



MARKETLINKS

Advancing Health Outcomes & Health System Performance with Digital Health Solutions

The role and opportunity for Governments, the Private Sector and Development Investors

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Kelly Thomas

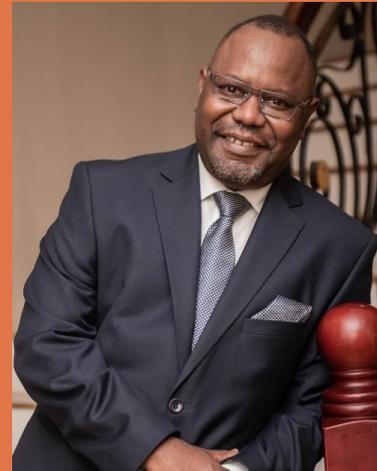
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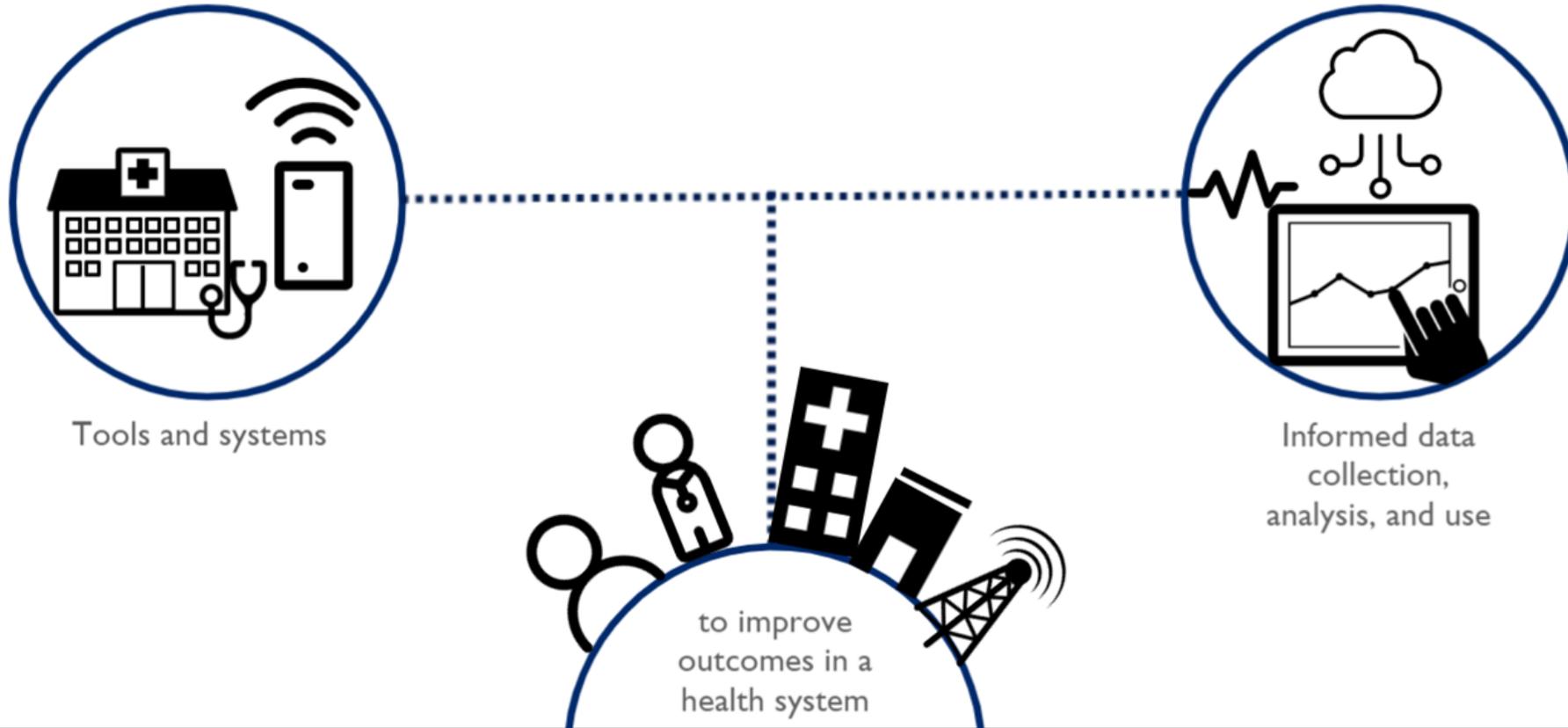
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Common Health

What Is Digital Health?

