



BRINGING CHANGE THROUGH TECHNOLOGY

eCAST TELEHEALTH TECHNOLOGICAL SOLUTION

Innovative Approach for Leveraging
Telehealth Technologies to Create
Opportunities for Female Doctors
to Earn and Serve.



SOLUTION OF



EduCast
Bringing Change through Technology

SUPPORTED BY

IsDB 
البنك الإسلامي للتنمية
Islamic Development Bank

THE SOLUTION PROVIDER

TECHNOLOGICAL SOLUTION

eCAST - Revolutionizing Healthcare and Empowering Women through Digital Health.

SECTOR/THEMATIC

Digital Health - Telehealth & Online Medical Education Platform

PROVIDER

EDUCAST (PVT) LTD. PAKISTAN

PROVIDER PROFILE

- Educast, leader in digital healthcare and medical education in IsDB member countries.
- Targets healthcare disparities in fragile and resource-limited environments.
- Leverage s Digital & ICT to provide, affordable healthcare and medical education.
- Reintegrate out-of-practice female doctors into the healthcare workforce, empowering female doctors, enhancing healthcare delivery.
- Developed telehealth and online medical education platform to bridge healthcare divide.
- Facilitates remote consultations and online healthcare for professionals.
- Strengthens healthcare infrastructure in under-served areas through digital innovation.

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IN BRIEF



Setup online telehealth platform for building capacity through interactive live classes on medical education in conflict zones.



Re-engaging out-of-practice female doctors through online education/certification in Family Medicine, Paediatrics, Gynaecology, etc.



Empowers doctors - through enabling their smart phone with eCast virtual online clinic for connecting with patients



Providing remote video consultations, through global specialists, second opinions using rapid testing diagnostics

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THE PROBLEMS STATEMENT

CHALLENGE(S)

Healthcare delivery in fragile countries faces challenges undermining access to quality medical services.

Exacerbated by political instability, economic constraints, and often ongoing conflicts.

Five major challenges include:

1. Fragile countries lack the necessary healthcare infrastructure, displace health worker & damaged health facilities.
2. There is a significant shortage of trained healthcare workers, including doctors.
3. Insufficient training facilities and risks in conflict areas.
4. Widespread poverty in the population makes it challenging to fund healthcare services sustainably.
5. Lack of updated and continued medical education, & certified trainings among practicing Doctors.

eCAST platform brings advancements leverage telehealth medical education and facilities to provide access to affordable and quality healthcare services to rural or fragile areas where access to affordable healthcare is limited.

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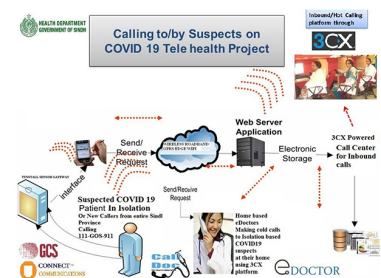
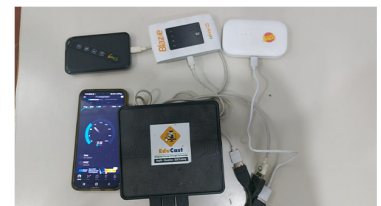
DISTINCT FEATURES

SOLUTION DESCRIPTION

Offering resilient telehealth solution, tailor-made for fragile ISDB member countries, overcoming prevalent challenges as unstable internet, damaged infrastructure, electricity outages, low tech literacy, healthcare worker safety, and uncertain legal frameworks.

eCAST providing targeted training and robust operational model designed specifically for conflict-affected areas, ensuring reliable, effective, and secure-healthcare delivery where it's needed most.

- Innovative internet aggregations ensures dependable telehealth communications across areas with poor internet.
- Out-of-practice female doctors getting trained and connecting through digital health.
- Telehealth doctors offering commercial service to patients for financial empowerment.
- Remote diagnostics utilizing high-definition microscopes and hand-held analysers for on-site rapid diagnoses without need for physical travel.
- Facilitating patient data information through Electronic Medical Record platform.

