BioSpectrum
the business of Bio & Health Sciences
ASIA EDITION

# Ping An Good Doctor reports revenue of RMB7,334 Million in 2021

March 16, 2022 | News

**Proportion of revenue from medical services grows to 31.2%**

Ping An Healthcare and Technology Company Limited (Ping An Good Doctor) has announced its 2021 annual results. During the reporting period, the Company maintained steady growth with total revenue reaching RMB7,334 million**.** Total gross margin reached 23.3**%**. In particular, medical services contributed revenue of RMB2,288 million, representing 31.2**%** of total revenue. Building on the "health maintenance organizations (HMO) + family doctor memberships + O2O-based medical services" model, the cumulative number of paying users crossed 38 million in 2021 while the conversion rate of paying users increased to 24.8**%**.

With the deepening of Strategy 2.0 Continuum, the Company shifted its focus onto B2C users to better serve paying users and empower providers. By virtue of different membership fees and value-added health services for tiered users and categorized products, the Company improved user coverage and stickiness.

The Company's registered users reached 420 million and cumulative consultations reached 1.27 billion strengthening its leading position in the industry. In 2021, the cumulative number of paying users climbed to 38 million with the conversion rate of paying users at 24.8%.

Going forward, the Company will continue to expand user acquisition channels, accurately target user healthcare needs, offer tailored services and implement innovative health plans. Meanwhile, family doctor memberships system can better assist corporate customers to provide more efficient, comprehensive and professional healthcare services to corporate employees, so that employees can feel the care and warmth of the company more effectively.