

Driving health impact with mobile technology

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

Living Goods uses the power of digital technology to equip and empower thousands of community health workers to deliver timely, life-saving health treatments and services to their communities. Equipped with a smartphone and mobile application, Living Goods-supported CHWs educate their communities on important health topics; register pregnancies and support maternal health; diagnose and treat life-threatening childhood illnesses such as diarrhea, malaria, pneumonia, and undernutrition in the home; support family planning and immunization services; and follow up on treatment and referrals. Our robust digital health platform addresses some of the large-scale systemic challenges in community health, including:

How we deliver impact

Increasing assessment and treatment accuracy. Guided by our Smart Health app—Living Goods’ context-specific mHealth solution co-designed with Medic Mobile—CHWs provide clients with preventive and promotive health messages and efficiently and accurately diagnose, treat, refer and follow up on patients. Valid equity data housed in a mobile application is powerful in targeting specific, vulnerable households. Further, the technology facilitates CHWs and supervisors to track performance, supports disease-based surveillance, and collects equity data to help address and target service delivery to those who need it the most.

Ensuring effective data collection and reporting. Data collected by CHWs and supervisors is formatted to comply with government standards and guidelines and is subsequently shared in government



Living Goods-supported CHWs carry smartphones that allow them to register and track pregnancies, diagnose and treat childhood illnesses on site, and follow up with clients.

systems for timely and effective decision-making and improved program performance. All Living Goods data is subjected to rigorous accuracy, and reliability checks for quality control. Data-driven task lists for CHWs and supervisors also ensure much greater efficiency, quality, and standardization in the delivery of services by CHWs and support supervisors to focus on essential services and activities.

Improving performance management and monitoring. Living Goods builds digital tools to enable supervisors and managers see individual CHW performance and related real-time dashboards. Living Goods’ GPS tool is helping to validate CHW activities even in far-flung locations. Technology drives effective supervision at every level and empowers supervisors to effectively oversee large numbers of CHWs remotely, and Living Goods rewards strong performers and provides targeted supportive supervision to maximize outcomes, minimize attrition, optimize performance, and eliminate unnecessary paperwork. We believe active CHWs should be compensated and that data-driven performance management is a key to motivating CHWs. Living Goods has tested and implemented various motivation and incentive approaches in countries where it operates. These incorporate financial and non-financial incentives to ensure a low-cost yet effective incentive structure.

Fostering transparency and accountability. Every data point is real-time and auditable, reducing errors and associated costs. This allows for the implementation of innovative financing mechanisms such as results-based financing (RBF), which allows donors and governments to purchase health outcomes rather than inputs, driving greater accountability for results. Living Goods, in close partnership with the Ministry of Health in Uganda, launched one-year pilot of RBF for community health in Masaka and Kyotera Districts. The goal is to create a sustainable, data-driven financing mechanism that can be adopted and replicated by others, including local governments, donors and implementing partners, to crowd in funding for community health and drive impact through increased accountability.

Helping others leverage the power of mHealth

Living Goods serves more than 7.8 million people across Kenya and Uganda. To do so, we leverage our robust experience implementing and scaling mobile health solutions to support country governments to harness the power of digital health to increase the performance of their community health programs at the last mile. This includes supporting governments to identify the appropriate mHealth solution for their context as well as to implement the solution and the suite of wraparound services required to successfully manage mHealth at scale. We will also undertake an assessment of the costs and benefits of mHealth vs. current paper-based tools to provide governments with actionable data to inform greater investment in digital health.