Partnered with 15 new organizations around the world

Scaled to 400 health workers with Christian Aid in Kenya, supporting antenatal care

Helped nine new pharmacies track medicine with HealthRight International in Kenya

**Won the Skoll Award for Social Entrepreneurship**

Equipped 750 household caregivers for adherence support with KEMRI and the Wellcome Trust in Kenya

Launched our first program to screen for mental illness with the MINDS Foundation in Vadodara, India

Piloted antenatal care coordination with the Saving Mothers Project in Tanzania—applied for and won significant HDIF grant funding to scale in September 2015

Equipped 50 new health workers with Makueni District Ministry of Health for immunization coordination, service reporting and antenatal care

**Created the first Do It Yourself version of Medic Mobile for Antenatal Care**

Equipped 50 new health workers to track disease outbreaks with United Methodist Communications in the Democratic Republic of the Congo

Launched our first program for educational messaging with 50 household caregivers, focused on improving clubfoot treatment adherence with miraclefeet in Mumbai, India

Female Community Health Volunteers in Nepal harness mobile technology through partnership with One Heart World-Wide

Worked with Nexleaf in Kilifi, Kenya to keep medicines at safe temperatures in 42 hospitals

Supported stock monitoring with 408 new clinics with IntraHealth in Senegal, and planned for national scale-up by the end of 2015

Developed dashboards to support monthly performance reviews with community health workers and their supervisors with Muso in Mali
I remember the first time I met a patient who had been carted over 50 miles along a dirt road. She was waiting to see the one doctor at the one hospital in her area. I am still unsettled by the reality of healthcare access in many last-mile communities, but I am far more optimistic than I was when we began our work in 2009.

Here’s why.

We have seen what happens when community health workers can communicate with a support team about potential illnesses. The number of patients treated for tuberculosis at a hospital in Malawi doubled within six months.

We have seen the impact of disease surveillance teams tracking outbreaks 100 times faster than before. Speed matters in global health, and connected systems are more resilient.

Finally, we have seen what it looks like when essential care reaches more people. In one area of peri-urban India, 30% of children weren’t receiving the vaccines they needed. A simple registration and reminder system increased immunization rates to 97%.

The backbone of these systems is a network of community health workers. The results hint at what the future will look like if we connect and support them. That’s our job. Medic Mobile builds mobile and web tools for health workers in the hardest-to-reach communities. We know that systems can work better for people, and we know that we can save more lives.

Powered by solar panels, mobile tools guide community health workers as they look after the health of their neighbors. Every pregnancy and birth can be tracked, creating schedules of care shared with staff at the nearest health facilities. Nurses get updates and alerts from home visits in remote villages. Trainers target their efforts and use performance dashboards during coaching sessions. Information about health services, drug stock levels, and disease burdens for thousands of communities is available in near-real-time.

By the end of 2014, we were supporting over 8,000 health workers serving a million families. Within a year, our team grew significantly, our technology toolkit was transformed, we deepened our understanding of high-impact use cases, and we explored new impact areas. Medic Mobile reached more health workers and communities than any previous year. This would not have been possible without a committed and talented team, innovative partners working towards a better world, and supporters who empower us to focus on our mission. We are proud of the progress in 2014, and we know we have a lot of work ahead of us.

When the very first group of community health workers gathered for phone training, a woman named Verona said,

“This must succeed, for our communities and communities like ours.”

That quote stuck with me. For us, achieving scale is an act of solidarity. By 2020, we need to get our tools into the hands of 200,000 health workers to support them as they provide care, door to door, for 100 million people.

We need to get the best tools to every health organization and every clinic on the planet that needs them — especially those that are small, remote, and underresourced. To do this, we built a self-service, Do-It-Yourself version of Medic Mobile.

We believe that health is a human right and everyone is worthy of moral concern. To reach everyone with better care, we need to redefine who a health worker is, rethink where they provide care, and put the right technology in their hands. Together, we can get there.

We can create a world we are proud to live in today and that we would wish anyone, anywhere to be born into tomorrow.

