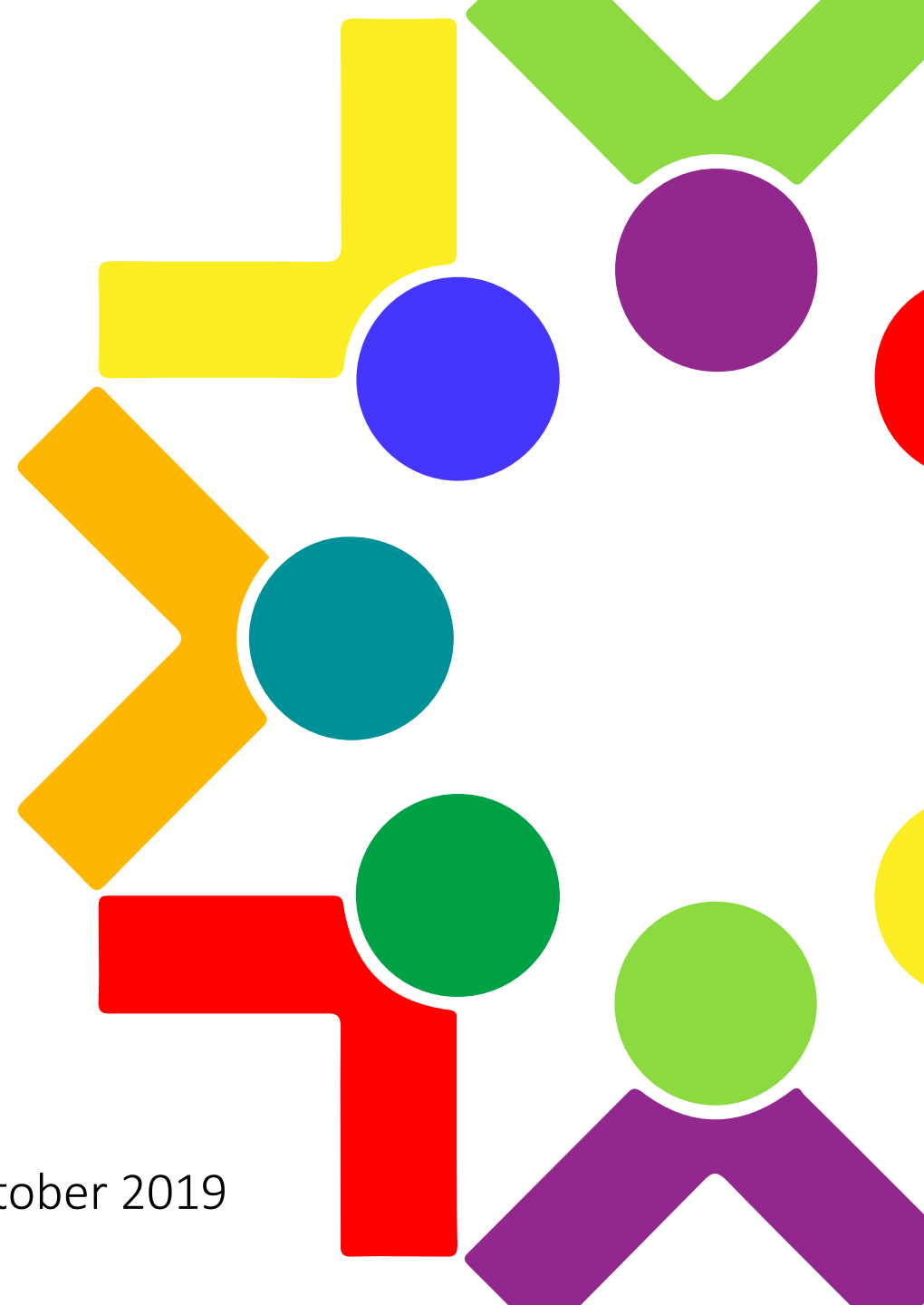




RESPONSE
INNOVATION
LAB

Supporting field-innovation for impact for the most vulnerable people

Social innovation in health stakeholders' workshop | 10 October 2019



THE RIL



Our goal is to substantially improve the lives of affected populations, by ensuring good, new and innovative ideas are tested and shared

