

# Audaciously Saving Lives, Door-to-Door

Living Goods, Last Mile Health Partnership an Audacious Project Pilot  
Digitally Empowering 50,000 Community Health Workers across Africa

## The Problem:

**Illness is universal. Access to health care is not.**

We are lucky to live in an age of medical and technological breakthroughs. And yet, six million children still die each year in need of simple health solutions that cost less than a cup of coffee. We know that community health workers (CHWs) can dramatically expand access to health care for the vulnerable—far more quickly and at a lower cost than facility-based care alone. However, we lack more than seven million health workers, a number forecasted to more than double by 2030. In addition, few CHW programs have reached the scale necessary to tackle this global problem. Too often, CHWs are not effectively trained, equipped, financed, managed or motivated.

## Our Solution:

**We empower community health workers using mobile technology.**

Virtually every other sector—from retail to banking to taxis—has been positively reinvented by mobile technology. Now, we believe it's time for technology to reinvent access to health for the poor. Using the disruptive power of mobile technology, in partnership with visionary governments and philanthropists, we are deploying thousands of CHWs to deliver door-to-door quality care at a fraction of the cost it takes to train doctors and nurses.

## Our Vision:

**Deploy 50,000 Digitally Empowered Community Workers.**

Living Goods and Last Mile Health share a vision: We will work with partners to unleash the largest army of CHWs known, which will lead to the lasting digital transformation of community health. Together, we will use mobile technology to transform community health care on a game-changing scale. As the ambitious next step toward this vision, we will **deploy 50,000 digitally empowered CHWs** over the next four years, providing on-call home health care to **more than 34 million people**. This partnership aims to revolutionize health delivery and ensure that every family has access to high-quality primary care, delivered on-demand to their doors.

**“This approach solves two of our biggest challenges in the healthcare sector: How to keep vital medicines in stock, and how to compensate and retain community health workers.”**

Dr. Ruhakana Rugunda  
Prime Minister of Uganda

## The News:

**Our partnership among the first to get Audacious Project funding.**

A ‘Dream Team’ of visionary philanthropists, including Richard Branson, Jeff Skoll, ELMA Foundation, and Chris Hohn, committed a US\$50 million challenge grant to kick off our shared campaign to deploy 50,000 digitally empowered CHWs across six countries in Africa. We are now working to unlock that \$50 million challenge grant by raising it dollar-for-dollar, and \$35 million will be awarded to Living Goods and \$15 million will be awarded to Last Mile Health. The dynamism of our partnership helped spur the broader Audacious Initiative, which was announced at the annual TED conference on April 11, 2018 (learn more at [www.audaciousproject.org](http://www.audaciousproject.org)).



**To unlock this matching commitment, we must raise another \$50 million from new sources over four years.**

For new backers, this exciting challenge offers the opportunity of doubling the impact of their investments.

## Free and Open Source

Living Goods and Last Mile Health will leverage two key innovations to make this audacious vision possible. First, CHWs will be equipped with the Smart Health app, created by Living Goods and Medic Mobile, which automates diagnoses of deadly conditions and captures accurate, real-time data to manage thousands of far-flung workers. We are making the Smart Health app free and open source and we commit to provide free smartphones to new country partners we collaborate with.

Second, we are revolutionizing the training of CHWs and health systems leaders worldwide through the Community Health Academy, launched by Last Mile Health with the 2017 TED Prize. The Community Health Academy will offer free mobile training tools for CHWs and a suite of management courses for the and health system leaders who support for them, all supported with in-country technical assistance.

## The Power of the Digital Health Platform

Last Mile Health and Living Goods are leading the way to re-invent community health care in Africa by using the disruptive power of mobile technology in some of the hardest to serve spots on the map. We have proof that this works:

**Saves Lives:** A randomized control trial shows Living Goods' health workers are reducing child deaths by 27%. In Liberia, Last Mile Health is increasing the odds that kids receive life-saving treatments by 50%.

**Ultra-Low-Cost:** This pay-for-performance approach can deliver comprehensive home care for as little as US\$2 per person annually.

**Proven at Scale:** In just two years, Living Goods has scaled up to serve six million people. In Liberia, Last Mile Health is now helping train 4,000 CHWs.

**Preventing Pandemics:** Digitally capturing home health visits in real-time is the key to spotting and halting outbreaks long before they can flare up to deadly pandemics.

**Fully Integrated Health:** Avoiding the inefficiency of silo programs, we support CHWs to deliver high impact products and services spanning childhood diseases, pregnancy and newborn care, family planning, immunization, hygiene, and nutrition.

**Absolute Accountability:** The Smart Health app captures real-time data on every patient touch-point, allowing us to verify that what was reported was actually done. Funders and health ministers can see outcome data instantly without waiting for reports.

**Creating Jobs and Empowering Women:** We are creating thousands of well-paying jobs that allow health workers to make a difference and make a living in their own villages. Of these new jobs in communities Living Goods is working in, 90% go to women.

**Care on Call:** Like so many other digital disruptions the digital CHW model puts power in the hands of consumers. Rather than requiring the sick to travel long distances to a health center in the hope that the required drugs are in stock, families can call their CHW, who will come to them, use the Smart Health app to provide an accurate diagnosis, and provide quality medicine on the spot.

**Exceptional ROI for Health Systems:** Effective CHWs reduce burdens and wait times at government facilities, lower total costs through earlier treatment, and can also deliver up to a 10:1 economic return for countries.



## How New Partners Can Make a Difference

To make this vision a reality we're calling on visionary leaders in business, technology, and government to join this ambitious collaboration. We are looking for partners to:

- Take advantage of the opportunity to double the impact of your funding via the matching offer from our philanthropic collaborative.
- Co-create digital CHW programs in new counties.
- Co-design innovative financing solutions for community health.
- Apply the latest technology to strengthen and spread digital tools for community health
- Take advantage of the Community Health Academy's free courses and content.
- Advocate with stakeholders to put patients first and prioritize CHWs in finance and planning.

## Learn More

For more information about this transformative initiative please contact:

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## Visit:

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