



# LAVANYA PLUS

WELLNESS MANAGEMENT FOR LIFE

# ABOUT LAVANYA PLUS

Lavanya Plus was founded in 2016 by Rohit Patni, Rajal Patni, and Vivek Patni. The family trio started the company to create new, innovative ways to improve the care, health and wellbeing sectors through the use of cutting edge technologies.

It's a known fact that the global population is growing, life expectancies are increasing and access to high quality healthcare services are at a premium. Preventative care, improving access to and availability of quality secondary care services, and enabling people to lead healthier lives are fundamental elements of Lavanya's ethos.

Central to these objectives is Lavanya's flagship product **WeMa Life**, short for **Wellness Management for Life**, which was formally launched to market in February 2018.

## WHAT IS WeMa Life?

WeMa Life is an online marketplace and app that brings together health and care providers with individuals seeking a wide range of services.

By connecting care in the community, this multi-service HealthTech platform offers benefits to both consumers and businesses. For people seeking health, care and wellbeing services – either for themselves or someone close to them – WeMa Life makes it easy to source, book and pay reputable providers. Services include: social care; domiciliary care; nursing; domestic help; personal care and hygiene; massages; yoga and Pilates, nutritionists; physiotherapists; personal trainers; and more. Users can book one-off and on-going sessions, as well as services from multiple providers in one transaction.

From young people wanting regular fitness sessions to people responsible for looking after their ageing parents or even requiring care services for themselves, WeMa Life has a broad appeal. It will

also have significant benefits for individuals needing to arrange care before or after clinical treatment, removing stress and complexity from an already difficult situation.

Meanwhile, the tools available through the online portal and app enable businesses to improve the management and delivery of their services. As well as opening them up to a nationwide marketplace, WeMa Life lets health and care providers roster staff, arrange appointments, communicate with customers, accept payments and enhance operational efficiency and reduce costs.

**Lavanya Plus' founders** – Rohit, Rajal and Vivek – were inspired to develop the WeMa Life solution after experiencing first-hand how difficult it is to find and book reputable healthcare providers for an elderly relative.

## MEET THE LAVANYA PLUS TEAM



Rohit, CEO, has been working in IT for more than 30 years. In 2013 he sold card payment services company YESpay to WorldPay for more than £20 million. Rajal, the CFO, has over 25 years' experience working within a range of businesses in the construction, outsourcing and technology sectors, combining strategic, operational, and financial expertise helping these businesses grow. Vivek is Lavanya's COO and has a background in professional services and a degree in biomedical sciences.

# CONNECTING CARE IN COMMUNITIES:

Transforming the Care, Health and Wellbeing Sectors through HealthTech

In January 2018, Lavanya commissioned independent research to support the launch of WeMa Life. It revealed that 46% of people who help provide care for a loved one find it cumbersome and stressful to source, book and transact for the services they require.

Of those taking part in the research, 53% of these informal carers said the role has had a significant impact on their emotional state, while 30% have fallen out with friends and family because of tensions around their responsibilities.

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Take this common scenario: there are two siblings in full-time employment who, at the same time, are caring for an ageing parent with dementia. As the illness progresses, it becomes necessary for one of the siblings to leave their job to become a full-time carer. For the person charged with this responsibility the situation can, understandably, cause feelings of resentment towards the other sibling and lead to significant fallouts in the long-term – it will also impact the informal carer's professional progression and income.

is a pressing need to address the complexities and inefficiencies that are currently rife within the care sector. In this report Lavanya will provide insight into the strains that the health, care and wellbeing sector are currently under. Moreover, it demonstrates how HealthTech stands to overcome many of these prevalent issues, with WeMa Life leading the way in its bid to simplify the access to and payment of the right care, health and wellbeing services by connecting the nation's care communities.

