# HealthTech



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# HealthTech

Health technology, commonly referred to as HealthTech, has undergone significant evolution over the past few decades, transforming the way healthcare is delivered, managed, and accessed across the globe. The HealthTech industry has rapidly evolved from its early beginnings in basic medical devices to a complex ecosystem encompassing digital health, telemedicine, electronic health records (EHR), AI-driven diagnostics, wearable technology, and more.

> *Technology will not replace physicians, but physicians who use technology will replace those who don't.*
> ***– Dr. Eric Topol, Cardiologist, Author, and Executive Vice President.***

The global digital health sector is advancing through telemedicine, AI-driven diagnostics, wearable health monitoring, and health data interoperability. Growth in digital therapeutics, personalized genomic medicine, and strategic global initiatives drive improved care access and coordination. Investment is fueling rapid innovation, transforming healthcare delivery and management for better outcomes.

Global healthcare spending was around 10% of the world GDP in 2024.[1] The global digital health market is estimated to grow from USD 262.63 billion in 2022 at 13.1% CAGR (2023-2032) to reach an estimated USD 939.54 billion by 2032.[2] This growth is being driven by factors such as increased healthcare expenditure, the rising prevalence of chronic diseases, advancements in AI and machine learning, and the widespread adoption of telehealth services.

With an increasing focus on preventive care and personalized medicine, HealthTech is becoming an integral part of the global healthcare system. The COVID-19 pandemic has further accelerated the adoption of digital health technologies, highlighting the importance of remote healthcare solutions and the need for resilient healthcare infrastructures.

HealthTech has fundamentally transformed how healthcare is delivered, managed, and accessed globally. With innovations in digital health solutions, telemedicine, wearable devices, and artificial intelligence (AI), HealthTech is enhancing patient outcomes, improving operational efficiencies, and reducing costs. The sector's growth is spurred by the rising demand for personalized care and the aging population. As technology continues to evolve, HealthTech is set to grow exponentially.

> *We believe consumer health technologies-apps, wearables, self-diagnosis tools-have the potential to strengthen the patient-physician connection and improve health outcomes.*
> ***– Dr. Glen Stream, Chairman, Family Medicine for America's Health***

[1] *Health spending takes up 10% of the global economy, 2024: How can tech help reduce costs and improve lives? Retrieved from https://www.weforum.org/agenda/2024/08/healthcare-costs-digital-tech*
[2] *Healthcare, T. (2023). Digital Health Market Companies | 13.1% CAGR Growth by 2032. Towards Healthcare. Retrieved from https://www.towardshealthcare.com/insights/digital-health-market-is-key-to-a-healthier-future*

# A Historical Perspective

Health tech's journey began in the 19th century with the stethoscope and X-ray machine. Later, the digital era revolutionized healthcare. Technologies such as telemedicine and AI in diagnostics have transformed patient care.

| Decade | Advancements |
|---|---|
| 1960s | Introduction of computerized axial tomography (CT) scans and early electronic health records (EHR). |
| 1970s | Development of Medical Resonance Imaging (MRI) technology and the first use of computers for medical imaging. |
| 1980s | Introduction of automated laboratory testing and the first commercial electronic medical records (EMR) systems. |
| 1990s | Rise of telemedicine and the widespread adoption of digital imaging technologies. |
| 2000s | Emergence of health information technology (HIT) systems including electronic health records (EHR) and electronic prescribing (e-prescribing). |
| 2010s | Growth of wearable health devices, mobile health (mHealth) apps and the integration of AI in diagnostics and treatment planning. |
| 2020s | Rapid expansion of telehealth, AI-driven precision medicine and the use of blockchain for secure health data management. |





## Global HealthTech Landscape

The rise of health technology has significantly transformed the healthcare landscape, improving access to care, enhancing operational efficiencies, and empowering patients to manage their health more effectively. These innovations span various domains, from telemedicine and online pharmacies to wearable devices and cutting-edge AI solutions.



## Telehealth and Online Pharmacies

Telehealth and telemedicine have greatly improved access to healthcare, especially in remote and underserved areas, by enabling consultations through video calls, chats, or phone calls. These platforms make healthcare more convenient, reducing the need for in-person visits. The global telemedicine market is expected to grow from USD 41.63 billion in 2021 to USD 298.9 billion by 2029, with a CAGR of 26.6%.[3] Telemedicine has proven especially beneficial in rural and underserved regions by providing easier access to specialists and prescriptions.

Teladoc Health, one of the largest telemedicine providers in the world, operates in over 130 countries and offers a broad array of services, including general medical consultations, mental health support, dermatology, and expert medical opinions.[4]

In addition to general telemedicine, mental health platforms like Lyra Health are addressing the increasing demand for mental health services. Lyra Health offers therapy, counseling, and support for conditions such as anxiety, depression, and stress. Serving over 2 million members, Lyra has achieved an impressive 9 in 10 members showing improvement in clinical outcomes, proving the efficacy of remote mental healthcare.[5] These platforms are instrumental in reaching individuals who might otherwise face barriers to accessing therapy.

Online pharmacies have also transformed how people access prescription and over-the-counter medications. These platforms offer convenient features like home delivery and prescription management, reducing the need for patients to visit physical pharmacies.

[3] Pawar, B. Telemedicine Market Size, Share, Growth | Global Report [2032]. Retrieved from https://www.fortunebusinessinsights.com/industry-reports/telemedicine-market-101067
[4] Telehealth & Telemedicine Provider | Teladoc Health. (2025, January 20). Retrieved from https://www.teladochealth.com
[5] Leading Global Workforce Mental Health Care | Lyra Health. (2025, January 20). Retrieved from https://www.lyrahealth.com





## Revolutionizing Healthcare Management and Financing

Healthcare management systems play a vital role in streamlining patient records, appointments, billing, and workflows within hospitals and clinics. Epic Systems' electronic health record (EHR) system, for example, serves over 250 million patients, improving healthcare management efficiency.[6] These systems make it easier for healthcare providers to maintain accurate records and offer coordinated care, improving patient outcomes and operational efficiencies.

Blockchain technology is helping to secure healthcare systems by offering decentralized solutions for storing medical records and tracking pharmaceutical supply chains. Chronicled's MediLedger Network is one example, enabling improved drug traceability and reducing costs while ensuring data integrity.[7] Blockchain's ability to maintain secure and transparent records is becoming increasingly valuable in healthcare, particularly in managing sensitive patient data and pharmaceutical transactions.

Health financing platforms are also playing a crucial role in making healthcare more affordable by streamlining medical payments, automating insurance claims, and offering crowdfunding options for healthcare costs. Devoted Health is one such platform providing Medicare Advantage plans to over 40,000 members. By focusing on reducing healthcare costs and improving access, these platforms help individuals manage the financial aspects of healthcare, which can often be a significant barrier to care.[8]




[6] Epic | Epic. (2025, January 20). Retrieved from https://www.epic.com/
[7] Chronicled. (2025, January 14). Retrieved from https://www.chronicled.com
[8] Devoted Health. (2025, January 17). Retrieved from https://www.devoted.com



## HealthTech in Pakistan

HealthTech in Pakistan is emerging as a transformative force, offering innovative solutions to a historically underfunded healthcare system. In 2023, Pakistan spent around USD 38 per capita on healthcare, which is much lower than other developing countries. As compared to Pakistan, India, the Philippines, and Ghana spend USD 57.165 and USD 85 per capita on healthcare, respectively.[9] The country is witnessing a rapid rise in digital health solutions that are bridging critical gaps in healthcare access. This growth is fueled by the private sector and a thriving startup ecosystem, making Pakistan a compelling case study in the advancement of health technologies.

The COVID-19 pandemic showcased the potential of HealthTech in Pakistan, with the government effectively managing the crisis through digital tools like the COVID-19 Gov PK mobile app, which helped in tracking and managing pandemic-related data. This period also saw a surge in telehealth services, especially through platforms like Sehat Kahani, which not only provided remote medical consultations but also created opportunities for female doctors, many of whom had left the workforce, to re-enter it via telemedicine. This has been a significant development in a country where access to healthcare professionals, particularly in rural areas, remains limited.

The HealthTech sector in Pakistan has been growing at a compound annual growth rate (CAGR) of 4.2% between 2019 and 2024. This growth is a reflection of both increased demand for digital healthcare solutions and the steady flow of venture capital into the sector. Digital health ventures in Pakistan have collectively secured USD 59.8 million in venture funding across 28 deals during this period. The maturity score for these ventures, which stands at an average of 46.7, indicates a sector that is evolving rapidly, with potential for further growth.[10]

Government initiatives such as the Evaccs program, Disease Surveillance System, and Health Watch have also played a crucial role in supporting the HealthTech ecosystem. These initiatives, coupled with increased internet and mobile connectivity, have provided the necessary infrastructure for startups to flourish. As HealthTech continues to grow, Pakistan stands at the forefront of a digital healthcare revolution that promises to improve the accessibility, efficiency, and quality of healthcare services across the country.



*[9] Khan, S. J., Asif, M., Aslam, S., Khan, W. J., & Hamza, S. A. (2023). Pakistan's Healthcare System: A Review of Major Challenges and the First Comprehensive Universal Health Coverage Initiative. Cureus, 15(9), e44641. doi: 10.7759/cureus.44641*
*[10] Digital Health Startups in Pakistan. Retrieved from https://www.healthtechalpha.com/country/digital-health-startups-in-pakistan*



## A Decade of Transformation for HealthTech

In 2014, the HealthTech landscape in Pakistan was still in its infancy, but Dawaai emerged as a trailblazer. It introduced an online platform that revolutionized how people accessed medicines and healthcare products. For the first time, patients, especially those in remote and underserved areas, could order supplements, personal care items, and medical equipment from the comfort of their homes. Dawaai's user-friendly interface made this process seamless, offering a much-needed solution in a country where access to healthcare has always been uneven, particularly outside urban centers. Over time, Dawaai secured USD 13.5 million in funding, positioning itself as a leading force in Pakistan's online pharmaceutical market, setting the stage for a HealthTech revolution.[11]

In the same year, Healthwire embarked on its mission to simplify the patient-doctor interaction. While Dawaai was focused on medicines and products, Healthwire aimed to transform how people accessed doctors. Its platform allowed users to easily book appointments with healthcare professionals, reducing the need for physical visits to clinics for scheduling. This innovation also benefited doctors, as Healthwire developed software for managing their practices, with features like appointment scheduling, e-prescriptions, and invoicing. Hospitals, too, saw improvements as the company introduced hospital management software that streamlined administrative tasks. With USD 4 million in funding, Healthwire steadily bridged gaps in healthcare management, helping both providers and patients navigate the complexities of the healthcare system more efficiently.[12]

By 2015, a new player entered the scene, but this time with a focus on



*[11] Explore | Tracxn. (2024, August 01). Retrieved from https://tracxn.com/d/explore/healthtech-startups-in-pakistan/__lno6QUP_tDqJlr3fH4I965jKoPiGyXs8UrvdFngpoTY/companies*
*[12] Sehat kahani | 24/7 Best Doctor Consultation. (2025, January 20). Retrieved from https://sehatkahani.com*

preventative care. AimFit recognized that healthcare was not just about treating illness but also about maintaining wellness. The platform offered fitness classes, diet plans, and weight management programs, catering to a growing demand for fitness solutions in Pakistan's urban centers. AimFit introduced a holistic approach to health, integrating yoga, High-Intensity Interval Training (HIIT), and pilates while offering specialized prenatal and postnatal programs. This marked a shift in the HealthTech narrative, as people began to embrace fitness and wellness as integral parts of healthcare, seeking to prevent illnesses rather than just treat them.[13]

A year later, Oladoc entered the market with a solution to a problem many patients faced: finding and booking appointments with trusted doctors. Oladoc's platform allowed users to search for doctors based on location or specialty and make informed choices by reading reviews and comparing options. This digital tool gave patients more control over their healthcare decisions, reducing the uncertainty of choosing a doctor. For doctors, Oladoc provided a way to manage their appointments and build an online presence, ultimately creating a more transparent and efficient healthcare system.

Sehat Kahani, founded in 2017, brought a different kind of innovation to Pakistan's HealthTech space. Focusing on the healthcare gender gap, Sehat Kahani empowered female doctors, many of whom had left the workforce due to cultural or familial constraints, to rejoin the medical field through telemedicine. The platform set up E-healthcare centers in rural areas where healthcare for women was often inaccessible.

Patients could now connect with qualified female doctors remotely, addressing a critical need in underserved regions. With USD 3.7 million in funding, Sehat Kahani not only bridged the gender gap but also transformed the delivery of healthcare for populations that had long been marginalized.[14]

Together, these startups have shaped Pakistan's HealthTech journey, each addressing different facets of healthcare, from access to products and professionals, to wellness and preventative care. As they continue to grow, they are not only solving immediate healthcare challenges but are also paving the way for a more efficient, accessible, and inclusive healthcare system for all Pakistanis.



