

# The FutureList

**DrDoGood**

Innovation Memo

# Innovation In Words



A note from the Co-founder and CEO, Emmanuella Khadijah Tordman:

Healthcare is not a privilege—it's a basic human right. At DrDoGood, we're driven by the belief that everyone deserves healthcare that meets them where they are—without judgement, without barriers, and with understanding. We're not just about delivering care; we're about creating a compassionate experience that listens to your needs and makes getting help feel easy and within reach. We are here to ensure that your health journey is supported every step of the way, because everyone deserves to feel heard, cared for, and empowered to live a healthier life.

# DrDoGood

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Health

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Telehealth

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[drdogood.health](http://drdogood.health)

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Bootstrapped

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2023

## Executive Summary

DrDoGood is transforming access to affordable healthcare by leveraging technology. Their primary product offering leverages AI-powered diagnostics to improve healthcare delivery and reduce the burden of traditional, in-person consultations. This innovation is designed to bridge healthcare access gaps, particularly in underserved and low-resource areas. While they remain accessible to underserved communities, their services cater to the broader healthcare needs of the general population. Their platform serves a diverse patient base across all demographics.

The inspiration behind DrDoGood’s development stemmed from the Co-Founder’s personal experience. Emmanuella was diagnosed with Adenomyosis, a chronic uterine condition, after enduring long periods of symptom dismissal and misdiagnosis. This experience and the other co-founder's struggle to find the right specialist underscored the critical need for a solution that simplifies healthcare access for individuals facing similar challenges. Their innovation seeks to address these gaps, ensuring that patients, regardless of their location or condition, can receive timely and personalized care.

As DrDoGood continues to grow, the focus remains on scaling its healthcare solution across Africa, ensuring that healthcare services are accessible but also personalized, affordable, and efficient. Through ongoing partnerships with healthcare providers, financial institutions, and community organizations, DrDoGood is committed to enhancing healthcare accessibility and affordability, transforming the healthcare landscape in underserved communities and building a future where quality healthcare is a right for all.



**Emmanuella Khadijah Tordman**  
Co-Founder & CEO

Emmanuella is an entrepreneur with a passion for technology, innovation, and social impact. She has a background in finance and business management. Her personal experience with healthcare challenges drives her commitment to creating meaningful solutions that make care more accessible. Outside of her professional work, she channels her creativity through crafting and pottery.



**John Eyo**  
Co-Founder & CTO

John is a technology strategist and problem-solver, known for his ability to translate ideas into impactful tech solutions. John specializes in developing innovative and scalable systems across diverse industries, including fintech, web3, and e-commerce. John plays a crucial role in shaping DrDoGood platform's core technology and driving its mission to enhance access and personalization in healthcare.

## Innovation Spotlight

### a) Core Features

DrDoGood Healthcare offers a holistic, end-to-end approach that blends online and offline care. This integrated approach ensures comprehensive healthcare delivery for all our patients.

Key features of DrDoGood are as follows:

- **Virtual Platform:** Patients can book consultations with doctors online.
- **AI-Driven Diagnostic Tool:** It supports decision-making by analyzing patient data and symptoms.
- **Mobile and Web Accessibility:** It is accessible via a mobile app and web to cater to patients across all demographics.
- **Pharmacy Integration:** It also has direct access to prescription delivery services via the app.
- **In-Person Facilities and Labs:** Patients can visit their physical clinics for hands-on care.

### b) Design and User Experience

- DrDoGood's platform is designed for easy use with simple navigation, even for users with minimal technological literacy. The mobile app interface is clean and features intuitive features such as one-click appointment booking and video call access.
- DrDoGood Healthcare continuously improves its design based on patient and doctor feedback, enhancing the clarity and user-friendliness of telehealth consultations.

### c) Performance Metrics

- By Efficiency, the AI tool reduces average consultation time by 20% while improving diagnostic accuracy.

### d) Integration and Compatibility

- DrDoGood's platform integrates with Electronic Health Record (EHR) systems used by hospitals and clinics.
- Additionally, it is compatible with pharmacy and insurance platforms, ensuring a smooth user experience from diagnosis to prescription fulfillment.

### e) Safety and Compliance

- Regular audits and advanced encryption protocols safeguard against data breaches.
- DrDoGood promotes environmental sustainability by reducing the need for patients to travel for in-person consultations. Additionally, they utilize energy-efficient cloud infrastructure.

