

# FinTech: The new band-aid for healthcare payment wounds



»» Swipe to read more

## More than just a marriage of Finance & Technology

- While the term "fintech" has been around for a long time, it's worth revisiting the topic in light of continually evolving technology and a flurry of new players
- Fintech is a term used to describe emerging technology that aims to enhance and automate the provision of financial services
- It has created major impact in various sectors, such as banking, asset and wealth management, investing, insurance and mortgages, leveraging some of the latest innovations

### Fintech Innovations



# Fintech is on a quest to provide more affordable and accessible healthcare



Fintech strives to update and rejuvenate healthcare networks by introducing better digitally oriented financial service models

---



Fintech is utilising cutting-edge technologies such as Blockchain, AI, ML to address inefficiencies and knowledge gaps that plague most healthcare payment systems

---

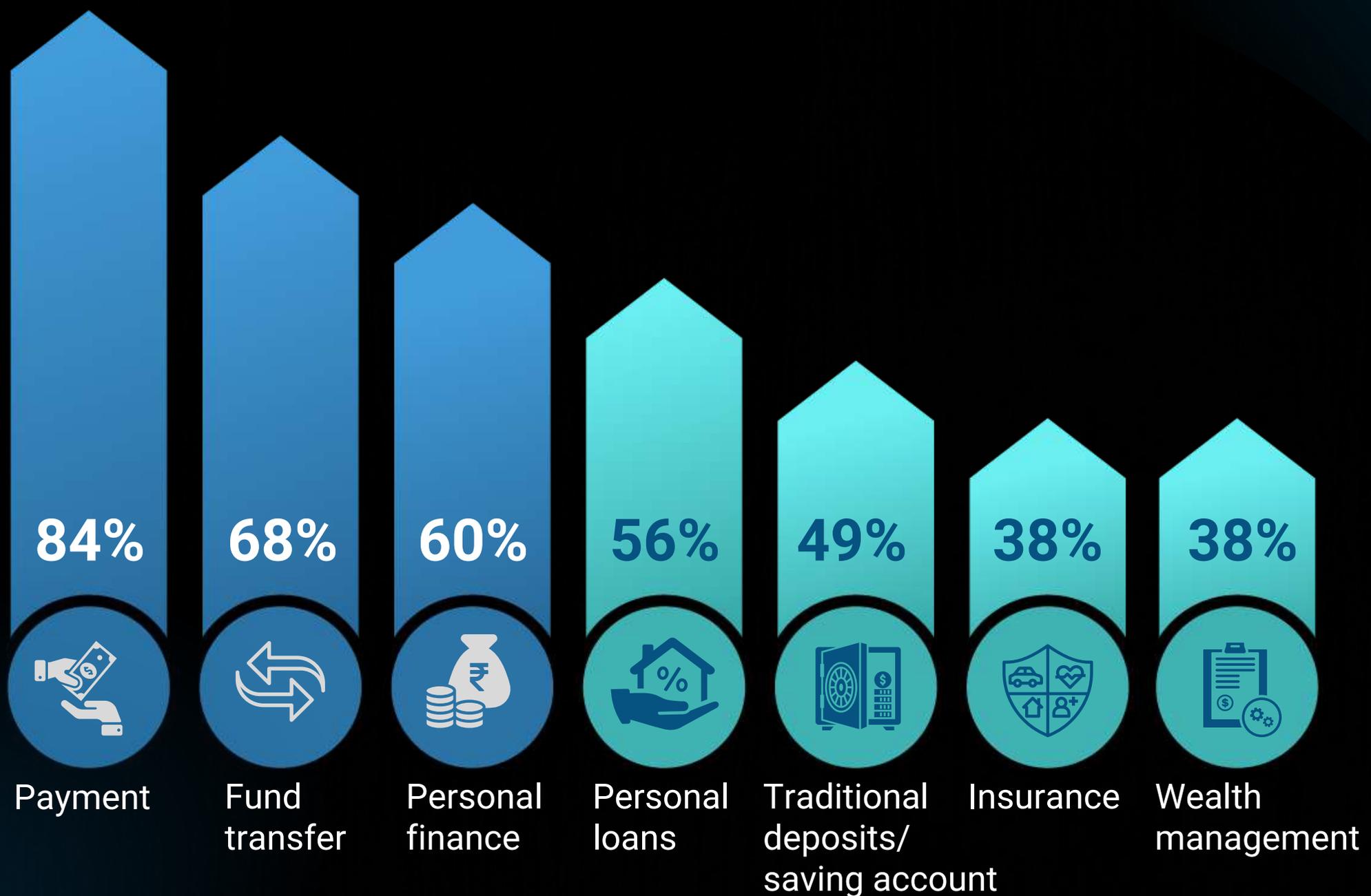


Mobile-based health savings accounts, low-interest loans, and remittances used exclusively for healthcare are examples of payment-oriented fintech solutions that improve access and cost of care