[13] *Digital Health Startups in Pakistan. Retrieved from https://www.healthtechalpha.com/country/digital-health-startups-in-pakistan*
[14] *Digital Health Startups in Pakistan. Retrieved from https://www.healthtechalpha.com/country/digital-health-startups-in-pakistan*



## Government Initiatives

The Pakistani government has been actively supporting HealthTech innovations to address significant challenges in healthcare delivery.



One key initiative is the Integrated Disease Surveillance and Response System (IDSRS), developed by the National Institute of Health (NIH) under the Public Sector Development Programme (PSDP). IDSRS enhances the country's ability to monitor and respond to infectious disease outbreaks through a robust network of public health laboratories and an improved surveillance workforce. Initially piloted in 11 districts, it has now expanded to 26 districts, playing a critical role in strengthening public health responses, especially during the COVID-19 pandemic.

The Digital Pakistan Policy focuses on enhancing healthcare access, efficiency, and integration through e-health initiatives. It supports the Ministry of National Health Services, Regulation, and Coordination in expanding telemedicine to provide clinical care to rural areas, particularly for emergencies, by building a network of doctors and paramedical staff available for remote consultations. The policy promotes the digitization of hospitals to create a centralized, secure health record database, facilitating integrated healthcare across the country.

It also emphasizes sharing preventive health information in local languages via ICT tools to address prevalent diseases and sets standards for accrediting e-health providers, ensuring protocols and security measures are in place. These initiatives aim to modernize healthcare delivery, improve patient outcomes, and support nationwide access to quality healthcare.[15]

[15] *Explore | Tracxn. (2024, August 1). Retrieved from Tracxn: https://tracxn.com*

Additionally, the government introduced the Evaccs app in Punjab, Khyber Pakhtunkhwa, and Balochistan, enabling real-time geo-tagged tracking of vaccinations. This innovation significantly improved the immunization coverage, especially in remote areas, by allowing vaccinators to store and update data seamlessly.

Another crucial initiative is the Disease Surveillance System developed by the Punjab Information Technology Board (PITB), which facilitates swift responses to health crises by collecting and analyzing health data. This system has been particularly useful in managing outbreaks like dengue and COVID-19.

Furthermore, the government also launched Health Watch, a program designed to monitor and evaluate HealthTech services and innovations offered by various organizations. These programs, along with the increasing penetration of mobile and internet services, have created a more conducive environment for HealthTech startups to scale their operations, bringing modern healthcare solutions to even the most underserved populations.

These initiatives reflect the government's commitment to leveraging technology to enhance healthcare access and quality across Pakistan.

**Pakistan's HealthTech Landscape**




Note: With a couple of exceptions, for app-based players, DataDarbar has taken only those platforms that had at least 50,000 downloads in Pakistan
The map is not exhaustive and some players may be missing.
Categorization is largely based on the main products offered and how the company positions itself.

*Source: Uderani, Natasha and Mutaher Khan. What's ailing Pakistani healthtech apps? Insights by DataDarbar. Accessed at: https://insights.datadarbar.io/whats-ailing-pakistani-healthtech-apps/*



## HealthTech Companies in Pakistan

HealthTech companies can be broadly classified into the following categories:

| Category | Companies |
|---|---|
| Patient, Clinics, Hospital Management & Electronic Patient | Healthwire, Clearpath Orthodontics, Pak Health Consultants, MedIQ, MTBC-Carecloud, CureMD Pakistan Limited |
| Medical Devices & Equipment | Sehat-Apothecare Pvt Ltd, Vision Plus, Xylexa Pvt Ltd |
| E-Consultations and Telemedicine | Find My Doctor, emeds, Oladoc, Healthwire, Marham, Sehat Kahani, Docthers, Naya Jeewan, ConnectHear, DeafTawk, Saaya Health, InstaCare, Procheck, E-Novatrx, Vitruvia Technologies |
| OTC and Prescription Medication Delivery | Dawaai, Medxol, Dvago, Sehat-Apothecare Pvt Ltd, Medstore.com.pk, Pharma Plus, Pansari Hamdard |
| Healthcare Awareness, Trainings, & Knowledge Management | Marham, Health Rahbar, Ailaaj |
| Artificial Intelligence & Machine Learning | Vitruvia Technologies, Xylexa Pvt Ltd |
| Healthcare Facilities Consultation | Pak Health Consultants |
| Herbal Medication Delivery & Consultation | Pansari Hamdard |
| Hygiene and Sanitary Products | Girly Things |

## Find My Doctor

Find My Doctor is a HealthTech startup founded in 2016 with the goal of bridging the gap between patients and Pakistan Medical Commission (PMC)-verified doctors and labs. It focuses on improving healthcare accessibility in Pakistan by offering a range of services that can be booked online or through its mobile platform.

The company's offerings are designed to streamline access to healthcare, particularly in underserved areas.



Find My Doctor offers a comprehensive range of healthcare services through its platform. Users can book doctor consultations, where certified physicians visit patients at home for routine checkups or specialized care. The lab test service allows individuals to schedule blood tests and diagnostic tests from trusted labs without leaving their homes.



During the COVID-19 pandemic, the company introduced at-home COVID-19 testing, addressing the urgent need for safe and accessible testing. Additionally, its pharmacy service enables users to order prescription medications online with home delivery.

Further expanding its portfolio, Find My Doctor offers the Sehat Card, a health insurance product that covers a range of medical services. The Insure Karo platform provides a seamless way for users to purchase health insurance and Takaful (Islamic insurance) coverage. These services, combined with its core offerings, position the company as a versatile player in the healthcare ecosystem, using technology to make healthcare both accessible and convenient for patients across Pakistan.

The company has built credibility within the sector by forming over 70 partnerships with organizations such as The C.A.S. School, Daraz, and TPL Insurance. These partnerships highlight its growing influence in Pakistan's healthcare landscape. With more than 60,000 customers and 90,000+ checkups and lab tests completed, Find My Doctor has become a trusted name for providing reliable healthcare services. Its services are also endorsed by diagnostic centers like Rehman Laboratories and Al Noor Diagnostic Centre, further strengthening its market position.

> *The other day I was not feeling well and I was too lazy to go for my checkup. So while I was scrolling down my Facebook home page I saw an ad of Find My Doctor and I downloaded the app right away. I called a doctor at my home through them and a general physician came to my place and charged me PKR 800 only. I must say that this is an amazing service. #FindMyDoctor*
> ***- Vineta Dastoor (Customer)[16]***

> *Really impressed with the service, I had requested a lab test on Eid day for my Grandmother who has difficulty in walking. Booked the test at 10 pm. I got a confirmation call at 10.15 pm. On the test day (next day) the lab attendant came two mins before the time I had requested, extremely punctual. The gentleman was extremely courteous and above all super professional in terms of patient handling and level of skill. The next day, I received the results via email. Thank you so much Team FMD. I hope you really maintain the service levels.*
> ***- Usama Aslam (Customer)[17]***

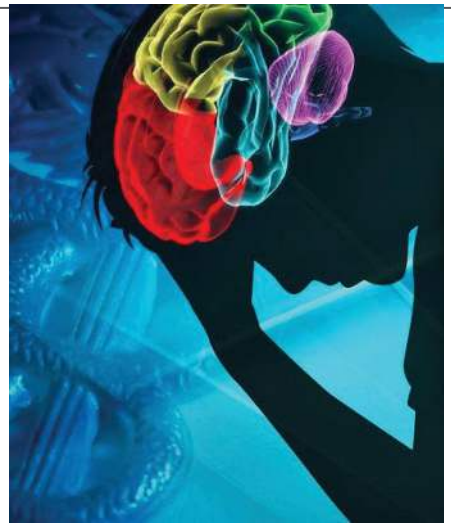
[16] *Find My Doctor PK: Book a Doctor Online Covid-19 Test at Home (Sep,2024) Retrieved from https://findmydoctor.pk/*
[17] *Find My Doctor PK: Book a Doctor Online Covid-19 Test at Home (Sep,2024) Retrieved from https://findmydoctor.pk/*

## Umeed

Umeed offers a trusted, comprehensive mental health platform connecting individuals with licensed psychologists, psychiatrists, and counselors in Pakistan. Providing online consultations through secure audio, video, and text messaging, Umeed makes mental healthcare accessible, personalized, and confidential. Designed to address stress, anxiety, depression, relationship challenges, and more, Umeed empowers individuals to prioritize their well-being from the comfort of their homes. With 24/7 support, affordable services, and user-friendly scheduling, Umeed is committed to bringing compassionate care to those who need it most.

Umeed proudly upholds the highest standards in mental healthcare, with all practitioners licensed by the Pakistan Medical Council and a team of clinical psychologists offering years of expertise. Recognized for its holistic, stigma-free approach, Umeed provides specialized therapy for children, teenagers, couples, and university students. Partnering with organizations to raise mental health awareness, Umeed's innovative online platform has helped transform lives by delivering timely, professional support that fosters resilience, emotional growth, and a brighter outlook.

With a mission to provide hope and change lives, Umeed offers tailored



counseling across a wide spectrum of mental health challenges, including anxiety, depression, PTSD, and more. It also specializes in psychological assessments, parenting guidance, and support for learning disabilities. From personalized therapy for gifted children to empowering single parents, Umeed's diverse service offerings are designed to meet unique needs. Offering convenience, privacy, and affordability, Umeed's one-click consultation service bridges the gap between individuals and mental wellness, ensuring no one has to navigate life's challenges alone.

Its AI-Powered Prescription Tool assists doctors in writing prescriptions efficiently and accurately. It enhances the overall practice management experience for healthcare professionals.

**Primary Products**

- **AI-Powered Prescription Tool**
- **Mental health Helpline**



## Aurat Raaj

Aurat Raaj is a social enterprise dedicated to empowering women through technology-driven solutions and storytelling. Established in Pakistan, the platform addresses critical societal issues such as health, harassment, and financial independence by providing tools, educational resources, and campaigns aimed at promoting gender equality.

One of Aurat Raaj's key offerings is an AI-based chatbot designed to educate girls in developing countries on reproductive health. This chatbot provides guidance on topics like menstrual health, hygiene, and safety, ensuring users have access to accurate and timely information. The platform also runs an animated series to educate young girls about topics such as honor killing, child abuse, and sexual harassment.

In addition to its digital tools, Aurat Raaj conducts educational campaigns on women's rights, aiming to raise awareness and foster understanding of gender equality issues. The organization also offers community support and workshops, providing safe spaces for women to share experiences and gain knowledge on various topics related to their well-being.

Aurat Raaj has garnered global recognition for its impactful work, including receiving the UN Women Empowerment Award and the




Innovation for Good Award by SheLovesTech. The platform has partnered with international organizations such as UNICEF and UNDP to further its mission of empowering women through technology. Its campaigns have been featured at international forums, highlighting its commitment to improving women's lives.

Through its innovative approach, Aurat Raaj has engaged over 1 million women via digital campaigns. The AI chatbot boasts a satisfaction rate exceeding 95%, offering guidance on health, harassment, and career advice. Collaborations with more than 10 international organizations underscore its global impact in promoting gender equality.

**Primary Products**

- **AI-Based Chatbot for Women's Empowerment:** An interactive tool providing personalized guidance on reproductive health and safety

## emeds




emeds is an online healthcare provider and licensed pharmacy in Pakistan, founded to offer a broad range of medical treatments, including prescription medications, over-the-counter (OTC) products, and wellness items. The company delivers these products directly to customers across the country, making healthcare more accessible by removing the need for physical store visits. With a focus on speed and reliability, emeds ensures that customers receive genuine medications, sourced from certified suppliers and partners, including the Drug Regulatory Authority of Pakistan (DRAP).

One of the primary differentiators for emeds is its delivery network. In Lahore, customers can receive their medications within two hours through the Tezz Order service, while deliveries to other cities are completed within 48 hours. Besides prescription and OTC medicines, the platform allows customers to access a wide range of personal care items, wellbeing and fitness products, medical devices, and beauty and cosmetic products. The company also emphasizes customer convenience with multiple payment options, a secure online ordering process, and a straightforward return and refund policy.

emeds has formed partnerships with top brands such as Roche, Philips, and Unilever, offering a diverse range of products to meet various healthcare needs. From diabetes care devices like the Accu-Chek blood glucose meters to infant nutrition products from Nestlé, emeds serves a wide demographic of health-conscious consumers. It is a pharmacist-led initiative that guarantees the authenticity of the medicines delivered, ensuring high standards of quality for every order.

The company's product categories include medicines for conditions such as asthma, hypertension, and diabetes, as well as personal care and hygiene products, supplements, and fitness equipment. With its broad selection of goods, including brands like Blackmores and Nature's Bounty, emeds caters to both immediate medical needs and long-term health and wellness goals.

## Oladoc

Oladoc is a digital healthcare platform based in Pakistan that connects patients with a wide network of doctors, hospitals, labs, and healthcare services. It enables users to book medical appointments, consult with doctors online, and access specialized healthcare services across various fields, including general medicine, gynecology, pediatrics, dermatology, and more. With a focus on providing both in-person and virtual healthcare options, Oladoc simplifies the process of finding and booking medical services, making it easier for patients to receive timely care.