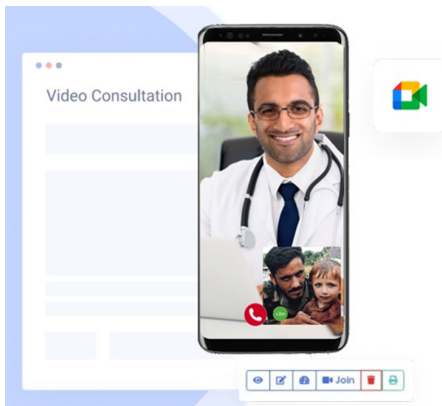


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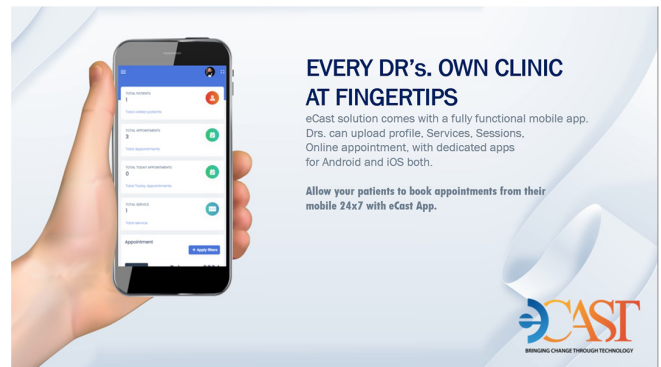
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JOIN VIDEO CONSULTATION

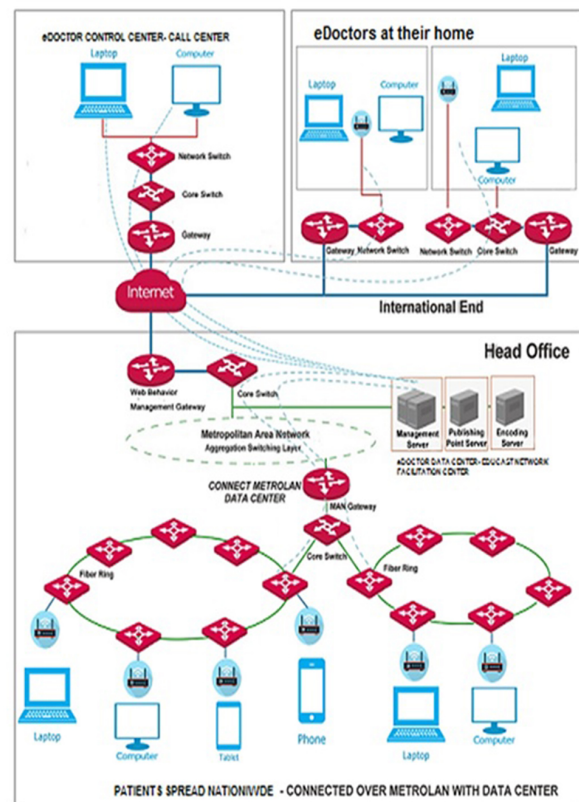
Allow Patients To Join Video Meetings Right From The Patient Portal.



EVERY DR's. OWN CLINIC AT FINGERTIPS

eCast solution comes with a fully functional mobile app. Drs. can upload profile, Services, Sessions, Online appointment, with dedicated apps for Android and iOS both.

Allow your patients to book appointments from their mobile 24x7 with eCast App.



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VALUE PROPOSITION

COST EFFECTIVE

- Utilization of open-source software and non-branded hardware:
- Low bandwidth design, reducing need of expensive internet:
- Incremental implementation, enable to expand on the go:

EASE OF DEPLOYMENT

- Independent modules
- Adapted to specific needs and contexts
- Simple deployment in diverse fragile environments
- Operates on minimal reliance on local infrastructure

SCALABILITY

- Enables easy scaling up or down based on cloud-based architecture
- Integrates with open source health information systems
- Adapting to specific requirements, modules can be added or removed as needed.

