



Empowering the community with healthcare information and intelligence

Joanne Seaton | CEO



Healthcare Consumers Today

The new consumer in consumer health



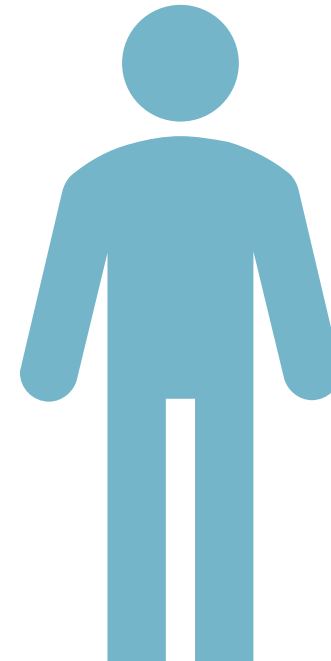
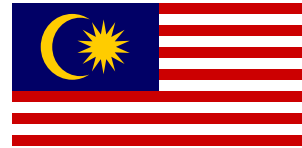
Demographic Megatrends

- #1 – ageing population
- #2 – focus on wellness
- #3 – consumer involvement and purchasing power

Poor Health in Malaysia

2 out of 3 Malaysians suffer from Non-Communicable Diseases (NCD) – Diabetes, Hypertension, Obesity and High Cholesterol Levels.

44.2% of Malaysians are overweight (highest in S.E.A)



A Government Agency

Hypertension

21.5%

17.65%

Cholesterol

9.3%

8.10%

Obesity

9.3%

24.30%

Diabetes

9.7%

22.90%

Healthcare Information & Intelligence

The 'New Normal' now and post COVID-19

Thirst for Information

- Trusted
- Accurate
- Reliable

Need for Consumables

- Disinfectants
- Sanitizers
- Office sanitization products
- Vitamins
- Supplements
- Medication
- Etc.

Genuine Healthcare Products & Price Sensitivity

- Mushrooming of new online businesses
- Are products genuine?
- Are they priced right?

Corporate Responsibility

- Companies now emphasize more on health & safety

Online Healthcare Players

- Growing importance on Online Healthcare globally
- Governments have observed the need to work closer with Online Healthcare Players for the greater good

NEWS / CHINA

How long will COVID-19 outbreak last; how can you stay protected?

WHO says new coronavirus presents a 'grave threat' to world - here's the latest on how you can protect yourself.

by Ruairi Casey [f](#) [t](#)

12 Feb 2020

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Empowering consumers to find good health through a combination of healthcare related products, services and information