Oladoc partners with leading healthcare providers and has established collaborations with organizations such as Jubilee Insurance, Faysal Bank, Jazz, and LUMS to extend healthcare services to employees and clients. These partnerships allow Oladoc to offer exclusive health benefits and discounted services to a wide audience. Additionally, its partnerships with major hospitals such as Shifa International Hospital, Doctors Hospital, and Liaquat National Hospital ensure access to high-quality healthcare facilities across Pakistan.

With over 25,000 healthcare professionals in its network, Oladoc provides a comprehensive range of services. Patients can access doctor consultations, both online and in-clinic, and schedule lab tests at discounted rates. For those seeking surgical interventions, Oladoc offers surgical procedures at pre-negotiated rates with its partner hospitals. The platform's laboratory diagnostics service includes MRI, CT scans, X-rays, and ultrasounds. Additionally, Oladoc's family planning and reproductive health services cater to youth, offering guidance and support for various reproductive health concerns.

Oladoc also offers health articles and educational content through its blog, helping users stay informed about common medical conditions and treatments. Oladoc's advanced search filters allow users to find doctors based on their specialization, location, ratings, and fees, ensuring personalized healthcare solutions.

> *Great platform, very efficient and works really well on both phone and web. I think this is the easiest way of booking appointments in Pakistan as it has made the whole process much more efficient.*
> ***– Umer Fayyaz (Customer)*** [18]

> *A very helpful app for booking appointments and searching for the required doctors. Has made my life a lot easy. I would strongly recommend this to all*
> ***- Aneeb Rayyan (Customer)***

[18] *Find Verified Doctors in Pakistan Book Online Appointment Sep,2024 Retrieved from https://oladoc.com/*




## Healthwire

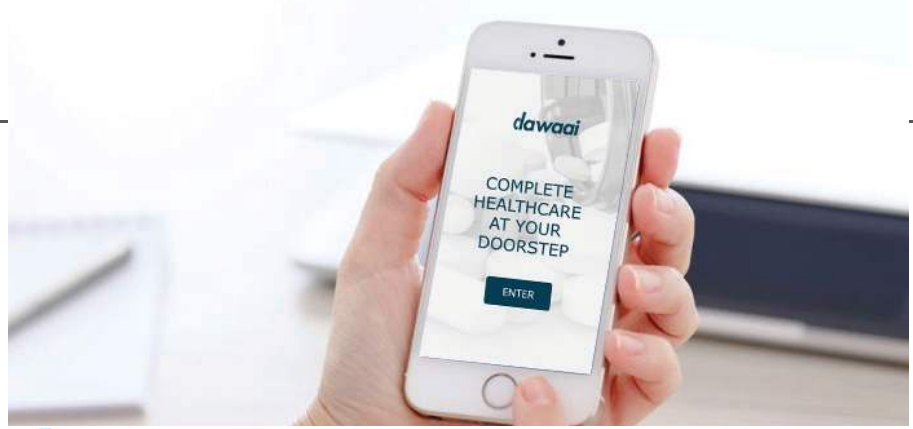
Healthwire.pk is a digital healthcare platform that connects patients in Pakistan with healthcare professionals and services, offering a range of healthcare solutions, including doctor appointments, diagnostic services, and pharmaceutical deliveries. It integrates technology with healthcare, enabling users to book appointments, order medicines, and access medical information all in one place. The platform's mission is to improve healthcare accessibility for over 220 million Pakistanis by offering a seamless, user-friendly experience for managing their healthcare needs.

Healthwire.pk has garnered recognition within the healthcare industry for its comprehensive approach to healthcare management. The platform has established partnerships with key players such as Chughtai Labs, one of Pakistan's most trusted diagnostic labs, and leading hospitals like Shifa International and Liaquat National Hospital. These collaborations ensure that Healthwire users have access to top-quality healthcare services. The platform has also been awarded for its contributions to improving healthcare accessibility and its innovative use of technology in healthcare management.

Healthwire.pk serves millions of users across Pakistan, offering access to over 10,000 doctors and healthcare professionals. The platform allows users to book medical appointments, schedule diagnostic tests, and order medicines with discounts of up to 10% on pharmaceuticals and 28% on lab tests. Healthwire's pharmacy service includes a wide range of medicines, which can be ordered online for home delivery, while its lab test service facilitates home sample collection in partnership with trusted labs. The platform's comprehensive listing of doctors and hospitals covers major cities like Lahore, Karachi, and Islamabad, providing access to specialists across various fields such as dermatology, gynecology, cardiology, and more.

Healthwire.pk offers several distinct services, including an online pharmacy for medication orders, lab test bookings with home sampling, and a directory of doctors and hospitals for appointment scheduling. The pharmacy service delivers a wide range of medicines to users' doorsteps, while the lab test service provides discounted rates on diagnostic tests. The doctor appointment service connects users with specialists for both in-clinic and online consultations. Additionally, Healthwire provides users with access to educational health blogs, offering articles on various medical topics for informed healthcare decision-making.






## Dawaai

Dawaai is a Pakistan-based digital healthcare platform offering a broad spectrum of healthcare services through its technology-driven infrastructure. Initially launched as the country's first online pharmacy, Dawaai now provides a complete healthcare solution that includes ePharmacy services, online doctor consultations, home-based laboratory testing, and health check-ups, making healthcare more accessible across Pakistan. The company is backed by leading investors such as 500 Startups, Crimson Seed Capital, and Planet N Group.

Dawaai's ePharmacy allows users to purchase authentic medicines online by uploading prescriptions, which are verified by qualified pharmacists. The platform partners with top pharmaceutical brands, including Pfizer, GSK, and Getz Pharma, to ensure the availability of genuine products. Dawaai also offers promotional discounts and partnerships with major banks, providing cost-saving opportunities for customers.

The platform's online doctor consultation service offers free live chats and paid video appointments with specialists from multiple disciplines, including general physicians, gynecologists, cardiologists, and dermatologists. This service is designed for user convenience and confidentiality, making healthcare consultations accessible from home.

Dawaai's home-based laboratory testing allows users to book tests online, with samples collected from their homes. The service covers a wide range of diagnostics and health check-ups, delivered in partnership with accredited labs. This end-to-end healthcare solution supports patients with chronic conditions by offering features like prescription refill reminders and regular health monitoring.

In addition to its core services, Dawaai has partnered with hospitals and healthcare institutions to expand its reach. The platform is LegitScript certified, ensuring compliance with international healthcare standards.

## Marham

Marham is digital healthcare platform, offering a wide range of healthcare services that connect patients with verified doctors and medical institutions. It facilitates online consultations, appointment bookings, lab tests, and medicine deliveries. With a mission to make healthcare accessible and convenient, Marham has registered over 16,000 doctors from 155 cities and partnered with more than 5,000 hospitals, establishing a robust network across the country.

The platform's primary services include online video consultations, allowing patients to consult verified doctors from anywhere in Pakistan. Marham also offers in-clinic appointment booking, enabling users to find and schedule visits with specialists. The platform further simplifies healthcare with online lab test bookings and medicine delivery services, ensuring patients can access diagnostic and pharmaceutical services directly from their homes.

Marham's reach and influence are supported by its significant user base, with over 10 million users and 1 million monthly visitors. The platform integrates partnerships with major pharmaceutical companies, labs, and hospitals, creating a comprehensive healthcare ecosystem. Marham has also collaborated with institutions such as Chughtai Labs, Sanofi, and TCS for logistics and pharmaceutical support, enhancing service reliability and delivery speed.

In addition to its core services, Marham has developed specialized programs like its weight loss clinic and surgeries section. The platform's blog and symptom-checking tools provide users with valuable health-related information, covering various medical conditions, treatment options, and wellness advice. Marham continues to expand its offerings with telemedicine-enabled micro-clinics, aiming to improve access to healthcare in remote areas of Pakistan.





## Dvago

DVAGO Pharmacy & Wellness Experts is a leading HealthTech company in Pakistan, focused on providing authentic and temperature-controlled pharmaceuticals through its comprehensive network of physical and online stores. The company offers a wide range of healthcare products, including prescription and over-the-counter (OTC) medicines, health supplements, baby care items, and personal care products. With a firm emphasis on authenticity, all medicines sold by DVAGO are sourced directly from licensed manufacturers, ensuring customers receive genuine, high-quality products.

DVAGO's services extend to an integrated online platform that allows customers to purchase medicines and healthcare products from the comfort of their homes. The platform, accessible via a website and a mobile app, offers a user-friendly experience, allowing users to easily upload prescriptions, compare product prices, and place orders for delivery. Free delivery is available on orders over a certain limit, and the company offers discounts of up to 15% in collaboration with major Pakistani banks, making healthcare more affordable.

The company is also recognized for its robust temperature control systems, ensuring medicines are stored and transported under strict conditions to maintain their efficacy. In addition to prescription medicines, DVAGO's product catalog includes nutritional supplements, medical devices, baby care products, and personal care items. The pharmacy also offers monthly refill reminders, helping patients manage their long-term medical needs by delivering refills directly to their homes.




DVAGO partners with leading pharmaceutical companies such as GlaxoSmithKline, Roche, and Nestle, ensuring access to a broad range of reputable healthcare products. Its clientele ranges from individual customers to hospitals and clinics, benefiting from its extensive product offerings and reliable service. The company's commitment to quality and safety has earned it a reputation as one of the most trusted healthcare platforms in Pakistan.

## Sehat-Apothecare Pvt Ltd

Apothecare (Pvt.) Ltd. is a leading healthcare technology company in Pakistan, offering a wide range of health-related products and services through its e-pharmacy platform, Sehat. The company focuses on making healthcare more accessible by delivering prescription and over - the - counter medicines directly to consumers' homes. Established in 2014, Apothecare aims to bridge the gap between healthcare providers, consumers, and manufacturers, leveraging technology to create a seamless experience for its clients.

One of its core offerings, Sehat, serves as Pakistan's premier online pharmacy, providing access to a broad range of products, including prescription medications, over-the-counter drugs, medical devices, and consumer healthcare goods. The platform hosts various categories of medicines such as antivirals, antibiotics, vitamins, and supplements, along with specialized items like medical devices, surgical equipment, and personal care products. Sehat offers services such as medication delivery, ensuring timely and accurate distribution across Pakistan, although deliveries are limited to the country. Apothecare has established partnerships with major pharmaceutical companies, medical equipment manufacturers, and courier services like TCS and Leopards to ensure efficient delivery and a wide range of product availability. Its commitment to quality and reliability is supported by certifications such as DigiCert for site security, underscoring its emphasis on maintaining customer trust and data privacy. The company also collaborates with healthcare professionals and institutions to support patient needs, particularly in areas like chronic disease management, by offering specialized kits and products.

The company is recognized for its innovative approach to healthcare delivery, having launched multiple digital health initiatives. Apothecare provides solutions for prescription management, including a streamlined online process for uploading and submitting medical prescriptions. Its platform also supports services for chronic conditions like diabetes and hypertension by offering products such as blood glucose monitors, insulin supplies, and blood pressure monitors.

With a leadership team experienced in both the healthcare and tech sectors, Apothecare has grown significantly since its inception. The team, including founders with backgrounds in economics, healthcare management, and digital marketing, has driven the company's expansion across Pakistan's HealthTech landscape, gaining recognition for its contributions to improving healthcare accessibility.



## Shifa4u

Shifa4u is a comprehensive healthcare platform established in 2016, headquartered in Lahore, Pakistan. The platform offers a wide array of medical services, including online consultations, lab testing, and diagnostic imaging, aiming to bridge the gap between patients and quality healthcare providers through a centralized, user-friendly interface. Shifa4u has been recognized for its innovative approach, being selected as a finalist for the GEC 2018 Catalyst Awards in the category of Advancing Human Wellness Through IT.




The platform provides over 5,000 diagnostic tests and consultations across more than 20 specialties. With a user base exceeding 1 million registered patients, Shifa4u offers 24/7 access to healthcare services, maintaining a 4.9-star customer rating. This efficiency is achieved by integrating diagnostics, consultations, and lab testing into a single platform, simplifying the healthcare process for users.

Shifa4u's primary services include lab test bookings, online specialist consultations, and diagnostic imaging services. The lab test booking service allows users to view and compare prices for various imaging and lab tests, with options for home sampling. The online specialist consultations enable patients to schedule appointments with local physicians and access international expert physicians for second opinions. Additionally, the platform offers diagnostic imaging services, including digital X-rays, CT scans, and MRIs, utilizing state-of-the-art equipment to ensure high-quality results.

Shifa4u has established partnerships with top hospitals and diagnostic labs to ensure the quality of its services. The platform is accredited by the College of Physicians and Surgeons Pakistan, underscoring its commitment to maintaining high medical standards.

## DeafTawk

DeafTawk is a digital HealthTech platform launched in 2018, focused on bridging the communication gap between the deaf community and the broader society. The company provides online sign language interpretation services through its mobile applications available on both Android and iOS platforms. DeafTawk's services allow users to connect with qualified sign language interpreters in real time, providing accessibility and inclusion for the global deaf community.

