

# The Transformative Healthcare Platform

**TRUST**

Challenges & Opportunities in Clinical Application

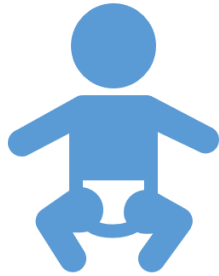
Dr Siaw Tung Yeng

mana  DR



# MaNaDr – A Connected, Dynamic and Transformative Healthcare Platform

## Vision



Before you're born



*we connect you to the most trusted personalised doctors and his/her trusted network, providing you with trusted personalised concierge, predictive care, bringing him/her with you everywhere you go, any time of the day, curating for you what to eat, who to see and what to use throughout your whole journey in life, bringing health, wellness and happiness to you*

We want everyone says that MaNaDr solves the most complex problem in the world. It is a company that is focused on solving global healthcare problems from cradle to grave



# Our Story, Our Journey

The Journey is Tough, the Tough Get Going



# MANADR MOBILE HEALTH: Today

5 Countries  
Presence

500+  
Business Partners

10.6M  
Unique Patient Records

800+ Doctors

1.5 Years  
Since Official Launch

Exponential Growth in  
the last few months

500+ Clinics

50  
Employees

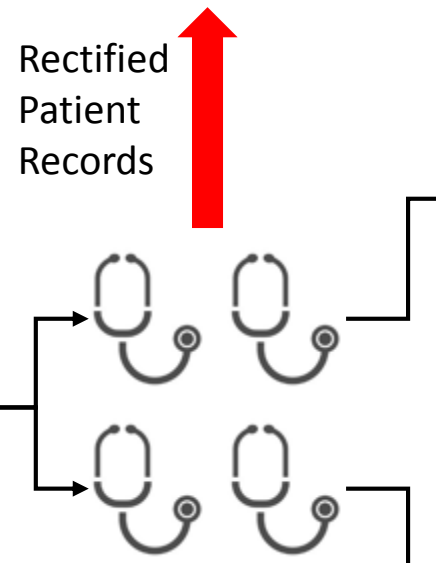
Singapore, Australia,  
Malaysia, Cambodia, HK,  
China, Asean

# An Integrated Medical Services Ecosystem



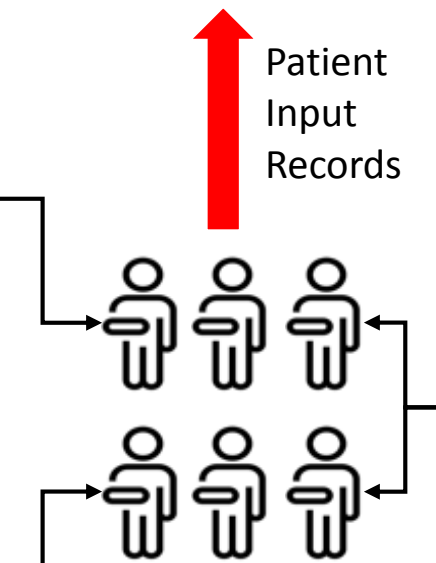
MaNaDr Cloud – Deep Analytics

**MaNaPharma**  
Prescription Drugs  
**MaNaMedia**  
Advertising



- MaNaDr Online Services**
- E-Appointment
  - Video-, Tele-consult
  - e-Medical Certificate
  - Home delivery of medicines
  - Referral of Specialist
  - e-Health Screenings
  - e-Medical Records
  - Paramedic Services
  - House Call

- Traditional Offline Services**
- In-Clinic Consultation
  - Referral of Specialty Doctors & Examinations
  - Follow-Up Consultation
  - Review of Exam Results
  - Drug Prescriptions



**MaNaShop**  
Non-Prescription Drugs  
Haircare  
Health Supplements  
Aesthetics



# How is MaNaDr Different from Others?

The largest digital healthcare platform in Singapore and expanding internationally

## An integrated ECOSYSTEM encompasses:

**Doctors Network**



Trusted doctors stay with fellow trusted doctors

**Patient Data**

Patient records administered by trusted doctors & clinics

## DUAL access channels to Patients:

**Online**

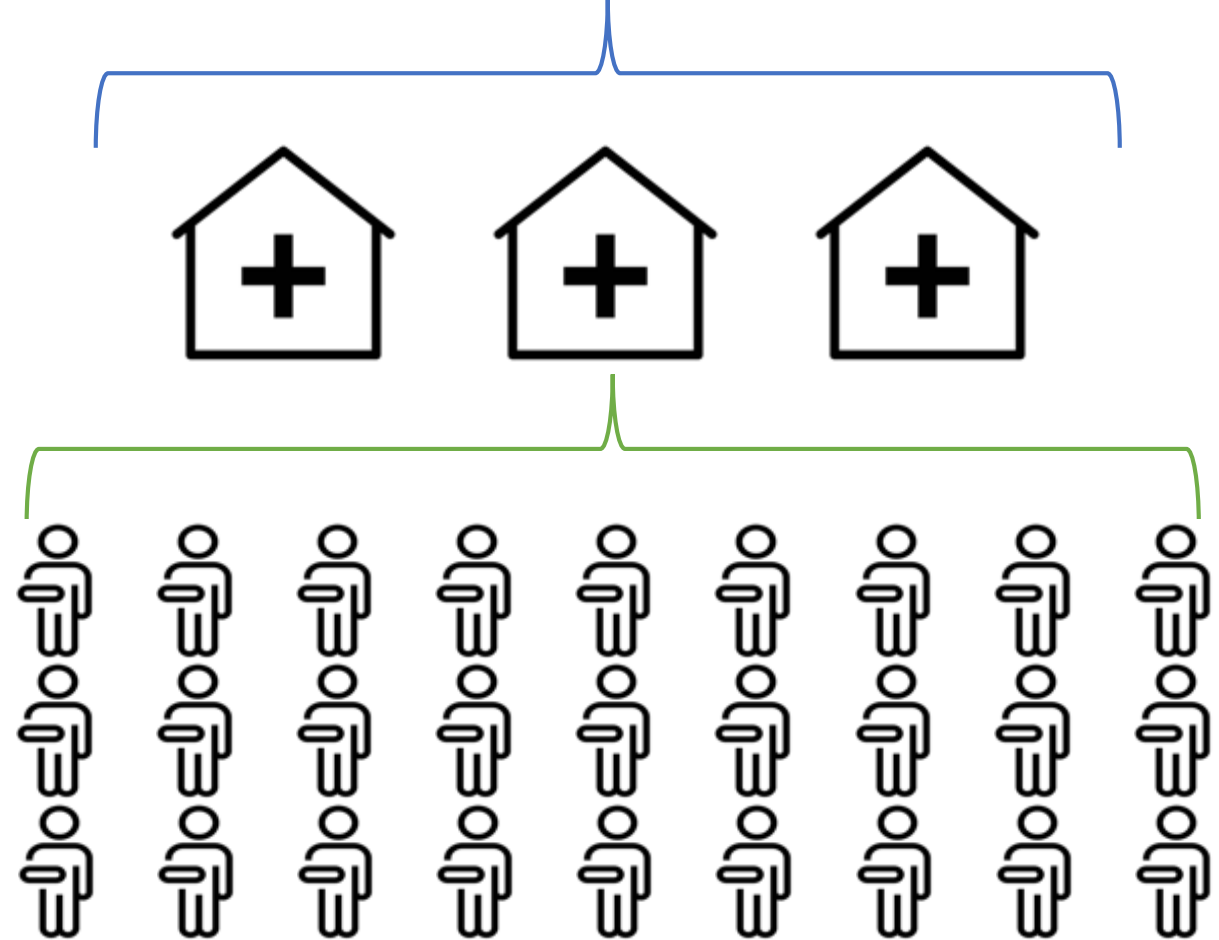
via MaNaDr App, IoT and AI



**Offline**

via Doctors' in-clinic consultations

mana DR



mana DR



# Founders, The Team

A Good and Solid Team makes and breaks the Company



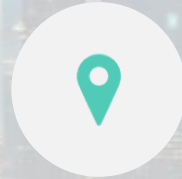
# The Team



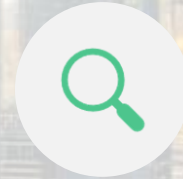
60 DEVELOPERS IN 5 COUNTRIES



THE CHALLENGES IN FORMING AND KEEPING THE TEAM (IE GRAB POACHING)