A huge number of people face this predicament every year. Indeed, WeMa Life was born out of its founders' own experiences when caring for a family member. The difficulty and emotional strain encountered during this time made it clear that new solutions were required – new tools that, for example, enable someone to easily arrange for a social care worker, nutritionist or physiotherapist to visit their elderly, unwell relative on a regular basis. With almost 8 million people across the UK acting as an informal carer to someone close to them, there



[www.wemalife.com](http://www.wemalife.com)



# TRANSFORMATION THROUGH HEALTHTECH

At present, millions of people struggle to source care, health and wellbeing services, either for themselves or a loved one, clearly illustrating the need for tools to unite the care community. This is part of the reason why WeMa Life was created; specifically, the online platform and app removes the challenges people face when trying to source, book and pay for any number of vital care services. WeMa Life represents part of a wider transformation currently taking hold of the care, health and wellbeing industries not just in the UK, but also in markets around the world: the rise of health technology – or HealthTech.

This HealthTech revolution is already experiencing the proliferation of new technologies – including smartphones, tablets, apps and online tools – that are completely altering the way businesses and consumers connect, with such digital innovations now destined to reshape the way people manage their physical and mental wellbeing.

According to a research report released by Global Market Insights in March 2018, the global digital health industry is forecast to reach a value of \$379

billion by 2024; a meteoric rise from its value of just \$35 billion in 2014. Driving this exponential growth is the appetite of both private and public sector organisations to digitise healthcare, combined with substantial interest from investors keen to access technology businesses operating in this rapidly expanding market.

Despite the amount of hype and attention afforded to HealthTech, there remains a need for greater understanding of exactly how new digital solutions are going to transform the way people manage their care, health and wellbeing. Moreover, it is important to consider the broader societal impact the adoption of HealthTech will have on consumers, service providers and the entire healthcare sector.



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# THE ROLE OF ONLINE MARKETPLACES

The benefits presented by the digital health market extend far beyond hospitals' walls – the rise of HealthTech is having a significant bearing on people's everyday lives, empowering them to take control of their own health. To aid this, there must be competition in the market so individuals are not restricted to a small selection of service providers. Without such choice, they have a limited number of businesses or individuals to select from and thus could over-spend or receive a poor quality of care.

In April 2018, the NHS announced plans to provide an increasing number of patients across the UK with personal health budgets. This means that rather than having healthcare arranged for them, patients will instead collect funding with which they can use themselves to source the services they need. This expansion of the patient health budget initiative purportedly will result in as many as 350,000 Britons receiving such finances – the need for technology to take the difficulty out of sourcing care, health and wellbeing services has therefore become even greater.

But individuals also need education, transparency and choice. They must first understand where they can turn to find care and health services outside

of the NHS, and must then feel confident they are selecting the right service provider for their specific wants and needs.

HealthTech stands to tackle this pertinent issue by connecting care within communities. In the case of WeMa Life, it provides an online marketplace that lists relevant service providers – ranging from companions and specialist carers, through to physios and personal trainers – so patients or those close to them can easily locate, compare, book and pay for the right care services. The web platform and mobile app also make it far simpler for both the providers and users of the services to communicate and transact securely.

Whether it is an NHS patient needing to transfer the point of care from a hospital bed to their own home, an individual looking after a relative with a long-term health condition, or simply a person wishing to procure fitness services for their own wellbeing, online marketplaces are key. They deliver speed, ease, efficiency and transparency between providers – in turn, they place great control into the hands of the consumer.







## EMPOWERING CONSUMERS TO LEAD HEALTHIER LIVES

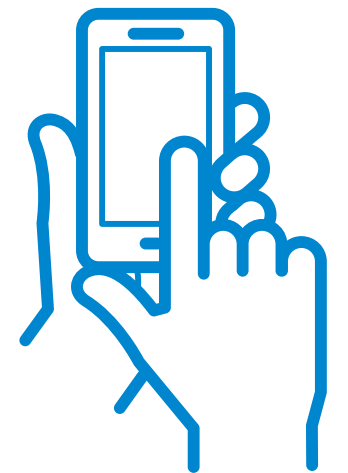
In March 2018, Lavanya commissioned an independent, nationally representative survey among more than 2,000 UK adults. The study uncovered that new technologies are having a notable impact on the way the general public manages their health; it found that 28% of people are using health apps on a weekly basis, with a further 25% using wearable tech to monitor or improve their own health. Of these HealthTech users, 61% said they use them to easily incorporate healthier practices, exercise techniques or mental health tips into their daily life.

