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Living Goods | FACT SHEET

Partnering for Better Health with Living Goods

The Living Goods Solution

Living Goods works directly and in partnership with governments and NGOs to strengthen community health systems across the developing world. The organization recruits, trains, and manages teams of community health workers (CHWs) who go door to door to their neighbors, supporting pregnant mothers, diagnosing and treating sick children, and selling life-saving products. Living Goods leverages an integrated platform to address the most pressing health needs at the community level—including early childhood diseases, pregnancy and newborn care, family planning, and malnutrition—and can be adapted to fit a range of contexts.

Elements of the Living Goods platform include:

Smart Mobile Tools

Developed in partnership with Medic Mobile, Living Goods' SmartHealth™ platform helps CHWs accurately diagnose childhood illnesses, register, and support pregnant women, and provide essential follow up with clients. Supervisors see real-time performance data for every CHW and use analytics dashboards to drive better performance and, ultimately, impact.

Performance Management and Supportive Supervision

With extensive experience implementing robust performance management systems in Kenya and Uganda, Living Goods helps partners leverage clear targets, pay-for-performance incentives, and tailored coaching and support to drive and sustain the performance of CHWs.

By combining best practices from the public health and business arenas, Living Goods offers cost-effective, high-impact solutions to some of the biggest challenges in community health:

- ☑ How to compensate, motivate, and empower community health workers;
- ☑ How to ensure that community health workers always have access to in-stock supplies of essential medicines;
- ☑ How to drive consistent and high-impact community health care.

Motivating Incentives

By investing in the livelihoods of CHWs, Living Goods helps partners integrate effective financial and non-financial incentives that help drive down costs and increase health impact.

Always In-Stock Supply Chain

Frequent stock outs represent one of the biggest challenges for public health systems. Living Goods can support the development of processes to minimize shrink, increase transparency, and ensure CHWs are always in-stock on essential medicines by tracking inventory electronically and restocking regularly.

“Living Goods solves two of our biggest challenges in the health care sector: How to keep vital medicines in stock, and how to compensate and retain community health workers.”

~ Dr. Ruhakana Rugunda, Prime Minister of Uganda



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Why Partner with Living Goods?

- **High-impact.** A large scale, independent randomized controlled trial demonstrated a 27 percent reduction in under-five child mortality.
- **Scalable.** In two years, Living Goods and co-implementation partner BRAC have scaled operations by 500 percent across Kenya and Uganda, while maintaining key health metrics.
- **Cost-effective.** Living Goods is dramatically reducing child mortality for less than \$2 per person annually.
- **Flexible.** The Living Goods platform already operates in four countries, reflecting its ability to be adapted to a range of contexts, budgets, and needs.
- **Integrated Data.** Living Goods provides regular data reports to local and national governments.
- **Trusted.** Living Goods has secured endorsements from local and national leaders in Uganda and Kenya.

Who We Work With

Government of Kenya and Government of Uganda

Living Goods partners with national and local government to strengthen and support existing community health systems in Kenya and Uganda. Where possible, Living Goods recruits from existing government cadres—transforming them into high-impact, well-compensated CHWs. Living Goods works hand-in-hand with partners, signing detailed agreements in every district we work in and regularly sharing data that counts toward government goals. Living Goods manages a network of 1,200 CHWs in Kenya and 2,000 CHWs in Uganda, serving a population of nearly three million people.

BRAC

Living Goods collaborates closely with co-implementing partner BRAC on strategy, business planning, new product testing, procurement, mobile technology, impact measurement, and fundraising. By the end of 2017, Living Goods and BRAC CHWs will collectively reach over five million people in Uganda.

CARE

Living Goods supported CARE Zambia to on-board and train a full staff to support their growing network of Live Well CHWs and Living Goods continues to provide strategic and operational support to help the network scale, and deepen health impact.

Population Services International

Living Goods provides on-going technical assistance to Population Services International in Myanmar to support their 'Win-Win' network of CHWs who deliver essential medicines for cough, cold, and fever management, as well as vitamins for children and pregnant women.

How Can We Help You?

To explore how Living Goods can help you harness the potential of CHWs through an innovative partnership, please contact:

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