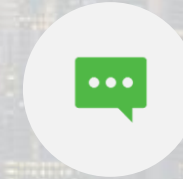
STRATEGIC LOCATION OF DEVELOPER OFFICE



HEADHUNTING (IE ACQUISITION)



TWICE WEEKLY SKYPE MEETING



CULTURAL AND LANGUAGES DIFFERENCES



US\$4 MILLION SPENT SO FAR







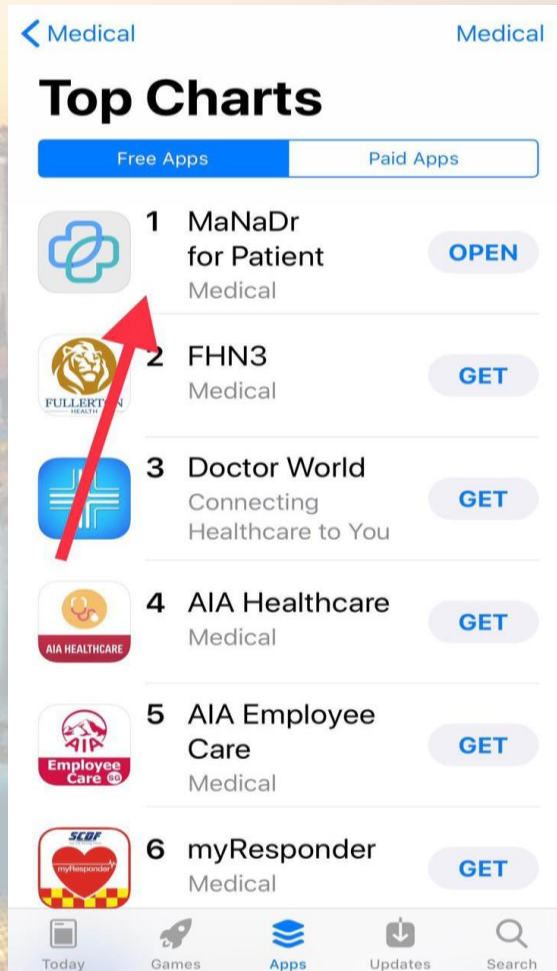
# Where We Are Today...

We continue to challenge ourselves, to scale, to stick and to fly

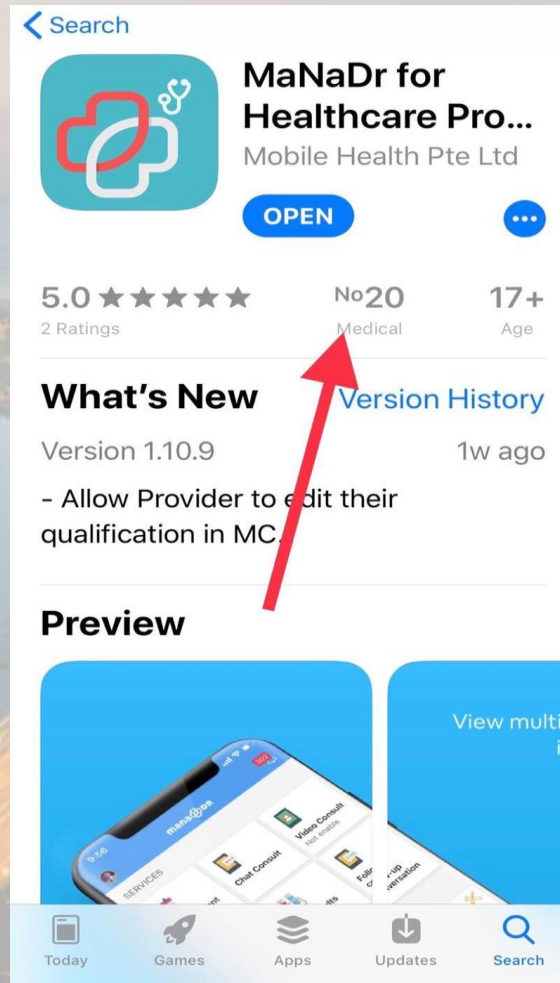


*We continue to challenge ourselves, to scale, to stick and to fly*

No 1 in App Store SG  
(Patient App)



Top 20 in App Store SG  
(Doctor App)



Tomorrow  
We Aim To Be..

**No 1 Trusted Brand  
In The World**

**The de-facto  
payment gateway  
for healthcare and  
insurance**

**The Defacto  
TeleHealth  
Platform**



Both dermatologists are from Dermatology & Surgery Clinic in Singapore, which partnered MaNaDr to provide the concept demo for the telemedicine awareness initiative.



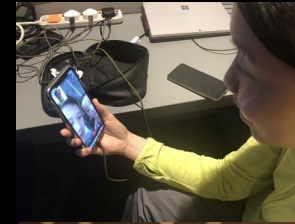
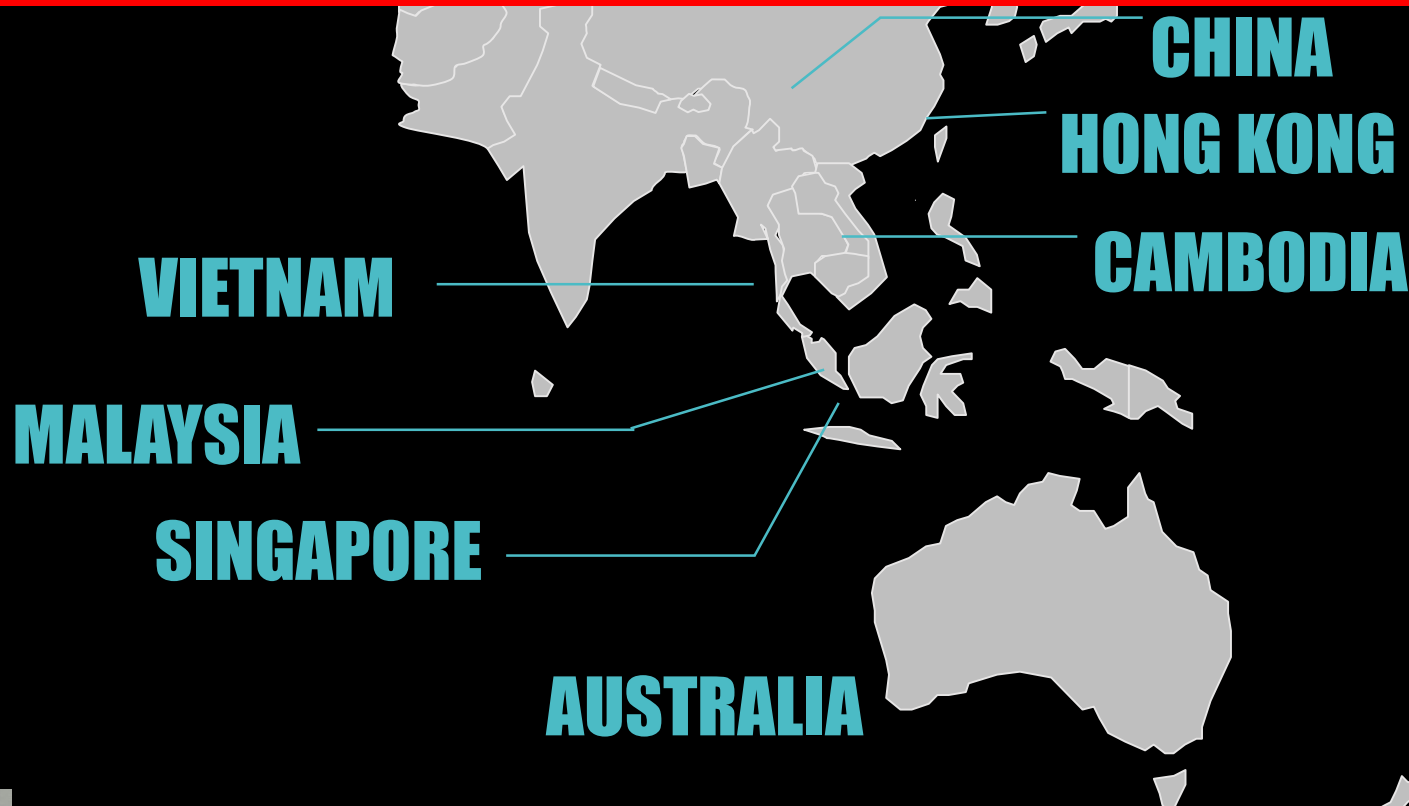
### MaNaDr Goes to Vietnam