Importantly, Lavanya's research also uncovered that 9% of people in the UK have used apps or wearable tech to detect a medical condition or health issue, while a further 12% use apps, wearable devices or online tools to monitor an on-going health problem. The findings demonstrate the transformative impact technology such as WeMa Life is going to play in the future of healthcare.

All this demonstrates a willingness from the general public to use digital solutions to gain greater visibility into and control over their health. This trend will also be welcomed by the NHS, which has a core focus on improving care within communities, with people encouraged to take a far more active role in managing their own wellbeing.

But care, health and wellbeing service providers must also take note of this. Essentially, consumers today expect to procure products and services through digital platforms; from takeaways to insurance, holidays to potential life partners, the majority of consumers are now going online to find and transact for the things they need – this remains true when it comes to healthcare. WeMa Life is delivering the same technology consumers use for online shopping but for personalised care services; the individuals and businesses providing said care must recognise this and utilise tools like WeMa Life to connect with potential users.

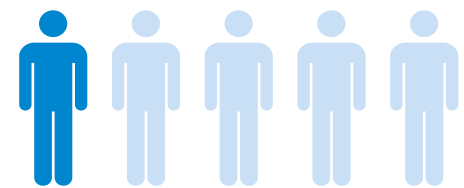
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# ASSISTING BUSINESSES AND ACCOMMODATING NEW MODELS OF WORKING

Care, health and wellbeing providers – whether a business, agency or sole trader – have much to gain by embracing technological advancements. Firstly, the creation of online marketplaces to connect service providers with consumers will open up the vendors to a broader range of potential users. In the same way that retail brands acquire customers by listing on larger distributors' platforms, so too can care and health providers reach a greater volume of clients by harnessing the traction of digital marketplaces such as WeMa Life.

For individual practitioners or small businesses, this benefit becomes particularly pronounced. Indeed, as the expanding gig economy transforms the way services are provided, technology has an increasingly prominent role to play in helping providers in the care, health and wellbeing markets to build an increasing client base.



one in five (19%) working adults currently identify themselves as being a freelancer, sole trader or self-employed, while 6% of full-time employees stated that they plan to leave their job to enter the gig economy by the middle of 2019.

Shedding light on this trend, a survey of over 2,000 UK adults aged between 18 and 75 by Lavanya illustrated how the rise of the gig economy is changing working practices. The findings showed that one in five (19%) working adults currently identify themselves as being a freelancer, sole trader or self-employed, while 6% of full-time employees stated that they plan to leave their job to enter the gig economy by the middle of 2019.

Of the current gig economy professionals, 71% said that the flexibility this model affords was the biggest appeal for working on a contractor or temporary basis. Moreover, half (50%) of gig economy workers consider apps and online platforms to be vital in enabling them to find work.

HealthTech will therefore open the care, health and wellbeing industries to more modern methods of working – by accommodating skilled professionals and service providers to access customers as well as manage their workload, digital solutions can develop a deep talent pool so consumers have a diverse range of providers to choose from.

In the case of WeMa Life, the benefits to the service providers go further still. The tools available through the online portal and app enable businesses of all sizes to improve the management and delivery of their services. As well as opening them up to the ageing communities, WeMa Life lets care, health and wellbeing providers roster staff, arrange appointments, communicate with customers, accept payments, enhance efficiency, all with real time updates including secure 24/7 access from any location.



# USING TECHNOLOGY TO IMPROVE HOSPITAL CARE

This year the UK's National Health Service celebrates its 70th birthday. However, the institution, which has long been a jewel in the crown of the country's public sector, approaches this milestone with more uncertainty surrounding its future than ever before.

With budgets tightening at a time when the population is ageing and skilled workers are leaving the medical arena, the NHS is now struggling to meet public demand for its services. Indeed, in May 2018 a study of international health spending by the think tank Kings Fund revealed that the NHS has among the lowest per capita number of doctors, nurses and hospital beds in the western world.

The problems are particularly evident in the care sector; recent analysis by the Care and Support Alliance showed that more than a million elderly and disabled people are being failed by the social care system as a result of a £2.5 billion funding gap. With the NHS restricted in its scope to assist this expanding collective, and care home availability both expensive and limited, HealthTech can help support this market while also assisting a wider population of people who simply wish to access these services to help them lead an independent, healthier life.