# Fintech is poised to help healthcare sector as consumers are already using various services at scale

## Fig: Financial activities conducted by customers with Fintech Companies

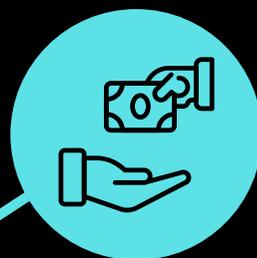
Activities that incumbents believe consumers are already conducting with fintech companies



# According to Access Health International, FinTech could help countries break out of the health-poverty trap

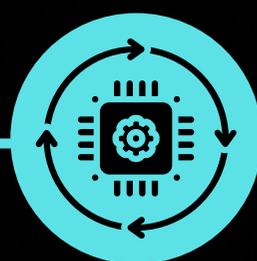
**3** trends have emerged in the last decade that provide a powerful opportunity to help countries break out of the health-poverty trap

## Fintech for Health



### Financial Concussion

Rapidly rising access to financial & other digital services among low-moderate income groups



### Digital Transformation

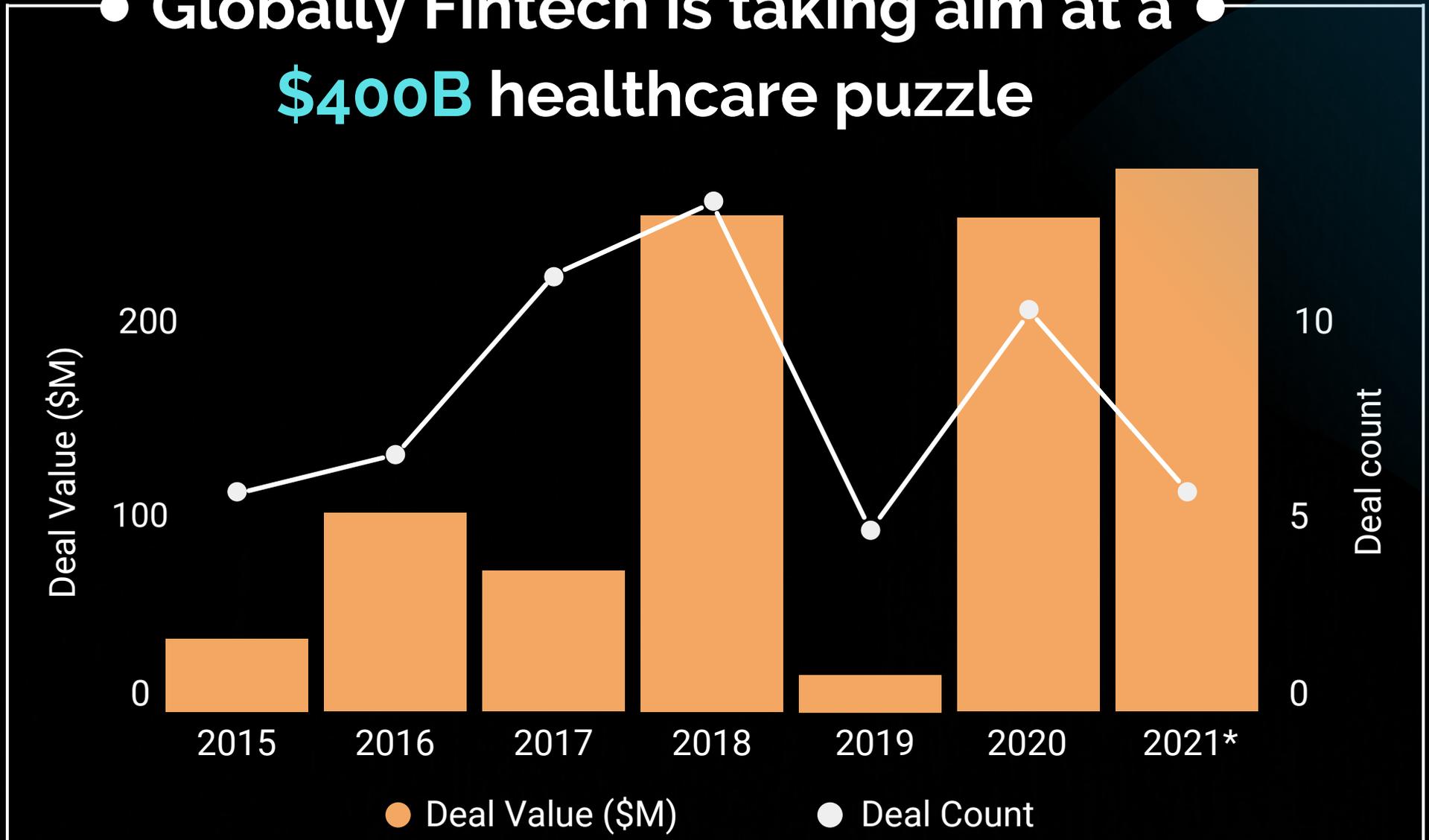
Digital transformation is driving health transformation