SUSTAINABILITY MEASURES:

The following measures are embedded into the eCAST offering to ensures successful deployment and sustainability:

- The deployment intervention is based on telehealth capacity needs assessment conducted through in-country stakeholders' consultations.
- Ensuring that the health facilities/ hospitals selected are operated from the annual budget allocation to the Ministries of Health and other stakeholders.

Offering Online mobile tele- clinics on their smart-phone "eClinic" for trained doctors, enabling financial empowerment using providing commercial teleconsultation

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DEPLOYMENT

REQUIREMENTS AT LOCATIONS

Steps to deploy eCAST in a conflict-affected country, focusing on out-of-practice female doctors in a teaching hospital:

1. Presenting the Solution: Proposing eCAST to the relevant ministries to address needs and ensure buy in.
2. Telehealth Needs Assessment: conducting telehealth capacity needs assessment to assess needs and identify requirements through in-country stakeholders' consultations.
3. Location & e-Doctors selection: Selecting of health facilities/hospitals and participating healthcare professionals with focus on out of practice female doctors, in consultation with the Government.
4. Platform Setup and Operation: Setting up Telehealth Education and clinical support facilities and ensuring their sustained operations.
5. Training and Certification: Building capacity of healthcare providers through online medical education and certification on prevailing medical issues and digital health.
6. Access to Clinical Services: Re-engaging trained e-Doctors and healthcare providers to provide high-quality second opinions, access to Electronic Medical Record systems, teleconsultation, online diagnostics testing and other clinical services through digital health.
7. Economic Opportunities: Empowering doctors to offer commercial services to patients by turning their smart-phones into virtual clinics.
8. Monitoring and Evaluation: Ensuring technical and administrative/financial coordination of all activities of the projects for monitoring and evaluation of deliverables as well as conducting assessments to guide any further expansion in the same country and subsequent projects in other countries.

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RESULTS/BENEFITS

IMPACT AND ADVANCEMENTS OF eCAST PLATFORM IN HEALTHCARE DELIVERY

- eCast has broadened healthcare reach in conflict-affected regions, providing services to tens of thousands annually.
- The re-engagement of hundreds of female doctors has been crucial.
- Trained doctors get their own eCAST online clinic for self-employment.
- Advanced diagnostic tools and comprehensive EMR systems have elevated healthcare quality, potentially reducing morbidity and mortality.
- Illustrative figures suggest, 500 re-engaged female doctors performing an average of 200 monthly consultations, eCAST could deliver 1.2 million annual consultations, enhancing healthcare accessibility, especially for vulnerable groups.

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ARAB NEWS

Pak-Saudi telehealth platform joins hands with Palestinian startup to aid war-ravaged families




Palestinian medics work at al-Shifa Hospital in Gaza City on April 7, 2021. (AFP)

Short Url <https://arab.news/9z3m>

- Educast will offer Palestinian startup Young Explorer the consultation services of over 100 female doctors to help families in Gaza and West Bank
- About 20,000 women currently using the Young Explorer platform will be able to receive video-based consultation from Pakistani doctors

00:40 7%

Hundreds of Yemeni patients dial into tele-clinic launched by Pak-Saudi venture



A paramedic at an Educast telemedicine centre examines a patient at a facility in Abyan, Yemen in this undated photo. (Photo courtesy: Educast)

Short Url <https://arab.news/8hpgy>

- Educast runs Pakistan's eDoctor project that re-trains and returns to the health care industry hundreds of Pakistani women doctors who never join the profession or stop practicing
- Now, the Pakistani doctors located in over a dozen countries around the world are providing free online consultation at Educast's Maternal and Child Telecenter in Yemen

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TRANSFORMATIVE IMPACT ACROSS COUNTRIES

PAKISTAN



- Revitalize over 1500 Pakistani Female eDoctors (out of Practice) back in the field from 27 countries.
- 70% of these eDoctors are now running their commercial health care services.
- Each such doctor brings a loss of \$40,000 (by leaving professions).
- With IsDB support, these eDoctors brought quality healthcare services to millions of peoples across the globe using telehealth platform.
- eDoctors served 450,000 COVID-19 affectees through home Telecare, creating impacting on 2.0 million households.
- Now targeting currently 25,000 additional out practices female doctors.

