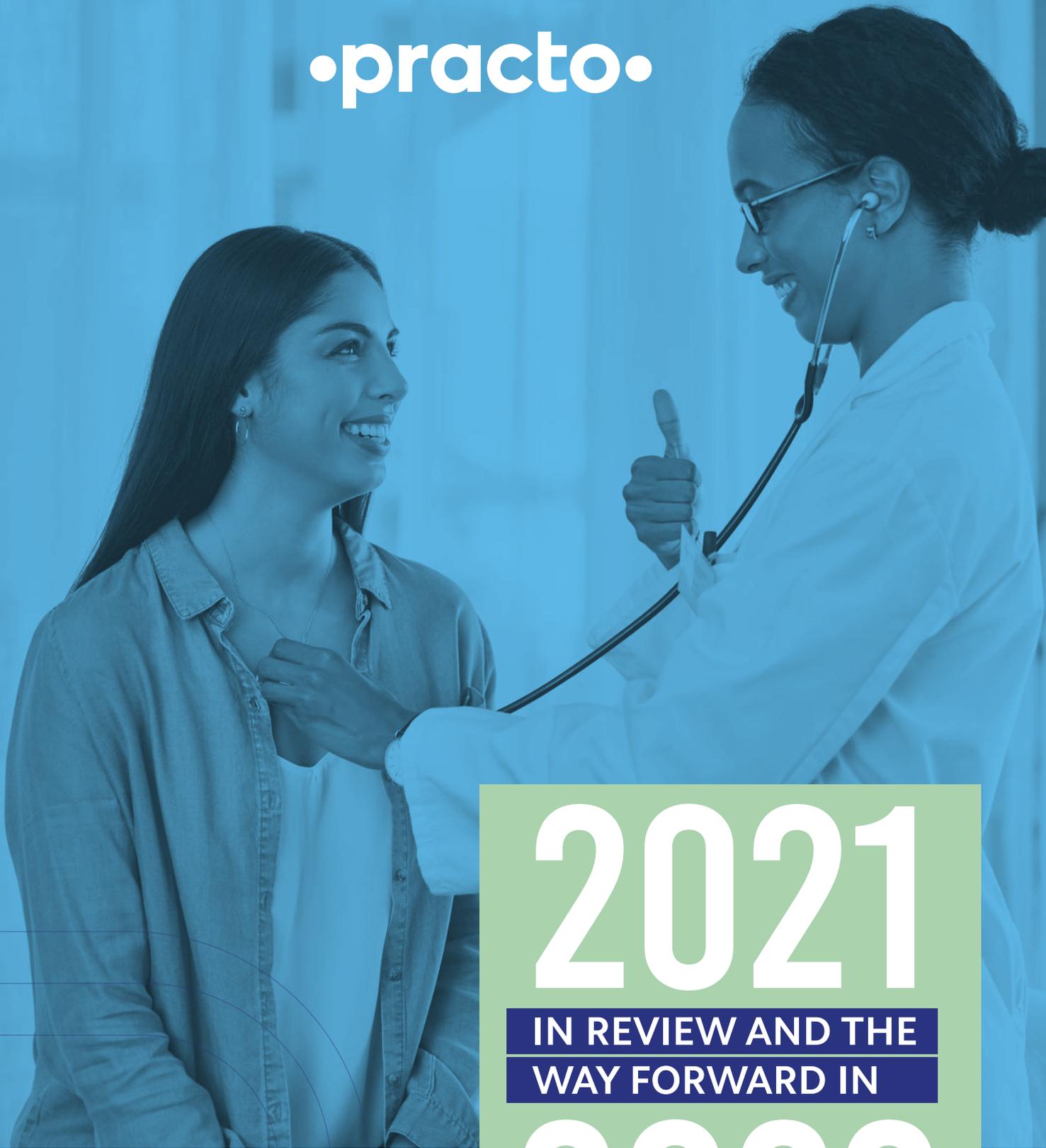


•practo•



2021

IN REVIEW AND THE
WAY FORWARD IN

2022

A letter from
Practo's Founder
and CEO



Shashank ND

There is no standard playbook for running a business, but what I've understood in the last one year is that the ability to **adapt and remain agile** in the midst of a crisis will determine if you can sustain one.