Foreign Trade University (FTU) in Hanoi by setting up an exhibition booth to raise awareness about telemedicine and its benefits.

The event was a great success with more than 2,000 participants from some 20,000 students and staff showing up.



# 7 COUNTRIES in TWO years

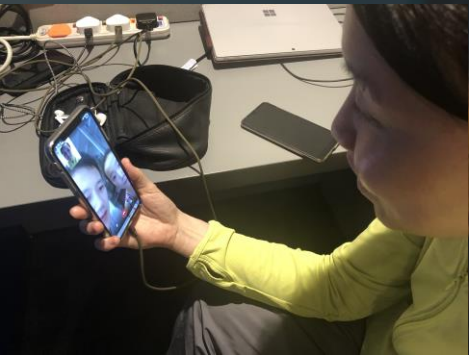


# MaNaDr – A Connected, Dynamic and Transformative Healthcare Platform

**Dermatologist telechat with patient while attending conference.**



**Doctor video chat with patient during her vacation.**



**SINGAPORE**



## Bringing accessible integrated community based eye care to Cambodia..

**mana** Retinal Photo & AI Reporting  
affordable hardware & software solution

**World's Top-Performing Retinal Software**

Best-in-class Performance and Reliability  
**Sensitivity 97% and Specificity 92%**  
**ISO 13485:2016 & TGA certified as a medical device**

**PUBLISHED STUDIES in QUALITY SCIENTIFIC JOURNALS**

<https://jamanetwork.com/journals/jamaneuroophthol/fullarticle/2703944>  
 Strabismic Skew Deviation: A Case Report  
 JAMA Network Open – September 28, 2018

Deep learning for automatic detection and classification of microaneurysms, hard and soft exudates, and hemorrhages for diabetic retinopathy diagnosis  
 Investigative Ophthalmology & Visual Science 2016

Exudate detection for diabetic retinopathy with convolutional neural networks  
 Engineering in Medicine and Biology Society (EMBS), 2017

Retinal hemorrhage detection by rule-based and machine learning approach  
 Engineering in Medicine and Biology Society (EMBS), 2017

Deep Learning Based Decision Support System for Automated Diagnosis of Age-related Macular Degeneration (AMD)  
 Investigative Ophthalmology & Visual Science 2017

Machine Learning Based Automated Microaneurysm Detection on Optic Disc Region  
 IEEE Journal of Biomedical and Health Informatics, 2017

**Regulatory & Certification**

ISO, HSA & TGA Approved

**ISO 13485:2016**

**TGA**

**HSA**

Pending Approval in 2019

**CE** **FDA**

# Cambodia

**manaDR**

**mana**

**Affordable Eye Care for the Masses**

**mana** **Population AI-Powered Eye Screening**  
5-Second Quality Check → 2-Minute Retinal Report

**Project Coordinator (Diabetes/ Glaucoma/ etc)** ← **Identify Population for urban/ rural eye screening**

**EYE SCREENING** → **IMMEDIATE REPORT** → **REFERRAL**

Any Fundus Camera → Process through Image QA software + Interpretation software → Report Generated and integrate into Any existing Hospital/ Clinic CMS or Portable EHR

Web application

**mana** AI software packaged with excellent hardware

World's best portable Fundus Cameras for Easy Deployment

World's first NASA approved Scanning Fundus Camera. Now for Doctors, Nurses and Optometrists

# MaNaDr – A Connected, Dynamic and Transformative Healthcare Platform

Well received by doctors..



# MaNaDr – A Connected, Dynamic and Transformative Healthcare Platform

## Bringing affordable care to Vietnam..

Foreign Trade University (FTU) in Hanoi by setting up an exhibition booth to raise awareness about telemedicine and its benefits.

The event was a great success with more than 2,000 participants from some 20,000 students and staff showing up.



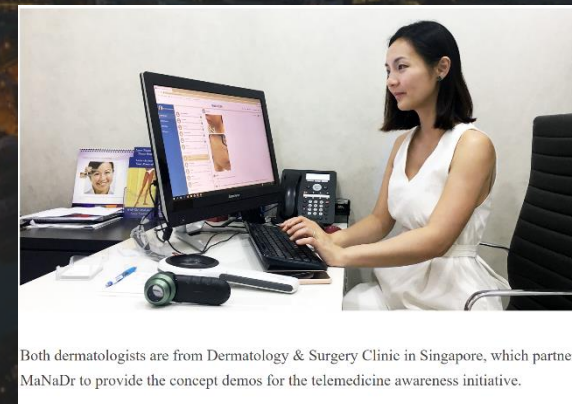
# VIETNAM

Seeing the overwhelming response to the teleconsultations and the overall awareness campaign, I plan to reprise the initiative in the coming months, in order to reach more people in Vietnam, and to let more of those who are interested have a chance to experience what a teleconsultation is like.



**MaNaDr Goes to Vietnam**

A truly cross-border effort for telemedicine awareness: Part of the MaNaDr team based in Vietnam with Dermatology specialists from Singapore.



Both dermatologists are from Dermatology & Surgery Clinic in Singapore, which partnered MaNaDr to provide the concept demos for the telemedicine awareness initiative.

## Second Opinion in Vietnam : How telemedicine helps to provide care to the inaccessible



# MaNaDr – A Connected, Dynamic and Transformative Healthcare Platform

Bringing accessible Timor Leste..



Timor Leste

In Timor Leste : How remote telemedicine helps to bring about affordable care

# MaNaDr – A Connected, Dynamic and Transformative Healthcare Platform

Upgrading the standard of primary care in China..

China

**李振东-邻家好医**  
研究明白新加坡医疗的前世今生，相通的是经营的理念与方法，不同的是国情医疗政策以及文化的差异，有很多值得学习的地方，但是如果照搬照抄一定会南橘北枳 🍊



Singapore Changi Airport (SIN) (Singapore) Yesterday



In China (How MaNaCollege help to level up the primary health care)



MaNaDr Goes to Vietnam

Foreign Trade University (FTU) in Hanoi by setting up an exhibition booth to raise awareness about telemedicine and its benefits.



