discovering hands®

A social enterprise
made in Germany – going international

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Breast Cancer is the most common malignant disease in women

Incidence rises

+2% p.a.

Costs for treatment rise

+4% p.a.

QUELLE: Robert Koch Institut
An early diagnosis of breast cancer increases the chance for survival and reduces the costs for treatment.

**Rate of survival by disease stadium at time of diagnosis**

**Reduction of costs for treatment through early diagnosis**

**Cost reduction per patient – stadium I vs. stadium II (EUR)**

- Saved costs for treatment: 9,038 EUR
- Reduced loss of productivity: 48,474 EUR
- Total value of early diagnosis: 57,512 EUR

**Source:** Cancer research UK, West Midlands Cancer Intelligence Unit, 2009, Radice et al: Breast Cancer Management – Quality of Life and Cost Considerations, Pharmaeconomics, 2003
How to improve the fight against breast cancer

- Earlier diagnosis allows earlier treatment
- Smaller lumps should be detected
- Superior sense of touch
- Better chance to survive breast cancer
- Breast cancer early detection improved
- Disability becomes capability

Visually impaired people!
OVERVIEW

discovering hands®

deploys visually impaired women to provide screenings:

• Proven superior sense of touch
• Professionally developed, standardized and quality assured protocol/routine
• Examinations take at least 30 mins—dedicating a max. of time and attention to every individual patient

SOURCE: discovering hands

“Win-win”

• More health: Earlier detection: lower health cost, lower disease burden
• More employment: Employment of people with disabilities
discovering hands® model makes sense all over the world

- Health system?
- prevention?
- social contributions?
- blind and visually impaired people’s organizations?
- Health insurances?
- Doctor’s Organizations?

visual impairment

breast cancer

SOURCE: discovering hands®
Always the First step: The pilot phase

Which country?  
Which skaling strategy?  
Which partner organisations?

Philantropic capital

discovering hands® pilot project team

Stakeholder analysis  
Market research  
Investors and Supporters
The discovering hands® Social Franchise System

- Training program
- Reporting
- QM
- Team orga
- …

Supported by professional partner (SYNCON)
discovering hands® WILL SCALE UP VIA A SOCIAL FRANCHISE MODEL

- **Netherlands**: pro bono project manager
- **Switzerland**: pro bono project manager
- **Latin America**: Latin American Development Bank CAF finances pilot project in Colombia 2016
- **Austria**: pilot phase finished, social franchise contract closed
- **Israel**: Interest from Ruderman Family Foundation
- **Spain**: Interest from ONCE Spain
- **India**: BAYER India finances pilot project in Mumbay 2016 / 2017

- Country expansion structured as a social franchise-model – Austria first franchisee
- ONE OF THE FIRST INTERNAT. HEALTH CARE SOCIAL FRANCHISE MODELS EVER

SOURCE: discovering hands
contact

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