— Josh Nesbit, CEO
Since 2010, Medic Mobile’s product team has developed technology designed specifically for health workers in remote and challenging environments. We pioneered the use of SIM card applications for healthcare, enabling any basic phone to run applications for health workers. We also built applications that enable real-time communication between community health workers and their support teams. In the past year, our tools for health workers evolved significantly.

How to access our web app for nurses and managers

Using our web app, clinical teams and managers can receive near-real-time updates from health workers and families. The app enables managers to view their nurses’ activities, including location, time, and date. It also enables managers to exchange messages with their contacts, schedule automated reminders and alerts, and enable analytics and visualizations to improve health services. Our web app is designed to help nurses and managers better manage their catchment area.

The web app has evolved significantly in the past year, making it easier to use, and improved accuracy and speed. The app is designed to support the needs of hard-to-reach health facilities, even if they are entirely offline. We’ve transformed our web app in the past year, making it easier to use, and improved accuracy and speed. We’re proud to deliver the new Medic Mobile web app for nurses and managers, helping them manage equitable health systems.

Medic Mobile’s first Android app

As smartphones became more accessible, we recognized the opportunity to harness low-cost Android devices to support frontline health workers. We recently released Medic Mobile’s first Android app, which is fully integrated into our web app.

The app includes easy-to-use forms with skip logic, location data, image data validation, and multimedia support. Health workers or managers can submit data by mobile internet, Wi-Fi, or SMS as a backup. Medic Mobile’s Android app is based on ODK Collect, an open-source tool, and can easily be configured for specific projects. The forms and settings can be updated in the field, and the app will notify health workers once reports need to be submitted. Health workers can also create reports to improve health worker performance, better manage data, and ensure that their data is of high quality.

Better management tools for community health systems

Over the past year, analytics tools have become central components of Medic Mobile’s programs. We have seen the power of providing visibility into performance of health workers and outcomes in health systems. Working alongside partners, we designed dashboards to show high-priority data to drive immediate action to improve the care of patients, as well as long-term trends to inform program design and management. We built out new views for decision-makers, giving them access to indicators and timely alerts, such as the number of facility-based births in the last month.

Introducing the “Do It Yourself” package

Medic Mobile is now able to offer our software as a free, do-it-yourself download for community-based organizations, NGOs, and public and private health facilities. Our goal is to make our best tools accessible to the smallest organizations working in the most challenging settings. To do this, we partnered with OpenmRS to create a simple, self-contained tool that can be run on a local computer. OpenmRS is a free, open-source community-based tool that can run on Android devices and Windows computers. It includes a mobile version of the application that can be used to register pregnancies, track antenatal care, and increase facility-based deliveries.
Our delivery model

In 2014, we reflected on our goals for achieving both scale and reach. In order for us to fulfill our mission, we need to equip a large number of health workers as well as those who are hardest to reach. Medic Mobile’s tools must be accessible to any impact-driven health organization, regardless of their size or resources. This reflection led to a new way to deliver Medic Mobile. In 2014, we created a self-service version of our offline web application and the first Do It Yourself (DIY) package.

Our Do-Yourself (DIY) package for antenatal care coordination is now available at medicmobile.org/diy. It’s the easiest way for NGOs and clinic staff to learn about and implement our ANC tools. In addition to an easy-to-use web application with a setup wizard and product tour, our DIY package now includes a cost estimator to help with budgeting, suggestions for participatory design methods, a step-by-step implementation guide, reference guides for community-based and facility-based users, and an impact monitoring framework. Using Medic Mobile, health workers can register pregnancies in their communities, receive automated SMS reminders about upcoming appointments, report danger signs and communicate with managers and teams at clinics.

This year, we released the first private beta version of our DIY package for ANC. Hundreds of users around the world including NGOs, community-based organizations and IT consulting firms have requested downloads. We are working with this initial cohort of users to identify improvements to be made in order to prepare Medic Mobile for public beta release in 2015. Through a series of user testing sessions, structured feedback discussions and follow-up visits we will improve Medic Mobile and develop additional materials to ensure that our DIY users can deploy successfully.