Over 400 women doctors monitor from abroad Covid-19 patients in Sindh

The eDoctor project has brought back to the profession some 800 lady doctors who had left medicine for various reasons.

By Imran Aslam

KARACHI: More than 400 Pakistani female doctors in over 27 countries and different parts of the world have joined hands to monitor COVID-19 patients in Sindh through a telehealth platform. The project, titled 'eDoctor', is a joint initiative of the Health Department, Government of Sindh, and the Islamic Development Bank (IsDB). The project aims to revitalize the careers of female doctors who have left the profession for various reasons, including migration, marriage, or a desire for a better work-life balance. The eDoctors are providing telehealth services to patients in Sindh, helping to reduce the burden on the healthcare system and ensuring that patients receive timely and quality care. The project has been a success, with over 1500 Pakistani female eDoctors now running their commercial health care services. Each such doctor brings a loss of \$40,000 (by leaving professions). With IsDB support, these eDoctors brought quality healthcare services to millions of peoples across the globe using telehealth platform. eDoctors served 450,000 COVID-19 affectees through home Telecare, creating impacting on 2.0 million households. Now targeting currently 25,000 additional out practices female doctors.

Telehealth at the forefront of the pandemic

450 female doctors provide counselling to Covid-19 patients through eDoctor

By KASHI HUSAIN

With the world in the grip of a pandemic and almost everything going remote and online, telemedicine has gained more relevance than it ever did in the past. Earlier, few realised its merit, but now more and more people have come to rely on it. Keeping in view its growing need in changing times, a team of innovative minds from Pakistan were quick to respond to the call for an effective telemedicine platform and launched eDoctor.

This technology platform engaged non-practising female doctors to provide medical advice, guidance and consultation to patients in Pakistan and elsewhere in Muslim countries. Today, working in collaboration with the Sindh government's coronavirus monitoring cell, 450 female doctors are providing remote consultations to Covid-19 patients across 25 countries, including Pakistan.

However, this was not the initial plan. eDoctor was first conceived as a telehealth platform aimed at reducing maternal and child mortality rates in Pakistan. Presented during an annual competition organised by the Islamic Development Bank (IDB) under its Transform Fund initiative, it was among the five selected startup ideas, chosen from 5,000, that were to receive assistance from the IDB.

Following this, the IDB and eDoctor signed an agreement, putting in writing their commitment to work towards decreasing maternal and child mortality in Pakistan.

But then, the coronavirus struck and things took a sudden turn. Quick thinking on the part of the eDoctor team altered the initial idea to set up a platform for providing counselling focused on the coronavirus instead. Consequently, with a building and expanding network of 450 trained e-doctors, the platform, in collaboration with Sindh Chief Minister Syed Murad Ali Shah's eHealth initiative, began providing remote consultations to Covid-19 patients across 25 countries, including Pakistan.

Patients from the first week of April. Presently, with over 22,000 active coronavirus cases just in Sindh, eDoctor has expanded its network to include 450 female doctors, each of whom provide counselling and guidance to 15 patients a day on average. This total number of patients receiving assistance through the platform adds up to around 6,000, but according to eDoctor founder, Abdullah Butt, these numbers need to be enhanced further.

He said that the project would be further scaled up with the assistance of the IDB, which would be providing a grant to train more doctors for online counselling so that eDoctor's network could initially be expanded to include 600 doctors and later to engage up to 2,000 medical experts. Besides, he said, setting up a call centre and launching a mobile application was also in the plans.