When I [wrote in this blog](#) about a year ago, the pandemic was redrawing the rules of the game, disrupting an atmosphere buoyed by renewed optimism for a world previously known. As 2021 passed in a wave of lockdowns, we were carried away to a time when our single-minded **vision to build access to quality healthcare with technology** outweighed the risks of starting something disruptive way back in 2008. And now when I look back, as we complete **14 years this month**, on the back of a fierce conviction and a strong will to **improve access to quality care for a billion+ people**, we continue to strive long and hard to negotiate the curves and corners that the pandemic brought in its wake.

Over the years, we have grown to become a **leading integrated healthcare company**, and we are focussed on building a sustainable business with a close eye on profitability. On the back of the fundamental principle of surviving and thriving in a crisis and using the challenges that come our way as a **springboard to innovate and grow**. We are confident that the value we create for the patients and the ecosystem is going to be multifold.

We are together in the fight against COVID-19



The world is navigating through a global health crisis with few precedents. With little known and much left to be discovered, confronting this uncertainty has been an unsettling experience for many, including me. With COVID-19 cases surging, I've often found myself worrying about the health and safety of my family, colleagues, and friends.

PRACTO BUSINESSES



Primary Care

- Online Consultations
- In-person Appointment Booking
- Medicine Delivery
- At-Home Diagnostic Services
- Corporate Health Benefits