The company offers several services, including its flagship DeafTawk App, which provides 24/7 real-time sign language interpretation through HD video calling. With over 45,000 users and more than 2 million minutes of interpretation rendered, the platform has become a crucial tool for the deaf community. DeafTawk also offers live interpretation for events, conferences, and seminars, helping organizations make their gatherings more inclusive. Another key offering is content interpretation which translates audio, video, and text into sign language, ensuring multi-lingual accessibility in 8+ languages, including American, British, and Pakistani sign languages.

DeafTawk has established itself as a leader in the field by building a network of over 1,100 certified sign language interpreters and creating more than 1,100 jobs. The platform has a strong business-to-business (B2B)

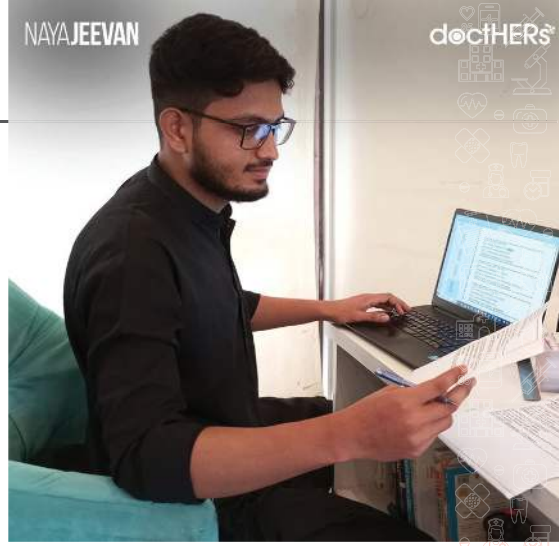


model, providing solutions for companies looking to enhance their communication and accessibility for deaf individuals. Major partnerships include collaborations with companies like Jazz and international organizations that support inclusivity efforts.

The platform has earned multiple awards and accolades, including the Zero Project Global Award in 2021 and being named the Best Startup in Asia Pacific by the United Nations Development Programme (UNDP). DeafTawk also secured second place at the TIE Startup competition among 800 startups in Pakistan. With operations in several countries, including Pakistan, Singapore, and Denmark, DeafTawk is expanding its global reach, continuing to improve accessibility and communication for the deaf community worldwide.

> *I had not been able to communicate to the general public before using this app. It is very easy to use, and I use it on a daily basis.* ***-Akash, Student***






## Naya Jeewan

Naya Jeevan is a HealthTech company delivering tailored health and wellness solutions to corporate employees and workers in various industries. Founded to address gaps in healthcare accessibility for low-income workers, Naya Jeevan partners with multinational corporations (MNCs) to offer comprehensive health plans. These plans include inpatient hospitalization, outpatient services, and pharmacy benefits, giving workers access to over 300 private-sector hospitals and a wide network of clinics, labs, and pharmacies across Pakistan. The company also collaborates with the digital health firm doctHERs to provide primary care services through telemedicine and digital diagnostics.

Among its key offerings, Comprehensive Health Insurance covers hospitalization (IPD), outpatient care (OPD), and pharmacy benefits, with options for Takaful, a Sharia-compliant alternative. Naya Jeevan's OPD Pool Management service coordinates patient care across its network of clinics and labs, offering cashless services for primary and secondary care. Additionally, the company provides life and disability insurance, safeguarding workers from catastrophic events, and General Insurance, covering value chains for sectors such as logistics, warehousing, and agriculture. Through its corporate health and well-being programs, the company offers wellness initiatives focusing on mental health, active lifestyles, and balanced para after nutrition.

Naya Jeevan also offers smart solutions, which include telemedicine clinics, e-pharmacies, and digital diagnostics deployed in workplaces, factories, and retail outlets. Its health plans are often co-financed by corporate partners as part of loyalty programs, quality assurance initiatives, and incentive structures for distributors and retailers, increasing healthcare accessibility for lower-income workers in corporate value chains.

The company has gained recognition for its innovative approach, with notable clients including Unilever and partnerships with global organizations such as doctHERs. Naya Jeevan has also participated in international platforms like the World Economic Forum and the ITC DIA Europe Conference. Through its broad corporate collaborations and comprehensive insurance products, Naya Jeevan continues to bridge healthcare gaps for underserved communities.

## ConnectHear

ConnectHear is a social HealthTech startup aimed at improving sign language accessibility and promoting deaf inclusion in Pakistan. Founded by the daughter of deaf adults and an AI technologist, the company utilizes AI-driven technology to provide independent communication solutions for Persons with Disabilities. As South Asia's largest disability tech platform, ConnectHear's services are designed to integrate individuals with disabilities into the global economy while enhancing their quality of life.



One of ConnectHear's core services is its one-tap interpretation app, which offers real-time sign language interpretation. The platform has provided over 1,000,000 minutes of sign language interpretation, assisting both public and private institutions in becoming more accessible. The app is complemented by additional offerings, including content translation services




and sign language learning programs, which aim to broaden access to communication across various sectors.

ConnectHear also acts as an accessibility consultant, collaborating with more than 100 companies to enhance inclusion in the workplace. The startup has been involved in several significant initiatives, including Pakistan's first-ever deaf-inclusive concert, election accessibility campaigns, and job fairs exclusively for Persons with Disabilities. Through these efforts, ConnectHear is shaping a more inclusive environment in both social and professional settings.

The startup has received multiple accolades for its innovative work, including winning the TiE Women Global Competition and receiving recognition from The Diana Awards, the World Summit Award, Draper University, and Forbes. With its technology-driven approach and social initiatives, ConnectHear continues to expand its impact across South Asia and beyond.



## Pansari Hamdard

Pansari is a HealthTech company focused on revitalizing the use of herbal medicine as a sustainable solution for modern health challenges. Established to reconnect people with traditional remedies, Pansari offers a wide range of high-quality herbs, supplements, and natural remedies aimed at addressing various health conditions without harmful side effects. With the increasing awareness of over-medication, Pansari is positioned as a go-to platform for those seeking natural, holistic alternatives to conventional pharmaceuticals.

The company provides a diverse selection of products, including herbs, herbal oils, remedies, and supplements. These products are designed to treat conditions ranging from skin infections and allergies to chronic issues such as arthritis and diabetes. Pansari's offerings also include specialized herbal teas and natural beauty products, all of which promote wellness using natural ingredients.

Pansari emphasizes the importance of holistic healing by addressing the root causes of ailments, rather than just the symptoms. With a robust e-commerce platform, Pansari has become a leading provider of herbal solutions in Pakistan. Their online store offers easy access to natural products, providing detailed information and customer support to guide users in selecting the right herbal remedies. Pansari's user base spans a range of demographics, reflecting the growing demand for natural treatments that are both affordable and effective.

In addition to its product offerings, Pansari has forged partnerships with herbal suppliers and wellness experts to ensure the highest quality of ingredients. As the first premium herbal store in Pakistan, the company has positioned itself as a key player in the growing market for natural health solutions.



## MedIQ

MedIQ is a hybrid healthcare platform focused on making healthcare more accessible, affordable, and convenient through digital integration. It serves individuals, corporations, and insurance companies by offering a comprehensive range of services that streamline healthcare processes. The platform specializes in corporate wellness programs, cashless outpatient and inpatient (OPD/IPD) fund management, health and life insurance aggregation, and white-label solutions for insurers, positioning itself as a versatile HealthTech solution for the corporate and insurance sectors.

Among its key products, MedIQ's cashless OPD management solution allows corporations to manage outpatient expenses digitally, providing employees with seamless access to medical services without upfront payments. The company offers convenient and affordable healthcare for users by integrating consultations with general physicians and specialists, as well as access to diagnostic services and pharmacies. The company also provides group life and health insurance aggregation services, enabling businesses to offer comprehensive healthcare coverage to their workforce.

For insurance companies, MedIQ offers white-label technology solutions, enabling the digital




transformation of backend and customer-facing services such as claims management and e-medical records. By partnering with over 100 corporations and insurers, MedIQ's platform supports efficient claims verification, fraud detection, and seamless customer service, improving overall healthcare management.

MedIQ has built a strong network of over 40,000 service providers and operates across more than 10 cities, serving a customer base exceeding 1 million. The company has been recognized for its impact in digitizing healthcare processes and enhancing accessibility.






## Medxol

Medxol is a comprehensive HealthTech platform operating in Pakistan, offering a diverse range of services designed to enhance the accessibility and efficiency of healthcare. Its primary offerings include a robust online pharmacy with home delivery and discounted rates, a network of diagnostic labs providing extensive medical testing services, and partnerships with accredited healthcare providers.

The platform supports users with features such as home-based lab sample collection and discounted rates on healthcare products and




services. Medxol also focuses on making essential medicines available across urban and rural areas with timely delivery options and payment flexibility.

The company collaborates with over 1,950 diagnostic labs, including leading names like Chughtai Lab and Excel Labs, offering more than 800 tests, such as general health profiles, specialized diagnostics, and radiology services. Medxol pharmacy arm delivers prescription and over-the-counter medications, leveraging courier services to ensure coverage across Pakistan. With discounts of up to 20-40% on laboratory tests and medicines, Medxol targets affordability and inclusivity, reaching a wide demographic of users.



Medxol has established a customer base exceeding 330,000 clients, facilitated by its strategic partnerships

with diagnostic and pharmaceutical providers. Its services extend to more than 100 cities, and its operational efficiency is backed by a reliable delivery network ensuring medical services are available within 48 hours. By integrating cash-on-delivery and online payment systems, Medxol caters to varying user preferences and expands access to healthcare resources.

> *I recently got a chance to take the nursing care service of Medxol. The services they provide are very satisfactory with the availability of trained staff. Highly recommended!*
> ***-Ishba Aziz Khan(Customer***

> *Medxol made the availability of the medicines easy at night when I needed these most on urgent basis.*
> ***-Iqra Jahangery (Customer)***

> *I found them very helpful and convenient. Their home sampling services are upto the mark. highly recommended*
> ***-Komal Sagheer(Customer)***

## Mohafiz

Born from the need for swift and reliable emergency assistance a Mohafiz has evolved into a vital lifeline for individuals across Pakistan.

With services ranging from medical emergencies to locating missing loved ones and managing natural disasters, Mohafiz is committed to providing timely support through an extensive network of first responders. The platform also offers specialized services like Mohafiz Junior, which focuses on empowering the next generation, and Mohafiz Secure, designed to help businesses thrive by filling institutional gaps. Mohafiz Pulse keeps users informed with daily news and strategic insights, ensuring preparedness for any situation.

Its innovative approach to emergency response has garnered praise, positioning the platform as a leader in safety solutions. The company's extensive credentials include certifications for its rapid and reliable services, and it has been featured in prominent safety tech forums. Mohafiz continues to be lauded for its success in building a system that not only addresses emergencies but also improves the quality of life for countless individuals across Pakistan.

Since its inception, Mohafiz has saved over 10,000 lives and solved more than 15,000 cases, boasting an impressive 100% success rate in addressing emergencies. Serving over 50,000






individuals in Pakistan, the platform covers 50+ cities with its robust network of verified first responders and service providers. Mohafiz ensures rapid response, with intervention times under five minutes, making it an indispensable asset for anyone seeking security. Through its unique services-Mohafiz Junior, Mohafiz Secure, and Mohafiz Pulse-Mohafiz remains committed to safeguarding communities and creating a more resilient future.

> *For Zaraye, two aspects of our partnership with Mohafiz stand out the most: Mohafiz is able to deploy tailored solutions for our business with speed; Response times, especially in security situations of high-risk or even crisis gives ample cushion to keep our operations stable and running - both aspects being critical to a business such as Zaraye.*
> ***-Ahsan Ali Khan - Co-Founder Zaraye***

**Primary Products**

- **Mohafiz Junior:** Mohafiz Junior's mission is to create a generation of Pakistanis who will not only care about others but will also be equipped to help others.
- **Mohafiz Secure:** Mohafiz Secure plugs institutional gaps in developing economies, enabling founders and startups to focus on what they do best.
- **Mohafiz Pulse:** Daily news, reports, and strategic recommendations ensure that clients are never caught off-guard.

*Mohafiz has been a loyal partner of ezBike since the early days of scooter sharing. Their exceptional service relieved us of the burden of worrying about the security of our electric scooters, which were often left parked outside for our 150,000 users to access. Thanks to Team Mohafiz's vigilance, we could focus on delivering our services seamlessly, knowing that our bikes were safeguarded from theft and damage around the clock. In addition to their outstanding service, Mohafiz demonstrates remarkable consideration for their clients by promptly informing us of any security threats long before they become public knowledge. I wholeheartedly recommend Mohafiz to anyone seeking a reliable and professional security provider. Their commitment to ensuring their clients' peace of mind is commendable. Kudos to Team Mohafiz for truly being our guardian!*

***-Yumna Ahmed - CBO, ezBike***

*Mohafiz team has played a critical role in the success of our Business as they work like an in-house team. Their security services have been invaluable to our organization, ensuring the safety of our premises and staff. Additionally, their expertise in handling cases and facilitating cash recoveries has been instrumental in resolving various challenges we've faced. Their professionalism, responsiveness, and dedication to our needs have consistently exceeded our expectations*

***-Maaz Ahmed -***
***General Manager Byte***

*Mohafiz has been a go-to security partner for us at BusCaro. Having worked in this industry before, they have in-depth knowledge of the business requirements. Their vast network allows for swift actionable response time, which is a need for us and overall, the team is also very supportive.*

***-Muzaffar Narejo - Director BusCaro***






## Sehat Kahani

Sehat Kahani is a pioneering telemedicine platform focused on enhancing healthcare accessibility for underserved communities in Pakistan. Established to bridge the gap between patients and healthcare professionals, the platform facilitates connections through its app, offering affordable remote consultations and continuous care. Sehat Kahani is driven by a mission to democratize healthcare access, ensuring that individuals, regardless of location or socioeconomic status, can receive essential medical services. With a network of over 7,000 doctors, Sehat Kahani serves as a vital resource in the Pakistani healthcare landscape.