But also pointed out that even with the cost of running the platform per month was around Rs500,000, while efforts needed to be directed towards increasing its network capacity, developing secure and efficient applications and improving technical facilities.

In this regard, the IDB has pledged the provision of support to eDoctor. "We will provide the platform all the needed support through IDB's Transform Fund," said IDB global independence science, technology and innovation manager Mounira Asim Aschali, while speaking to the Express Tribune.

An assurance of support from the IDB has resulted in efforts to improve eDoctor's capacity to handle 24 calls simultaneously, through Australian software iCL. But this needs to be enhanced further, considering the consistent rise in the number of coronavirus cases.

To make the network more efficient, Dr. Farid Mahmood of Aga Khan University Hospital and other renowned infectious disease specialists will soon be training female doctors to provide services through eDoctor, in a bid to play their part in helping the world adapt to the changing times amid a pandemic. This move will help doctors make timely decisions while providing coronavirus-related assistance.

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TRANSFORMATIVE IMPACT ACROSS COUNTRIES

YEMEN

- Delivering hope in war-torn areas In Yemen's conflict zones.
- Educast's deployment of the IsDB-supported eCAST platform has been a beacon of hope.
- Telecenters provided crucial online training more to than 400 front-line workers and 500+ teleconsultations to vulnerable women and children since 2022.
- Delivering medical support and education to regions like Abyan, Hadarul Maut, and Aden.
- Creating economic activities for 100 eDoctors from four countries.
- 50 Yemeni Doctors got medical education and specialist support.



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DAILY BUSINESS RECORDER-Karachi
WEDNESDAY 17TH FEBRUARY 2021

EDUCAST facilitates humanitarian efforts in war-torn areas of Yemen

RECORDING REPORT

KARACHI: Pakistan-based Telehealth technology specialist organization EDUCAST, facilitates humanitarian efforts in war-torn regions of Yemen with inauguration of first ever Tele Center in that country.

A Pakistan Digital Health Technology platform (EDUCAST) after successfully implementing 'Maternal Child Telehealth' service in Pakistan now moves in providing Telehealth services in war-torn areas of Yemen where there is humanitarian crisis ongoing.

With mothers and babies amongst the most highly vulnerable in Yemen, one in 27 new-born babies die in the first month of life and one out of every 260 women dies in pregnancy or childbirth, according to a UNICEF.

EDUCAST with its collaborators aim to save lives, through the use of technologies in healthcare, of thousands of pregnant women and infants in war-torn areas of Yemen.

The services, which have already benefited more than 200 people in just over a week, are available for free at the Maternal and Child Telecenter (MCT).

The MCT was established on January 27 by the EDUCAST Society, a non-profit

based in Pakistan in 2016.

EDUCAST is now the largest female eDoctors network spread in all provinces as well as in 24 international destinations, the majority of these female Pakistani doctors are the ones who have been trained as telehealth clinicians working through virtual platforms.

EDUCAST with its academic collaborators, which include Dow University of Health Sciences Karachi, MedRat Academy (UK, MoSmar),

DOGANIA (Dow Graduate Association of North America), has managed to create special online programs for retraining and then certification of these female doctors from around the globe. Following a successful running of training, after four years, the eDoctor program has over 1000 female doctors in its platform.

Islamic Development Bank has played a major role in supporting and encouraging this EDUCAST effort by providing grant for establishment of Maternal and Child Mortality prevention initiative through eDoctors.

Thanks to IDB support, which became very vital, as Covid-19 hit Pakistan, IDB funded initiative of EDUCAST was already retraining female doctors in large numbers. This was extremely helpful at the start of the Covid pandemic, when the

health environment was facing challenges in getting female doctors for isolation monitoring.

EDUCAST went ahead and offered its volunteer services along with 450 plus female eDoctors and its IDB funded technology platform to support govt effort in tackling home isolation and contact tracing and monitoring drive.

Since April till date EDUCAST Covid-19 home isolation monitoring has handled a massive 150,000 plus Covid-19 positive patients successfully.