Secondary Care

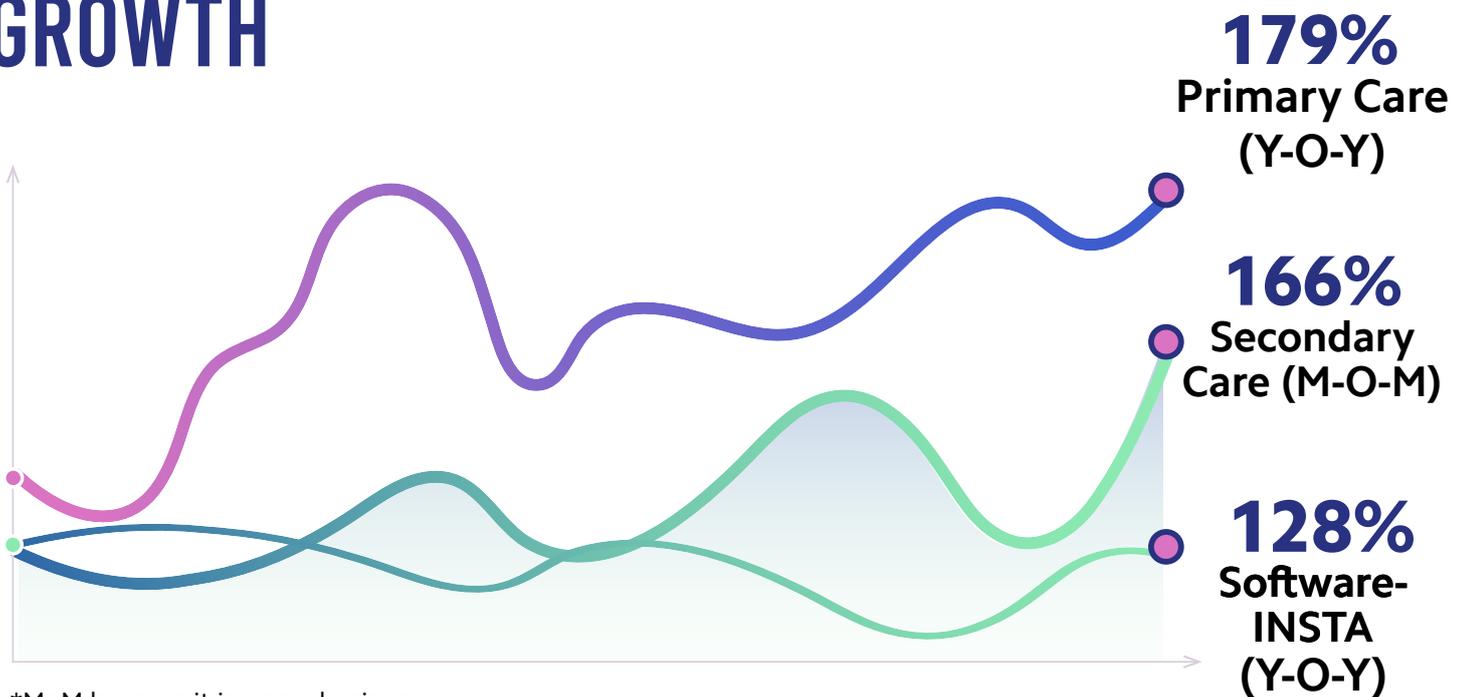
- Practo Care Surgeries



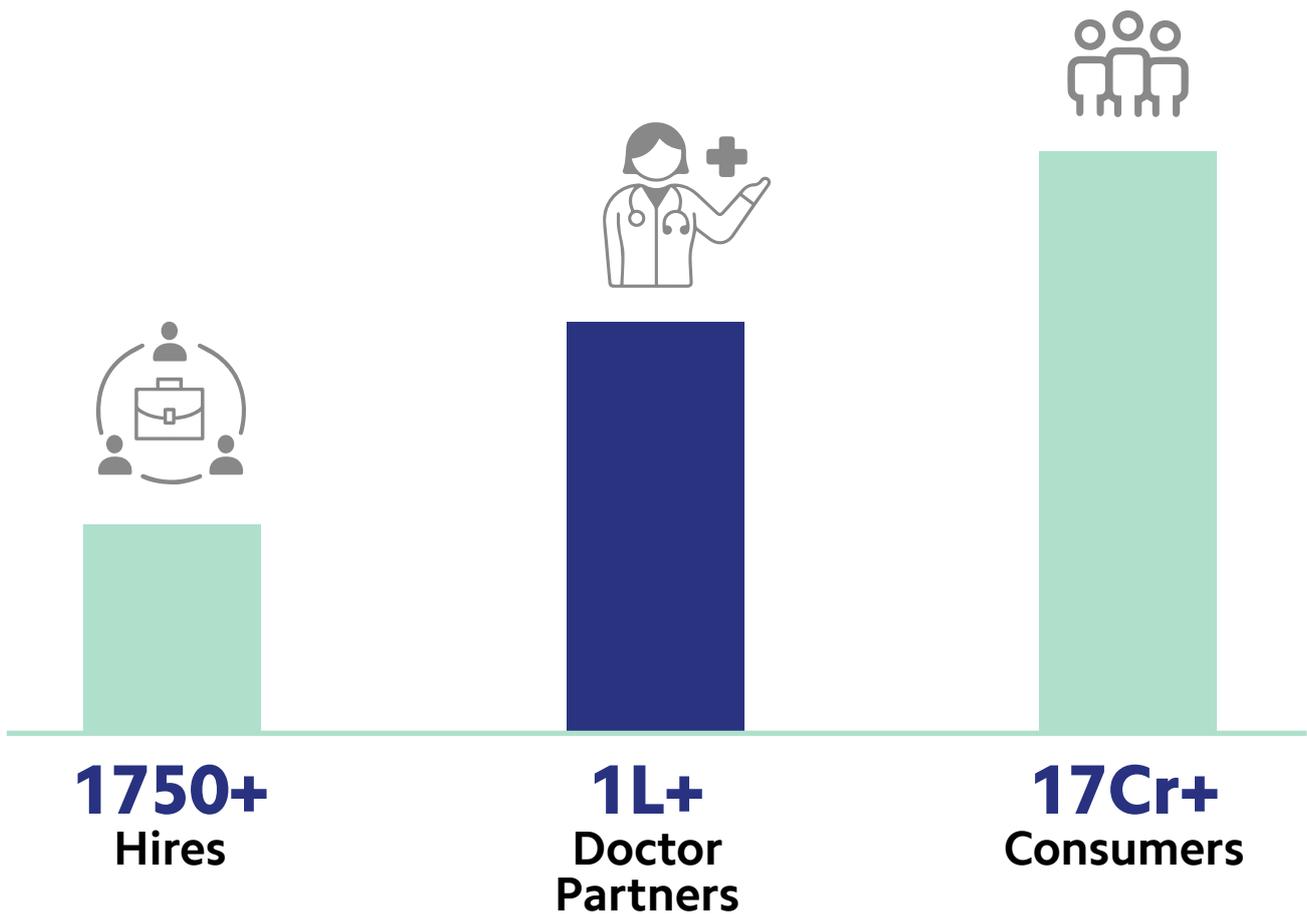
Software

- Insta by Practo

GROWTH



*MoM because it is a new business



In fact, we continued to grow our passionate tribe of Practeons with **1,762 new hires last year**, and with the support of **1 lakh+ doctor partners**, served close to **17 crore patients in 2021**. This included over **8 crore people from non-metro cities**, making up close to 50% of our total patient base.

By turning to our digital solutions, our users helped us register massive progress across all our offerings, including **260%** growth in online consultation, **240%** surge in medicine delivery and diagnostic services and **166% M-o-M growth in our latest offering - Practo Care Surgeries (PCS)** - in just six months' time.

As Practo, we work towards creating greater value for both, tangible & intangible benefits. And what strengthens my belief in the value we can deliver to the ecosystem are notes like these shared by **Practo Champions like Dr Yasaswini Hemaeshwara Raju**. Examples like these reinforce our belief in our vision and provide a great impetus for us to rethink our strategy for greater impact in a post-pandemic world.

Dr. Yasaswini Hemaeshwara Raju,

MS - General Surgery,
MBBS, General Surgeon,
Laparoscopic Surgeon



I joined Practo Care Surgeries six months ago when it was launched, and I continue to be amazed by the seamless coordination that enables care to be patient-centric as well as doctor-focused.

I not only have access to nearby surgery fulfillment centers equipped with the latest infrastructure, but also the opportunity to serve more patients while enjoying better time management.

Kudos to the PCS team!



In having a dedicated team of both medical and non-medical personnel provide the full cycle of care for patients, we enable doctors to focus on doing what they do best - nurse patients back to good health. As extraordinary stories continue to emerge from the field, one spoke to me in ways I never imagined would be possible after so many years in the business.

Jayshree Salunke, 62, Homemaker



I consulted a doctor for chronic abdominal pain, which later turned out to be appendicitis that urgently needed to be treated. Although having my son with me was a great source of support, the prospect of undergoing surgery was overwhelming. But I was pleasantly surprised by the help I received under Practo Care Surgeries. Right from an effortless admission and discharge process, to ensuring that my son and I were continually involved throughout the treatment process, it was reassuring and comforting to be taken care of so well!"



