



# Go BiG with Wellbeing

The first pan-African digital health solution



BRANDMED  
HEALTH REIMAGINED

**Bringing  
Wellbeing  
to the  
African  
continent**



***LetsGo***



Our wellbeing offering in the LetsGo Digital Mall, in partnership with BrandMed, is the first in Letshego's LetsGo Lifestyle series of solutions and offerings that aligns with our brand purpose to improve lives. The LetsGo Digital Wellbeing programme provides instant digital access and affordable health solutions in various dimensions, supporting customers with better health, better fitness, better nutrition and wellbeing awareness. In line with our intent of being customer-led and moving 'beyond financial services', the digital wellbeing offering is our response to the holistic lifestyle needs of Letshego customers.

**Andrew Okai**

Letshego Group Chief Executive



Regrettably, we live in a world where the gap between the demand and delivery of reliable and quality healthcare will continue to widen. The ongoing global pandemic has also highlighted the health inequity that exists across our communities. By partnering with Letshego Africa, we can leverage the Group's regional digitalisation strategy to promote equality in accessing wellbeing solutions that assist in closing the gap in broader communities being able to access expert medical care.

Digital access also enables those most at risk, or those who may be immobile, to seek help and support for their health and wellbeing wherever they may be located,

**Dr Riaz Motara**

Cardiologist and founder of BrandMed Group

Dear Valued Healthcare Professional

**LetsGo Digital Wellbeing:  
Become a member of the first inaugural pan-African Digital Health Network**

The Letshego Group, a truly African inclusive finance provider, in partnership with BrandMed, a leading digital healthcare provider, has partnered to increase access to quality healthcare across sub-Saharan Africa through the provision of a differentiated Virtual Care (Telehealth) solution to patients, entitled the 'LetsGo Digital Wellbeing Programme'.

**This communication serves to assess your interest in participation.**

Within the continent, many countries suffer from under-resourced and fragmented health systems. Letshego Africa and BrandMed have come together to establish a digital platform that aims to alleviate the burden on national health providers by leveraging the benefits of digital technology and increasing access to affordable and quality healthcare and support. This is in line with Letshego's commitment to growing access to simple and affordable financial solutions across its 11 country regional footprint.

The LetsGo Digital Wellbeing platform, supported by BrandMed's state-of-the-art digital infrastructure, is accessible on Letshego's 'LetsGo Digital Mall'. Individuals can access the Digital Mall by simply downloading and registering on the 'LetsGo' mobile app.

**Benefits for Healthcare Practitioners who sign up as LetsGo Digital Wellbeing partners:**

- Greater convenience and efficiency for healthcare providers and patients through a sophisticated yet intuitive multi-channel engagement solution (USSD; Voice; Video etc.)
- Health and wellbeing facts, advice and information in alignment with local and regional best practices in scientific medical research, medical regulation and inclusive access to quality healthcare support
- Affordability
- Alignment in local national languages and socio-cultural sensitivities
- Introduction to a basic triage of patients who often enter the healthcare system at a late stage of their disease
- Convenience in providing support to new patients that require medical support but may struggle with transportation limitations or distance barriers that inhibit physical access to your usual Practice
- Data and tech platform assures continuity in healthcare support and efficiency in the execution of medical services, ultimately boosting the local and national reputation of all partner Healthcare Providers
- Effective tracking, monitoring and appropriate care for patients who may traditionally be lost to follow-up/ routine check-ups and prescription refills due to remote locations (such as chronically diagnosed/ monitored patients)
- Direct networking and access to a multi-disciplinary referral network such as Pharmacists, Dieticians, Sexual Health, and Mental Health Services – not only in country of origin, but also to LetsGo Digital Wellbeing' regional Doctor and Healthcare member network in the country of origin.



**Should you elect to sign up as a member to our professional network of the LetsGo Digital Wellbeing platform, you will receive:**

- A free compliant, enterprise-grade TeleHealth Solution for your Practice comprising the below features:
  - Multi-channel patient communication that allows for synchronous and asynchronous interactions
  - Case Management Tools
  - Electronic Prescribing
  - Electronic Medical/Health Record and Data Management
  - Medicine Management
- 2-hour Training session of best in Practice Telehealth platform
- Ongoing CME/CPD programme with leading experts in their field
- Listing on Letshego's LetsGo Digital Mall platform, as well as awareness and sensitisation of healthcare services
- Additional equitable reimbursement of professional services.

If any of the above information or content is of interest, we would like to **invite you to one of our upcoming virtual webinars** to learn more about what the LetsGo Digital Wellbeing platform offers for our regional communities and network of member healthcare practitioners.

**The dates for the upcoming information webinars are as follows:**

**Wednesday 27 April 2022** – 18h00 GMT+2 – 1 hour duration

**Wednesday 4 May 2022** – 18h00 GMT+2 – 1 hour duration

**Wednesday 11 May 2022** – 18h00 GMT+2 – 1 hour duration

To receive dial-in details, please provide your contact details on the EXPRESSION OF INTEREST page attached, and we look forward to being in touch.

We hope you will join us in building one of Africa's first truly regional digital healthcare platforms that stands to generate sustainable benefits to individuals across our footprint.