### Universal health coverage

Worldwide, countries are making progress towards universal health coverage

● Globally Fintech is taking aim at a ●  
**\$400B** healthcare puzzle



● Deal value accounted for ~\$300 Mn out of 6 deals that took place in first half of 2021 ●

**\$ 3.6 MN**

Walnut has raised seed round funding to make healthcare affordable for most Americans

**\$ 15 MN**

Pay Zen raised Series A funding to expand its "care now, pay later" model

**\$ 4 MN**

Raised by healthcare Fin Tech start-up, PayGround, to simplify Healthcare Payments

**\$ 3.4 MN**

Flywire debuted on Nasdaq with a 239% jump in its valuation after last funding round

# There is a lot of potential for Fintech in healthcare space, and opportunists are seizing the market

## Text-to-pay

Enabling healthcare companies deliver billing information to patients directly using text and allowing patients to pay with an easy single-click option



## mPOS

Providers can use mobile point-of-sale (mPOS) terminals to bring payment processing to patients at point of care



## Payment Platforms

New, simple-to-use online platforms are meeting patients' demands, making it easier for them to pay, resulting in timely payments



## Innovation

Many patients find their medical bills confusing. Several companies are focusing on innovation to tackle these challenges



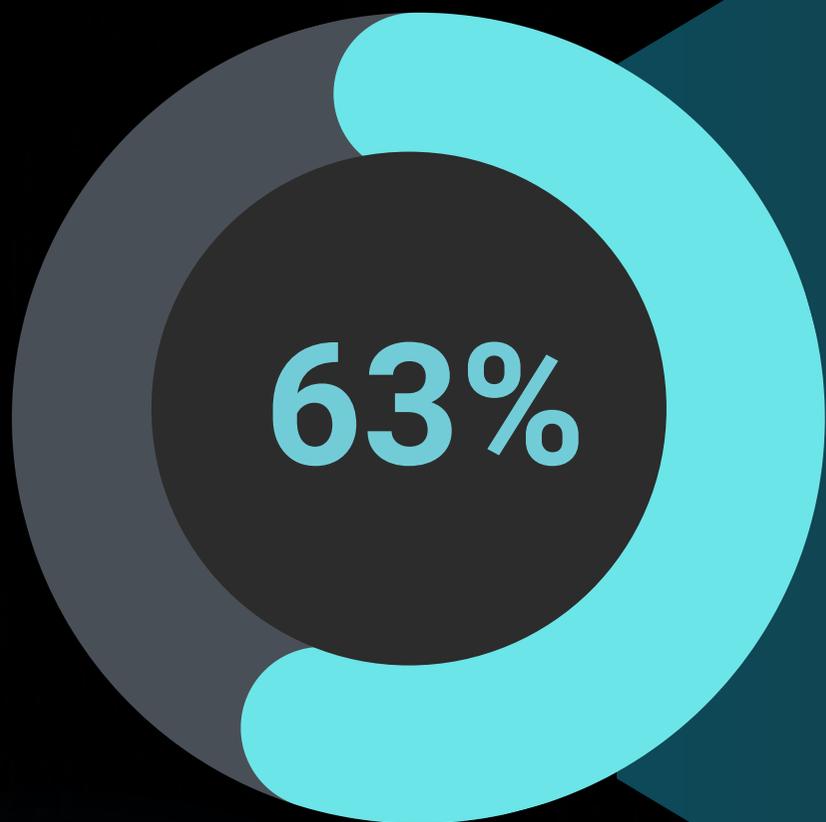
## EHR Integration

Payment firms offering billing and payment solutions can work more effectively by integrating into EHRs

