

Driving health impact with mobile technology

Overview

Mobile phones are undoubtedly the single most transformative technology for development. They are driving major gains in health education and impact, and are critical for ensuring that life-saving health services reach the last mile.

Mobile technology is already a game-changer for Living Goods. We partner with Medic Mobile to equip community health workers (CHWs) with smartphones that allow them to register and track pregnancies, diagnose and treat childhood illnesses on site, and follow up with customers.

In addition, we utilize a best-in-class performance management system that enables us to get real-time data from the field, track instances of illnesses, identify cases that need timely follow-ups, identify struggling CHWs, and eliminate paperwork.

Living Goods has robust experience implementing and scaling mobile health solutions across our network of 7,000 CHWs and supervisors. We're now helping others adopt and harness mobile technology to drive impact at every level of the health system.



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How we deliver impact

Increase treatment accuracy and improve quality. Living Goods smartphones offer menu-guided iCCM assessment, dosage guidelines, automated treatment and pregnancy follow-up reminders, and household registration. It also flags acute cases and spots high-risk pregnancies.

Improve performance and monitoring. Automated dashboards show field staff how CHWs are performing in real time. This best-in-class performance management system enables branch managers and central staff to understand how their team is doing, as well as track instances of illnesses, identify struggling CHWs, and eliminate paperwork. The technology drives effective supervision at every level of operations.

Ensure healthy pregnancies and safe delivery. CHWs use their smartphones to register every pregnant woman and newborn child in their community. Once enrolled, these new moms receive automated stage- and age-appropriate SMS messages to promote a healthy pregnancy and safe delivery. This free SMS service improves health impact and helps CHWs build stronger customer relationships.

Deliver health education by SMS. After CHWs register a treatment, their client receives free automated treatment adherence reminders. Simple reminders to complete the course of treatment can dramatically improve health impact. Using mobile data, Living Goods also sends weekly text messages to educate customers on vital health behaviors and to provide timely reminders for pregnant moms.

Provide prompt, on-call health services. All our CHWs post their mobile number in every client home. Clients can call their CHW any time of day or night when a child is ill to get immediate advice or request a house call. This saves parents time, trouble, and worry—and helps kids get treated faster.