

Report for the Global South eHealth Observatory of the



FONDATION PIERRE FABRE



MedTrucks

Mobile care for universal access (Morocco)

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Origins

"The idea came to us during a trip to Morocco," says Anass El-Hilal. "While we were at a small station, an old lady fainted before our eyes. She was coming back, very tired, from her dialysis session several hours away."

MedTrucks seeks to tackle medical deserts and difficulties of access to care. In order to do this, the startup develops medical caravans that allow patients with chronic diseases to receive care near their homes, and thus live a "normal" life.



The dialysis MedTruck.

MedTrucks is developing eco-designed medical caravans with upgraded second-hand medical equipment. They come with additional services of training, telemedicine and maintenance. The first medical caravan, mobile dialysis, is equipped to provide sessions in medical deserts. A session lasts half a day. The caravan is equipped with five beds and can treat up to ten patients a day. It is completely self-sufficient and equipped to go to the most isolated areas. It is nevertheless subject to some constraints, such as access to a water source. This first caravan will travel around Morocco, which serves as a test area for the project.

Economic model and operation



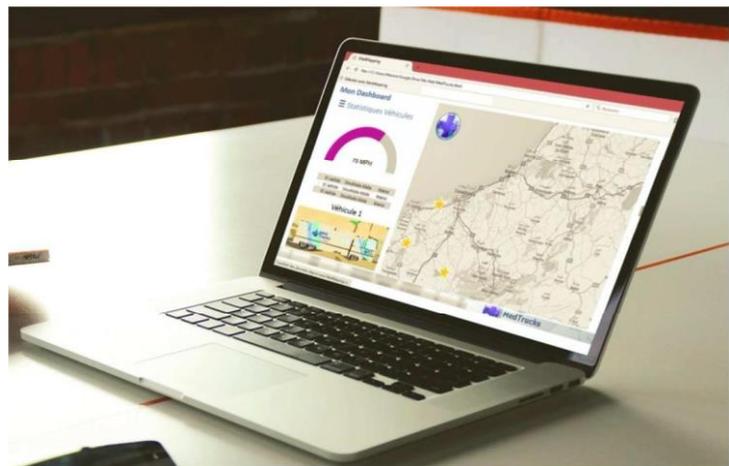
However, the caravans created by MedTrucks represent only a part of the services created. MedTrucks has also developed a platform that combines two technologies:

1- MedMapping, a freely-accessible app for geolocating the patient, developed from the mapping tools of their partner ESRI.

MedTracking, a tool for geographic and medical data processing. Thanks to big data, MedTrucks can cross-analyse different data in order to quantify its impact on the population, both financially and socially.

The MedTrucks business model is based on the commercialisation of this medical fleet management platform. Their services are aimed at health centres wishing to expand their activity in medical deserts. MedTrucks offers a monthly subscription to its clients. Each one then receives access for a number of named users and a sum of credits to consume when using certain functions, such as territorial spatial analysis, optimal route calculation, geolocation, or reporting.

The economic model resembles that of Uber (80-20): 80% of the profits from each operation go back to the healthcare centre, and 20% go to MedTrucks.



Online management platform by MedTrucks.

Current needs

MedTrucks is seeking medical and industrial expertise to develop new caravans that can meet the needs of other chronic diseases. The startup also needs financial support in order to develop its MedMapping platform (website + mobile app), as well as for communication and raising awareness, its research and engineering activities, etc.

Expansion prospects

Medical deserts exist all over the world, but are particularly numerous in developing countries, which is why MedTrucks wants to focus its activities there. The startup also aims to diversify in terms of other types of pathologies treated in caravans.