**7 COUNTRIES in TWO years**

**800 DOCTORS AND SPECIALISTS**

**500 CLINICS, SPECIALIST CLINICS and MEDICAL CENTRE**

**10.6 MILLION UNIQUE PATIENT MEDICAL RECORDS**

**VIETNAM**

**SINGAPORE**

**AUSTRALIA**





# How we do it...

The platform that connects, bridges and binds for life..



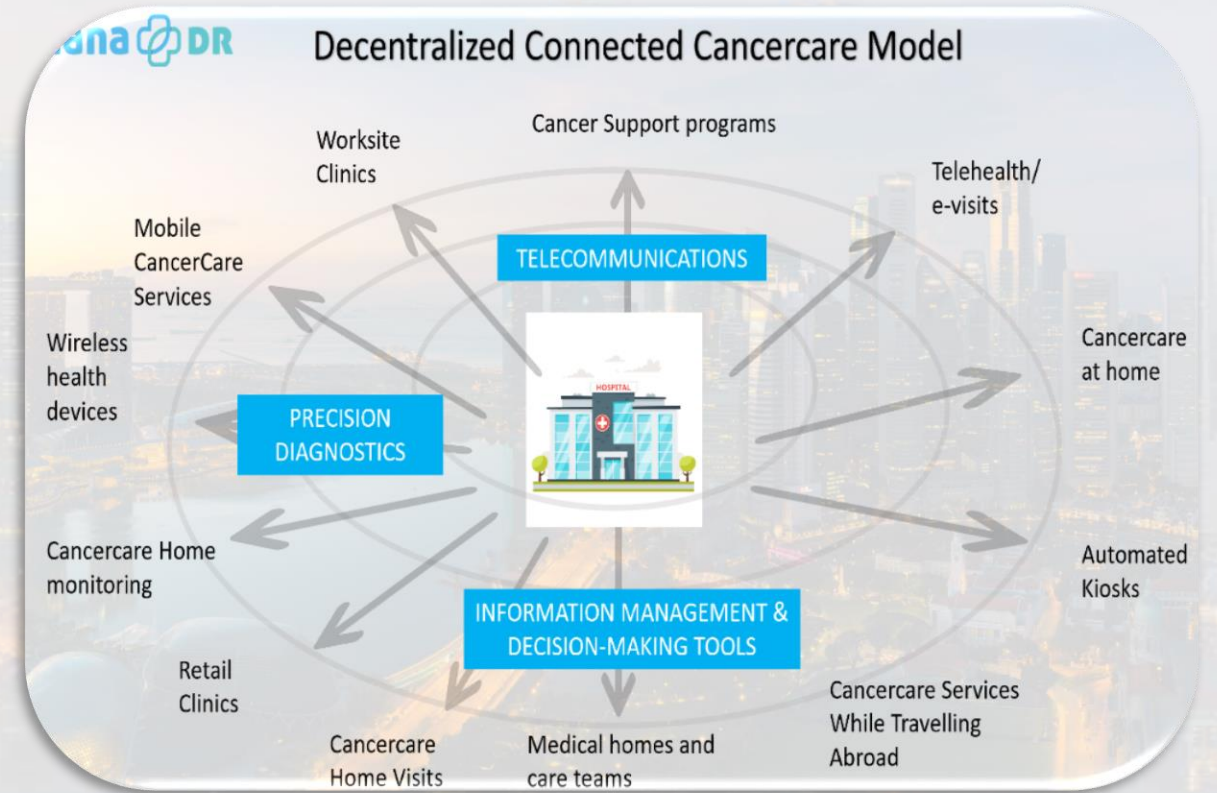
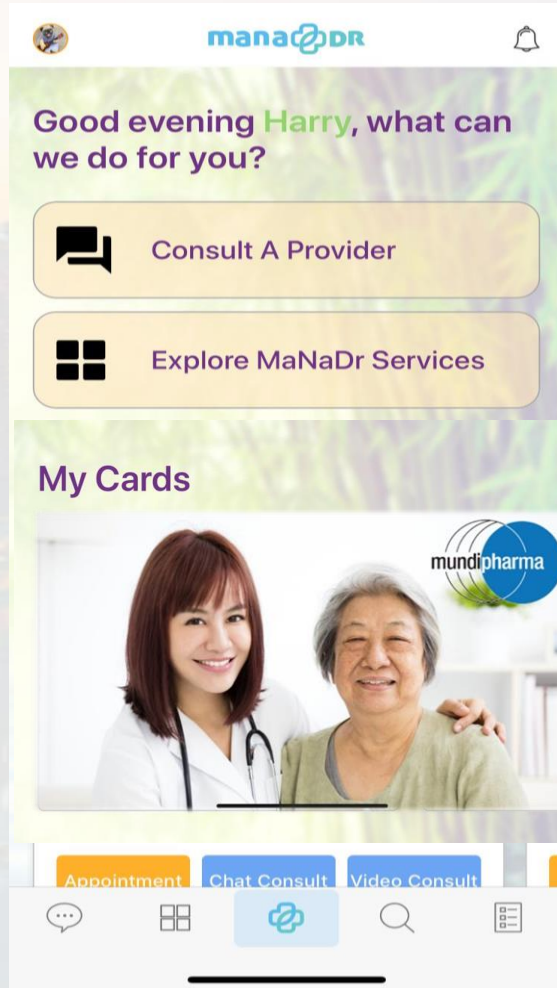
## MaNaDr

- Its trusted Agnostic Platform synchronising with major CMS/EMR giving its unprecedented access to anonymized diagnostic and therapeutic data
- Its Smart Telemedicine taking the world by storm creating a huge blue ocean and disrupting healthcare at its very core
- Its Smart TeleLab taking the healthcare, insurance and wellness ecosystem to a brand new level of pre-emptive and predictive care by gathering all valuable, targeted lab/genetic data at its rawest form.
- Its patented social graph and algorithms linking up trusted doctor networks with their patients

**All these have lead to amazing traction and exponential growth.**

We want everyone says that MaNaDr solves the most complex problem in the world. It is a company that is focused on solving global healthcare problems from cradle to grave