Our goals for 2015 are to build a strong DIY team that will ensure high-quality software, support DIY users, manage community resources, lead user testing and organize feedback, run training workshops and work with channel partners. The team will be developing expanded training materials, including a user guide, which will cover project planning, deployment and monitoring, as well as a cost estimator and additional help documents to support users as they are learning to use Medic Mobile. Using these materials, we aim to bring 20-30 users on board with successful ANC deployments and conduct follow-up visits to monitor the impact of their programs.

Our Products and Use Cases

Medic Mobile supports a wide range of health workers, from community health workers to nurses to Ministry of Health officials. They’re all performing an essential role in delivering healthcare and they all need different information. Our team is now focused on making Medic Mobile accessible and helpful for a new level of the health system: community health worker supervisors. These are largely non-clinical managers who ensure that community health workers (CHWs) are effectively performing their duties.

We learned that CHW Supervisors have very different needs for a dashboard than a clinical nurse. Ongoing support and refresher trainings are required by CHWs who are using mobile phones to report on their activities. We sought to understand these supervisors and develop a persona and dashboard user stories tailored to their needs.

Our Africa Regional Designer put together a snapshot of Ann’s life as a Community Health Worker Supervisor. We use these detailed narratives to design our products.

80% of Ann’s time is spent interacting with the community and the CHWs. This month’s meeting with the CHWs is early next week. She must make some time to prepare some notes on how to make drinking water safe for use in the community. During a visit in the community, she observed that the community was using unsafe water for drinking and the CHW did not know what to advise her households to make their water safe. The CHW Supervisor continues to offer need-based training to the CHWs depending on the water safe. The CHW Supervisor is charged by the Ministry of Health to aggregate data about the community’s health that is received from the CHWs on a monthly basis. The primary data items for her reflect the utilization of health services by the community.

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We are all health workers

MOH and community leaders. Photo courtesy of Neelley Hicks of UMCOM.

platform will also be used to create a two-way communication channel between the Ministry of Health and community leaders. The Medic Mobile platform will implement a messaging protocol informing community leaders in affected areas. The Medic Mobile platform will provide tools for remote tracking of patient data and for public health surveillance.

We worked in tandem with the Living Goods team to develop dashboards for all eight of their branches—informed by several months of design work in Uganda. With these dashboards, Branch Managers can track which of their agents need extra support, which customers require immediate follow-up, and how their branch is performing. Medic Mobile is continually improving these analytics tools, working with Living Goods to deploy at more sites, and co-developing an upgraded toolkit to support CHWs with mobile antenatal care coordination and stock monitoring for clean delivery kits.

Challenges Canada project with Canadian Physicians for Aid and Relief (CPAR) and Amref Canada. Medic Mobile is working in the Mara Region of Tanzania with the Saving Mothers project, a Grand Challenges Canada initiative. We are working with 100 community health workers to send SMS reports to 32 district pharmacies. “We need to supply the drugs in time to prevent maternal death,” says Madalitso, Community Health Volunteer of the District of Malawi. We are working with 100 community health workers to send SMS reports to 32 district pharmacies. “We need to supply the drugs in time to prevent maternal death,” says Madalitso, Community Health Volunteer of the District of Malawi.

MINDS Foundation is one of the few organizations that bring mental health screening and medical treatment. “Before I was doing 10 forms,” says Bhavna, a CMHW, “It’s much better with the assessment tool to screen communities and identify patients who require further diagnoses and possible treatment to rural areas in India. We’ve partnered with their team to help their community mental health sector.

In partnership with the United Methodist Church and the Congolese Ministry of Health, we designed a model for early warning disease surveillance. Clinicians at 45 high-risk facilities were trained to use the platform to identify new outbreaks of contagious disease, available medications for treatment and what medical staff are in place to treat patients. If a disease outbreak threshold is exceeded, the United Methodist Communications team will be notified to deploy additional professional support.

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Managers can track which of their agents need extra support, which customers require immediate follow-up, and how their branch is performing. Medic Mobile is continually improving these analytics tools, working with Living Goods to deploy at more sites, and co-developing an upgraded toolkit to support CHWs with mobile antenatal care coordination and stock monitoring for clean delivery kits.