The platform operates several services designed to cater to diverse healthcare needs. The Sehat Kahani App provides users with quick access to qualified doctors, enabling consultations within 60 seconds. This service allows patients to select doctors based on availability, specialty, and symptoms, facilitating a seamless healthcare experience.

The Sehat Kahani Corporate Care program offers tailored health solutions for businesses, providing online consultations and well-being sessions to enhance employee health and productivity. Meanwhile, Sehat Kahani E-Clinics connect patients with physicians for virtual consultations, expanding the reach of healthcare services across various regions. Mental health is a significant focus for Sehat Kahani, as evidenced by its Mental Health & Wellbeing service. This initiative connects users with mental health experts through online consultations and in-person sessions, addressing the growing demand for psychological support. The company also offers a Plug and Play Solution, allowing organizations to integrate Sehat Kahani's telemedicine services into their existing frameworks. This flexibility ensures that clients can customize healthcare solutions according to their specific needs.

Sehat Kahani has achieved considerable milestones, having served over 1.5 million patients across 100+ cities in Pakistan. The platform is recognized for its scalable solutions and emphasis on inclusivity, earning multiple national and international awards for its innovative approach to healthcare delivery. Partnerships with leading healthcare institutions and NGOs bolster its reputation as a trusted name in telemedicine, further enhancing its capability to improve healthcare access in remote areas.

The organization has garnered positive testimonials from various corporate partners and individual users, underscoring the effectiveness of its services. Sehat Kahani's ongoing commitment to expanding healthcare access continues to position it as a vital player in the HealthTech sector, making significant strides towards transforming healthcare delivery for millions of individuals in Pakistan.

## Docthers




doctHERs is a HealthTech company revolutionizing healthcare delivery through its Hybrid Healthcare Model, which seamlessly integrates telemedicine with in-person care. This innovative approach positions patients at the center of their healthcare journey, enabling them to access a comprehensive range of medical services at their convenience. By offering a holistic model that includes digital consultations and coordinated primary care, mental health support, and post-hospitalization care, doctHERs aims to simplify the management of medical records, tests, and prescriptions for its users.

The platform provides several core services to enhance patient access to healthcare. Primary Care offers 24/7 access to primary care physicians for non-urgent medical needs, enabling immediate consultations via phone or video. The Managed Care service encompasses comprehensive management before and after hospital stays, including medication delivery and follow-up appointments. Additionally, the Mental Health & Wellbeing program provides specialized support and consultations for emotional and psychological health concerns, addressing the increasing demand for mental health services.

doctHERs also focuses on corporate health with its Corporate Health Solutions, delivering tailored wellbeing programs to employees that integrate with HR systems for cashless healthcare access. This service promotes employee health and productivity while minimizing healthcare costs for businesses. The Community Health Programs facilitate telemedicine services managed by frontline health workers, expanding access to healthcare through tele-pharmacy and diagnostic services within communities. Furthermore, Consumer Health Engagements offer health activations in various settings, including schools and corporate offices, enhancing health awareness and engagement.

With a significant impact on over 3.5 million lives, doctHERs has been recognized for its innovation in healthcare, receiving accolades such as the Impact-20 award in 2020 and being a finalist in Fast Company's Most Innovative Companies in 2017. The company has established partnerships with various organizations and healthcare providers, enabling it to enhance its service offerings and extend its reach within the healthcare ecosystem. Through its digitally enabled network, doctHERs integrates pharmacies, labs, diagnostics, and care services, facilitating a coordinated healthcare experience for its users.

Overall, doctHERs is committed to transforming the healthcare landscape by offering a patient-centered, technology-driven model that addresses the diverse needs of individuals across corporate, community, and consumer health sectors. Its strategic approach to combining telemedicine with in-person care positions it as a leader in health innovation, working towards more accessible and efficient healthcare for all.

> *True health comes from bringing balance into all areas of life; because the mind-body-soul connection is magical, but to experience this magic, we need to be committed to ourselves.*
> ***-Mahrukh Abbasi***
> ***-Certified Integrative Nutrition Health Coach***

## Saaya Health

Saaya Health is a mental health platform dedicated to providing accessible and effective mental health support across Pakistan. The platform connects individuals with licensed therapists and psychologists, facilitating online counseling services for a variety of mental health challenges such as stress, anxiety, and depression. By prioritizing confidentiality and convenience, Saaya Health aims to reduce the stigma associated with seeking mental health support and promotes a culture of openness regarding mental well-being.

Since its inception, Saaya Health has conducted over 20,000 counseling sessions, serving thousands of users nationwide. The platform features a network of certified mental health professionals who offer personalized care plans and flexible appointment scheduling, making therapy accessible to individuals and organizations alike.



Saaya Health caters to both personal and corporate wellness, providing tailored mental health programs to enhance overall employee well-being.

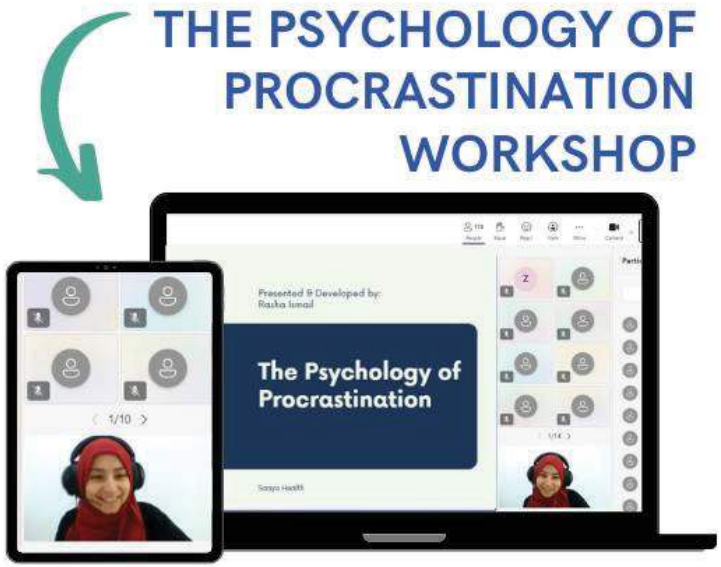
Saaya Health's core services include a 24/7 Hotline, which offers immediate support in over seven languages for mental health crises. The platform also provides Counseling Services that connect users with multilingual and multicultural psychologists for one-on-one sessions. Additionally, Nutritional Coaching is offered through

AI-powered programs designed by certified nutritionists and doctors, focusing on improving physical health and managing lifestyle-related diseases.

In the corporate sector, Saaya Health delivers Executive Employee Assistance Programs (EAP), which are customized to fit the culture and needs of organizations. This includes training programs aimed at educating employees on mental health management, empathetic listening, and effective communication. The platform also offers Assessments and Worker Welfare Programs, using surveys to support HR departments in making informed strategic decisions

that improve workplace culture and productivity.

With partnerships spanning over seven countries and collaborations with 27 corporates, Saaya Health emphasizes the importance of mental health in the workplace. Their comprehensive approach combines data analysis, AI solutions, and a multicultural team of professionals to ensure high-quality mental health care. The company's dedication to mental wellness is reflected in its innovative solutions tailored for diverse populations, making Saaya Health a notable player in the mental health landscape of Pakistan.




## Ailaaj

Ailaaj is a comprehensive digital healthcare platform that facilitates seamless access to medical services across Pakistan. The platform integrates multiple healthcare services, including telemedicine, e-pharmacy, and home healthcare, enabling users to receive quality medical care from the comfort of their homes. By connecting individuals with experienced healthcare professionals for remote consultations, Ailaaj transforms the healthcare delivery system into a more accessible, convenient, and efficient model.

Since its launch, Ailaaj has conducted over 100,000 telemedicine consultations and processed more than 50,000 prescription deliveries through its e-pharmacy network. The platform features 24/7 access to healthcare professionals and offers a variety of specialty consultations, ensuring that users receive timely medical advice across numerous healthcare domains. With thousands of patients served, Ailaaj aims to meet diverse healthcare needs by providing a one-stop solution for medical support.

Ailaaj's primary services include Telemedicine Consultations, which allow users to connect with certified healthcare professionals via phone or video. This service is available around the clock and covers a wide range of specialties. The E-Pharmacy component provides easy access to prescription and over-the- counter




medications, which are delivered directly to patients' homes, ensuring convenience and adherence to medication regimens.

In addition to these services, Ailaaj offers home healthcare services that include nursing care, physiotherapy, lab tests, and vaccination services, facilitating comprehensive care without requiring patients to travel. Health packages and wellness plans are also available, providing customized preventive care options, such as comprehensive check-ups and lifestyle management programs, to promote overall health and well-being.

Ailaaj is recognized in the HealthTech sector for its innovative approach and has formed strategic partnerships with leading healthcare providers and pharmacies. These collaborations enhance the platform's capabilities and trustworthiness, further establishing Ailaaj as a key player in reshaping the healthcare landscape in Pakistan. Through its dedication to improving healthcare access, Ailaaj continues to contribute significantly to the HealthTech industry in the region.



## Aimfit

AimFit is a prominent fitness and wellness platform based in Pakistan, dedicated to providing women with a comprehensive range of fitness and wellness solutions. The platform offers a variety of dynamic workout programs, including dance, HIIT, strength training, yoga, and pilates aimed at empowering individuals to achieve their health goals. AimFit combines in-studio classes with online access, allowing users to participate in live and on-demand sessions from the comfort of their homes or at designated studios. As of now, AimFit boasts over 100,000 members and has successfully conducted more than 5,000 classes across its multiple locations and digital platforms.

AimFit's services include in-studio fitness classes, which provide a community-oriented environment for participants to engage in a variety of group workouts tailored to different fitness levels. The online fitness classes feature live sessions and recorded workouts, offering flexibility for users to work out according to their own schedules. Furthermore, AimFit delivers personalized workout plans that cater to individual fitness goals, ensuring that members receive tailored exercise and dietary guidance for optimal results.

The platform also hosts fitness challenges and programs designed to motivate users to reach their fitness milestones. These structured initiatives help track progress and encourage participation in a supportive community. Additionally, AimFit provides corporate wellness programs, promoting employee health and well-being through engaging fitness activities tailored to organizations. The AimFit app serves as a comprehensive digital platform, granting members access to a vast library of workouts, progress tracking features, and community support, enabling them to maintain their fitness journey conveniently.

Recognized for its innovative contributions to the fitness industry, AimFit has secured partnerships with leading health and wellness organizations, bolstering its reputation as a trusted name in the sector. The company has also gained media attention for its significant impact on women's health and wellness in Pakistan, recently raising USD 1 million in seed funding to expand its reach and enhance its service offerings. With over 200,000 women engaged in its programs, AimFit continues to redefine the fitness landscape by focusing on accessible, engaging, and effective wellness solutions tailored specifically for women.






## Health Rahbar

Health Rahbar is a comprehensive healthcare platform that provides personalized healthcare solutions for individuals and families across Pakistan. The platform integrates telemedicine consultations, chronic disease management, and wellness programs, allowing users to take control of their health journeys efficiently. With a focus on accessibility and affordability, Health Rahbar employs advanced digital tools and a network of expert healthcare professionals to enhance health outcomes for its users.

The core services offered by Health Rahbar include telemedicine consultations, enabling users to connect with certified healthcare professionals for remote medical advice and care. This service is designed to eliminate the barriers of distance and time, allowing users to receive healthcare from the comfort of their homes. Additionally, the platform provides chronic disease management programs that assist individuals in managing conditions such as diabetes and hypertension. These specialized programs offer ongoing support and monitoring to ensure users effectively handle their chronic illnesses.

Health Rahbar also features wellness programs that encompass holistic initiatives, including fitness plans, nutritional guidance, and mental health resources. These programs aim to promote overall well-being and empower users to maintain a healthier lifestyle. For those seeking more tailored support, personalized care plans are available, offering customized healthcare strategies aligned with individual health needs and goals. Furthermore, the platform facilitates e-prescriptions and medication management, helping users keep track of their medications and ensuring adherence to treatment plans.

The platform has achieved significant milestones, including over 19 million downloads and more than 50,000 positive reviews. It has successfully facilitated over 50,000 telemedicine consultations and offers over 200 unique features, including custom reporting and integrated calendars tailored to each user's healthcare needs. Health Rahbar's partnerships with top healthcare providers ensure secure data handling, prioritizing patient privacy and trust in all interactions. Its commitment to improving health literacy is reflected in the provision of health education resources, which include articles, videos, and webinars aimed at empowering users in their health decisions.

