

# Your Virtual Health Assistant



## Summary

UMANA is a digital platform that empowers people to take control of their health through personalized, preventive, and accessible care. Using artificial intelligence and WhatsApp, we help more people see a doctor at the right time, improving their quality of life and reducing the costs associated with advanced diseases.

## Problem

In Latin America, millions of people do not access the healthcare system in time—not due to a lack of money, but due to lack of knowledge, motivation, or the complexity of the system. As a result, diseases are detected late, generating high emotional, physical, and financial costs.

## Solution

UMANA offers a personalized health membership through WhatsApp. Our algorithm profiles each user to understand their needs and motivate them to seek preventive care. We also support them through the healing process or improving quality of life after a diagnosis. Through UMI, our virtual assistant, we connect people with a network of healthcare professionals who offer quality care at preferential rates.

## Business Model

Our model is B2C, with an annual membership of USD 19. We also explore B2B models as a health benefit for employees or customers. Healthcare professionals join at no cost and offer discounts in exchange for loyal new patients from our network.

## Technology

We apply artificial intelligence, machine learning, big data, and behavioral profiling, all integrated into a 100% conversational platform via WhatsApp—no apps or complex registrations required.

## Impact and Traction

Over 7,000 active users in Argentina, Chile, and Ecuador. UCEMA Sustainable Digital Impact Award 2024 in the non-profit category. Participant in I3 Latam and Boehringer Ingelheim's Making More Health Together program. New digital markets opened entirely remotely.

## Vision

To lead the democratization of healthcare in Latin America, prioritizing simplicity and transparency to empower personalized and preventive well-being.