United Methodist Communications & the United Methodist Women, Helping Haiti’s Youth

We’re partnered with Christian Aid to improve attendance of antenatal care and immunization appointments using Medic Mobile for SMS in Narok and Kiambu County. Community health workers have been working with us to bring antenatal care and vaccination reminders for children.

HealthRight International is using the Medic Mobile SIM app to establish a mobile inventory monitoring system in rural clinics. HealthRight International is using the Medic Mobile SIM app to establish a mobile inventory monitoring system in rural clinics.

We are working with One Heart World-Wide in Baglung District, Nepal by equipping 77 Female Community Health Volunteers (FCHVs) and 20 health workers with Medic Mobile for Antenatal Care registries. Medic Mobile has enabled FCHVs in Nepal to receive reminders for antenatal care and vaccinations.

We have worked with the United Nations Foundation & One Heart World-Wide, Baglung District, Nepal to pilot a mobile antenatal care program in Baglung District, Nepal. This is the first time that FCHVs in Nepal have learned to use mobile technology. It was proven that by using Medic Mobile antenatal care and vaccination reminders for children.

In the Mara Region of Tanzania, we have implemented a stock monitoring system for the Mangochi District of Malawi. Medic Mobile and Amref have joined forces to implement a stock monitoring system for the Mangochi District of Malawi. We are working with 100 community health workers to send SMS reports to 32 district pharmacies.

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Leaders A & B took part in a training class about the Medic Mobile platform.

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Medic Mobile is committed to developing new use cases and applying breakthrough technologies to improve access, adherence, and quality in the last mile of global health. Our Research and Development team researches, prioritizes, designs, and rapidly tests new ideas. In 2014, we explored the following impact areas:

**Performance Management**

**Muso, Mali**

We co-designed a Community Health Worker Performance Dashboard that provides feedback to CHWs and their supervisors on the type and frequency of services and quality of the care that CHWs provide. Muso and Medic Mobile are conducting a randomized-controlled trial to evaluate the effectiveness of CHW supervisors using these dashboards during monthly, one-on-one supervision visits where individualized coaching will be provided to each CHW.

**Healthcare Access for Informal Workers**

**Rockefeller Foundation, East Africa and South Asia**

Medic Mobile was chosen by the Rockefeller Foundation as one of five partners to demonstrate the use of human-centered design in prototyping solutions to help connect informal workers with health services. Our Africa and Asia Regional teams worked collaboratively in India and Uganda in order to understand the key concerns of informal workers. The Rockefeller Foundation will leverage our insights and design methodology in their strategic planning around health initiatives.

**Medic Mobile for Household Caregivers**

We’re exploring how Medic Mobile can help household caregivers directly. In India, we are partnering with miraclefeet and their partner, CURE International, on a pilot to provide educational messaging via text message to families of children undergoing clubfoot treatment. The pilot is based out of the Bai Jerbai Wadia Children’s Hospital in Mumbai and focuses on long-term treatment support. In Kenya, we working with KEMRI and the Wellcome Trust to study the impact of reminder messages for caregivers as they provide short-term treatment courses within their households.

**Cancer Care**

Our team is increasingly interested in how mHealth may be deployed to support cancer care. In the early stages of investigating whether it would be a good use case to add to the Medic Mobile toolkit, our team authored an editorial on cancer care. Our team authored an editorial published in November of 2014 which highlights opportunities for mobile tools to aid in cancer identification, control, and care in low resource settings. This editorial draws on historical learnings from Medic’s projects and research in the field, literature reviews, new partner discussions, and recent design work on cancer workflows.
Team Growth

Sharon Langevin
DIY Lead

Fred Njagi
Project Manager

Katie Kelly
Director of Communications

Jacqueline Edwards
Director of Partnerships

Christine Wanjiru
Project Manager

Lester Ng
Visual Experience Designer

Narayan Prasad Rijal
IT Assistant

Prakriti Kaini
Project Manager

Manoj Khadka
mHealth Project Officer

Henok Getachew Alemayehu
Software Developer

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We are all health workers
Our team advocates for health workers and the power of mobile tools around the globe.

