer.

How AmarLab Works

Step 1: Order Placement

Client calls at our hotline or message us on our Facebook page to book service

Step 2: Sample Collection

Our trained sample collector visits clients' preferred location at their preferred date, time to collect the samples. We submit the samples to clients' preferred diagnostic centers.

Step 3: Report Delivery

We collect the test reports on clients' behalf and hand-deliver to them.

What Makes AmarLab Attractive & Sustainable

AmarLab business model ensures that all 3 key stakeholders (diagnostic centers, shareholders and customers) enjoy the economic and service benefits simultaneously, which makes the business model both lucrative and sustainable in the long run.

Key Benefits for Customers

1. Saving time, as customer doesn't need to make a journey amidst traffic and stand in line at the diagnostic centers
2. Saving money, as AmarLab service fee will be cheaper than the average travel cost to and from diagnostic center for an average customer
3. Saving hassle, as AmarLab takes care of all the burdensome paperwork & process associated in diagnostic centers
4. Flexibility, to know the test rates from all key diagnostic centers as well as freedom to choose from a plethora of testing center choices from one touchpoint

Key Benefits for Diagnostic Centers

Our strong marketing and business building drive will ensure a high footfall and business potential for diagnostic centers as well, making them a happy partner of the process. This is important because in majority of business models in startups, it is difficult to make both the supply side partners and demand side partners happy, whereas AmarLab connects clients with their preferred diagnostic centers.

Our Strengths

People: Our experience in healthcare & social business.

Process: Our expertise in digital technology & Human Centered Design (HCD).

Pioneer: Our head-start with test marketing of minimum viable product (MVP).

Founders & Management Team

Name & Role	Background
Tazin Shadid Co-Founder & Executive Chairman	15+ years' experience in technology and product development including 10 years at Microsoft HQ in USA. 12+ years' experience in public health. Founder of multiple award-winning startups.
Dr. Ishtique Zahid Co-Founder & CEO	12+ years' experience in healthcare services including hospitals, diagnostic centers, and public health facilities. Founder of multiple innovative healthcare ventures.
Tamzid Siddiq Sponson Director	20+ years' experience in Brand Building, Service Industry and Founder of multiple businesses. Current director of BASIS.
Ajoy Bose Chief Institutional Affairs Officer	20+ years' experience in institutional affairs focusing on legal, financial, and administrative operations. Co-founder of Dnet.
Hasib Ahmed Business Development Manager	Entrepreneur with multiple startup experience. Educated in Sweden with 6+ years' experience in national and international startups.
Dr. Shazzat Rahat Hossain Chief Clinical Operations Officer	Development professional and epidemiologist with experience in project development, management & operations, TNA & development, research and in academic field.

Unique Features

Call Center

- Well established call center
- Expert agents in diagnostic service delivery
- Available 7 days a week



Sample Carrier

The samples are carried in a Customized **medical box (TR138 Equipment Hard Carry Case)** which features the following:

- Internal pressure control
- Temperature control
- Waterproof case with ultimate protection
- Maximum shock protection
- Corrosion proof



Medical Technologists

- Professional medical technologists
- Well-equipped to collect samples in household setting
- Expert in collecting samples from neonate and Elderly patients
- Trained to handle any kind of emergency situations



Website

- Profile create and order placement through website
- Price checking from our partner labs from website
- Medical history preservation if user desires
- Test and report status update from website



Our Partner Labs

1. United Hospital Limited- Gulshan
2. Popular Diagnostic Center Limited- All Branches across Dhaka and Bangladesh
3. Ibn Sina Trust- All branches across Dhaka and Bangladesh



Quality Assurance

- **Medical Technologists:** AmarLabs' medical technologists (sample collectors) are recruited on the basis of prior experience as a phlebotomist (Minimum 2 years from reputed labs such as Popular, Ibn Sina, Labaid etc.) and has achieved relevant certification.
- **Temperature:** Sample is carried out under prescribed temperature (18-22 degree Celsius) and can be preserved for upto 18 hours post collection
- **Waterproof and Dust protection:** AmarLabs' sample collection kit is designed to protect collected specimens from external water and dust
- **Equipment's:** The sample collection equipment's AmarLab uses; including vial, pot, syringe, butterfly etc. are of best available brand in Bangladesh. For instance, the vials are purchased from BD Tube.
- **Value Added Services:** Test result interpretation is a difficult issue for general people. AmarLab provides free interpretation service for those that ask for it. Moreover, we do BP and Blood sugar checking for free for clients upon request.
- **One-at-a-time policy:** AmarLab doesn't carry samples from multiple location at a time. Our policy is to collect one sample, drop it to lab, then go for next sample. This policy is adopted to protect samples from any kind of contamination and to maintain timeliness.
- **Report Delivery:** AmarLab delivers report within 2 hours of completion of report in any location of Dhaka. Moreover, reports are delivered to clients directly or to clients referred person to assure privacy.
- **Coverage:** AmarLab currently collects sample from entire Dhaka Metropolitan with a plan of expansion to Keranigonj, Gazipur and Savar within 2020 and to other large cities gradually.



Journey So Far

Phase1: Setup (February 2018- April 2019)

- Ideation
- Operations setup
- Trial run and Prototyping

Phase 2: Pilot & Marketing Scale Up (May 2019 – Present)

- Partner diagnostic center onboarding
- Number of services provided: 4000+
- Area Coverage: Entire Dhaka Metropolitan

Key Learning

Strong Customer Referral

- Strong WoM potential once people learn about the concept
- Strong customer referral and repeat service once people experience service

Differentiated Service

- Convenience is the entry point
- Service is the differentiator to build scale
- Presence in the right time in right touchpoint

Road Ahead

Phase 3: Operations Scale Up (By the end of 2020)

- Dhaka Urban centers: Gazipur, Keranigonj, Tongi, Kachpur etc.
- Onboarding maximum leading diagnostic centers and other healthcare providers as partners.
- Include complementary healthcare services at home, such as paramedical services, elder care support etc.

Phase 4: Expansion Outside Dhaka (2021 and beyond)

- Cover major metropolitan cities
- Enhance reach of corporate health checkup
- Incorporate with other healthcare services

Vision

To become the most humane healthcare brand in Bangladesh & make healthcare easily accessible to everyone, everywhere.