### f) Innovation in Business Model

- DrDoGood platform serves a diverse patient base across all demographics. While it remains accessible to underserved communities, its services cater to the broader healthcare needs of the general population.
- DrDoGood offers flexible payment solutions, a Pay-as-you-go model for individual services and subscription-based plans for ongoing care.
- DrDoGood revenue model is diversified across multiple channels, including partner service commissions from consultations, medications, and deliveries, subscription fees from healthcare facilities utilizing its hospital management system, and corporate healthcare plan subscriptions for employee coverage.

### g) Scalability of the Innovation

- DrDoGood aims to expand into additional African markets, positioning itself as the leading healthcare brand globally. This growth strategy includes launching mobile clinics to improve healthcare accessibility by delivering services. Leveraging advanced technology, particularly AI, will remain central to optimizing their offerings and ensuring we continue to meet the evolving healthcare needs of our users in these new regions.

## Market Impact & Future Outlook

DrDoGood Healthcare is making a significant impact in the healthcare industry. Its AI tool has been recognized for reducing the workload of healthcare professionals and increasing access to healthcare for patients in remote areas.

DrDoGood continuous improvements in AI diagnostics will also allow the platform to cover more complex health conditions. There will also be future integrations with wearable health devices which will enable real-time health monitoring, further enhancing patient outcomes. DrDoGood's healthcare solutions would revolutionize healthcare delivery in resource-poor settings, making it a game-changer for global healthcare access.

In the next 5 to 10 years, DrDoGood envisions expanding into other African markets, becoming the go-to brand for all things healthcare. This will include introducing mobile clinics to enhance accessibility and provide care directly to underserved areas. Our commitment to leveraging technology, particularly AI, will continue to play a pivotal role in optimising our services and ensuring that we meet the evolving needs of our users.

## Societal & Environmental Impact

DrDoGood's platform is making significant contributions in addressing critical healthcare disparities by delivering affordable, accessible healthcare services across all demographics. Leveraging AI enhances diagnostic accuracy and operational efficiency, helping to relieve overburdened healthcare systems. This approach is impactful in developing countries where access to healthcare is often limited by distance, resource scarcity, and high costs.

DrDoGood's commitment to personalized, remote healthcare means that individuals across all demographics can access medical consultations, early diagnosis, and follow-up care, significantly improving health outcomes and reducing preventable diseases.

On the environmental front, DrDoGood's model minimizes the need for patients to travel frequently for in-person visits, leading to reduced carbon emissions associated with transportation. Mobile clinics further support this goal by reaching patients directly, often using energy-efficient equipment.

DrDoGood uses energy-efficient cloud technology to lower carbon emissions, promoting environmental sustainability while improving healthcare access. This approach benefits both the planet and communities needing affordable healthcare solutions.

## Potential Funding & Partnership Opportunities

DrDoGood's growth strategy focuses on expanding healthcare access and unlocking diverse funding streams:

**Geographic Expansion:** DrDoGood's expansion into new African markets is strengthened by partnerships with NGOs, local governments, and public health initiatives. These initiatives enhance healthcare access, community outreach, and awareness through grant funding and health programs.

**Vertical Diversification:** DrDoGood can explore additional funding opportunities through sector-specific venture capitalists focused on healthcare verticals such as digital health, AI in healthcare, and telemedicine. As the company expands its service offerings, including mobile clinics and AI diagnostics, these VCs could provide the necessary capital for diversification.

**Forging Strategic Partnerships:** DrDoGood team actively seeks and engages with healthcare providers, financial institutions, global health organizations, and academic institutions. These partnerships enhance DrDoGood's service offerings, support community health initiatives, drive research and innovation, and expand their reach across diverse patient populations.

**Funding Opportunities:** DrDoGood can access funding through crowdfunding platforms for specific projects, private equity firms focused on scaling healthcare solutions in emerging markets, and government grants to improve healthcare access in underserved regions.

## Potential Roadblocks & Risks

**Regulatory and Compliance Challenges:** As the company expands globally, navigating healthcare regulations in different countries may pose a challenge. DrDoGood will need to invest in compliance experts for each new market and establish local legal teams to ensure timely and full regulatory compliance.

**Technology and Performance Risks:** Cybersecurity threats represent a major roadblock for DrDoGood. A breach could compromise sensitive patient information, leading to diminished trust from users and stakeholders and impacting the platform's credibility and success. DrDoGood addresses these challenges by investing in cybersecurity protocols, and regular third-party audits will mitigate this risk.