# The Transformative Healthcare Platform



**CONNECTOR**

**EXPRESSWAY**

**BRIDGE**

*MaNaDr – A Connected, Dynamic and Transformative Platform*

**TRUSTED CARE**

Decentralized Connected Platform

**Patients' Communities**

**Doctor's Communities**



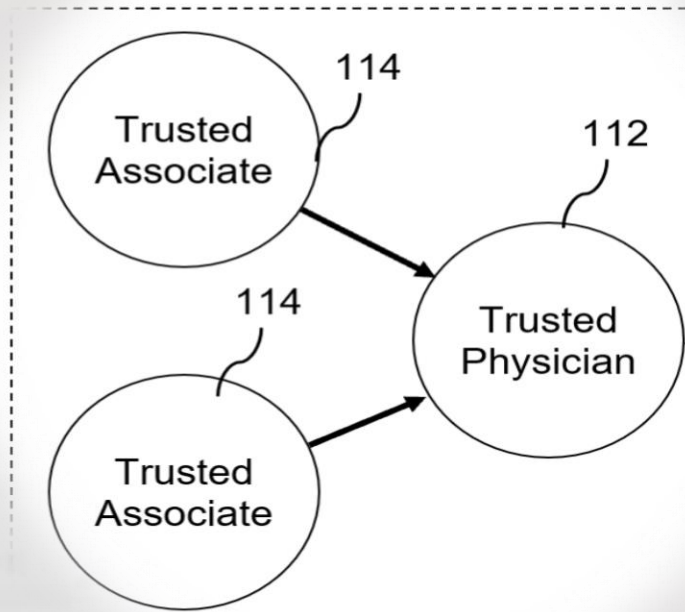
**Humanised IT**

**Linking Two Tightly Knitted Communities Together**

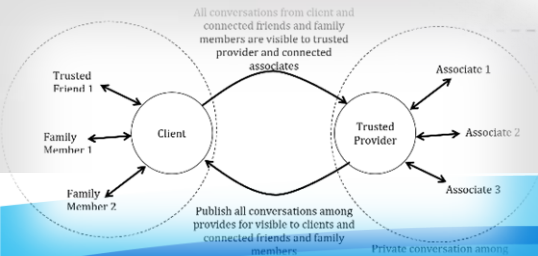
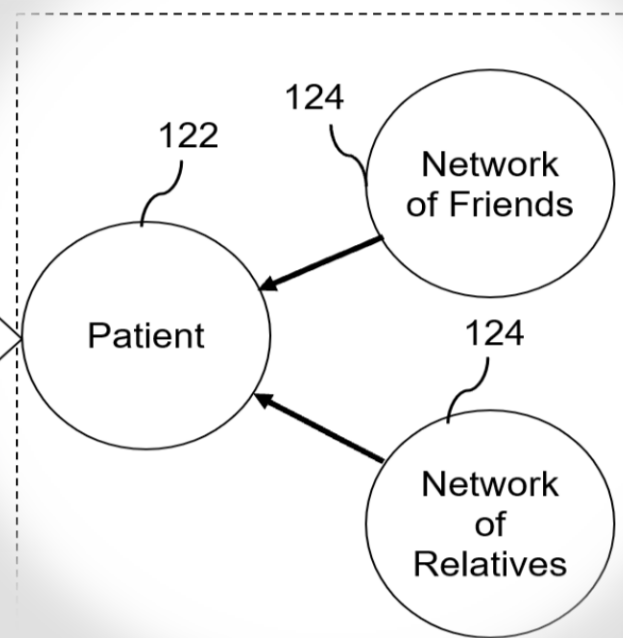
# KILLER FEATURE

We CONNECT providers to patients, family and their social network

Provider (Service) Network (110)

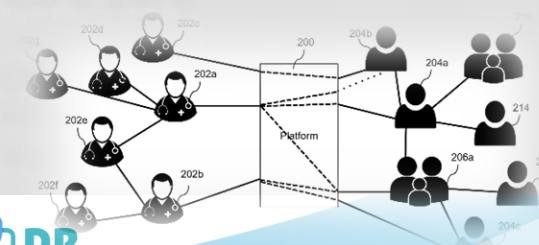


Client Network (120)



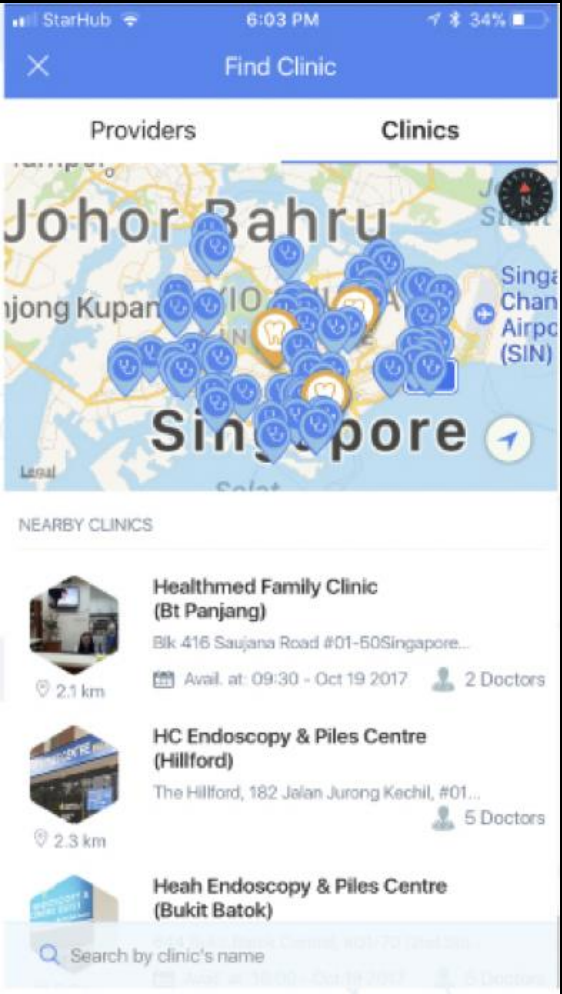
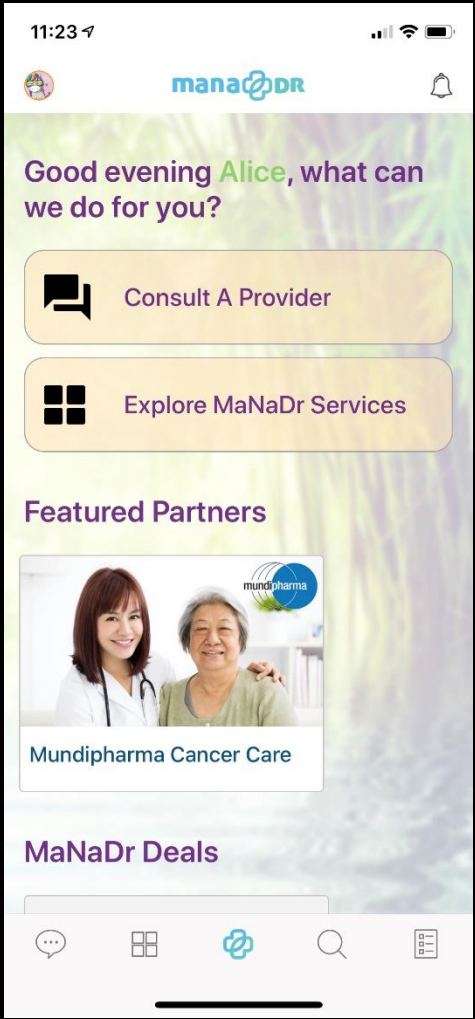
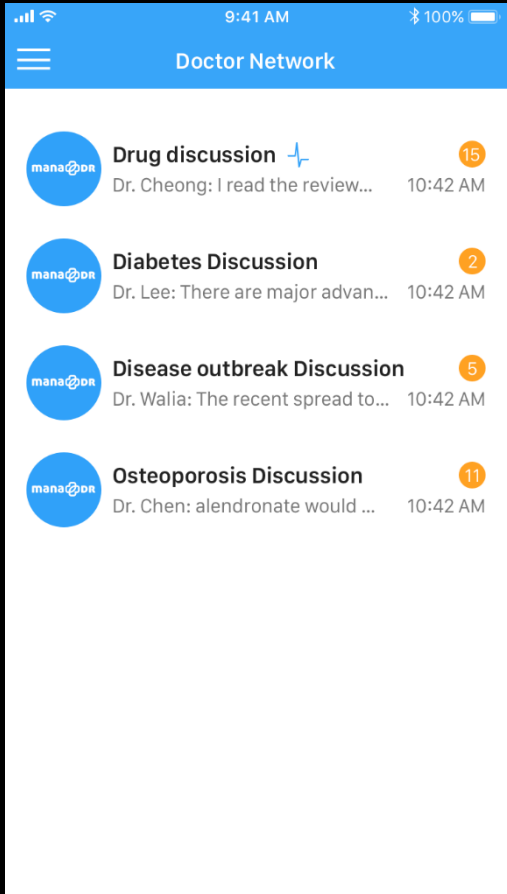
## The Circle of Trusted Care

