

A photograph of a dirt road in a rural village. Several people are riding bicycles along the road, which is lined with trees and vegetation. The scene is captured during the golden hour, with a warm, orange glow in the sky. The text "Chipatala cha pa foni" is overlaid in a large, white, sans-serif font, and "Health center by phone" is overlaid in a smaller, white, italicized sans-serif font below it.

Chipatala cha pa foni

Health center by phone

Zachariah Jezman,
ICT in MNH Program Manager
Malawi

Elevator Pitch



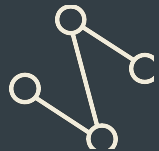
Chipatala cha pa Foni (Health center by phone)

- Provides timely, reliable and relevant health information to pregnant women, women of child bearing age and caregivers of under five children
- Improves health seeking behaviors and appropriate use of health services

The problem



HUMAN RESOURCE CONSTRAINTS



LACK OF INFRASTRUCTURE



INFORMATION AVAILABILITY



HEALTHCARE ACCESSIBILITY

- 2 doctors & 28 nurses/100,000 population.
- Midwives to pregnant women is 1:245 (compared to WHO recommended 1:7)
- Almost half of Malawians live over 5 km from the nearest health facility.
- Lack of timely, relevant, reliable and personalized reproductive health information for decision making.
- Delays in seeking care.
- Unnecessary visits to the health facilities.
- Lack of proper client follow up.
- Very poor MNCH indicators:
 - MMR of 570/100,000 deliveries
 - 5% of neonate die in the 1st month

Solution: *Chipatala cha pa Foni*

TOLL FREE HOTLINE



Providing direct communication with health workers free of charge to receive MoH approved health advice for decision making at home.

- Accessible on any phone; personal, partner, relative, anyone.
- Providing clients information on home and facility based health services
 - proper use services.

MOBILE MESSAGING




Providing users personalized, timely, and age appropriate health messages- text or voice.

Safari File Edit View History Bookmarks Window Help Patients Show

196.216.8.59:3001/patients/show/11445

WHORotaCom...nitySurvey PATH Superv...VaccinePDF RefWorks Bread books Ruffle skirt Baking Bites blog WA Global Health All. Intrahealth Hot Artichok... Allrecipes Banana Bread MIC



Rose Saidi

Patient ID : P1037-0011-4059
Age : 28
IVR Access Code : 3711323

Hotline

Pregnancy Status

Symptoms

Outcome

Clinic Schedules

Tips and Reminders

Edit Reminders

Edit Demographics

Next Client

Current Call Symptoms History Recent Calls

Tips And Reminders
 On tips and reminders program: Yes, Telephone number type: Personal phone, Telephone number: 0955632585, Language preference: Chiyao, Type of message: Voice, Type of message content: Wcba, Call id: 00019129

Update Outcome
 Outcome: Given advice, Secondary outcome: Registered for tips and reminders, Call id: 00019129