**Market Competition:** The healthcare technology space is highly competitive, with numerous companies offering similar services, which may impact DrDoGood's market share and growth. DrDoGood will need to differentiate through continuous innovation, focusing on user-centered improvements and building strategic alliances to strengthen market positioning.

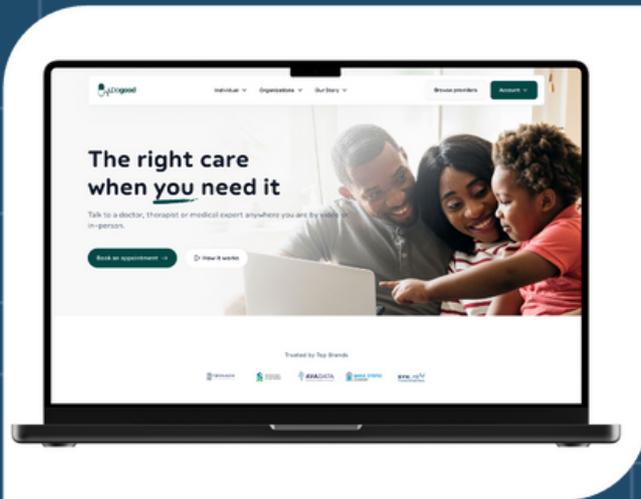
## Conclusion

DrDoGood Healthcare stands at the forefront of a pivotal change in healthcare in Africa, starting in Ghana. The company effectively addresses significant healthcare disparities by leveraging AI-driven diagnostics and affordable telemedicine while emphasizing sustainability. As it expands into new markets and innovates, DrDoGood enhances healthcare delivery and fosters long-term social and environmental impact. Its commitment to making healthcare accessible to all underscores its potential to create a healthier future for communities worldwide.

# Innovation In View

How DrDoGood brings innovation to life.

DrDoGood leverages technology to transform healthcare access, delivering innovative solutions for Africa's unique challenges:

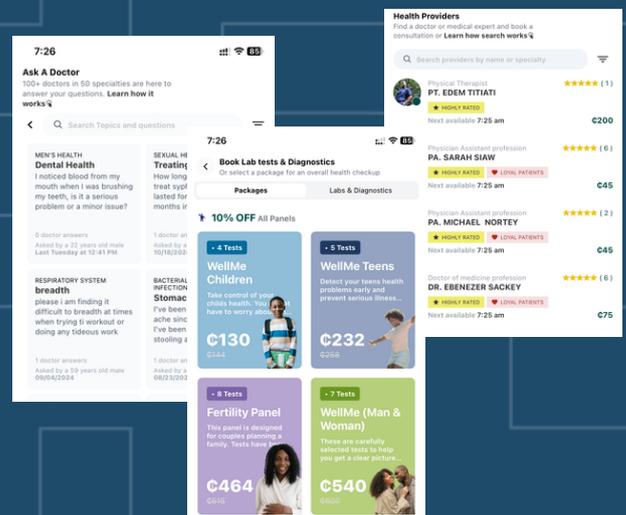


- DrDoGood makes personalized and affordable healthcare accessible across Africa, using AI and telemedicine to bridge gaps in underserved communities.
- The platform offers a seamless healthcare experience with virtual consultations, home visits, facility visits, and medication delivery.
- DrDoGood supports chronic care management by integrating AI-driven predictive analysis and electronic health records (EHR) for continuous, personalized treatment.
- DrDoGood fosters trust and promotes proactive health management by engaging local communities and healthcare providers

## User-Centric Design and Collaborative Approach to Innovation

Focused on user needs, DrDoGood drives innovation through collaboration:

- DrDoGood prioritizes continuous feedback from users to tailor healthcare solutions effectively.
- DrDoGood engages communities directly for insights that shape platform development.
- DrDoGood partners with healthcare providers to build trust and expand reach.
- DrDoGood foster a culture of collaboration for ongoing innovation and improvement.



