

Creating decent work for women and youth migrating to cities

India's Home Healthcare System

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MEDA
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MEDA background

- Founded in 1953 as an investment club
- We are a Canadian and US not-for-profit with programs around the globe in market systems development



India's home healthcare system



Source: Wharton

- 80% of the population lack access to basic healthcare
- Home healthcare sector valued at \$2.3 billion, growing at 18% annually

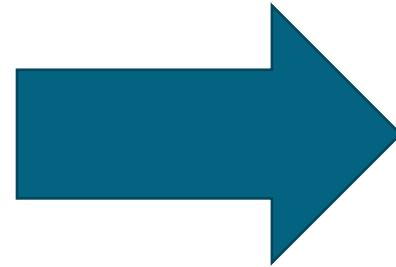
Trends impacting the home healthcare system

Demand-side

- Growing aging population
- Rising middle class
- Women staying in the workforce

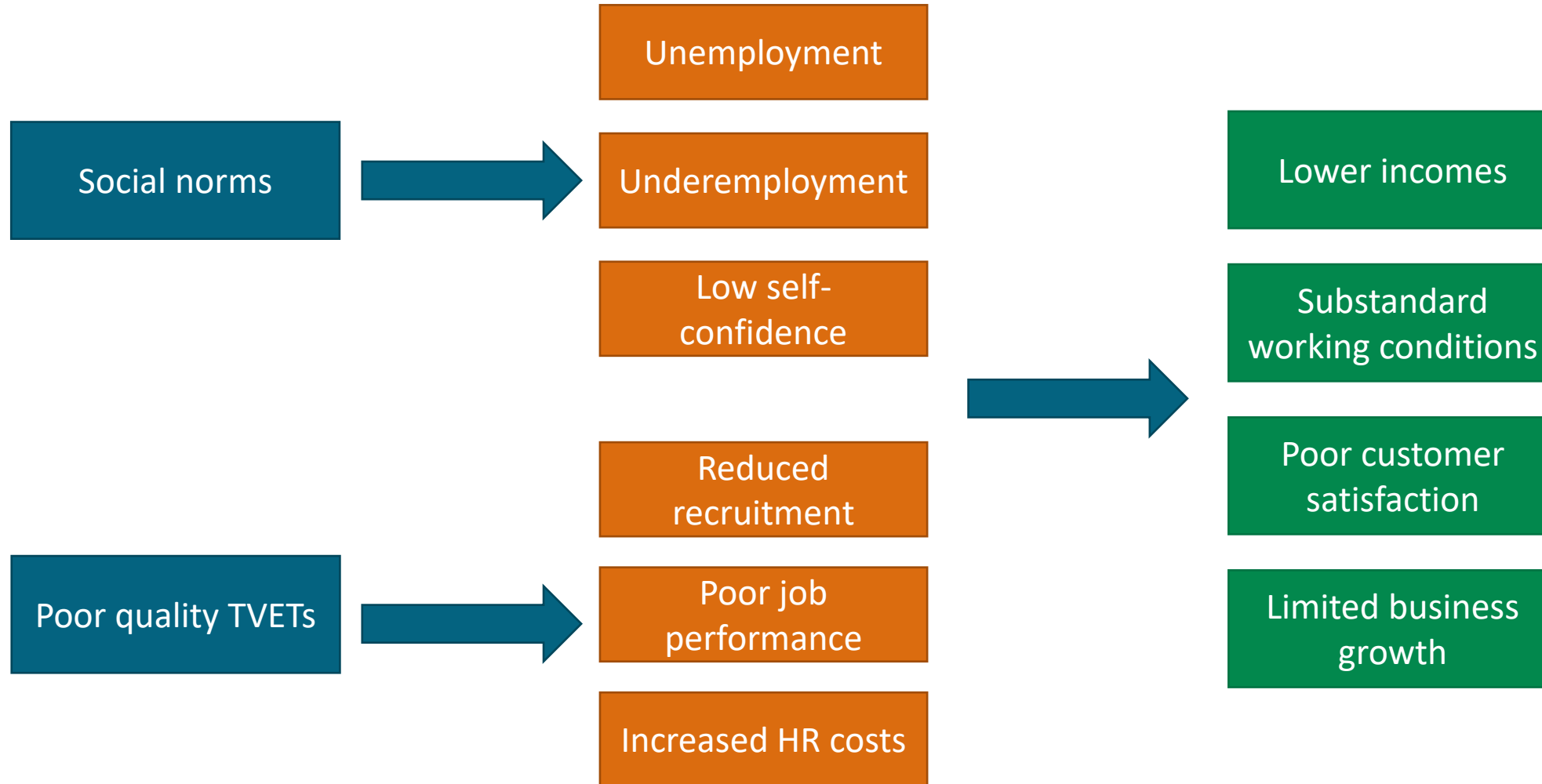
Supply-side

- Weak public health infrastructure
- Increasing urbanization



Leading to greater demand for home healthcare services

Constraints in the home healthcare system



Portea Medical



Market leader striving to address constraints at a systemic level through...

- NGO and TVET partnerships
- Technical training
- Ombudsman & customer service support
- Women retained in the workforce



Source: Franchise India

Addressing social norms through soft skills training



Building the business case

Women's economic empowerment / job quality indicators

Perception of self-confidence of nursing aides, gender disaggregated

Annual retention rate of nursing aides, gender disaggregated

Percentage of nursing aides promoted in the last 12 months, gender disaggregated

Business indicators

Average net promoters score for nursing aides, gender disaggregated

Percentage of escalations from nursing aides, gender disaggregated

Customer satisfaction score for nursing aides, gender disaggregated

Total number of referrals including cross selling in the last six months

Company gross service revenue

Company return on equity

Looking ahead

Vision to facilitate upgrading of TVET training programs and improving NGO support for youth transitioning to urban centres overcoming social norms:

- 10,000 new jobs created
- 10,000 jobs improved
- Expansion of health services and product diversity & availability
- Growth of support services



Questions?



Thank You

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