

RESUMEN DEL PROYECTO EN DISEÑO * (*)

ANA Care - Improving Long-term Care for Low-income Population Leveraging Technologies

FECHA DE ELEGIBILIDAD DEL PITCH		PAIS(ES)
09/27/2021		México
SOCIO(S)		
Paz Mental S.A.P.I. de C.V.		
CLASIFICACIÓN PRELIMINAR DEL IMPACTO MEDIO AMBIENTAL Y SOCIAL		
C (**)		
PRESUPUESTO TOTAL	BID Lab	CONTRAPARTE LOCAL Y COFINANCIACIÓN
US 1,500,000	US 750,000	US 750,000
DESCRIPCIÓN		

The problem The rise in LAC's elder population is creating an immense gap between available caregivers for dependent elders and those required. The main source of long-term care services has traditionally been informal assistance, unpaid care that family members- primarily women- provide to care-dependent older people. However, they are often untrained, unsupported, and disconnected from the circle of professional care, which includes not only other family members but doctors and nurses.

The solution ANA (Automated Nursing Assistant) is a technological platform offered to their partners via B2B2C or B2G2C models, that allows caregivers, family members, medical teams, and elder patients themselves to provide better care at home. The platform guides and trains caregivers, monitors patients, coordinates family members, and anticipates medical emergencies, saving time and money, anxiety, and stress.

The project contemplates providing the platform to partners (Homecare companies and medical groups) that will use it to monitor, guide, and train at least 1,000 vulnerable elders with chronic conditions and their caregivers in low-income communities both in urban and suburban areas throughout Mexico.

The beneficiaries Elders with chronic diseases in urban and suburban areas throughout Mexico; women tasked with unpaid caregiving by freeing more time for them; caregivers by training and certifying them in skills that the marketplace lacks; families that will reduce their out-of-pocket expenses created by unnecessary medical spending and hospital visits; and partner institutions that will empower caregivers and create job opportunities.

The partner Paz Mental has 5+ years of experience managing care through remote monitoring with SaaS business model offering services to over 3.000 patients and 7.000 caregivers through its partners. Based in Mexico, it has the ambition to expand to Latin America and the Caribbean with a team that includes engineers, nurses, and medical specialists with over 50 years of combined experience.

The IDB Lab's contribution IDB Lab's contribution requested is \$750K of contingent recovery grant, which will be used to accelerate the improvement of the solutions and the scale-up of the business. Once the solution is upgraded and proven, Paz Mental will accelerate the business expansion both within Mexico and to other countries in LAC, which will be the basis of the repayment in the later stages.

*The information mentioned in this document is indicative and may be altered throughout the project cycle prior to approval. This document does not guarantee approval of the project.

**The IDB categorizes all projects into one of six E/S impact categories. Category A projects are those with the most significant and mostly permanent E/S impacts, category B those that cause mostly local and short-term impacts, and category C those with minimal or no negative impacts. A fourth category, FI-1 (high risk) Financial Intermediary (FI)'s portfolio includes exposure to business activities with potential significant adverse environmental or social risks or impacts that are diverse, mostly irreversible or unprecedented, FI-2 (medium risk) FI's portfolio consists of business activities that have potential limited adverse environmental or social risks or impacts, FI-3 (low risk) FI's portfolio consists of financial exposure to business activities that predominantly have minimal or no adverse environmental and social impacts.

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