# 63% of healthcare services expenditure in India is borne by patients

Out-of-Pocket Expenditure/OoPE % of total Indian healthcare services expenditure

**Indian healthcare services expenditure \$115 Bn**



...with over **\$72 Bn** of that being spent by Indians from their pockets

~Twice the size of **\$38 Bn** Indian smartphone market



**~60 Million**

People are driven below the poverty line in India every year on account of out-of-pocket medical expenditure

- \$72 Bn that Indians spent on OoPE is twice the size of the Indian smartphone market !!!
- Now think about how easy it is to buy a smartphone on EMI, in India today, and compare that to your experience in paying at any hospital or clinic. Isn't that tragic?



**~ 0.38 Million**

People committed suicide in India between 2001-2015 due to lack of treatment facilities

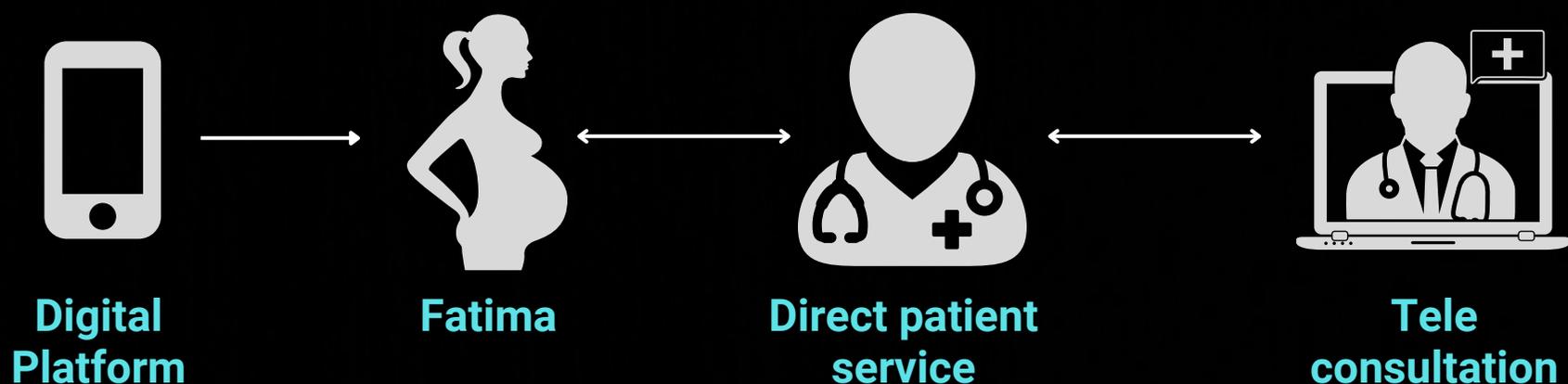
# FinTech is here to leave an impact by solving most critical patient problems



## Fatima, a pregnant woman unable to go for her antenatal check-ups

Fatima is a 24 year old Bangladeshi woman who lives in a slum area outside of Dhaka with her husband, young toddler, and an elderly mother-in-law. She works as a cleaning lady in their separate households. Fatima is now pregnant with her second child. She needs to visit the hospital for at least four antenatal checkups to ensure the well-being of herself and her baby. Her pregnancy is already a complicated one and living in poor conditions has made things more difficult for her. While her husband works as a labourer, they need both incomes to be able to support the growing family.

## Illustrative patient journey for Fatima



1

Fatima receives support for her pregnancy through a maternal and child healthcare app. A digital wallet embedded within the app provides digital cash transfers from the government to support her pregnancy. The app also provides notifications on antenatal visits and tips for her pregnancy

2

Fatima goes to her local clinic which is staffed by a community health worker who is skilled in basic health services

3

Community health worker connects with an obstetrician from Dhaka's main hospital who walks her through a step by step procedure for physical examination of Fatima and medical information

# The future looks promising

## Global



**Cedar**

Provides cloud-based payment solutions



**greenphire**

Provider of clinical payment technology



**Lively**

Savings Account to save for healthcare expenses

**TAILORMED**

Provides a financial management solution

## Indian



**Milaap**

P2P platform enabling users to crowdfund loans



**Easy Aspataal**

A 360-degree digital infra to automate front-office operations



**SAVEIN**

Financing & credit options to patients at zero-cost EMI



**ImpactGuru**

Crowdfunding platform that combines social rewards & fundraising