Should you have any further questions please email us at

 [LetsGoDigitalWellbeing@letshego.com](mailto:LetsGoDigitalWellbeing@letshego.com)

Yours sincerely



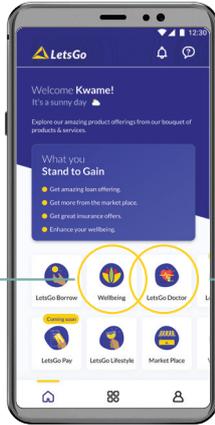
**Andrew Okai**  
Letshego Group Chief Executive



**Dr Riaz Motara**  
Cardiologist and Founder of BrandMed Group



**LetsGo  
DIGITAL MALL  
COMMUNITY**



# Go BIG with Wellbeing

### EXCLUSIVE LetsGo DOCTOR NETWORK



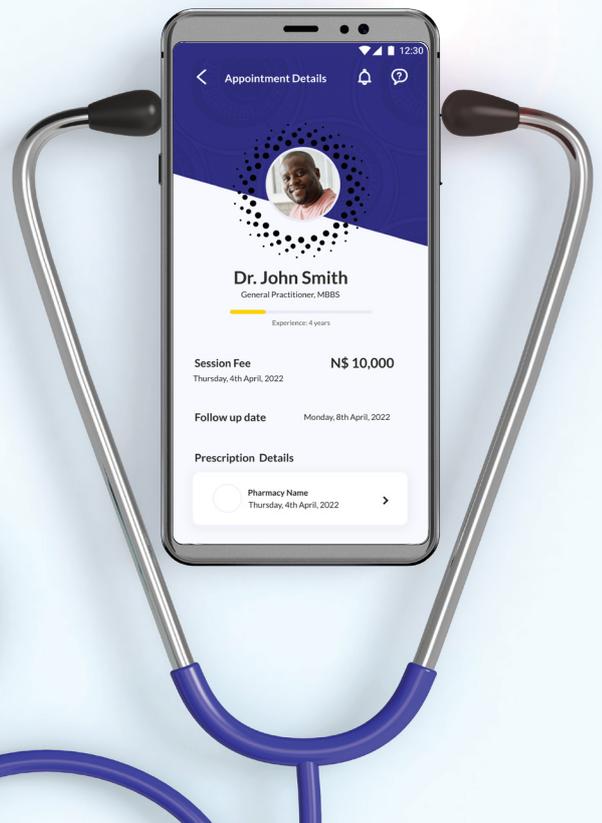
PATIENT CHOOSES DR AND BOOKS APPOINTMENTS

SMS SENT TO PATIENT WITH LINK TO CONNECT TO DR APPOINTMENT

VIRTUAL DR/PATIENT CONSULTATION (USSD Voice or Video)

SCRIPT AND/OR SICK NOTE SENT TO PATIENT

REFERRAL BACK INTO LETSGO DOCTOR NETWORK IF PATIENT NEEDS A PHYSICAL CONSULTATION



**JOIN OUR NETWORK AND  
START CONSULTING TODAY!**



Appointment Details

**Dr. John Smith**  
General Practitioner, MBBS  
Experience: 4 years

Session Fee **N\$ 10,000**  
Thursday, 4th April, 2022

Follow up date **Monday, 8th April, 2022**

Prescription Details

Pharmacy Name  
Thursday, 4th April, 2022

### **About Letshego Africa**

Letshego Holdings Ltd ("Letshego Group") is a truly African multinational organisation, headquartered and listed in Botswana and focused on delivering inclusive finance solutions to underserved populations across its 11 Sub-Saharan Africa footprint.

With a staff complement of over 3,000 – including both direct and indirect sales agents – and more than four hundred thousand customers, Letshego is synonymous with leveraging innovation and technology to improve the lives of individuals who have limited access to traditional financial services.

In 2022, Letshego celebrates 23 years of supporting regional communities, making strong progress with the launch of its Transformational Strategy in September 2020, towards the Group's vision to be a world class retail financial services organisation, improving the lives of mass and middle market individuals and micro and small entrepreneurs.

[www.letshego.com](http://www.letshego.com) / [www.letshegoinvestor.com](http://www.letshegoinvestor.com)

To access the LetsGo Digital Mall visit: [www.letsgo.letshego.com](http://www.letsgo.letshego.com)

### **About BrandMed Group**

BrandMed (Pty) Limited, is a leading South African healthcare company. Founded in 2014, BrandMed is world first in developing a unique fully integrated end to end solution to address outcomes and value-based care for patients with chronic lifestyle and Non-Communicable-Diseases (NCDs), including hypertension, diabetes, high cholesterol, asthma and chronic obstructive pulmonary disease.

### **Awards**

KardioGroup was awarded the prestigious Frost & Sullivan South African Product Line Strategy Leadership, Internet of Medical Things South Africa, award in 2019.

[www.brandmedgroup.com](http://www.brandmedgroup.com)



**“** Want to know more

 [LetsGoDigitalWellbeing@letshego.com](mailto:LetsGoDigitalWellbeing@letshego.com)

