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MedNeura Maternal Health Program: Pricing & Partnership Terms

Pricing model: Per-pregnancy bundle

All prices shown in USD and NGN (₦1,450 = \$1).

MedNeura provides continuous AI-assisted maternal health support across the pregnancy journey. Pricing is built per pregnancy so NGOs and funders can budget simply and measure impact per woman.

Price: \$30 per pregnancy (₦43,500) for 10 months of support.

What is included in each pregnancy bundle

Each pregnancy bundle covers the full pregnancy journey, from registration (during pregnancy) through delivery and up to six weeks postpartum. Taken together, this typically represents about 10 to 11 months of continuous support per pregnancy.

Features and allocations

Feature	Allocation	Notes
Text consultations	Unlimited	App, WhatsApp or web chat. Routine counseling and follow up by text.
Voice consultations	Up to 90 minutes total per pregnancy	For triage, counselling, escalation and support across the journey.
Visual assessments and file upload	Unlimited	Photos and scanned lab reports analysed by MedNeura and stored in the record.

Emergency hotline	24/7 access	Cellular voice via our AI helpline; emergency escalation protocols in place.
CHW dashboard	Full access	Case tasking, follow up tracking and referral notes.
Data and reporting	Included	Real time dashboard plus monthly partner reports.
Program support	Included	CHW training materials, onboarding and technical support via phone and WhatsApp.
Clinical governance	Included	Regular clinical QA and protocol updates.

Clinical support across the journey

- Antenatal care guidance and red flag monitoring
- Labour and delivery support protocols and escalation pathways
- Postpartum care to six weeks with newborn basics and breastfeeding support
- Scheduled automated check-ins at standard milestones

Program support

- CHW training and onboarding materials and sessions
- Real time technical troubleshooting and clinical quality monitoring
- Ongoing platform updates and workflow improvements

Pilot program

Investment: \$30 per pregnancy (₦43,500)

Minimum commitment: 100 pregnancies

Pilot approach: Flexible and ongoing. Programs can run continuously with built-in evaluation milestones rather than a fixed end date. We recommend an initial implementation and monitoring period with a midline review at 3 months and a full evaluation once the cohort has reached key milestones. Pregnancies enrolled during the pilot receive the full 10 months of support from their



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date of enrollment.

Example pilot investment for 100 pregnancies: \$3,000 (~~₦~~4,350,000)

Pilot package includes

- Community engagement and sensitization support
- CHW training
- Technical deployment, NGO code configuration and referral mapping
- Weekly check ins during month 1, biweekly support months 2 to 5, monthly clinical QA reviews
- Baseline, midline and endline data collection and a final evaluation report with a case study

Payment terms for pilot

- Payment 1: 50% on agreement (\$1,500 / ~~₦~~2,175,000) at program start
- Payment 2: 50% at midline or month 3 (\$1,500 / ~~₦~~2,175,000)
- Bank transfer. Invoicing provided at each milestone. Flexible arrangements for grant funded programs.

Scale phase pricing (post pilot)

We offer volume discounts as programs scale. All prices shown in USD and NGN (~~₦~~1,450 = \$1).

Annual volume	Price per pregnancy	Example annual cost
500–1,000	\$30 (₦ 43,500)	\$15,000–\$30,000 / ₦ 6.525M– ₦ 13.05M
1,001–2,000	\$28 (₦ 40,600)	\$28,028–\$56,000 / ₦ 40.6M– ₦ 81.2M
2,001–5,000	\$25 (₦ 36,250)	\$50,025–\$125,000 / ₦ 72.5M– ₦ 181.25M



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5,000+	Custom	Contact for a tailored quote and multi year incentives
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Payment terms: Quarterly invoicing in advance. Multiyear commitments receive an additional 10% discount.

Fair use and voice cap policy

To ensure wide, predictable access while protecting program budgets we include **90 voice minutes per pregnancy** as standard. This is designed to reduce unnecessary clinic visits while ensuring access in moments of need.

Policy highlights

- 90 minutes included per pregnancy for triage, counselling, and escalation.
- Unlimited text and visual uploads remain available.
- If usage exceeds 90 minutes, the system will notify the woman and the CHW and request CHW review. Additional minutes may be billed at a transparent per minute rate or covered by the partner for agreed special cases.
- Emergency calls are always allowed and subject to clinical triage; these can be flagged for covered overage if necessary.

This approach balances accessibility and fiscal responsibility and keeps the service sustainable at scale.

Value comparison

MedNeura is positioned to prevent high-cost emergency events and to reduce repeated unnecessary facility visits.

Service	Typical cost
MedNeura comprehensive support (10 months)	\$30 (₦ 43,500)
Single emergency transport	₦ 29,000– ₦ 72,500
Emergency obstetric care	₦ 72,500– ₦ 290,000
Maternal death economic impact	₦ 7.25M– ₦ 14.5M
Traditional CHW program similar coverage	₦ 58,000– ₦ 116,000

Effective daily cost is comfortably below everyday household expenditures, while offering measurable reductions in emergency care costs.

Optional add-ons

One time

- Additional language support and voice training: quoted by scope (typical range ~~₦~~2.9M–~~₦~~4.35M)
- Custom clinical protocol development: quoted by scope (typical ~~₦~~4.35M–~~₦~~5.8M)
- System integration with EMR or DHIS2: quoted after technical review

Monthly

- Advanced analytics and predictive dashboards: quoted range ~~₦~~435,000–~~₦~~725,000/month
- Dedicated support liaison: named staff for a partner, quoted at ~~₦~~1,450,000/month
- Custom donor reporting: ~~₦~~290,000/month

Success metrics

Clinical metrics



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- Complication detection rate
- Referral completion and timeliness
- Maternal outcomes and user satisfaction

Operational metrics

- CHW adoption rate and retention
- System response times and uptime
- Data completeness and quality

Partnership metrics

- Implementation ease
- Stakeholder satisfaction
- Readiness and interest to scale

Investment summary example: 100 pregnancies

Item	Cost
100 pregnancies × \$30	\$3,000
Setup, training and support	Included
Evaluation & reporting	Included
Total pilot investment	\$3,000 (₦4,350,000)

Each enrolled woman receives the full suite of support across the pregnancy journey.

Frequently asked questions

What if we do not reach the minimum commitment?

We will work with partners to adapt the timeline or scope so evaluation remains meaningful. We can also structure a rolling enrollment and extend the pilot until agreed milestones are achieved.

Can we start smaller?

Minimum pilots are possible but unit costs will be higher. We recommend 100 as a balance between statistical usefulness and affordability.

Are there hidden costs?

No. The per pregnancy price includes the core services listed. Local operational costs such as CHW stipends and transportation for referrals are covered by the partner.

What if a woman needs more than 90 minutes?

We allow escalation for clinical emergencies. For non-emergency overages we notify the CHW and partner; additional minutes can be billed at a transparent per minute rate or covered by the partner.

Why allow unlimited visual assessments?

Image analysis has minimal incremental cost and is high value for diagnosis. We encourage CHWs to upload visual information so clinical decisions are better informed.

Next steps

Timeline from decision to launch

Week	Activity
1–2	Finalize agreement and first payment
3–4	Community engagement and CHW training
5	Technical deployment and user testing

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6	Enrollment begins and program goes live
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For partnership inquiries, please contact info@bioneurax.com