

Options for mini-case study

1. ColaLife (Zambia and elsewhere)
2. Embrace (India and global)
3. Medical Home (Mexico and US)
4. Medic Mobile (South Africa and global)
5. ADDOs / MSH (Tanzania)
6. SughaVazhvu (India)
7. D-tree International (Tanzania and elsewhere)
8. Blue Star (various locations)
9. Aprofé (Ecuador)
10. Vecna Cares (US and global)
11. LifeNet (Burundi)
12. Clinics4all (South Africa and elsewhere)
13. The Access Project (Rwanda)
14. Praksis (Greece)

1. ColaLife (Zambia and elsewhere)

You can buy a Coca-Cola virtually anywhere in developing countries but in these same places, 1 in 9 children die before their 5th birthday from simple preventable causes like dehydration from diarrhoea. That's more than 16 times the average for developed regions (1 in 152).

ColaLife uses the same principles and networks that Coca-Cola and other commodity producers use, to open up private sector supply chains for 'social products' such as oral rehydration salts and zinc supplements. ColaLife began with the concept of using space in Coca-Cola crates, but have extended into a range of innovations, some based on Coca-Cola's expertise and networks, while others derive from the non-profit questioning the status quo.

- <http://www.colalife.org/>
- <http://www.wired.co.uk/news/archive/2013-03/28/colalife>
- http://www.slate.com/articles/health_and_science/new_scientist/2013/08/colalife_simon_berry_is_trying_to_make_medicine_as_ubiquitous_as_coca_cola.html
- <http://www.bbc.co.uk/news/magazine-23348408>
- <http://www.triplepundit.com/2012/10/colalife-crates-coke-africa-save-lives/>

2. Embrace (India and global)

20 million low birth-weight and premature babies are born each year. This occurs primarily in developing countries, often in areas that don't have access to innovations in modern medicine. One of the biggest problems these babies face is hypothermia: they are not able to regulate their own body temperature, and therefore cannot stay warm. In fact, room temperature for these small infants feels freezing cold. Four million babies die within their first month of life. Those that do survive often develop life-long health problems such as early onset of diabetes, heart disease, and low IQ.

Embrace's mission is to advance maternal and child health by delivering innovative solutions to the world's most vulnerable populations.

- <http://embraceglobal.org/>
- <http://embraceblog.org/>
- <http://www.globalgiving.org/projects/embraceinfantwarmers/>
- <https://web.archive.org/web/20131111183630/http://www.gereports.com/low-cost-warmer-to-fight-infant-mortality-in-rural-india/>
- http://www.ted.com/talks/jane_chen_a_warm_embrace_that_saves_lives.html
- <http://www.gereports.com/low-cost-warmer-to-fight-infant-mortality-in-rural-india/>
- <http://thinkafricapress.com/uganda/heart-warming-innovation-saving-mbale-newborns>

3. Medcall Home (Mexico and US)

Medcall Home in Mexico provides unlimited physician mobile phone consultations to over 5 million customers across Mexico for \$5 per month. The company's hotline-based medical services include access to qualified doctors 24 hours a day, 7 days a week (clinicians use standardized clinical protocols developed by the Cleveland Clinic); low-cost ambulance services and in-home doctor visits; and access to a referral network of thousands of physicians, hospitals, clinics, and laboratories who offer discounts to subscribers.

The company expanded north. MedcallHome US aims to improve the health of the communities it serves by providing affordable access to information to empower the individual to make better health related decisions. The organization's vision is for MedcallHome to contribute towards a world where health information abounds in an organized, easy to access, commonly shared protocol and individuals are educated to use it.

- <http://www.medcallhome.com/> -- Mexico, original company
- <http://www.economist.com/node/21556227>
- <http://healthmarketinnovations.org/program/medcallhome>

4. Medic Mobile (South Africa and global)

Medic Mobile, formerly FrontlineSMS:Medic, is a non-profit organization that advances healthcare in the developing world. Using open source FrontlineSMS software and a suite of technological modules, Medic Mobile allows medical workers to use mobile phones to gather health data efficiently and assists them with patient follow-up, vaccine adherence, and appointment reminders. Their tools are currently used in fifteen countries, largely in sub-Saharan Africa.

