



TNH Health

Executive Summary

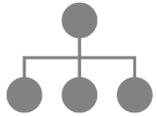
As a result of poor primary care access, Brazil is plagued by significant over-use of emergency rooms, higher rates of hospitalizations for bearers of non-communicable chronic diseases, and poor maternal indicators. Thus, TNH Health created chatbots that serve as “virtual nurse assistants” to help educate and monitor thousands of patients at once. The bot does a great job of engaging patients (sending tips, reminders, quizzes, images, videos, etc.), and the more that the patient interacts, the more personalized the content becomes. With the use of their AI-powered bots, a single HCP can monitor upwards of 4,000 patients at once and does so with substantial frequency and quality. The cost per patient drops upwards of 10X.

Website

www.tnh.health



YEAR FOUNDED
2013



TYPE OF ORG
FOR-PROFIT



OFFERING
DEVICE OR TECHNOLOGY



COUNTRY
BRAZIL

THE STORY BEHIND TNH HEALTH

Michael Kapps, founder and CEO of TNH Health, is a Canadian citizen, born in Russia. He first came to Brazil to work as a cowboy in the Brazilian swamplands during a sabbatical in college. He later returned to Brazil to found TNH with his cofounder Juliano Froehner (Brazilian) and Thomas Prufer (Brazilian-American). The original idea was a company called Tá Na Hora (translates to: “right on time”), which was a medication reminder system via SMS messaging to be distributed to patients via retail pharmacies. After months of testing, the original idea failed: patients did not like the constant reminders, and pharmacies did not want to pay for the service. However, the founders noticed that patients were responding with symptoms and questions about their health, which demonstrated that texting was a powerful way to educate and monitor patients at scale. After receiving grant funding from Grand Challenges Canada and venture funding, the team pivoted the idea into the virtual health assistant concept and shortened the name from Tá Na Hora to TNH Health. The company initially started just with pregnancy care, but later expanded its scope to chronic diseases, tropical diseases and mental health.



CHALLENGE

As a result of poor primary care access, Brazil has over-use of emergency rooms, higher rates of hospitalizations for bearers of non-communicable chronic diseases, and poor maternal indicators. This is mainly an issue of the middle and low-income socio-economic classes, across the whole geography of the country, and across rural and urban divisions. With TNH's help, there's a chance many issues that step from the poorly-funded healthcare system could be resolved before they even happen.

SOLUTION

TNH created chatbots that serve as “virtual nurse assistants” to help educate and monitor thousands of patients at once. The bot does a great job of engaging patients (sending tips, reminders, quizzes, images, videos, etc.), and the more that the patient interacts, the more personalized the content becomes. If the patient reports a problematic symptom or behavior that the bot cannot resolve, then an alert is sent to the health care provider (HCP) who can conduct an asynchronous chat to resolve the issue or direct the patient to seek treatment. Before, patients could only be engaged and monitored in person or via call center, which limited the number of patients per HCP to 200-400 or so per month. With the use of their AI-powered bots, a single HCP can monitor upwards of 4,000 patients at once and does so with substantial frequency and quality. The cost per patient drops upwards of 10X.

OPERATING AND BUSINESS MODEL

Currently TNH operates under a B2B model. They sell their service, on a “per member / per month” basis to both private and public sector payors: insurers, HMOs, self-insured organizations, large employers, and municipal health systems. Every time TNH sells into one of these clients, they get access to thousands of patients. Currently they have ~25 clients and monitor almost 150,000 patients. Patients are registered onto the bots in a number of ways: if the client has patient data, they can text the patients; if the client has a network of local clinics, they work with the nurses and community healthcare workers to register patients; finally, patients can also register themselves by texting into TNH’s exclusive number or accessing a site online.

TNH recently migrated to a freemium model. They launched a branded product, including an app, messenger bot, and Whatsapp integration. Anyone is able to use the basic service for free, but TNH charges insurance companies, employers and local governments for access to the data and access to a multi-disciplinary care team to help resolve health issues.

IMPACT

Number of patients who used TNH’s bots = tells us the number of users that could potentially be impacted by their intervention = 300K so far

Engagement rate (number of engaged users) = tells TNH which users are actually engaging with the messages and being “monitored” in this way = 80% in some previous programs, such as programs for pregnant women; on average between 40% and 60%.

Hospitalization rate = reduction in the number of hospitalizations due to improved monitoring



INNOVATIONS IN HEALTHCARE™

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TNH Health provided the source data for this document and is responsible
for the accuracy of the content.