Maternal Health Symptoms

Pregnancy Status
 Pregnancy status: Not pregnant, Call id: 00019129

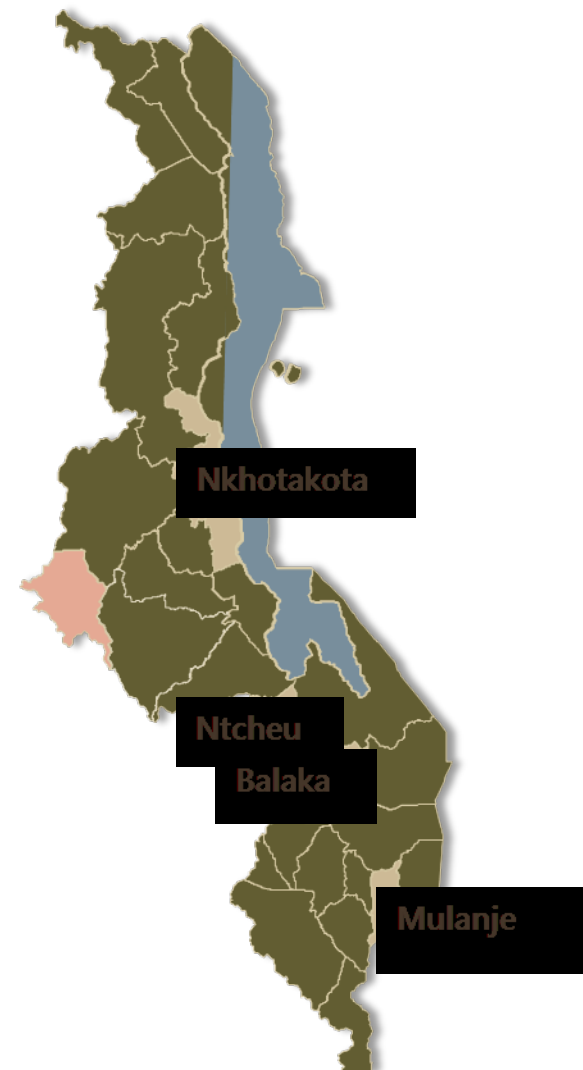
Registration

Cancel

Finish

Market size

- **Currently** in 4 of 28 districts in Malawi
 - Service reaches 185,000 WCBA/135,000 under 5 children
 - 30,000 calls per year
 - 20,000 unique users
 - 18,000 clients subscribed to mobile messaging “Tips and Reminders”
- **At national scale**, CCPF market would reach
 - >3million women of reproductive age
 - >2million children under five



Value Proposition

- Malawian innovation: “Share an Idea, Save a Life”
- Results show that CCPF:
 - Increases positive health behaviors for women and caregivers of young children
 - Increases health knowledge
 - Decreased burden on rural health centers and health workers
 - Over 75% of calls to CCPF’s hotline are resolved without a referral to a health facility.
- MOH has endorsed CCPF/ supports scaling nationally by 2016
 - RHU consolidating body to prevent duplicative efforts
- National-level integration of services to consolidate efforts
 - Partnership with Airtel Dial-a-Doc
 - National electronic medical records system with Baobab Health Trust
 - 3-2-1 service collaboration with CCPF tips and reminders service
- Approved, validated content – MoH protocol-based health advice
 - Quality assurance

Value Proposition : *How a phone call saved a life*

Mercy, a 24 year old pregnant woman from Dailesi village delivered on the way to the hospital and was bleeding and needed an emergency transport.

CCPF hotline worker, who answered answered Mercy's call connected with

Transport Officer, who dispatched the District ambulance to pick up Mercy and bring her to the nearest health facility.

Excerpt from <http://www.impatientoptimists.org/Posts/2013/12/How-a-Phone-Call-Saved-a-Life>



Mercy with her baby

Sustainable business model

Our vision: A national health system that leverages the power of mobile technology to improve access to reliable, relevant and timely health information for Malawians.



Growth plan: CCPF expansion

- District level expansion
 - 2015: Discussions with partners to expand into 5 additional districts
 - 2016: National scale = 19
- Continued collaboration with Ministry of Health
 - Relocation of hotline to Lilongwe (2015/2016)
 - Increasing hotline worker staff and work stations (from 4 to 24)
 - Expanding beyond maternal, neonatal, and child health to cover all health issues
 - Training and technical upgrades
 - Merge with Airtel/Dial-a-Doc

Opportunity for Investment and Partnership

- District-level collaborations with health programs to expand reach
- Integration into strategic plan/health policy
- Staff
- Infrastructure and tech upgrades to move hotline and scale nationally

VILLAGE REACH®

Starting at the Last Mile

Contacts:

Barbara Jones Singer

barbara.jones.singer@villagereach.org

Jessica Crawford

jessica.Crawford@villagereach.org

Zachariah Jezman

zachariah.jezman@villagereach.org

Visit us at www.villagereach.org