Looking at this innovative mode of handling the pandemic World's top Medical School Stanford University's Center for Medicine approached to help EDUCAST in training of the eDoctors. A six week online training was conducted by top faculty from Stanford on the latest

guidelines from CDC (Centre for Disease Control, USA) and WHO which enabled all 450 eDoctors to be certified as Covid-19 Care givers.

These eDoctors have been serving their homeland from USA, Canada, Germany, Malaysia, Middle East and Europe in helping Govt of Saudi in the Covid-19 home isolation monitoring.

EDUCAST was approached by Yemen based organizations for help regarding maternal and child deaths due to non-availability of timely health care advice and virtual training of front-line workers.

EDUCAST through its Islamic Development Bank funded technology platform offered its support to establish a multipurpose telehealth centre in areas of Yemen affected by war to help needy people in health care services as well as effort in tackling home isolation and contact tracing and monitoring drive.

This Yemen 'maternal & fetal wellbeing' initiative is spear headed under the leadership of UK based MedRat Academy. MedRat Academy is presenting this project at the request of United Nations, WSIS (World Summit of Information Society) annual virtual conference 2021, at a high-profile session on use of technology in meeting today's health challenges specially in developing world.

At the facility operational Hub in Karachi, a coordination team who is fluent in Arabic and English connects the patients with a tele clinic in Yemen, where women doctors from across Pakistan and 15 other countries including Saudi Arabia, Oman, Qatar, Canada, and the UAE provide free online consultations and treatment.

The facility is offering live tele consultation to women and children through remote Pakistani female doctors using high-tech medical equipment," said Abdullah Butt, CEO of EDUCAST. He said the response has been 'overwhelming'.

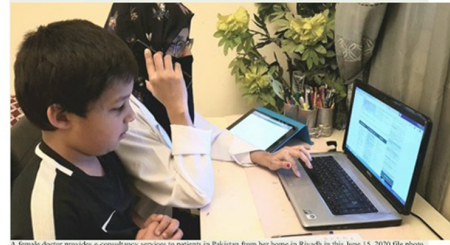
ARAB NEWS

• SAUDI ARABIA

• Home

• Pakistani-Saudi telehealth to launch maternity, childcare services in Yemen

Pakistani-Saudi telehealth to launch maternity, childcare services in Yemen



A female doctor provides e-consultancy services to patient in Pakistan from her home in Riyadh in this June 15, 2020 file photo. (Photo courtesy: Educast)

Short Url

<https://arab.news/infqE3>

Updated 28 August 2020
KHURSHID AHMED
August 28, 202003:50



TECHNOLOGY FOR DEVELOPMENT (T4D) IN YEMEN

LAUNCHING

WOMEN & CHILD DIGITAL TELE CENTER

IN SHUQRA - ZHINJBAR - MAARIB

THROUGH ONLINE TECHNOLOGY PROVIDING

Maternal & Child Care

Midwife Training

English Language Classes

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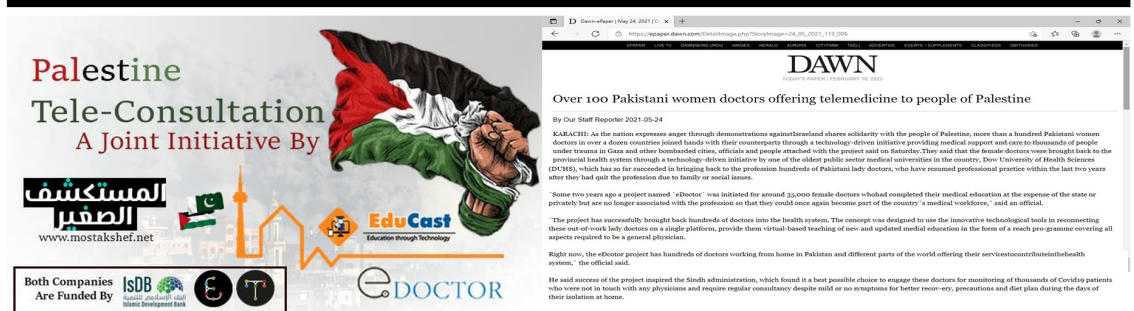


TRANSFORMATIVE IMPACT ACROSS COUNTRIES

PALESTINE

Supported more than 20 female doctors and 100+ families In Palestine, Educast leveraged the eCAST platform to offer online clinical support and capacity building to 100 eDoctors, enhancing medical care for women and children in Ramala and the West Bank.

