Naya Jeevan

Karachi, Pakistan

Established in 2012, Naya Jeevan provides low-income populations in emerging markets with access to health micro-insurance.

SUMMARY

Naya Jeevan, meaning ‘new life’, seeks to rejuvenate the lives of low-income workers in corporate value chains by linking them to high-quality health care (health insurance) across Pakistan.

CHALLENGE

In emerging markets such as Pakistan, many low-income families experience challenges accessing affordable, high-quality healthcare. Consequently, healthcare is often deferred until it becomes a life-threatening crisis which threatens to plunge families into poverty.

SOLUTION

Naya Jeevan provides a technology-enabled health & wellness plan to its customers (members) who are previously uninsured, low-income workers in corporate value chains (smallholder suppliers, distributors, SME retailers, micro-retailers, etc.). Large multinational corporate partners (e.g. Unilever, Reckitt Benckiser (RB), Philips, Friesland Campina, etc.) co-finance the Naya Jeevan program as part of market-based loyalty or incentive programs.

Insurance benefits are accessible via cashless, card-based services at over 500 high-quality private hospitals, clinics, labs, diagnostic centres, and pharmacies across Pakistan. In addition, the health insurance plan covers all hospitalisation, including all trauma, inpatient emergencies, day procedures (e.g. colonoscopy), and ambulatory surgery. It also covers all outpatient expenses within 30 days of hospitalisation that are associated with the hospitalisation event. The insurance benefits are supplemented by: (i) on-site claims orientation and training workshops; (ii) a 24/7 family doctor telehealth-line; (iii) targeted, preventative, health education sessions; and (iv) an initial health risk assessment of insured beneficiaries with regular workforce ‘risk profile’ reports provided to employers.

The Naya Jeevan health & wellness plan costs only USD 3 per person per month.

IMPACT

To date, Naya Jeevan has served 75,190 annual subscribers (beneficiaries) who are linked to 80+ corporations and institutions. Through its preventive health education program, over 500,000 lives have been impacted via workshops, medical camps, preventive health education sessions, and more.

COMPETITIVE ADVANTAGE

Naya Jeevan partners with large corporate partners in long-term strategic collaborations which enables them to fully leverage the marketing, distribution, and collection resources of major multinational companies. This makes its product cost-effective and gives it an accelerated path to scale.

SCALABILITY

Naya Jeevan is scaling up through three specific models:

1. Organic replication of the model in new geographies
2. Creation of public-private partnerships in collaboration with the private sector and the Punjab government
3. Integration into new corporate value chains
EXPANSION PLAN 2019-2022

- Scale impact to 3 million lives
- Integrate a variant of its health insurance program into the PM’s national health insurance system
- Launch a health & wellness program for domestic staff (informal domestic workers)
- Replicate model in East Africa & South Asia

INVESTMENTS

Naya Jeevan is raising a Series C round of USD 6 million; preferably structured as equity, although the company is also open to exploring debt and convertible debt instruments. The funds will enable Naya Jeevan to accelerate its growth trajectory by:

(i) Expanding the field-based sales force
(ii) Expanding the healthcare delivery network
(iii) Automating business processes

ANNUAL REVENUE

- 2019-20: USD 3.75 million (forecast)
- 2018-19: USD 2.15 million
- 2017-18: USD 1.65 million

PARTNERSHIPS

- Telenor: Digital Payment integration & Financial Inclusion of all beneficiaries
- Unilever, Friesland, RB, Shell: Integration of Naya Jeevan health & wellness plan into value chains, 500+ distributors

AWARDS

- GSMA Mobile for Humanitarian Innovation Fund Award (2019)
- VISA Innovation Award (2014)
- Rockefeller Foundation Centennial Innovation Challenge (2013)
- Asia Society Public Service Award (2013)
- Grand Challenges Canada Rising Star in Global Health Award (2012)
- NYU Business Plan Competition - social enterprise track (2008)

FOUNDER

Asher Hasan – Founder & CEO, British

Asher is a digital health innovator, serial entrepreneur, and systems-level change-maker. Asher is also a US–trained Medical Doctor with advanced training in general surgery from Beth Israel Medical Center. He has previously served as the Senior Director, Medical Affairs for Amylin Pharmaceuticals in San Diego, CA.

A TED fellow, Asher has also served on the World Economic Forum (WEF) Agenda Council for Social Innovation (2012-2014) and was awarded the 2011 Asian Social Entrepreneur of the Year Award by the Schwab Foundation/WEF in 2011.

CONTACT

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