Positively, embedding tech into the fabric of the public healthcare sector is evidently high on the priority list of the UK Government. For one, it has already implemented its Five Year Forward View, which makes an explicit commitment to creating the conditions necessary for proven innovations to be adopted faster and more systematically through the NHS.

Moreover, innovations in the private sector will help alleviate the burden on the public healthcare system. WeMa Life makes it easier, faster and cheaper for patients to connect with care providers, ensuring it is far simpler for individuals or carers to transact for the services they need and better manage their health within the home.

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# REALISING THE POTENTIAL OF HEALTHTECH

Lavanya's insights detailed here demonstrate how this HealthTech revolution is impacting on a plethora of different groups: patients, consumers, hospital staff, businesses and sole traders. Not only is the progression of HealthTech unavoidable, it is also undoubtedly positive. Traditional practices governing the way people's health is assessed, managed and improved – both in hospitals and in the home – are being disrupted by more efficient and effective digital solutions.

The outcome is that the general public has never been in a better position to take control of their physical and mental wellbeing, whether they are coping with some form of illnesses or simply wishing to better their health. Simultaneously,

professionals operating within the care, health and wellbeing industries now have tools at their disposal to connect with patients and users, as well as modernise their practices, improve processes and take the burden out of compliance reporting. Together, these trends offer a brighter, more viable future for the entire healthcare sector at a time when challenging conditions dictate that change is essential.

**Lavanya Plus is excited and proud to be at the forefront of the HealthTech revolution, with its WeMa Life online and mobile solutions taking huge strides in its goal of Connecting Care within Communities.**





## CASE STUDIES – WeMa Life IN ACTION

**Epoch Elder Care:** Improving operational management and patient satisfaction across multiple care homes

*Epoch Elder Care provides high quality assisted living homes that specialise in dementia care.*

The company currently runs three care homes, with more on the horizon. However, the management team was experiencing problems with documentation and recording outcomes for their residents – at the time everything was paper based, which made transferring documents between care homes to the managers extremely difficult and time-consuming; an issue being exacerbated as the number of residents in their expanding collection of care home continued to grow.

WeMa Life's Management software – WeMa Plus – was implemented to provide Epoch Elder Care with a fully integrated, end-to-end management software, while also digitising all of its processes. The company now uses this software and has seen a significant improvement in operational management, medication administration, consistency between its different care homes, and overall resident and family satisfaction.

**Severn Angels Healthcare:** Growing a client and carer base while removing administrative burdens

*Severn Angels Healthcare is a specialist nursing agency based in Worcestershire.*

Being a startup, the company has a very aggressive growth strategy and its carer network is increasing on a weekly basis. However, to balance the growth witnessed in the number of carers it had within the agency, Severn Angels Healthcare also needed to find a way to increase its client network.

The management of its staff has always been an issue for Severn Angels Healthcare. The agency has previously used multiple systems but found that connectivity between systems was poor and a lot of work was being repeated. Furthermore, communication between the management team and their clients and carers was also difficult, with them booking multiple shifts a day – as a result, the quality assurance was not effective. WeMa Life has given the company the ability to

market its services to a much wider audience, boosting awareness of the agency within its local community. As a result, Severn Angels Healthcare has been able to grow its client base significantly and it is now supplying more services than ever before. Simultaneously, the greater visibility of its service offering achieved through WeMa Life has also increased the recruitment of carers who want to be part of this exciting business.

**WeMa Life's Management software** – WeMa Plus – has saved Severn Angels Healthcare many hours in administration and streamlined its staff management processes to ensure the business can focus on delivering its services efficiently and effectively.

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WeMa Life has made such an impact to my business. As a startup owner, I wanted to focus on business development and growth, but instead I would spend countless hours of my day working on administrative tasks and trying to find ways to manage my carer community.

WeMa Life has solved multiple problems for my agency – it has helped me to increase my local client and carer networks through promotion on the WeMa Life Marketplace, while also streamlining all my business processes including carer management, client interaction and quality control. What's more, the Lavanya team have been extremely helpful and informative throughout the whole process; I would definitely recommend this business

*Spiwe Mhondiwa, Managing Director, Severn Angels Healthcare*

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