In addition to individual-focused services, Health Rahbar also provides corporate wellness solutions, offering tailored health and wellness offerings for organizations. These initiatives are designed to enhance employee health and productivity by delivering accessible healthcare services.

Pharma+Plus®

Medical information on care and cure for better life

## Pharma Plus

Pharma Plus is a prominent healthcare and pharmacy services provider in Pakistan, dedicated to delivering convenient access to essential medications and healthcare products. The company operates an extensive network of over 500 retail pharmacies complemented by a robust digital platform, which allows customers to seamlessly shop for prescription medications, over-the-counter drugs, and health and wellness products. Pharma Plus emphasizes quality service and customer satisfaction, positioning itself as a reliable partner in users' healthcare journeys.

With a product range exceeding 20,000 healthcare items, Pharma Plus serves millions of customers across the region.




Its offerings include prescription medications, which are available both in-store and online. Customers benefit from streamlined prescription management and refill services, ensuring they have easy access to necessary medications. The company also provides a comprehensive selection of OTC medicines, covering everyday health needs such as pain relief, allergy treatment, and cold and flu remedies.



In addition to pharmaceuticals, Pharma Plus offers an array of health and wellness products, including vitamins, supplements, personal care items, and fitness essentials aimed at promoting overall well-being. The company also provides essential medical devices and equipment, such as blood pressure monitors, thermometers, diabetes care products, and mobility aids, ensuring that customers can manage their health effectively at home.

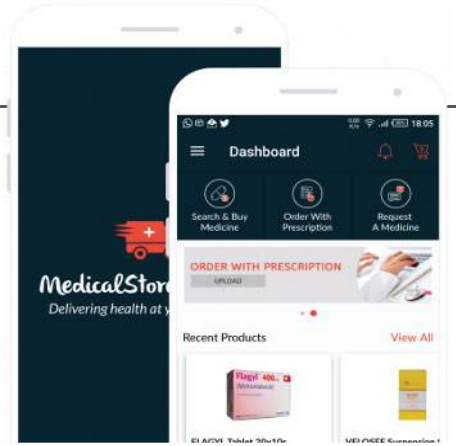
Pharma Plus' online pharmacy services enhance convenience by allowing customers to order medications and health products digitally, with home delivery options and prescription management features. In-store services include vaccination services, where qualified healthcare professionals administer common vaccines, and health screenings and consultations for basic health checks and medication advice.

Additionally, Pharma Plus offers personalized care programs that provide tailored support for managing chronic conditions and medication adherence, ensuring individual health needs are met.

The company's digital innovations include the PharmaPlus Mobile Application, which offers comprehensive drug information for healthcare professionals and students, providing essential details such as indications, dosages, and contraindications. Recognized for its extensive pharmacy network and innovative digital solutions, Pharma Plus remains a leading entity in the pharmaceutical industry, committed to making quality healthcare accessible and reliable for all.



## Medicalstore.com.pk




MedicalStore.com.pk, established in 2014, operates as a leading online pharmacy in Pakistan, providing reliable access to a wide range of medicines and healthcare products. With a mission to enhance healthcare accessibility, the platform serves customers from Karachi to Khyber, specializing in both prescription and OTC products. The convenience of online shopping, home delivery, and a user-friendly mobile application makes it easier for consumers to manage their health needs effectively.

The company has gained significant recognition for its commitment to quality and safety, collaborating with certified pharmacies like Kausar Medicos, Tayyab Medical, and Time Medicos. MedicalStore.com.pk is relied upon by thousands of healthcare professionals and consumers for its genuine medications. Operating under strict quality control measures, the platform ensures that all products are authentic and sourced from licensed distributors, fostering trust within the healthcare community. MedicalStore.com.pk has successfully expanded its operations over the years, with free delivery options nationwide and abroad as long as the orders are above a certain limit. Customers benefit from various promotions, including a 15% cashback on every order and a signup discount. The online platform features a robust search tool, allowing users to easily find medicines and their substitutes, enhancing the overall shopping experience. To further ensure customer satisfaction, express delivery services are available, guaranteeing that urgent orders are fulfilled within 2 to 3 working days.

The product offerings at MedicalStore.com.pk encompass a broad spectrum, including medications for various illnesses, health supplements, and herbal alternatives. Customers can access essential health items, including surgical instruments and personal care products, ensuring a comprehensive shopping experience. The online pharmacy prioritizes customer privacy and safety, with protocols in place for the secure handling of sensitive health information and order fulfillment.

In addition to its core services, MedicalStore.com.pk provides features such as live chat with specialists, medicine reminders, and a secure platform for storing health records.



## Vicenna

Vicenna HealthCloud is a comprehensive, patient-centric platform tailored for hospitals and clinics, aimed at optimizing hospital management and electronic health records (EHR). This solution addresses the administrative, financial, and clinical needs of healthcare facilities, enhancing both patient care and operational efficiency.

With features like telemedicine integration, patient engagement applications, and advanced analytics, Vicenna streamlines the patient journey from check-in to care management. Built exclusively on Microsoft Azure, the cloud-native platform offers scalability, security, and seamless integration with various external systems, including EMRs, pharmacies, and laboratories.

The company has established itself as a leader in healthcare transformation, exemplified by its successful partnership with Rehman Medical Institute (RMI), a 500-bed teaching hospital serving 250,000 patients annually. After facing challenges with three previous hospital management systems, RMI implemented Vicenna HealthCloud to modernize its operations.

This transition resulted in improved patient satisfaction and more efficient workflows. Similarly, Evercare Hospital Lahore adopted Vicenna's



telemedicine solution during the COVID-19 pandemic, integrating telehealth with EHR to effectively meet the evolving healthcare demands.

Vicenna HealthCloud's capabilities are reflected in its operational metrics and user satisfaction. At RMI, the platform manages over 25,000 admissions per year, providing an integrated patient management system that streamlines processes from registration to billing.

At Evercare Hospital, more than 40 consultants successfully delivered virtual care through Vicenna's telemedicine solution, significantly increasing patient access and reducing costs. The system's design allows for high transaction volumes while maintaining a user-friendly experience, and its deployment on Azure ensures unlimited scalability, ongoing upgrades, and robust security measures.

Vicenna HealthCloud offers a suite of products designed to enhance

healthcare delivery. The telemedicine solution allows healthcare providers to extend existing outpatient workflows and deliver secure remote care. The Patient App engages patients with their care teams, enabling them to manage appointments and access medical records. The Electronic Medical Records (EMR) system provides a comprehensive framework for both inpatient and outpatient care, prioritizing user experience for clinicians. The Operations and Finance module streamlines workflows, reduces wait times, and improves hospital administration efficiency. Additionally, the Analytics feature offers detailed insights into clinical, operational, and financial performance, supporting data-driven decision-making for healthcare organizations.

Vicenna's commitment to innovation is evident in its ability to integrate with external systems, including EMRs, pharmacies, and laboratories. This integration enhances the overall effectiveness of healthcare delivery, allowing for more coordinated care. With a focus on continuous improvement and customer satisfaction, Vicenna HealthCloud positions itself as a leading solution in the HealthTech landscape, dedicated to transforming healthcare management.





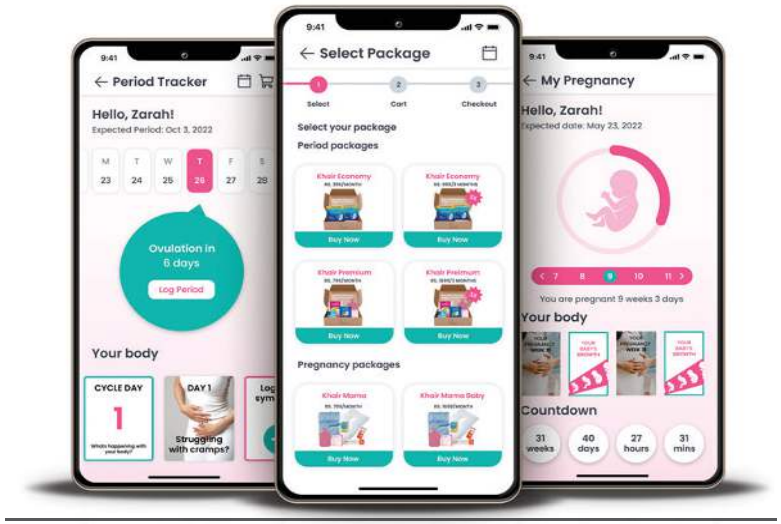
خیر Khair

## Khair

Khair is a HealthTech company based in Karachi, Pakistan, specializing in women's health solutions. Founded with the mission to provide comprehensive healthcare services, Khair offers a range of products and services designed to address the unique health needs of women. The company's flagship offering is the Khair App, an all-in-one solution for tracking periods and pregnancies. This application enables users to monitor menstrual cycles, ovulation periods, and pregnancy milestones, providing personalized health insights and reminders.

In addition to the Khair App, the company operates the Khair Shop, an online platform offering a curated selection of health products tailored for women. The shop features a variety of items, including nutritional supplements, personal care products, and wellness accessories, all aimed at supporting women's health and well-being. By providing these products, Khair ensures that women have access to quality health resources conveniently.

Khair has achieved an impressive social media reach of 1.5 million, engaging over 200,000 beneficiaries, donating more than 100,000 sanitary napkins, and conducting over 100 health sessions, making a significant impact on communities in need.





## Girlythings

Girlythings is a HealthTech company based in Pakistan that focuses on improving access to menstrual healthcare, particularly for women with disabilities. The company offers a range of products and services through its mobile app and website, including sanitary napkins and hygiene kits delivered across Pakistan. The app is designed to be disability-friendly, ensuring accessibility for all users.

Their primary services include anonymous delivery of hygiene products, hygiene workshops, and educational initiatives aimed at debunking menstrual myths and promoting better health practices.

Girlythings also collaborates with organizations to create partnerships that extend their reach and impact on menstrual health awareness. They've introduced a leadership program to train peer educators, empowering individuals to lead discussions on menstrual health in their communities.

The company has received recognition for its work, with founder Tanzila Khan being awarded the Amal Clooney Women's Empowerment Award at The Prince's Trust Awards in 2022, highlighting her efforts to improve menstrual and reproductive health for women in Pakistan.





## Procheck

Procheck is a HealthTech company that provides AI-driven diagnostic tools and personalized healthcare management solutions. By leveraging predictive analytics, the company enables individuals to proactively manage their health through tailored health plans and diagnostic insights. Its platform integrates with various health data sources, helping users make informed decisions about their health and wellness.

In 2023 Procheck was awarded the HealthTech Innovation Award for its advanced diagnostic solutions powered by artificial intelligence. The company is also a certified partner of the Health Data Science Association, which endorses its commitment to data-driven healthcare. These accolades reflect its credibility and innovation in the HealthTech space.

Procheck serves over 3 million users, providing them with AI-powered health management and diagnostic predictions. The platform's predictive accuracy is reported to be 92%, setting it apart in terms of reliability. Procheck has formed strategic partnerships with leading laboratories and hospitals, ensuring that users have access to high-quality diagnostic services across the healthcare ecosystem.

They have an AI-driven diagnostic platform which analyzes a wide array of health data to provide users with predictive health diagnostics, enabling early detection of health risks. They also offer personalized health management plans based on individual health data, Procheck designs tailored health plans to guide users through preventive care and personalized treatment pathways.

## E-Novatrx



E-Novatrx is a HealthTech company specializing in developing advanced health management software that integrates seamlessly with medical devices. The company's solutions are designed to enhance patient care by streamlining data analysis and improving real-time decision-making for healthcare professionals. E-Novatrx's platform allows medical data from multiple devices to be unified into one interface, improving overall efficiency and patient outcomes.

In 2023, E-Novatrx was recognized as a Top 50 HealthTech Innovator, an acknowledgment of its contribution to healthcare technology. The company has also earned multiple technology certifications from the International Health IT Standards Board, reinforcing its adherence to global health information technology standards. These credentials highlight its compliance with industry regulations and standards for healthcare data management.

E-Novatrx's software is utilized by over 100,000 healthcare professionals, providing support for data analysis related to more than 10 million patients globally. This widespread use underscores the platform's scalability and reliability. The company's ability to integrate with a variety of medical devices, from wearable health monitors to hospital-grade diagnostic equipment, has led to its adoption in hospitals and clinics around the world.

E-Novatrx offers two primary products designed to improve healthcare data management and clinical efficiency. The Health Management Software allows healthcare providers to collect and analyze patient data from various sources, helping them make informed decisions about treatment and care pathways. Additionally, the Data Integration Tools for Medical Devices ensure seamless connectivity between medical devices and the software, enabling real-time data sharing and analysis, which enhances both clinical efficiency and patient outcomes.



## Mtbc-Carecloud

MTBC-CareCloud offers a cloud-based healthcare management platform aimed at simplifying operations for healthcare providers while enhancing patient care through advanced digital tools. The platform integrates multiple services, including practice management, medical billing, and electronic health records, all designed to streamline administrative and clinical workflows. Additionally, CareCloud supports telemedicine and patient experience management, making it a comprehensive solution for healthcare practices looking to optimize their operations and improve patient engagement.