Isaac Holeman speaks at TEDxBerlin

Josh Nesbit speaks at Stanford’s MedX

Our team joins the first graduating class of Fast Forward, a non-profit accelerator program

Maeghan Orton presents at the first Game Changers Summit

Published in GSMA’s Mobile 4 Development Impact Series

Our Product Manager, Marc Abbyad, presents Medic Mobile at the UN InfoPoverty Conference

Josh Nesbit presents with SamaHope at SXSW

Our maternal and health package is featured at the US-Africa Leaders Summit

Dianna Kane, Ranju Sharma, Regina Mutuku, and Jacqueline Edwards present five abstracts and presentations at the mHealth Summit Global Health Forum

Dianna Kane and Jay Evans present at the World Cancer Congress

Dianna Kane, Marc Abbyad, and Maeghan Orton present our DIY package for the first time at the Segal Family Foundation Annual Meeting

Dianna Kane leads first-ever health hackathon in South Africa and presents in a plenary on "Better Healthcare by Design" at the Bertha Center’s Health Innovation Summit at the University of Cape Town

We are all health workers
Thanks to the generous support of our funding partners, Medic Mobile is able to design new technology tools with community health workers, research and prioritize new ideas, and test new delivery models to achieve scale. Most importantly, philanthropy allows us to focus on improving global health equity.

Ashoka  
Clif Bar & Company  
Coatue Foundation  
Compton Foundation  
David Weekley Family Foundation  
Echoing Green  
EcoPhones  
The Elmo Foundation  
Fast Forward  
The Greenbaum Foundation  
Haas Center for Public Service  
Jill Iscol  
Jasmine Social Investments  
The Maternal Health Task Force  
McKesson Foundation  
Mozilla  
Mulago Foundation  
Nancy Cooley  
AI and Nancy Osborne  
Peery Foundation  
Philanthropic Ventures Foundation  
PopTech  
Rita Allen Foundation  
Segal Family Foundation  
Skoll Foundation  
Stanford Center for Innovation in Global Health  
Donald A. Strauss Foundation  
Silicon Valley Social Ventures  
The Wireless Source  
United Nations Foundation  
Vitol Foundation
Financial Summary

Profit & loss statement

Revenue (US$)  
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<tr>
<th>2014</th>
<th>2013</th>
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</thead>
<tbody>
<tr>
<td>Foundations, Corporate Grants</td>
<td>1,702,220</td>
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<tr>
<td>Contracts</td>
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<td>Other income</td>
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<tr>
<td>Contributions in kind</td>
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<td>Interest</td>
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Expenses

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<td>Support Services</td>
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<td>Total</td>
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Net Income  
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Balance Sheet

Assets  

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<td>Current Assets</td>
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<tr>
<td>Other Assets</td>
<td>11,591</td>
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<tr>
<td>Total Assets</td>
<td>887,389</td>
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Liabilities & Net Assets  

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<tr>
<th>2014</th>
<th>2013</th>
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</thead>
<tbody>
<tr>
<td>Current Liabilities</td>
<td>337,575</td>
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<tr>
<td>Net Assets</td>
<td>549,814</td>
</tr>
<tr>
<td>Total Liabilities &amp; Net Assets</td>
<td>887,389</td>
</tr>
</tbody>
</table>

2014 Revenue (%)  
- Foundations, Corporate Grants: 91%
- Contracts: 2%
- Other Income: 2%
- Contributions in kind < 1%
- Interest < 0.01%

2014 Expenses (%)  
- Program Services: 15%
- Support Services: 85%
Get Involved!

Donate funds (a little or a lot)

Apply for a job or join the team

Donate your old phone

Become a Partner

Contribute code through our open source community

Anyone can contribute their time, skills, and resources to help more people get access to healthcare. We are all health workers. If you can write code, give essential funding, or provide unique expertise, you will stand in solidarity with health workers delivering care to their hardest-to-reach neighbors.

If you are looking for a way to start, please share this report with your friends, sign up for our newsletter, and donate your old phones. We are grateful for every action.

Visit our website