A network of 150 organizations

Independent

Local

Cross-sectoral

Accessible for free to traditional and non-traditional actors





1 *CONVENE*



2 *MATCHMAKER
SERVICE*



3 *SUPPORT*

3 Response Innovation Lab functions to deliver solutions through innovation to field-level challenges



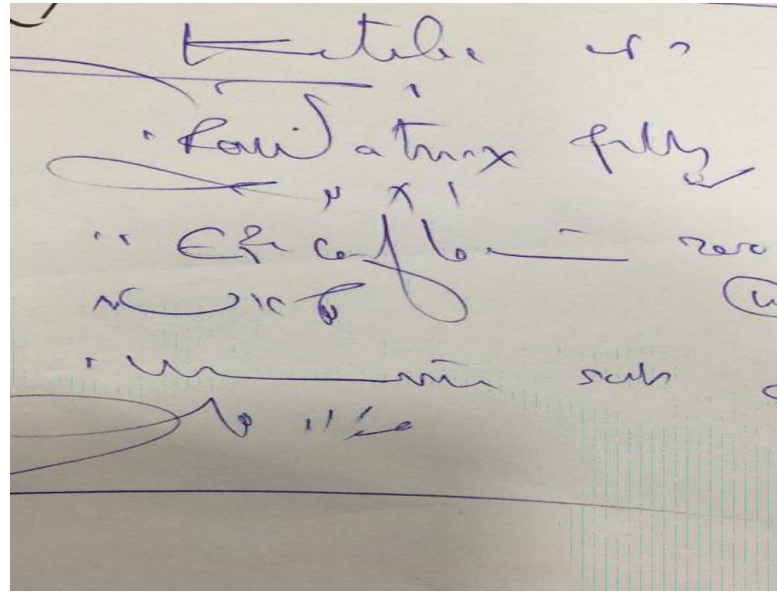
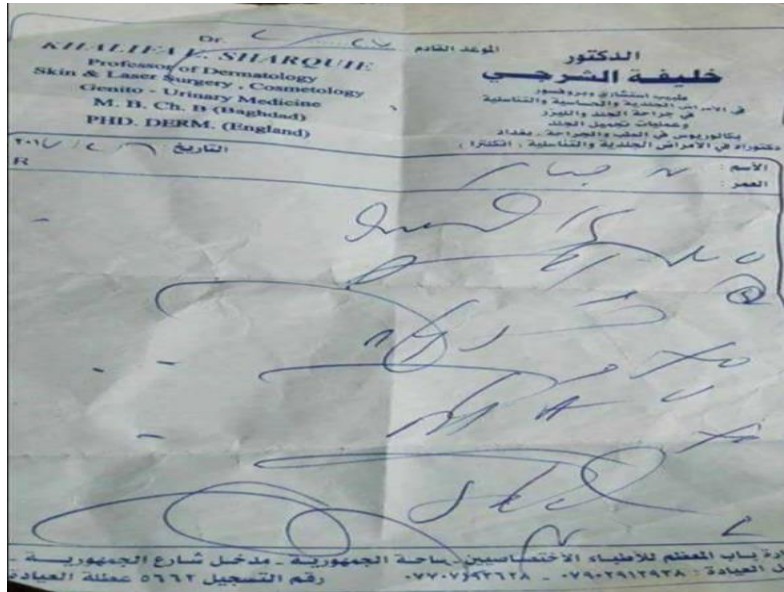
**Case study of social health innovation supported by
the Iraq Response Innovation Lab**

Helping Patients To Easily Find Affordable Medicine



A multi-faceted challenge

- Lack of transparency and standardized prices of medication
- Handwriting difficult to decipher & lack of instructions
- Collusion between the pharmaceutical & health sector
- Patients turn to black market and purchase non-certified and un-safe medical drugs



“ How might we help patients easily find
affordable medicine keeping in mind prescription
may not be read and items not be available in
another pharmacy ? “



The PHARX team



Ameen Hadeed
Co-Founder & CEO
Entrepreneur
ASHOKA Change Maker

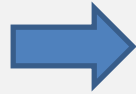


Ammar Al-Wazzan
Co-Founder & CTO
Professional Android Developer
Graphic Design Expert

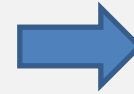
The Solution



Open



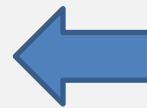
Prescription Photo



Notification



Promo Code & Location



Search Results



Business Model



Patients
Free



Pharmacies
Pay Per Sale

The Market

31 000

Doctors in Iraq *

10

Average number of
prescriptions for each doctor
in Iraq every day

310 000

Prescriptions in Iraq
every day

According to www.thelancet.com Vol 381 March 16, 2013

The Market



TAM : Number of registered pharmacies in Iraq

SAM : Number of registered pharmacies in Mosul , Baghdad and KRI

According to Business Monitor International

Value Proposition & intended impact on the health/social system



Affordable Medicine

Patients



Easy & Reliable

No internet connection
required



More Customers

Pharmacies



Advocacy for regulated prices

Government + citizens

Thank you

Charlène Cabot, Uganda RIL Manager

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PHARX