MTBC-CareCloud has been consistently recognized in the industry for its innovations in healthcare technology. It has ranked in the "Healthcare Informatics Top 100" and received numerous accolades, including multiple HIMSS HealthTech awards for its contributions to digital healthcare solutions. These awards underscore the company's commitment to delivering cutting-edge technology that meets the evolving needs of healthcare providers.

CareCloud serves a broad network of over 7,000 healthcare providers and handles around 50 million claims annually. Its cloud-based platform is trusted in more than 20 countries, offering comprehensive support to practices across various medical specialties. This extensive reach makes it a key player in the global healthcare management industry.

The company's primary products include cloud-based medical billing services, designed to automate and optimize revenue cycle management for healthcare practices, and practice management software that integrates clinical and administrative functions to improve overall efficiency. These solutions are complemented by advanced tools such as business intelligence and robotic process automation to further enhance healthcare delivery.

## Vitruvia Technologies

Vitruvia Technologies is a healthcare technology company that focuses on providing innovative solutions to enhance patient care and streamline clinical workflows.

Their primary offerings include an electronic health records (EHR) system and a telemedicine platform, both designed to improve the efficiency of healthcare delivery. By leveraging digital tools, Vitruvia aims to optimize the way healthcare providers manage patient information and conduct remote consultations, offering a comprehensive approach to modern medical practice management.

Vitruvia has gained industry recognition for its contributions to health IT, receiving the HealthTech Excellence Award in 2023 for its cutting-edge solutions. In addition, the company holds certifications from prominent health IT standards organizations, demonstrating its adherence to high-quality and secure practices. These credentials position Vitruvia as a trusted provider of digital health solutions in a competitive market.

Vitruvia currently serves over 200 healthcare providers, and its solutions have been shown to significantly impact healthcare efficiency. For example, the company reports that its EHR system reduces patient wait times by 30% and increases administrative efficiency by 25%. This focus on operational improvements, combined with customizable and user-friendly interfaces, differentiates Vitruvia from other healthcare technology providers.

Vitruvia's primary products include a comprehensive EHR system that allows healthcare providers to manage patient data efficiently and a telemedicine platform that supports virtual consultations and remote patient monitoring. Both products are designed to integrate seamlessly into healthcare practices, enhancing both clinical and administrative workflows.



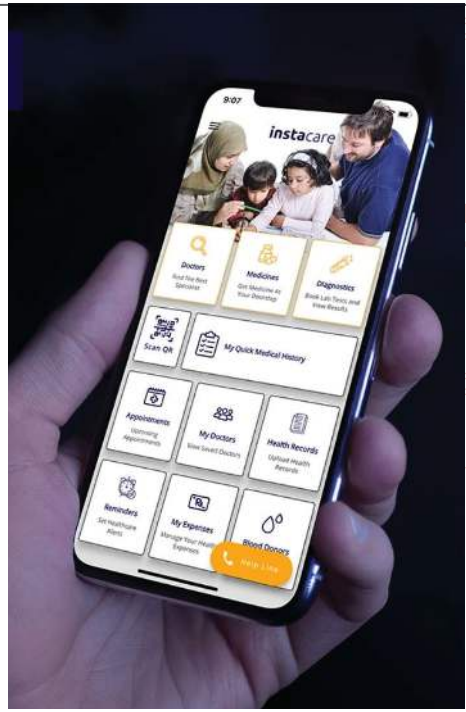



## Instacare

Instacare is a telemedicine platform that facilitates on-demand consultations and remote patient monitoring. By providing real-time access to healthcare professionals, Instacare connects patients with doctors through its easy-to-use digital platform. The service also extends to lab test bookings and medicine deliveries, aiming to streamline healthcare access for patients across Pakistan.

Instacare has earned several industry accolades, including the Best Telehealth Platform award in 2023. It is certified by the National Health Technology Association, ensuring compliance with international standards for patient safety and data protection. This recognition reflects Instacare's commitment to offering reliable, safe, and compliant healthcare solutions.

The platform supports over 1 million consultations annually and collaborates with more than 500 hospitals worldwide. Instacare's app has received high user satisfaction, maintaining a 4.8-star rating across major app stores. These figures highlight the platform's extensive reach and user-friendliness, making it a popular choice among patients and healthcare providers.






Instacare's primary services include virtual consultations, enabling patients to connect with doctors from the comfort of their homes. The platform also offers remote monitoring devices, allowing healthcare providers to track patient health data in real-time. Through these services, Instacare aims to improve patient outcomes and enhance the efficiency of healthcare delivery.




## MedXplorer

MedXplorer is a Pakistan-based HealthTech startup focused on making healthcare services more accessible and affordable. Launched in July 2023, it provides a digital platform that connects patients with doctors, nutritionists, and physiotherapists.

The platform facilitates virtual consultations, chronic disease management, and medication delivery. MedXplorer also offers customized health and wellness plans, ensuring a personalized approach to healthcare for every individual.

The startup has received recognition for its alignment with the United Nations Sustainable Development Goal 3, which focuses on promoting good health and well-being. MedXplorer is supported by Regional Plan 9 in Rawalpindi and the Punjab IT Board, reflecting its strong institutional backing. The company's approach to digital healthcare has garnered attention for its innovative solutions in the Pakistani healthcare sector.

Since its inception, MedXplorer has gained rapid traction, handling a growing number of telemedicine consultations and medication deliveries. It has also built a solid reputation for affordability, with a user-friendly platform that integrates health services, medication orders, and wellness plans. Its app serves a wide demographic, enabling users to manage their healthcare needs efficiently from home.

MedXplorer's core services include telemedicine, allowing patients to consult healthcare professionals remotely, and a medication delivery service, ensuring timely access to essential drugs. Additionally, the platform provides personalized diet and exercise plans, addressing individual health goals and concerns.





## Xylexa Pvt Ltd

Xylexa is an AI startup specializing in cloud-based decision support systems tailored for radiologists and caregivers. The company delivers comprehensive radiology solutions, focusing on AI analytics that facilitate early and accurate diagnoses, with a particular emphasis on breast cancer detection.

Xylexa has garnered recognition for its innovative contributions to AI-driven diagnostics, participating in esteemed accelerator programs such as the National Incubation Centre in Islamabad and Epiphany Lab. The company's AI solutions have achieved high accuracy rates in diagnostic trials, significantly enhancing early disease detection. Xylexa's platforms are designed for seamless integration with existing medical imaging infrastructure, offering cost-effective solutions that cater to the needs of healthcare providers.




## CureMD Pakistan Limited

CureMD is a prominent provider of healthcare IT solutions, offering cloud-based electronic health records (EHR), practice management, and medical billing services. Their systems are designed to simplify decision-making, streamline operations, and ensure compliance with industry standards, thereby enhancing the overall healthcare experience.

Since its establishment in 1997, CureMD has earned a reputation as a leader in healthcare IT solutions, successfully operating in all 50 states across the USA. The company's commitment to excellence and innovation has positioned it as a trusted partner in the healthcare sector.

CureMD's solutions are utilized by a vast network of healthcare providers, significantly improving practice efficiency and patient care. Their emphasis on user-friendly design and innovative technology has made them a preferred choice among healthcare professionals, further solidifying their presence and operations in Pakistan.

CureMD's primary product is its Cloud-Based EHR, a comprehensive platform designed for managing patient records efficiently and securely.

## Pak Health Consultants



Pak Health Consultants (PHC) specializes in delivering comprehensive solutions for setting up and managing healthcare facilities in Pakistan. With over a decade of experience, PHC's offerings include designing healthcare facilities, financial planning, construction management, medical equipment sourcing, staff hiring and training, and operational optimization.

The company also provides specialized guidance for niche healthcare setups, including specialist-led group practices and hospitals, focusing on tailored solutions for each client. PHC's services are designed to address the unique challenges of the domestic healthcare industry, ensuring efficient and effective operations.

One of the standout projects undertaken by PHC is its role in managing end-to-end hospital setups, from blueprint designs to operational readiness. Leveraging expertise in equipment procurement, PHC partners with reputable manufacturers to ensure facilities are equipped with state-of-the-art technology. Their operational management services have reportedly improved efficiency by significant margins in their managed facilities, enabling better patient care delivery. Additionally, PHC has implemented telehealth solutions, expanding healthcare access to underserved areas across Pakistan.

PHC has successfully worked on multiple high-profile projects across Pakistan. Their portfolio includes collaborations with government healthcare initiatives and private sector hospitals, contributing to improved healthcare infrastructure.

The firm's ability to offer a "single window" solution has garnered trust and reliance from its clients, who range from large-scale hospitals to smaller, specialized clinics. This operational model minimizes delays and simplifies project execution, benefiting healthcare providers across the country.





## Clearpath Orthodontics



ClearPath Orthodontics is a pioneering startup focused on revolutionizing orthodontic care through innovative technology. They offer a comprehensive range of services designed to simplify and enhance the orthodontic experience for both patients and practitioners. By leveraging cutting-edge solutions and a patient-centric approach, ClearPath Ortho aims to deliver superior results and streamline the orthodontic process.

ClearPath Orthodontics has garnered significant recognition in the field of orthodontics, highlighting its commitment to excellence and innovation. The company has earned numerous awards for its pioneering clear aligner technology, reflecting its dedication to high-quality standards and patient care.

ClearPath Orthodontics stands out in the orthodontic field with its unique selling points and impressive statistics. The company is renowned for its clear aligners, which are distinguished by their exceptional clarity, comfort, and precision. Utilizing a proprietary 50 µm precision manufacturing process, ClearPath often eliminates the need for attachments, enhancing the overall treatment experience. With over 17 years of industry expertise, ClearPath's aligners are used in more than 26 countries across 6 continents. Supported by a robust team of over 700 employees, the company holds multiple US and worldwide patents, reflecting its innovation and leadership in clear aligner technology.

> *I have been wearing ClearPath Aligners all day and no one even noticed that I've been under treatment. They're that amazing and transparent. I highly recommend them to my patients*
> ***-Dr Wajiha javed***
> ***(Dentist / Digital Creator)***

> *ClearPath Aligners are super clear and comfortable. They're customized and easy to use. They'll not bother your daily life routine at all. Go confident, and smile bright with ClearPath Aligners.*[29]
> ***-Christian Betzmann (Digital Creator)***

## Veyetals

Veyetals leverages AI and remote photoplethysmography (rPPG) to provide innovative, contactless solutions for monitoring vital health metrics. The platform uses video scans to measure biomarkers such as blood pressure, heart rate, oxygen levels, glucose (in development), and stress. Its primary offering includes an SDK that integrates seamlessly into existing apps, allowing healthcare providers and wellness companies to embed real-time health tracking features without upfront costs. This approach enables better remote monitoring, early detection, and improved health outcomes for individual users and enterprise clients.

The company aims to make healthcare more accessible and affordable by eliminating the need for specialized hardware. Its AI-powered platform achieves accuracy rates of 90-95% in detecting vital signs, making it a practical tool for both personal health management and professional telehealth services. Veyetals has a particular focus on populations with limited access to traditional healthcare technologies, offering a smartphone-based alternative that is user-friendly and cost-effective. Through cloud-based APIs, the platform also ensures interoperability with other healthcare management systems, facilitating streamlined care for patients and providers.

Clients and partners of Veyetals include healthcare providers and insurers looking to adopt scalable digital health solutions. The technology is endorsed by medical professionals who highlight its potential to enhance continuous health monitoring and support virtual-first care models.

By addressing the growing need for non-invasive, continuous health monitoring, Veyetals positions itself as a transformative player in HealthTech, offering solutions that integrate seamlessly into daily life and professional healthcare workflows.

> *Veyetals is vital. It's a very important tool for people to have knowledge right there at their fingertips. Knowledge about what's going on with their physical health and being able to do something about it.*
> ***-Stefan Deutsch, Global Human Development Inc***

> *The usability of the app is great, it was quite easy for me to follow the steps and get the results. I'm quite fascinated with the technology. It's quite game-changing, the opportunity set is pretty big.*
> ***-Dr. Michael Poku, MD at Oak Street Health***



## Milvik

Milvik is a pioneering HealthTech company revolutionizing access to essential healthcare and insurance solutions. With a mission to make quality health services affordable and convenient, Milvik empowers individuals and families by providing tailored health insurance, telemedicine, and wellness programs. Combining cutting-edge technology with customer-centric innovation, Milvik redefines healthcare delivery, ensuring protection and peace of mind for millions.

Milvik was honored with the Digital Disruptor Award for transforming healthcare access in emerging markets. Additionally, it is accredited by leading industry organizations for adhering to international healthcare and data security standards, reinforcing its commitment to trust, quality, and transparency.

