



MEDTRACKA 4HER

Leveraging technology in improving access
to healthcare



The Problem

Maternal mortality remains a critical issue in sub-Saharan Africa, where it accounts for nearly 70% of global maternal deaths. In 2020, the region had a maternal mortality ratio of 545 deaths per 100,000 live births, with Nigeria alone contributing 82,000 deaths annually.





Did you know?

High maternal mortality rate is linked to;



Frequent Stockouts of critical SRMNAH commodities putting women in these underserved communities at high risk



Poor health literacy, low antenatal visits, poor adherence to routine medications amongst women in underserved communities



No woman should have to die giving life to another....

OUR SOLUTION

Medtracka 4 Her, is Nigeria's first women-centric e-pharmacy, has made significant strides in advancing healthcare accessibility for women and vulnerable populations across the country.

Our mission remains centered on leveraging artificial intelligence to improve medication access, promote preventive care, and empower women with holistic health services like teleconsultations, AI chatbots, and last-mile delivery services.

How Technology is impacting our work

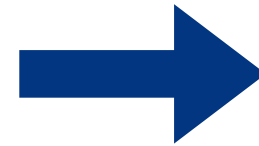
- AI-driven demand & supply prediction For our women-centric E-pharmacy ; reduces stockouts, and expiries
- AI Chatbot Support → 24/7 health guidance
- Reminders for antenatal visits, vaccine schedules and appointments
- Artificial Intelligence helps in matching women in to appropriate gynecologists, based on geography and speciality of clinical condition



OUR SOLUTION



MEDTRACKA AI-DRIVEN SOLUTION, STRENGTHENING SMRH SUPPLY CHAINS IN LMICS



**Reached 4500+ women/girls,
Scaling to 20,000 +
users in two years..**

**Over 2000+ deliveries made, across
southern Nigeria and Flood-prone
Niger Delta**

**Swift & Discreet
last-mile delivery
solution**

Established partnerships
with local NGOs, Government
Agencies and Key stakeholders



Launched The Medvax
Health Logistics for facilities



Launched Medtracka
App in Nigeria



KEY ACHIEVEMENTS IN 2024

Reached 4500+ women/girls,
Scaling to 20,000 +
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