As solid as trusted as Paypal





# LIFELONG TRUSTED CARE



**Result details**

RX6

Test	Ref. range	Value
ESR (mm/hr)	(< 21)	9
Total Protein (g/L)	(60 - 82)	67
Total Protein (g/dL)	(6.0 - 8.2)	6.7
Albumin (g/L)	(35 - 50)	41
Albumin (g/dL)	(3.5 - 5.0)	4.1
Globulin (g/L)	(22 - 40)	26
Globulin (g/dL)	(2.2 - 4.0)	2.6

Show all

24/7 Support Group

Timely, Predictive

Circle of Care

Custodian of their own Medical Record

**MaNaDr One of Its Kind in the World**

<p><b>MaNaDr Mobile Health</b> with mission to bring disruptive innovations to shape the revolutionary healthcare ecosystem we envision, offer</p> <p><b>Doctor &lt;=&gt; Patient</b> Two-way Trusted, for life</p> <p>Global ready since day one Holistic &amp; integrated ecosystem</p> <p>Trusted Doctor (Trusted) Social-Network</p>	<p>Other Platforms bring mainly better ways of doing things, some are good but they do not offer</p> <p>Patients &lt;=&gt; Doctor "Uber-style" On-Demand</p> <p>Single- or limited services</p> <p>Patient-Doctor-demand-supply</p>
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Trusted Network

mana DR

Competitor	MaNaDr
<p>Silo model</p> <p>Click Model</p>	<p>Trust</p> <p>Seamless</p> <p>Plug &amp; Play Model</p> <p>Click Model</p>

Would you consult a random doctor or your own trusted Family Doctor/Specialist?

**You only consult your own Trusted Doctor!!** ✓

mana DR

**The only Health with Data Protection Trustmark**

Strict Selection Criteria of Doctors

- Regular internal audit of doctors
- Confidentiality of consultation
- Safety in Prescription
- Central Pharmacy

Doctors with at least 10 years experience

Trusted Network

MANADR PTE LTD

DATA-PROTECTION TRUSTMARK

MANA DR

PROPRIETARY AND CONFIDENTIAL

**Comparison with Peers**

Doctors Cannot Uninstalled

System integration with clinics or hospitals

Online Consultations Only

Appointment Booking Only

Patients Cannot Uninstalled

Never Uninstalled

mana DR

Try Us Now!  
Your Lifeline to Your Trusted Providers



# Our Differentiations: More than Transformative

## MaNaDr Mobile Health

with mission to bring disruptive innovations to shape the revolutionary healthcare ecosystem we envision, offer

**Doctor <===> Patient: Two-way**

**Trusted, for life**

**Patient-Doctor-Trusted-Social-Network**

- Medical/Bio Profile: 100% accuracy
- Each Profile: verified, guardian, under-care
- Mega Ecosystem of Healthcare



## Other Platforms

bring mainly better ways of doing things to the games, some are transformative, at best they offer

**Patients ----> Doctor**

**“Uber-style” On-Demand, opportunistic**

**Patient-Doctor-demand-supply**

- Online Personal Data Struc.: Low % accuracy
- Verification of profile: questionable
- Single platform: appointment, telehealth etc.

*\*\*Patients will have better care, proactive and preemptive care at affordable cost.*

Competitor

MaNaDr

Silo model

On-demand

Trust

Superglue

Plug & Play Model

Click Model

Would you consult a **random doctor** or your own trusted Family Doctor/Specialist?

**You only consult your own Trusted Doctor!!**





## The only Healthcare with Data Protection Trustmark

Built by doctors for doctors

Doctors with at least 10 years experience

### Strict Selection Criteria of Doctors

- Regular internal audit of doctors
- Medical Advisory Committee
- Confidentiality of consultation**
  - Safety in Prescription
  - Central Pharmacy

**manaDR**

In a regulatory sandbox with  
**MINISTRY OF HEALTH SINGAPORE**

**MINISTRY OF HEALTH SINGAPORE Regulatory Sandbox**

In a regulatory sandbox with  
**MINISTRY OF HEALTH SINGAPORE**

### MaNaDr Joins Singapore MOH's Regulatory Sandbox

Published on September 17, 2018 | [Edit article](#) | [View stats](#)

**Siaw Tung Yeng**  
Founder & CEO, MaNaDr | Senior Consultant  
Family Physician at HealthMark Fam... [See more](#)  
20 articles

118 | 25 | 3 | 0

It is my pleasure to share that MaNaDr has joined the regulatory sandbox by Singapore's Ministry of Health under their LEAP programme.

# Trusted Network

# Comparison with Peers

Doctors  
Cannot Uninstalled



mana DR

Patients  
Cannot Uninstalled



See Us, Use Us, Love us...

The App that is Never Uninstalled..



*Imagine as you walk down the street or into a clinic, you.....*

See Us



We are everywhere... from Singapore to Australia, to Vietnam, India, China....

Use Us



Download the App, you get everything you look for...

Love us



You are not going anywhere else. You've found the love of your life, your lifelong experience....





# Go To Market...

Clinic by Clinic, Country by Country, Continent by Continent....



# Organic Growth



152,000,000 downloads in 13 months!!