- <http://medicmobile.org/>
- <http://medic.frontlinesms.com/>
- <http://www.youtube.com/watch?v=MEZZI38ZTYI>

5. ADDOs / MSH (Tanzania)

Many people in rural Tanzania seek health care and medicines from retail drug shops, called *duka la dawa baridi*, for reasons such as convenience. Historically, the Tanzania Food and Drugs Authority (TFDA) authorized *duka la dawa baridi* to provide nonprescription medicines; however, a 2001 assessment showed that many shops sold prescription drugs illegally and that the drug sellers were generally unqualified and untrained.

In response, MSH's Strategies for Enhancing Access to Medicines (SEAM) Program, funded by the Bill & Melinda Gates Foundation, collaborated with TFDA to develop and launch the country's successful accredited drug dispensing outlet (ADDO) program in 2003. The goal was to improve

access to affordable, quality medicines and pharmaceutical services in retail drug outlets in areas where few or no registered pharmacies exist.

- MSH's description: <http://www.msh.org/news-events/news/accredited-drug-dispensing-outlets-in-tanzania-an-example-of-successful-private>
- <http://healthmarketinnovations.org/program/accredited-drug-dispensing-outlets-addo>
- [http://www.resultsfordevelopment.org/sites/resultsfordevelopment.org/files/Rutta_Accredited%20Drug%20Dispensing%20Outlets%20\(ADDO\)%20Program_Innovative%20Public-Private%20Health%20Delivery%20Model.pdf](http://www.resultsfordevelopment.org/sites/resultsfordevelopment.org/files/Rutta_Accredited%20Drug%20Dispensing%20Outlets%20(ADDO)%20Program_Innovative%20Public-Private%20Health%20Delivery%20Model.pdf)
- <https://www.wbginvestmentclimate.org/toolkits/public-policy-toolkit/upload/Accredited-Drug-Dispensing-Outlets-in-Tanzania.pdf>

6. SughaVazhvu (India)

A healthcare project that delivers managed primary care in rural India by leveraging human and technical inputs in new ways, drawing on non-traditional doctors. With a few trained health practitioners, electronic medical records, and simple diagnostic devices, the project eventually aims to closely track and meet the healthcare needs of about 50,000 families.

- <http://www.sughavazhvu.co.in>
- Acumen Fund profile: <http://blog.acumenfund.org/2008/09/09/nachiket-mor-revolutionizing-financial-services-in-rural-india/>
- Report on SughaVazhvu's chief patient complaints and diagnoses: http://www.changemakers.com/sites/default/files/chief_complaints_and_diagnoses_sughavazhvu_hmis_data.pdf
- ICTPH video on delivery model: <http://www.youtube.com/watch?v=1Nrl6pms4vc>
- Presentation on Patient Management at SughaVazhvu: <http://www.slideshare.net/ICTPH/case-study-patient-management-at-sughavazhvu-healthcare>
- Paper on SughaVazhvu supply chain and expansion plan: <http://www.ictph.org.in/downloads/SughaVazhvu%20Health%20Network.pdf>
- Selected Press: <http://ictph.org.in/blog/from-the-president-zeenas-note/sughavazhvu-launches-its-5th-rural-micro-health-centre/>, <http://ictph.org.in/blog/health-technology/ictph-and-sughavazhvu-healthcare-introduce-bar-coded-i-cards-to-streamline-disease-management/>, <http://marketingtothebottomofthepyramid.blogspot.com/2011/03/sughavazhvu-replacing-doctors-in.html> , <http://www.hcs.harvard.edu/~hghr/wp-content/uploads/2012/11/12S-Issue.10.pdf> , <http://forbesindia.com/article/philanthropy-awards-2012/nachiket-mor-the-crossover-leader/34245/1> , http://india.blogs.nytimes.com/2012/11/29/indias-hidden-health-care-labor-force/?_r=1 , <http://ictph.org.in/downloads/SughaVazhvu%20and%20Economic%20Times.pdf>

