

Name Kianava
Website kianava.de
Year Launched 2020
Area Healthcare



Description

Kianava is the first European virtual medical provider that offers a holistic evidence-based approach to improve the health of chronic pain patients via an integrated medicine team.

It is building the evidence-based approach to alternative medicine by developing health programmes combining medical expertise with non-medical expertise (therapy, nutrition, meditation, fitness, etc.). Kianava is the very first holistic medicine provider with a scalable online-only approach with only health programmes delivered through its telemedicine infrastructure, content platform, and referral marketplace.

SDG Analysis

Kianava focuses on goal 3, delivering better health outcomes to chronic pain patients, estimated to represent over 40% of the German population. By improving the health outcomes of these patients, Kianava has an immediate impact in their life quality.



Impact Management Project assessment

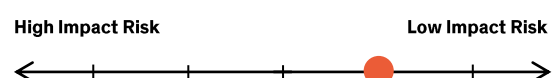
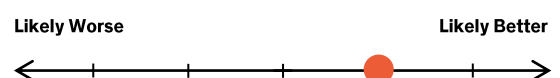
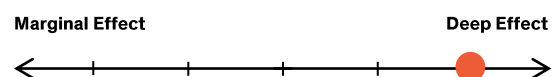
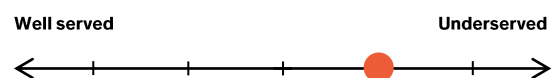
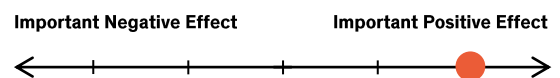
What: By providing an integrated approach to a chronic pain patient health, Kianava is delivering improved medical outcomes to these patients, a positive outcome.

Who: Kianava targets people suffering from chronic pain, estimated at 40% of the German population. This population is underserved by current medical solutions by their current core focus in addressing symptoms as opposed to investigating the root problems of each patients' chronic pain.

How much: User feedback has shown the deep effect Kianava has in its patients' lives. Meaningful pain level reduction in chronic pain patients represents a meaningful life quality improvement for those suffering from chronic pain.

Contribution: The likely relationship between a deeper understanding of the holistic health of a chronic pain patient and the identification of the root cause of these chronic pain issues, represents a better outcome contribution of Kianava, i.e. the outcome occurs because of Kianava. In addition, the inexistence of other tech-enabled virtual holistic chronic pain clinic like Kianava, we consider the contribution of Kianava to be significant.

Impact Risk: The unexpected scenario associated with lack of scientific evidence behind holistic medicine can be a risk of Kianava. This risk is being meaningfully mitigated by Kianava's focus in hiring the best doctors within the holistic and conventional medicine practices to their medical team, to oversee the combined efforts of its doctors and therapists.



Conclusion

According to the IMP framework, the impact classification of Kianava is a C (Contributing to solutions) given the potential for scale of the solution, and given its potential to meaningfully improve people's life quality.