7600 x 20 000 patients



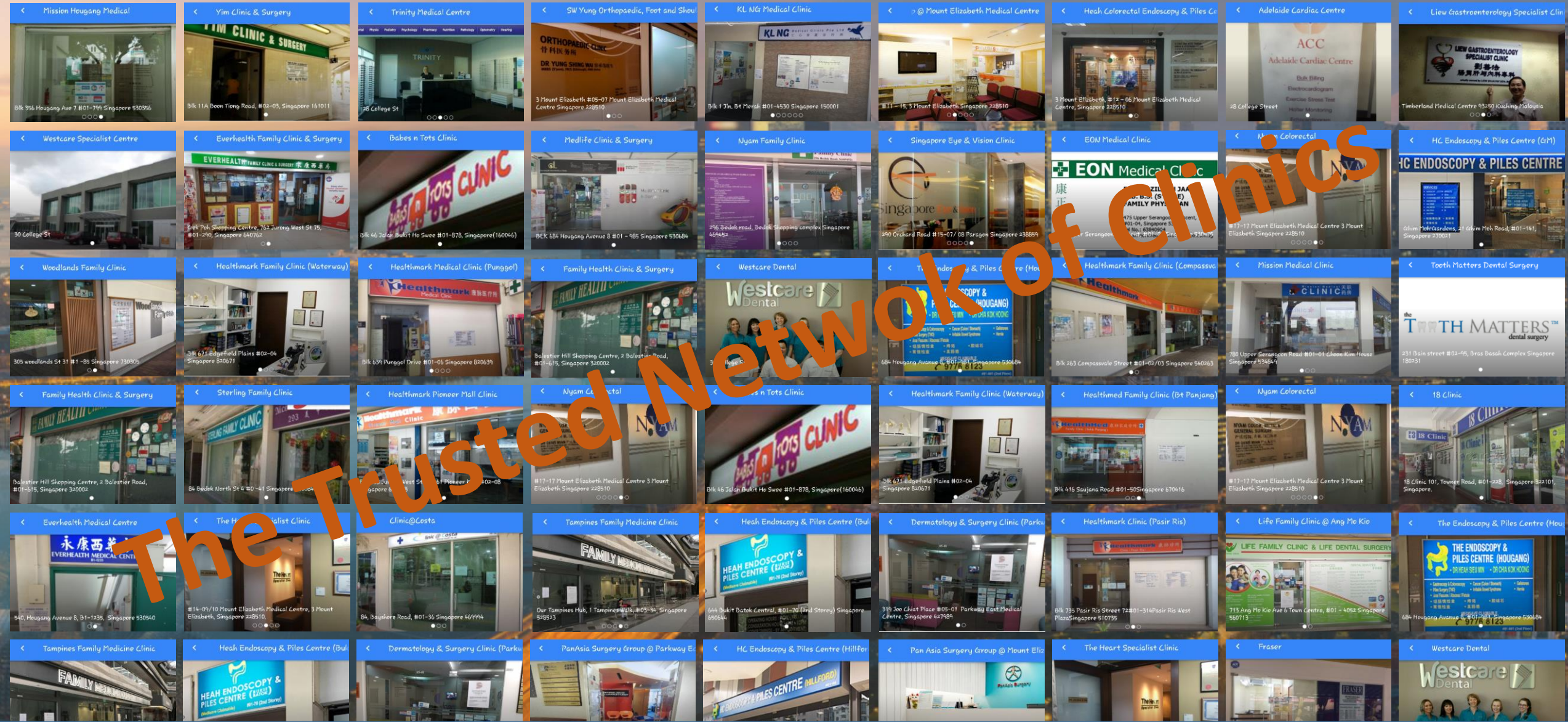
There are 7600 doctors in Singapore



Onboarding clinics

- Each doctor has an average of 20,000 patients
- 50 patients in a day
- If 50 download in a day, it takes only 13 months for 20k download





MaNaDr – A Connected, Dynamic and Transformative Healthcare Platform

**Dermatologist telechat with patient while attending conference.**

**Doctor video chat with patient during her vacation.**

**SINGAPORE**

Affordable. Compassion. Competence. Trust

MaNaDr – A Connected, Dynamic and Transformative Healthcare Platform

**Well received by doctors.**

**CAMBODIA**

PROPRIETARY AND CONFIDENTIAL

MaNaDr – A Connected, Dynamic and Transformative Healthcare Platform

**Well received by doctors.**

**MALAYSIA**

PROPRIETARY AND CONFIDENTIAL

MaNaDr – A Connected, Dynamic and Transformative Healthcare Platform

**Bringing affordable care to Vietnam.**

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*Second Opinion in Vietnam : How telemedicine helps to provide care to the inaccessible*

PROPRIETARY AND CONFIDENTIAL

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**Bringing affordable care to Timor Leste.**

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*In Timor Leste : How remote telemedicine helps to bring about affordable care*

PROPRIETARY AND CONFIDENTIAL

MaNaDr – A Connected, Dynamic and Transformative Healthcare Platform

**Upgrading the standard of primary care in China.**

**China**

*In China (How MaNaCollege help to level up the primary health care)*

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### MANADR IN ACTION – MANADR IN SINGAPORE

Health Education talk for the public.

MANADR has been invited to join the national network for telemedicine and mobile medicine support under Singapore Ministry of Health (MOH).

MANADR was invited for telehealth Showcase at HIMSS Mobile Singapore Summit 2018. HIMSS is a global, cross-sector, non-profit organization focused on better health through information and technology.

The collaboration enables MANADR to help push the innovative telemedicine initiatives to patients, and share the Ministry of Health to keep it step with the fast evolving telehealth landscape.

<http://www.manaDR.com>

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### MANADR IN ACTION – MANADR IN SINGAPORE

MANADR was invited as partner in Microsoft Health and Connected Care. The future of healthcare delivery and financing in Southeast Asia will be redefined - creating efficiency and security, improving quality and access.

MANADR was one of the partner in SMI Singapore Graduate diploma in Healthcare Management and Leadership. The programme is the second from the partner in the diploma curriculum and will be rolled out in the SMI Singapore Graduate Diploma in Healthcare Management and Leadership, starting from 2020. More than 200 students and health care professionals from Singapore and elsewhere in Asia have enrolled for the programme.

Phoi Kianwei Kwah, DGCEO, Singapore  
Phoi Lee Chien Eam, DGCEO, Singapore  
Phoi Taneca Chua, Group Chairman, Medical Board, Singapore  
Phoi Ivy Ng, Group CEO, Singapore  
Dr Lim Kai Ching, Executive Director, BMU Academy  
Dr Guan Tong Yeng, MANADR CEO

PROPRIETARY AND CONFIDENTIAL

### MANADR IN ACTION – MANADR IN SINGAPORE

MANADR at Infocomm Media Development Authority Awards Ceremony 2019.

Entrepreneur

MANADR was invited as panelist of the Entrepreneur Live 2019 Summit in Singapore.

PROPRIETARY AND CONFIDENTIAL

### MANADR IN ACTION – MANADR IN SINGAPORE

MANADR was invited as speaker and panelist at CHI INNOVATE 2019, supported by MOH, held in conjunction with the official opening of the Ng Teng Fong Centre for Healthcare Innovation, a purpose-built conference, hearing and innovation hub within HealthCity Novena.

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### MANADR IN ACTION – MANADR IN MALAYSIA

Joint press conference at ASEAN Digital Mobile Health Summit 2019.

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### MANADR IN ACTION – MANADR IN MECCA

HAJJ

PROPRIETARY AND CONFIDENTIAL

### MANADR IN ACTION – MANADR IN CHINA

MANADR was invited as partner in The Future of Healthcare Delivery and Financing in Southeast Asia will be redefined - creating efficiency and security, improving quality and access.

Last month, our CEO, Dr Guan Tong Yeng, was invited to speak at the South China City Development Summit 2019. He shared his vision on how health care professionals eager to learn and embrace the digital change in China.

The audience was thrilled with his presence of the summit and MANADR brings to the table.

PROPRIETARY AND CONFIDENTIAL

### MANADR IN ACTION – MANADR IN CHINA

The audience was thrilled with his presence of the summit and MANADR brings to the table.

PROPRIETARY AND CONFIDENTIAL

### MANADR IN ACTION – MANADR IN CAMBODIA

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### MANADR IN ACTION – MANADR CLINIC

MANADR CLINIC

PROPRIETARY AND CONFIDENTIAL

### MANADR IN ACTION – MANADR IN CHINA PRIMARY CARE

A CME Seminar with "Diabetes" (Continuing Medical Education) Seminar at the Academia in Singapore. It was themed "Diabetes & Telemedicine: Strategy for Prevention & Care" and was part of the Diabetes Awareness Campaign that we are conducting from the National Day Celebrations.

<http://www.manaDR.com>

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### MANADR IN ACTION – DOCTORS CME CONFERENCE

MANADR Launches New TeleLab Service

After months of development and preparation, MANADR has launched the new TeleLab service to deliver digital laboratory test results to patients' smartphones, enabling their trusted doctors to provide better quality healthcare.

<http://www.manaDR.com>

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### RAVED ABOUT BY MEDIA AND PRESS

THE STRAITS TIMES

These days, patients can book appointments with doctors at home, video medical consultations with doctors using apps.

Patients can also get their blood test results on their mobile phones. In the feature, we added in July to the MANADR app, over 20 medicines for Mobile Health, which was led to by a group of local doctors.

<http://www.manaDR.com>

PROPRIETARY AND CONFIDENTIAL

### RAVED ABOUT BY MEDIA AND PRESS

THE STRAITS TIMES

October 2017

"Patients here and in Australia can access over 500 clinics and 600 general practitioners (GPs), specialists and dentists from the two countries through the MANADR app."