# Contributors

## The FutureList

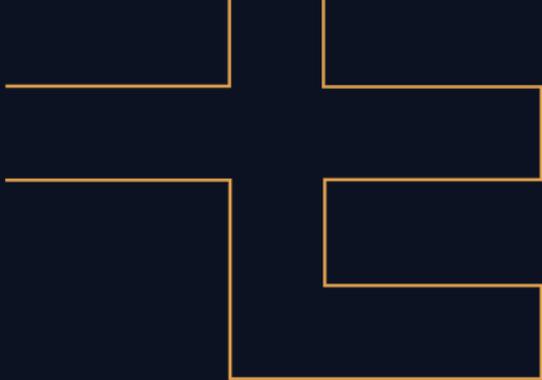
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Enterprise Innovation Scout

**Henry Duah**  
Healthtech Research Analyst

## DrDoGood

**Emmanuella Khadijah Tordman**  
Co-Founder & CEO

# The FutureList



## Notes on our methodology

### About The FutureList

The FutureList is dedicated to identifying and linking innovative technology companies with the investors, talent and strategic growth partners they need to rapidly scale their innovation. The FutureList leverages its network of local Innovation Scouts, a comprehensive online platform, and curated events to rapidly spot and match opportunities. The FutureList network has already profiled over 6,000 innovative companies, investors and partners globally.

We scout across a broad range of sectors in tech, aiming to identify the most innovative startups globally. This includes everything from AI to biotech, renewable energy, and more. The 10 categories we currently focus on are: Agriculture (farming, food, beverages, crops, forestry, aquaculture, livestock, irrigation, veterinary, etc.), Climate (electricity, energy, environment, renewables, recycling, circular economy, carbon credits, cleantech, etc.), Education (e-learning, school management, assessments, upskilling, tutors, languages, etc.), Enterprise (legal services, AI, cyber security, market research, recruitment, HR, customer success, consulting, SaaS tools, business analytics, etc.), Finance (banking, capital, trading, lending, personal finance, insurance, crypto, real estate, etc.), Health (medicine, biotech, medical equipment, pharmaceuticals, public health, digital health, hospitals, health records, wellness, fitness, beauty, etc.), Infrastructure (architecture, materials, computer networks, safety, law enforcement, construction, data centers, machinery, telecom, wireless internet, manufacturing, etc.), Media (marketing, influencers, animation, arts, gaming, fashion, content, platforms, music, publishing, translation, editing, etc.), Mobility (delivery, transportation, etc.), and Supply Chain (e-commerce, warehousing, logistics, retail, etc.)

### About Our Innovation Scouts

Our Innovation Scouts are experienced professionals from diverse sectors with a keen eye for groundbreaking technologies and business models. They undergo rigorous training to ensure they provide maximum value to the startups they work with. They conduct their research on a volunteer basis. We have strict ethical guidelines in place. Any Scout with a potential conflict of interest is recused from the process to ensure fairness and objectivity.

### About Our Innovation Memos

Innovation Memos provide a comprehensive profile of an innovator, whether its a startup, hub, investor or more established corporate, highlighting technological and business model innovations. The Memo is written in direct consultation with a verified representative from that entity, and also outlines suggestions around how to rapidly scale their innovation further through use of The FutureList's network. Once published, the Memo accessible to our network of investors, partners, and the general public for free on our platform. The Memo process is completely free for the companies featured as well. The entire process, from initial contact to publishing the Innovation Memo, typically takes about 4-6 weeks, but this can vary based on the startup's availability and responsiveness. Our goal is to promote and scale innovation globally. The FutureList platform and events are sponsored by partners.

# Scaling Innovation

How **The FutureList** identifies and scales innovation globally



## Ecosystem and sector mapping

Our Ecosystem team identify the most innovative early-stage and growth-stage tech companies across key sectors in tech hubs around the globe.



## Innovation memos and platform profiles

Our Research team interview founders and tech executives to publish innovation memos and create a comprehensive company profile on our public online platform.



## Introductions to strategic opportunities

Our Ecosystem team share company profiles with relevant investors and strategic growth partners across our global ecosystem, and facilitate warm introductions where requested.



## Private dinners and fireside chats

Our exclusive evening events bring together founders, tech executives and other special guests for networking and interactive discussions around technology and innovation.



## Global summits & learning trips

Featured companies will be invited to larger annual events held at the regional and global stage that connect the most innovative companies with opportunities for further visibility.

# Sponsor

The FutureList platform and events are sponsored by partners.



**Sand Technologies**, a global technology services company with presence across Silicon Valley, France, the UK, Romania, and several emerging markets, is at the forefront of supporting scale-ups worldwide in overcoming the challenges of rapid growth. We're currently aiding businesses in the United States, New Zealand, Denmark, the Netherlands, the UK, the UAE, South Africa, Kenya, and numerous other locations in developing scalable technology products, constructing world-class tech teams, enhancing revenue generation, and elevating customer satisfaction.

Learn more at [www.sandtech.com](http://www.sandtech.com)

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