BUSINESS GROWTH

for shareholders (FY 2022)

In perhaps the most challenging yet exciting time for us, we were able to mitigate the negative impact of the pandemic and focus on effective solutions by taking early actions, **positively impacting the lives of 17 crore+ people.**

Placed under frequent lockdowns, many people turned to online doctor consultations to access quality care. Strong revenue growth momentum continued during the year as our revenues increased to **188% (Y-o-Y).**

Revenue
Growth

188%



Individual products posted an equally encouraging growth with;



Online consultations which grew at **2.6x**



Appointment booking at **1.2x**



Medicine delivery and at-home diagnostic tests, both grew by **2.4x**



PCS grew by **1.6x** month - on - month (as the business is less than a year old)



Corporate health benefits were adopted by **600+** Corporates

We have been able to increasingly adapt our strategies to drive positive results across all our offerings.



Core tenets to building an **INTEGRATED FUTURE**

The pandemic has shown us that antiquated models of care are no longer tenable. The vantage point from which people view healthcare services is rapidly changing, prompting us to develop and integrate our mission into a long-term strategic plan that can create lasting value whilst establishing trust. In doing so, we have identified three tenets of building this integrated future:

Building a long-term sustainable business

Shaped by a deep understanding of what our customers - both patients as well as caregivers - need, and an eye on changing industry dynamics, we will continually adapt our solutions while staying true to our core values and vision.

a. Staunch focus on core competencies to boost growth

We may be market leaders in teleconsultations today, but no matter how high we soar, we never allow ourselves to forget how we got here. A great deal of research, planning and focus gave us the courage to wholeheartedly pursue this mission, enabling us to use the significant experience we gained from this undertaking into other products. Our Primary Care portfolio has become a source of pride for us and we will continue to expand in scope to meet evolving needs.