7. D-tree International (Tanzania and elsewhere)

D-tree International develops and tests mHealth tools to support point-of-care diagnosis and treatment. The organization aims to bring accurate and effective diagnosis and treatment to the world's poor through the introduction of easy-to-use software incorporating electronic protocols that guide the health worker step by step to the correct diagnosis and treatment for each patient. This use of clinical standards of care has been shown to be an effective way to improve the quality of the care provided to patients.

In this way, D-tree pursues its mission of providing health workers with the tools they need to deliver first-class, evidence-based medical care to all patients so that when someone is sick and goes to a health worker they receive the care they need to make them better.

- <http://www.d-tree.org/>
- <http://www.idealists.org/view/nonprofit/33gS9Z6wxxkh4/>
- <http://www.slideshare.net/ollisste/dtree-international>
- <http://www.globalgiving.org/pfil/10005/projdoc.pdf>
- <http://www.jhpiego.org/en/content/jhpiego-maisha-program-serves-more-600-special-community-health-event-tanzania-region>

8. Blue Star (various locations)

BlueStar Healthcare Network is a franchise of providers operated by Marie Stopes to scale up coverage of high quality reproductive health services in order to reach the underserved. (Note: there is no webpage solely for Blue Star, only site-specific pages on different websites -- not by Marie Stopes)

- Article about the brand: <http://sf4healthconference2011.com/2011/11/what-are-the-benefits-of-having-a-recognisable-brand/>
- In Uganda: <http://healthmarketinnovations.org/program/bluestar-healthcare-network>
- In Sierra Leone <http://healthmarketinnovations.org/program/bluestar-sierra-leone>
- In Senegal (Marie Stopes article)
http://www.mariestopes.org/News/International/BlueStar_proving_a_social_franchising_success.aspx
- In the Phillipines <http://healthmarketinnovations.org/program/bluestar-pilipinas>
- In Ghana <http://healthmarketinnovations.org/program/bluestar-ghana> -- also see this case study on clinical social franchising
<http://globalhealthsciences.ucsf.edu/sites/default/files/content/ghg/hsi-case-study-series-blue-star-ghana.pdf>
- In Madagascar <http://healthmarketinnovations.org/program/bluestar-madagascar>
- In Vietnam <http://healthmarketinnovations.org/program/bluestar-vietnam>
- In Bangladesh <http://healthmarketinnovations.org/program/bluestar-bangladesh>
- In Malawi <http://healthmarketinnovations.org/program/bluestar-malawi>

9. Aprofé (Ecuador)

APROFE is a private, non-profit organization. It promotes family planning as a woman and man's right to freely decide on the number desired and spacing between their children. Its innovations include Mobile APROFE, which provides reproductive health services in marginalized urban neighborhoods in the city of Guayaquil; Medical and Social Brigades staffed by teams which include a psychologist, health educator, dance instructor, and soccer coach rotate weekly through rural communities to conduct programming that builds social, mental and physical health; and Franja (Solo Con Natura), a biennial two-week artist residency that happens in rural towns.

- <http://www.ipihd.org/blog/a-unique-model-for-transforming-health-and-life-in-ecuador-aprofe/>
- <http://www.ipihd.org/innovations/ipihd-innovators>
- <http://www.aprofe.org.ec/index.php/en/en/>
- <http://healthmarketinnovations.org/program/aprofe>

10. Vecna Cares (US and global)

US-for profit firm Vecna promotes primary care in emerging and under-served areas worldwide by providing resources and technology for sustainable and scalable healthcare delivery. Vecna's software engineers donate intellectual property and up to 10% of their time to the Vecna Cares Charitable Trust. The engineering team is developing and improving low-cost and easy-to-use technologies that connect patients with care and medication. Vecna Cares aims to deliver health information technology for a

sustainable and scalable delivery infrastructure. Its contributions change the cost of delivering care in health systems by supplying resources where there is need, building on local strengths, improving efficiencies, and capturing important health data in real time.