<http://www.sit.com.au/news/innovation/health-tech-2017-10-17>

PROPRIETARY AND CONFIDENTIAL

### RAVED ABOUT BY MEDIA AND PRESS

THE STRAITS TIMES

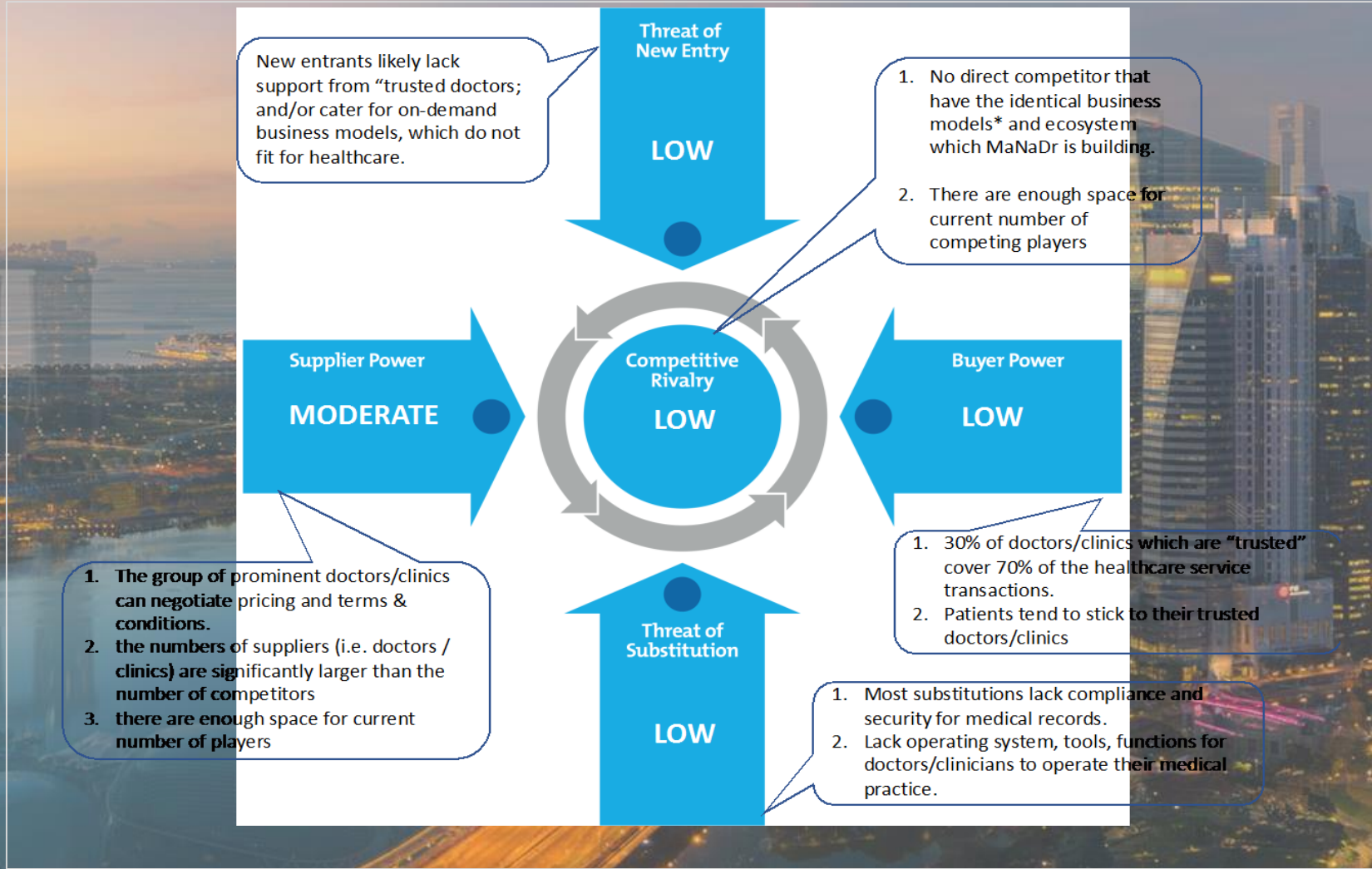
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Featured Worldwide...

Hardly a cent spent on Advertisement

# Market & Swot Analysis

# MARKET ANALYSIS



# SWOT Analysis

## STRENGTH

- First Mover Advantages
- Support of 500 Clinics and 700 Doctors
- Trust From Patients – Invaluable
- Patients’ Data & Records
- Strong Trust By Singapore Doctor Community
- Dedicated Doctors Who Believe in this Venture
- Due to the Trusted and Comprehensive Business, Participants Are Incentivized to Stay, and Stay On.

## WEAKNESS

- IT Security Vulnerability / Hacking
- Government Intervention or Unfavorable Changes in Regulation/Legislation
- Lobbying Power of Pharmaceutical Companies / Bribery
- Curated Products & Services Fail to Meet Ethical Standard / Consumer Expectation Due to Human Error/Greed

## OPPORTUNITIES

- First Mover Advantage of Such Business Models
- First Comprehensive Eco-System for Healthcare and Beyond
- Leveraging On Trust, to Expand Into All Areas of a Person’s Life, for Life (Cradle to Grave)
- New/Start-up/Greenfield Business

## THREATS

- Other App/Platforms Bring Down Reputation of the Industry.
- Boycott of Pharmaceutical Companies and Other Incumbent Organizations



# Mitigation Of Risks & Threats

1

Talent Retention – 5% of Company’s share is pledged to core developers as incentive to ensure they have equity stake in the Company.

2

Key Personnel – are carefully chosen based on their integrity, expertise and commitment.

3

Compliances and policies are being drafted and implemented, with periodical review.

4

Deep understanding of business environments in various markets and countries to prevent pitfalls.

5

Frequent communication and audit amongst key personnel to identify red flags.

6

Protection of intellectual properties to build competitive edge and moat.

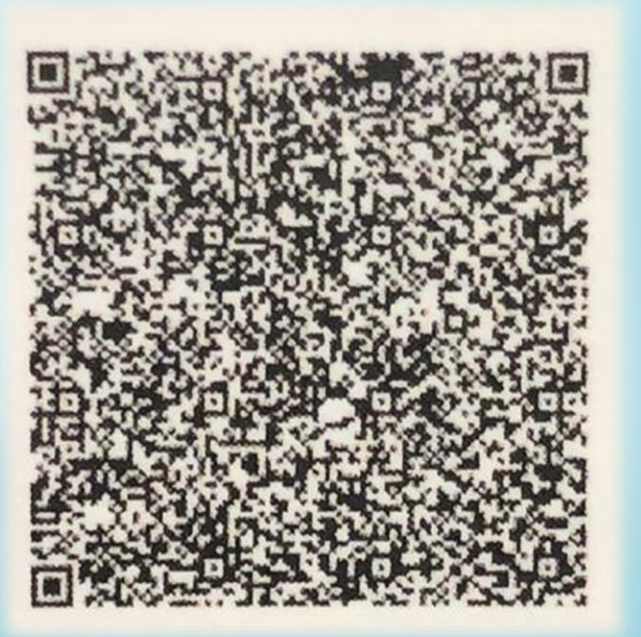
**MaNaDr — creating efficiency and security, improving quality and access, and overcoming geographical constraints across Asean.**

We want everyone says that MaNaDr solves the most complex problem in the world. It is a company that is focused on solving global healthcare problems from cradle to grave

# MaNaDr – A Connected, Dynamic and Transformative Cancer Platform



**Thank You!**



We want everyone says that MaNaDr solves the most complex problem in the world. It is a company that is focused on solving global healthcare problems from cradle to grave