This initiative underscored the importance of medical education and interactive learning in improving healthcare delivery.



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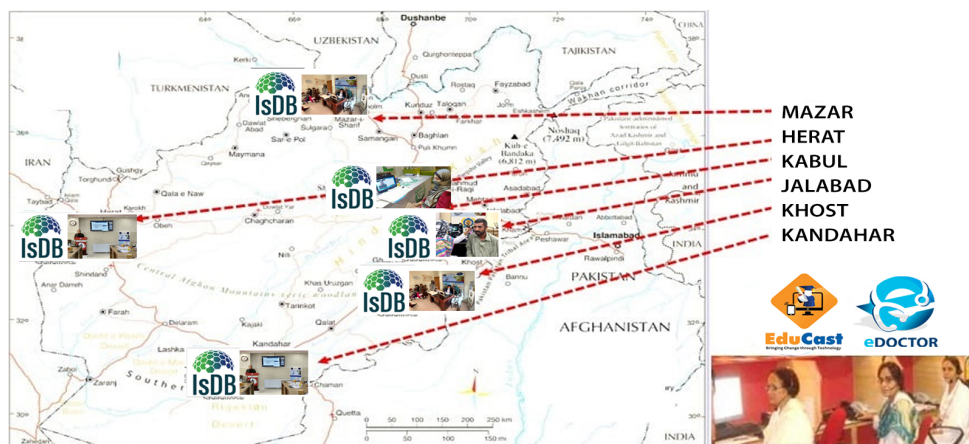
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AFGHANISTAN

- Afghanistan loses hundreds of millions of dollars every year due to treatment-related travel and boarding expenses by Afghan patients to neighboring countries.
- All due to shortage in capacities of Afghan doctors and very few specialists.
- With IsDB funding, Educast established 6 Telehealth online education facilities in hospitals of Kabul, Khost, Khandar, Mazar, Jalalabad, and Zabul.
- Through the Lecturio German Online Medical Education platform, provided training in Family Medicine to over 1,500 Afghan doctors (70% Female).
- Brought back Afghan female doctors and healthcare workers in services.
- Provided second opinion services to hundreds of doctors.
- Created a level of satisfaction among Afghan healthcare providers.
- eCAST virtual clinic is being provided to trained doctor, creating self-employment and financial stability.

AFGHANISTAN ONLINE MEDICAL EDUCATION, SPECIALIST SECOND OPINION AND AFGHAN DOCTORS KNOWLEDGE EXCHANGE PLATFORMS



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Setting up of Tele Center at Kabul



Kandhar Tele Medicine center



Educast meeting with The Ministry of Higher Education at Kabul



Meeting with H.E Sardar Shakeeb, Ambassador of Islamic Emirates of Afghanistan in Pakistan

CONCLUSION REMARK

KEY CONTRIBUTIONS OF EDUCAST'S INTEGRATION INTO ISDB PROJECTS INCLUDE

- Transforming healthcare in IsDB member countries by improving accessibility and quality.
- Integrates IsDB projects to develop more resilient and sustainable healthcare systems.
- Using internet speed aggregation, remote video consultation, Biomedical sensors, and rapid testing kits create an effective real-time care solution.
- Offers continuous medical education and access to a global network for second opinions.
- Equips local healthcare workers with up-to-date knowledge and tools for effective community health management.
- The Educast and IsDB partnership focuses on leveraging technology to improve healthcare outcomes and equity across member nations.



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PARTNERS



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