b. Solid innovation to drive sales and scale across new offerings

In recognizing the need for innovation in India's secondary care space and on the back of the capabilities built over the last 14 years, we ventured into new territories, such as secondary care. Just started six months ago, PCS is scaling great heights as it repeatedly hits new milestones.



c. Top talent to continue turning passion and purpose into high-quality work

Our employees are the biggest drivers of our growth and continually demonstrate why they are key assets for our organization. Through all phases of our growth, we've had the support of strong leaders who have led us through peaks and troughs in our journey, and continue to do so. To add to this incredible mix of talent, we hired **47 people in key senior positions** last year, including Dr Abhijit Paul, Medical Director, Srikanth Pinninti, Chief Marketing Officer, and Shikha Saxena, as Chief of Business for Corporate Health Benefits.

Prioritizing quality improvement and patient outcomes

As we help provide access to quality healthcare services we see it as our responsibility to enable our partners with the right tools to serve the patients in the best way possible. And we will continue to work with our partners to deliver on our promise to patients.

a. Strong Medical team committed to delivering high quality care across services

At Practo, we have the support of an **exceptional team of doctors** who work full-time for the company, driving every decision that is made and strategy that is drawn up. Above all, they are committed to providing the highest quality of medical services by performing a wide variety of roles, including verifying all doctors on Practo, following a stringent process to onboard them, authenticating all forms of content for its medical correctness on Practo, and more. And we will continue to explore more ways in which greater value can be delivered with their support.



**Dr. Alexander
Kuruvilla**



**Dr. Abel Samuel
Raj Asirvatham**



**Dr. Abhijit
Paul**

b. Improving patient outcomes with standardization of medical practices

The seamless coordination between our internal medical team and our external doctor partners have made it possible for us to bring parity in clinical protocols and procedures, positively impacting patient outcomes. By introducing standardization in all medical functions enabled on Practo and running tech-enabled audits to ensure it is duly followed, we have - and will continue - to make all efforts to reduce the probability of errors across all our services - including consultations and surgeries - to improve overall patient experience.

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About Practo **Guiding Principles** Data Security Careers For Patients For Providers

Values and principles that guide us

Ensuring access to quality healthcare comes with a lot of responsibility—towards both our doctor partners as well as our patients. We recognize and appreciate the trust placed in us by 1 lakh+ doctor partners and over 30 crore patients. This inspires us to do our best, and we continue to do everything we can to uphold it.

Our guiding principles form the core of what we do and help us honour the trust and confidence reposed in us by our doctors and patients. Through these central tenets, we have been able to differentiate between the right and the wrong, every day.

c. Adequately train doctors to handle digital healthcare responsibilities well

With the objective of attaining the highest quality in medical care, we will continue to walk hand-in-hand with doctors in rethinking and reimagining traditional healthcare practices through the lens of telemedicine. This will not only help them adapt to a new way of delivering healthcare, but also improve patients' access to quality care.

Impacting societies and people, radically and positively

At Practo, we are not only responsible for the consequences of our actions, but also the impact we leave on others, including policymakers, academics, researchers, NGOs and other potential partners.

a. Strengthen healthcare data infrastructure for appropriate policy action

The reports and case studies we periodically publish have put a spotlight on prevailing trends and patterns that have even found mention in the Government’s Economic Survey. As we continue to dig our databases for unique and actionable insights, we hope that it will perform its part in giving shape to directives from policymakers who have the authority to allocate resources and tilt spending towards those areas in healthcare that require the most attention and improvement.

b. Continue helping underserved communities with Practo Foundation



By enabling free teleconsultations for this community and distributing critical medical kits across the country, we will continue delivering care to those who need it the most. We have already distributed medical kits worth Rs 1 crore and enabled doctor consultations worth Rs 9 lakh, and are uncovering more about the state of the community and the interventions needed to create an even greater impact.

The year 2021 marked a new year at Practo in forging a commitment to provide '**Integrated Care**' for all, we are on the path to becoming a complete healthcare provider, unlocking a new world of possibilities in 2022 and beyond.