Vecna's CliniPAK™, the Clinical Patient Administration Kit includes rugged touchscreen tablets, cell phones, solar panels, and biometric devices to capture patient data for better reporting and better care. The CliniPAK is deployed in clinics and hospitals throughout Kenya and Zanzibar. The populations most impacted by disease seldom have access to primary care.

While Vecna Cares supports IT infrastructure, the effort also aims to address public health issues by providing clinics with the basics such as baby blankets, and clinicians with advanced wireless technologies such as mobile health applications.

- <http://www.vecna.com/community/global-health-initiative>
- <http://www.vecnacares.org/>
- <http://www.xconomy.com/boston/2012/08/30/vecna-designs-mobile-health-systems-for-rural-care/>

11. LifeNet (Burundi)

LifeNet transfers technical expertise to local clinics through a conversion franchise focused on four core components of clinical operations: nurse training, clinic management training, pharmaceutical supply, and equipment loans. To bring sustainable, quality, basic healthcare to Africa's poor through church-based clinics and hospitals. LifeNet seeks to transform primary healthcare for Africa's poor, believing families everywhere should have an equal chance of a healthy and whole life. The organization is committed to innovating systems that generate impact, are reproducible, and achieve lasting sustainability.

- <http://www.lninternational.org/>
- <http://healthmarketinnovations.org/blog/lifenet-international>
- <http://healthmarketinnovations.org/program/lifenet-international>
- <http://www.idealists.org/view/nonprofit/33kkg5NNwFBjd/>

12. Clinics4all (South Africa and elsewhere)

Clinics4All is an international medical non-governmental, non-profit organization based in Pretoria, South Africa that works towards improving access to primary healthcare for vulnerable populations in infrastructure-poor environments in developing countries globally. We work in collaboration with Governments, local and international organizations and communities by designing, making and donating customized self-contained medical clinics made from recycled shipping containers in low-resourced, medically underserved and hard to reach locations.

- <http://www.clinics4all.org/>
- <http://healthmarketinnovations.org/program/clinics4all>
- <http://www.se-forum.se/2013/clinics4all-treats-between-600000-to-1500000-people-daily-in-a-container/>

13. The Access Project, Rwanda

The Access Project improves the health of impoverished people, communities and countries. The Access model: Apply business and management skills to public health systems in poor countries to increase access to life-saving drugs and critical health services.

In Rwanda, the project applies its unique approach to health centers, the only medical facilities within reach for most of the country's population of over nine million. With investments in management, training and infrastructure, Access equips these facilities and their staff to provide sustainable, high-quality health care for the thousands living in their vicinities.

- <http://www.theaccessproject.com/index.php/home/>
- <http://www.rwandaworks.com/partners-overview/>
- <http://opinionator.blogs.nytimes.com/2012/07/03/rwandas-health-care-miracle/>

14. Praksis, Greece

Praksis is a non-governmental, non-profit organization based in Athens, Greece. According to the constitutional charter of Praksis the main targets of the organization are:

- Free provision of social and medical services in the areas of treatment, prevention, education, health infrastructure, etc., regardless of color, race, religion, age, nationality, ideology or political beliefs.
- Promotion of solidarity and volunteerism. Training volunteers in combating social and economic exclusion.
- Cooperating with other NGOs to develop a dialogue with the Greek society and official government agencies.

During the last years and due to the economic crisis in Greece, Praksis successfully expanded its portfolio of activities in order to further support those in need (direct and free medical and pharmaceutical healthcare, psychological support, social support, legal assistance, housing, employment counseling). Praksis has been very successful in obtaining the necessary resources and building collaboration with other NGOs in order to expand its activities.

Praksis should be analyzed both in terms of examining the elements which lead the NGO to become successful and in terms of potential innovative portfolio activities.

http://www.praksis.gr/1002_2/About-us

<http://www.youtube.com/user/praksisgr>

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