E-commerce

Consumer Healthcare

Physio Care

Nurse Care

Insurance

Content

Health A-Z

Blog

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Doctors

Hospitals

Clinics

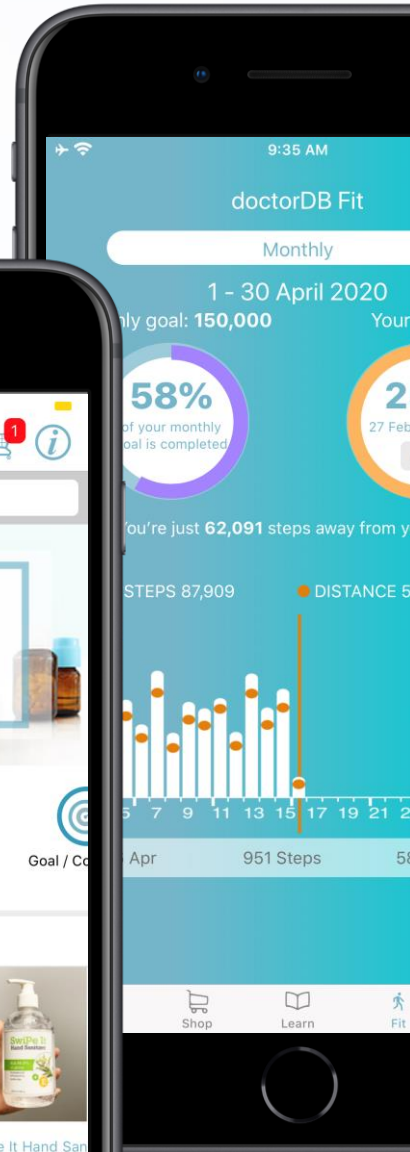
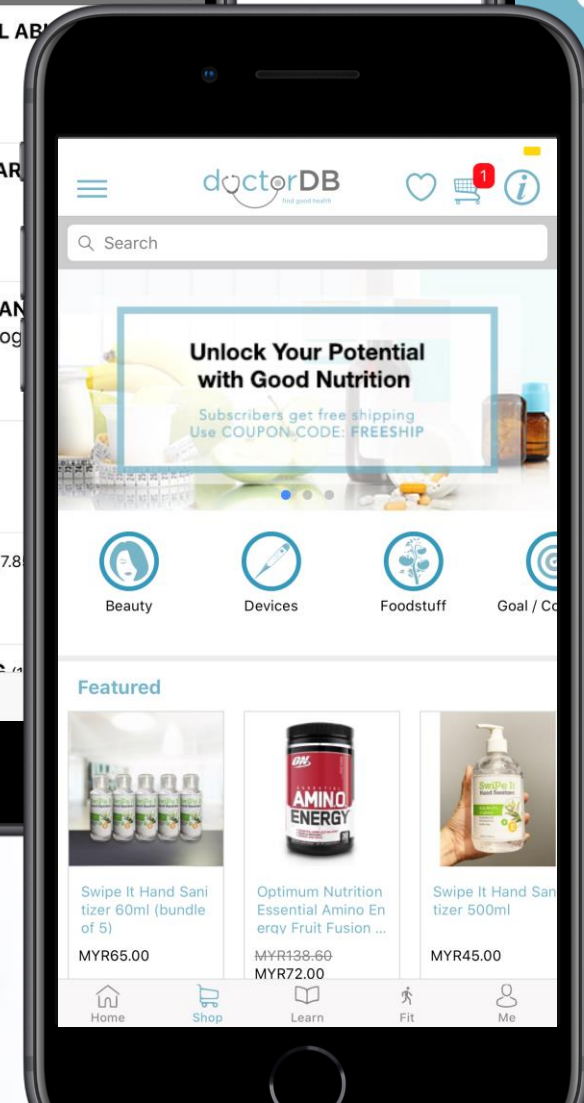
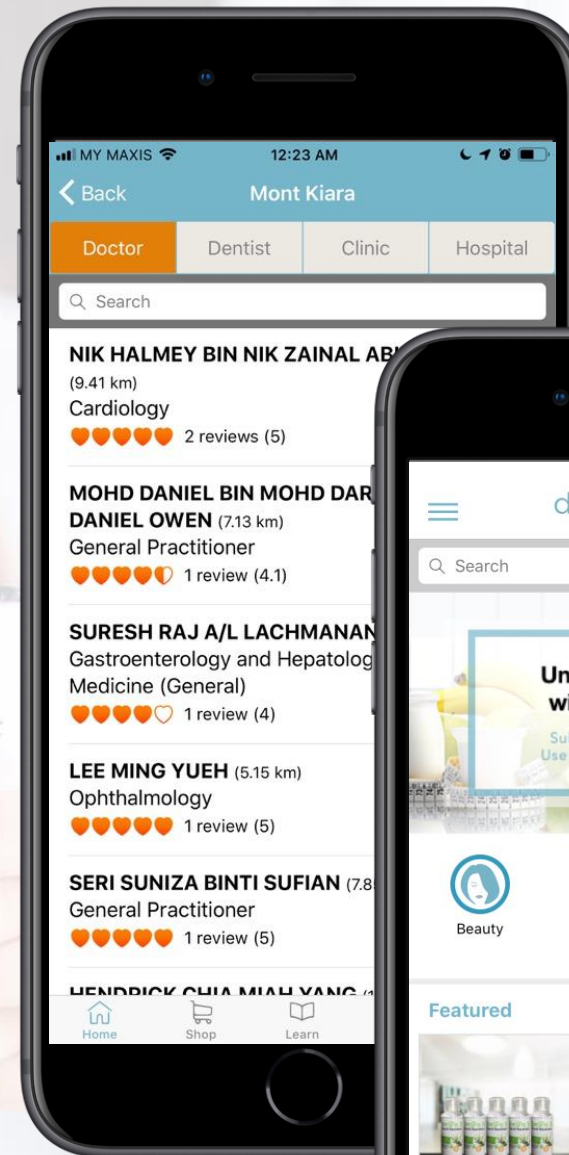
Specialty

Dentists

Community

Happy Bar

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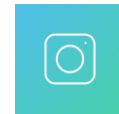
*Offer valid till 31 May 2020

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Thank You

Joanne Seaton
joseaton@doctordb.com
+6012 307 0257



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