



Ministry of Foreign Affairs

# *Business opportunities South Africa: healthtech, telemedicine & virtual healthcare*

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# BUSINESS OPPORTUNITIES



## HEALTHTECH – TELEMEDICINE & VIRTUAL HEALTHCARE

# SOUTH AFRICA



Growth in the telemedicine and virtual healthcare market is driven by several trends driving the need for communication technologies, including: a shortage of healthcare workers, especially in semi-urban and rural areas; the need for better access to healthcare information, both by medical staff and patients; and an increase in the prevalence of chronic conditions with more complicated care pathways and the need for more coordinated case management.

## POTENTIAL INTERESTING SECTORS AND COMPANIES

- The National and Provincial Health Departments are major potential buyers given the shortage of healthcare workers in the public sector.
- In the private sector, not only providers of healthcare but also funders present potential markets, as major schemes or administrators can make using a particular platform a condition of doctor network membership.
- Existing SA start-ups such as Signapps (mobile app-based case management software), Vula (mobile app-based referral software), MomConnect (SMS-based health maternal and child health promotion) and Hello Doctor (mobile app-based health information and telephone doctor access).

## OPPORTUNITIES FOR COOPERATION



### Testing ground and launchpad for Technologies

South Africa provides a good launchpad for technologies. Simpler technologies which prove successful in South Africa could expand into neighbouring markets, as these are potentially better suited to meeting needs in a developing country health system context than more sophisticated solutions developed in the West. South Africa also provides a lower cost testing ground for the development of health technology solutions because, while complex and problematic in some areas, the regulatory environment in South Africa is less stringent than more developed economies.



### Care Coordination

The potential market for care coordination in South Africa is substantial, specifically technology to enable virtual doctor-patient consultations; referral tools (between nurses/GPs and specialists); multi-disciplinary team communication tools; technology to optimise the patient journey.

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