Milvik serves over 7 million customers across six countries in Asia and Africa, delivering comprehensive health insurance coverage and on-demand telehealth services. Its platform boasts a 95% customer satisfaction rate, driven by innovative solutions that include AI-powered health risk assessments and seamless mobile integration. Established in Pakistan in 2015 as BIMA Mobile, Milvik partnered with Mobile Network Operators (MNOs) and insurance companies to scale affordable insurance services nationwide. The company's agent force plays a pivotal role in educating consumers and driving financial inclusion, while BIMA MHealth offers 24/7 unlimited teleconsultations to ensure round-the-clock care. Moreover, BIMA Sehat provides affordable health insurance, ensuring financial support for hospital stays and critical medical needs. Their Personal Accidental Insurance offers protection against unforeseen accidents, covering medical expenses and providing compensation for disabilities or accidental death. Additionally, BIMA Family TeleMedicine ensures convenient access to quality healthcare by enabling families to consult with qualified doctors remotely for medical advice and prescriptions, all from the comfort of their homes.




**Primary Products**

- **BIMA Sehat**
- **Personal Accidental Insurance**
- **BIMA Family TeleMedicine**

## Prosilient Systems

Prosilient Systems is a healthcare technology provider focused on transforming clinical research through innovative digital health solutions. Specializing in decentralized clinical trials, the company offers scalable platforms and devices that streamline data collection, improve patient engagement, and ensure compliance with industry standards. Prosilient operates in collaboration with academic medical centers and research institutions, including partnerships with entities like the University of Chicago Comprehensive Cancer Center. With its dedication to simplifying complex clinical trials, Prosilient has enabled significant advancements in digital health technology for a diverse range of clients and industries.

Prosilient's primary services revolve around its unified health monitoring platform. This platform integrates





third-party devices, a cloud-based data management portal, and proprietary tools such as the Firoz Care Hub tablet. The cloud-based portal serves as the system's core, allowing for seamless device integration, secure data processing, and advanced AI-driven insights. These features facilitate the collection of ecological momentary assessments (EMAs) and digital biomarkers, enabling researchers to maintain transparency and accuracy while enhancing the scope of patient records. The platform also prioritizes data ownership, regulatory compliance, and user-friendly interfaces to support researchers and healthcare providers effectively.

The company's solutions cater to a wide range of sectors, including pharmaceutical research, geriatric oncology, and academic clinical studies. Notably, Prosilient's technology has achieved a high System Usability Scale (SUS) score of 92.8, far surpassing industry averages.




This reflects the system's usability and its appeal to diverse user groups, particularly in aging and minority populations. Prosilient's integrations include wearable sensors and custom data sources, offering flexibility and precision across various clinical trial scenarios.

The company has supported clients in achieving greater efficiency in clinical trials while maintaining stringent compliance with global standards. By leveraging in-house hardware and software manufacturing capabilities, Prosilient ensures cost-effectiveness and seamless implementation of its solutions, making it a trusted partner in advancing healthcare research.

### Primary Products

- **Cloud-Based Data Management Portal:** Enables seamless device integration, secure data sharing, and advanced AI analytics for clinical trial efficiency.
- **Firoz Care Hub Tablet:** A specialized device designed for intuitive data collection and enhanced patient engagement in clinical research.

> *Prosilient is the only collaborator looking to democratize access to clinical research devices and enrich our real-world databases.*
> ***- Dr. Nabiel Mir, Geriatric Oncologist, University of Chicago***



## Gym Passport

Gym Passport is Pakistan's largest premium gym network, offering a unified platform that grants access to over 250 gyms across cities like Lahore, Karachi, Islamabad, and more. Through a single membership model, Gym Passport allows fitness enthusiasts to enjoy a variety of workout facilities, eliminating the need for separate subscriptions for individual gyms. This approach not only ensures flexibility but also supports a wide range of fitness goals, making it easier for users to maintain an active lifestyle without the constraints of being tied to one location.

The platform has established partnerships with 251 fitness centers across the country, providing a diverse range of options for users, including access to top gyms and fitness trainers. Gym Passport offers two primary membership plans: the Standard membership and the Pro membership. Both plans include up to 20 visits per month to participating gyms, with no registration fees or additional costs. The company's mobile application further simplifies the user experience, enabling seamless registration, membership management, and access to a network of gyms with just a few clicks. Gym Passport's innovative approach has been well-received, as reflected in its extensive client base and growing reputation in the fitness industry. The platform caters to corporate clients through customized corporate membership plans, promoting employee wellness and productivity. By offering gym owners free partnership opportunities, Gym Passport has also helped fitness centers expand their reach and diversify revenue streams. The platform's success is underscored by its user-friendly interface, affordability, and a commitment to improving access to fitness facilities across Pakistan.

In addition to individual memberships, Gym Passport's corporate membership program stands out as a key offering, enabling companies to invest in the health and well-being of their employees. The app's integration capabilities allow for efficient management of memberships and usage, making it a valuable tool for both users and gym partners. Gym Passport's ongoing expansion into more cities and regions reflects its mission to democratize access to premium fitness facilities nationwide.



## Nico Labs

Nico.lab specializes in artificial intelligence-driven medical imaging solutions for stroke care. Their flagship product, StrokeViewer, utilizes advanced AI algorithms to assist healthcare professionals in diagnosing and treating strokes more efficiently. The platform provides quick, reliable access to vital information, enabling physicians to make well-informed treatment decisions promptly.

StrokeViewer offers features such as instant sharing of critical patient information across stroke networks, secure chat and screen-sharing capabilities, and a Digital Imaging and Communications in Medicine (DICOM) mobile viewer cleared for diagnostic use. These functionalities streamline communication among medical teams and expedite patient transfers, ultimately aiming to improve patient outcomes.

In terms of partnerships and recognition, Nico.lab has collaborated with technology giants like Google, Intel, and HP to prepare for the introduction of StrokeViewer in the US market. Additionally, the company has engaged in clinical trials in North America and Australia to further validate and expand the use of their technology.



Nico.lab's innovative approach has garnered attention in the healthcare sector, positioning them as a key player in enhancing stroke care through AI-powered solutions.

UMANG
PAKISTAN
A Mental Health Helpline




## Umang

Umang is a 24/7 mental health helpline, providing immediate access to certified clinical psychologists, psychiatrists, and active listeners. Umang aims to break the stigma around mental health by offering confidential, affordable teletherapy sessions. With over 100,000 individuals reached and 25,000 therapy sessions conducted, Umang's mission is to create a safe, supportive space for anyone seeking mental health support, empowering people to embrace well-being without fear or hesitation.

Umang has partnered with leading organizations, including Ferozsons Laboratories Limited, to provide psychosocial support to healthcare professionals, patients, and caregivers. Guided by a team of 50 highly trained professionals, Umang emphasizes strict confidentiality, continuous professional training, and superior service quality. Its commitment to excellence and impactful awareness campaigns has solidified its role as a trusted leader in mental health advocacy and support across Pakistan.

Umang's helpline has provided over 50,000 hours of counseling since its launch. Serving a diverse population nationwide, it offers tailored support for anxiety, depression, work-related stress, and other mental health concerns. This service provides immediate access to certified clinical psychologists and therapists. Backed by a passionate team of certified professionals, Umang's teletherapy model ensures accessibility, anonymity, and affordability. By combining digital technology, compassionate care, and a user-centric approach, Umang empowers individuals to seek help anytime, anywhere, making it a beacon of hope for mental well-being in Pakistan.

Teletherapy sessions offer confidential and affordable counseling over the phone, with the added benefit of a free first session. Psychosocial support programs deliver customized mental health support tailored for healthcare professionals, patients, and caregivers. To foster awareness and reduce stigma, awareness and education campaigns are also conducted nationwide. Additionally, corporate wellness programs provide tailored mental health and well-being solutions for organizations and their employees, promoting healthier workplaces.

**Primary Products**

- **Mental health helpline**

> *I was about to commit suicide but the doctor saved my life. She was so patient and understanding. She listened to me very patiently and dealt with my problems actively. I'm very satisfied.*
> ***- Patient (identity withheld for privacy)***



TASKEEN
SEHATMAND PAKISTAN

## Taskeen

Taskeen is a pioneering HealthTech and mental health initiative committed to revolutionizing the way people access and experience care. At the heart of Taskeen lies a mission to create seamless, patient-centric solutions that blend advanced technology with human compassion. With innovative tools such as AI-powered mental health chatbots and free telephonic mental health support, Taskeen empowers individuals and healthcare providers to deliver unparalleled care, ensuring a healthier and more informed society.

Taskeen has earned widespread recognition for its innovation and impact in the HealthTech industry and mental health advocacy. Honored with multiple industry awards, including the prestigious HealthTech Innovation Award, Taskeen stands as a testament to excellence in digital healthcare solutions. The company has also been featured in renowned healthcare and tech publications. Taskeen's impact is substantial and growing: it has reached over 35 million people through digital media awareness campaigns and garnered 32 million views on its video content. Through its dedicated mental health services, Taskeen has conducted nearly 30,000 sessions and supported more than 15,000 patients with free mental health assistance.



Taskeen AI-powered mental health chatbot serves as a 24/7 conversational assistant, providing automated and personalized support. Free telephonic mental health support, available Monday to Saturday from 11 AM to 11 PM, connects individuals with trained professionals for confidential care. The online distress screening tool enables users to privately assess their stress levels and identify concerns. Educational resources and awareness campaigns, workshops and content address key topics like anxiety, depression, self-care, and work-life balance. Milvik also focuses on mental health advocacy, driving policy changes and reducing stigma, while therapy and counseling sessions offer free-of-cost support for those in need.

**Primary Products**

- **AI-Powered Mental Health Chatbot**
- **Mental Health Helpline**

## Ruhbaru

Ruhbaru is a transformative initiative by Charter for Compassion Pakistan, dedicated to redefining mental healthcare in Pakistan. With a vision to foster resilience and emotional well-being, Ruhbaru combines innovative technology with community-driven approaches. By offering accessible, high-quality mental health resources, Ruhbaru ensures that individuals receive timely support, empowering them to lead fulfilling lives. The initiative symbolizes the soul connection we have with ourselves and others, providing a safe, compassionate, and judgment-free environment for healing.

Recipient of multiple accolades, including the Mental Health Innovation Award, Ruhbaru is celebrated for its impactful awareness campaigns, such as its collaboration with Careem to provide mental health consultation for captains and coworkers. Its partnerships with national and international organizations further strengthen its credibility and amplify its mission to destigmatize mental healthcare. Ruhbaru's tele-clinic was inaugurated in 2022 and has since become a trusted platform for mental health support.

Ruhbaru has successfully reached over 20 million individuals through its digital platforms, while conducting over 15,000 therapy sessions to date.

With a user satisfaction rate of 97%, Ruhbaru offers a range of services, including online counseling, peer support groups, and AI-driven mental health tools. Its qualified mental health professionals provide affordable and immediate care through multiple communication modes. By embracing technology and human compassion, Ruhbaru continues to improve the mental well-being of Pakistan's urban and rural populations.

Ruhbaru operates a tele-mental health platform, providing counseling and therapy services to individuals across Pakistan. They also operate dedicated helplines for immediate mental health support and guidance. Ruhbaru offers a range of mental health solutions to support well-being and reduce stigma. AI-driven mental health tools provide innovative and confidential ways to assess and manage mental health. Peer support groups create safe, community-driven spaces for sharing experiences and seeking emotional support. Through awareness campaigns and educational resources, Ruhbaru educates the public and works to eliminate stigma surrounding mental health. Collaborative programs with partners like Careem extend mental health consultations to broader workforces. Additionally, affordable therapy services ensure access to high-quality sessions with qualified professionals at cost-effective rates.






## Her

HER Pakistan is a youth and women-led organization dedicated to empowering individuals by addressing menstruation-related barriers through education, advocacy, and service. Founded in May 2018, HER Pakistan aims to create a period-friendly nation where menstrual health is normalized, and individuals can access quality menstrual health education and products. By fostering a safe and inclusive environment, HER Pakistan strives to dismantle taboos and enable young people and communities to manage menstruation with dignity and confidence.

HER Pakistan has reached thousands of individuals, creating meaningful change through education, consultation, and community-driven programs. The organization integrates menstrual health management into sexual and reproductive health curricula, equips educators with the tools to address these topics, and champions adequate workplace sanitation facilities. HER Pakistan envisions a future where menstruation is no longer stigmatized, and every individual has access to the resources and support they need. Based in Karachi, HER Pakistan continues to lead the menstrual movement with compassion, innovation, and a commitment to social change.

> *Today, I learned that there is nothing shameful about menstruation and that we should love our body. I also learned how to take care of my health and body, especially that there is nothing wrong about bathing when menstruating.*
> ***- Areeba Ali, Student***

> *I really want to thank HER Pakistan for carrying out this very important session for our students. There was always a hesitation for me to interact with girls about menstruation. Now I am more confident to talk to girls about menstruation. One thing that I really appreciate is that the session helped girls accept their bodies and not be ashamed of menstruation.*
> ***- Isra Shahab, Manager Student Development, The Citizens Foundation***

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## About this Industry Roundup

Pakistan Software Export Board developed this paper by hiring services of independent consulting firms to prepare this roundup on Pakistan's HealthTech sector. The paper focuses on Pakistan-based companies in this vertical and apprises the reader of the expertise available in Pakistan in this domain.

## Disclaimer

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