

**Name** Knok  
**Website** [knokcare.com](http://knokcare.com)  
**Year Launched** 2016  
**Area** Healthcare



**Description**

Knok is a telemedicine video platform for virtual healthcare looking to democratise access and affordability to quality and convenient healthcare.

It provides a video platform and a SaaS product that enable patients to remotely access on-demand video and in-person medical appointments. Knok is focused on increasing the convenience of healthcare solutions, while reducing the burden and overload in hospitals, by allowing patients to engage in virtual appointments.

**SDG Analysis**

Knok is focused on sub-goal 3.8 which aims to achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, and affordable essential medicines and vaccines for all.



**Impact Management Project assessment**

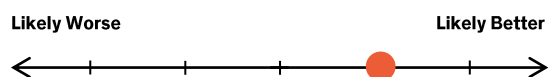
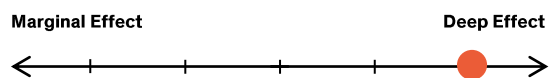
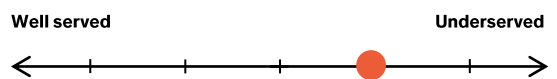
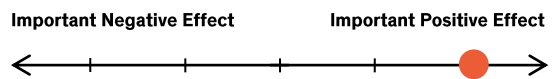
**What:** Knok improves access to quality medical support that is more convenient and affordable. Across European health systems some barriers to accessing healthcare persist: cost, geographical location and waiting time.

**Who:** Knok is available to both a well-served and underserved population, with some users living in remote areas that have little access to doctors. As its usage grows, the company intends to collect granular data to better understand the split across its user base.

**How much:** Knok software has a significant potential for scale in its impact, and access to healthcare is by itself highly impactful. The pandemic has accelerated a shift towards digital healthcare but there are also many other scale-up players operating in this market.

**Contribution:** While there are alternatives in the market, Knok is positioned to target small and medium health providers that are underserved of technological solutions for digital healthcare, contributing to a wider adoption of telemedicine.

**Impact Risk:** There is some execution risk, as service adoption requires changing ingrained habits. This risk has been mitigated by the pandemic which has altered consumer behaviour.



**Conclusion**

According to the IMP framework, the impact classification of Knok is a B (Benefiting stakeholders) given that it works with positive and important outcomes, while serving a mix of well-served and underserved customers.