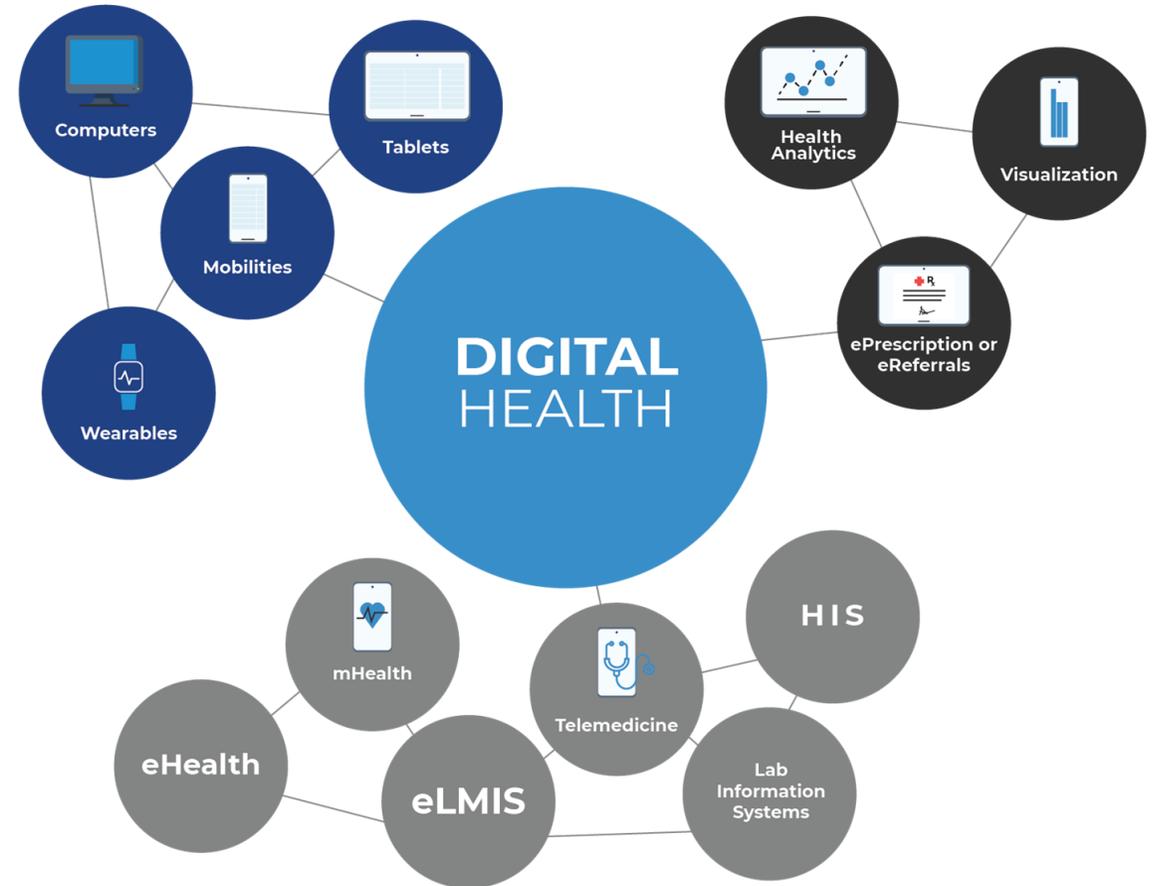


> What is digital health?



➤ What does digital health encompass?

Digital health encompasses all concepts and activities at the intersection of health and information and communications technologies (ICTs).



Leveraging Digital Solutions to Strengthen Health Systems



Leveraging digital technologies and solutions can help....

1 make health systems responsive and sustainable

2 reduce inequalities in access to and availability of high-quality health services and products

3 increase financial protection to minimize catastrophic health spending

4 empower consumers to make better health choices

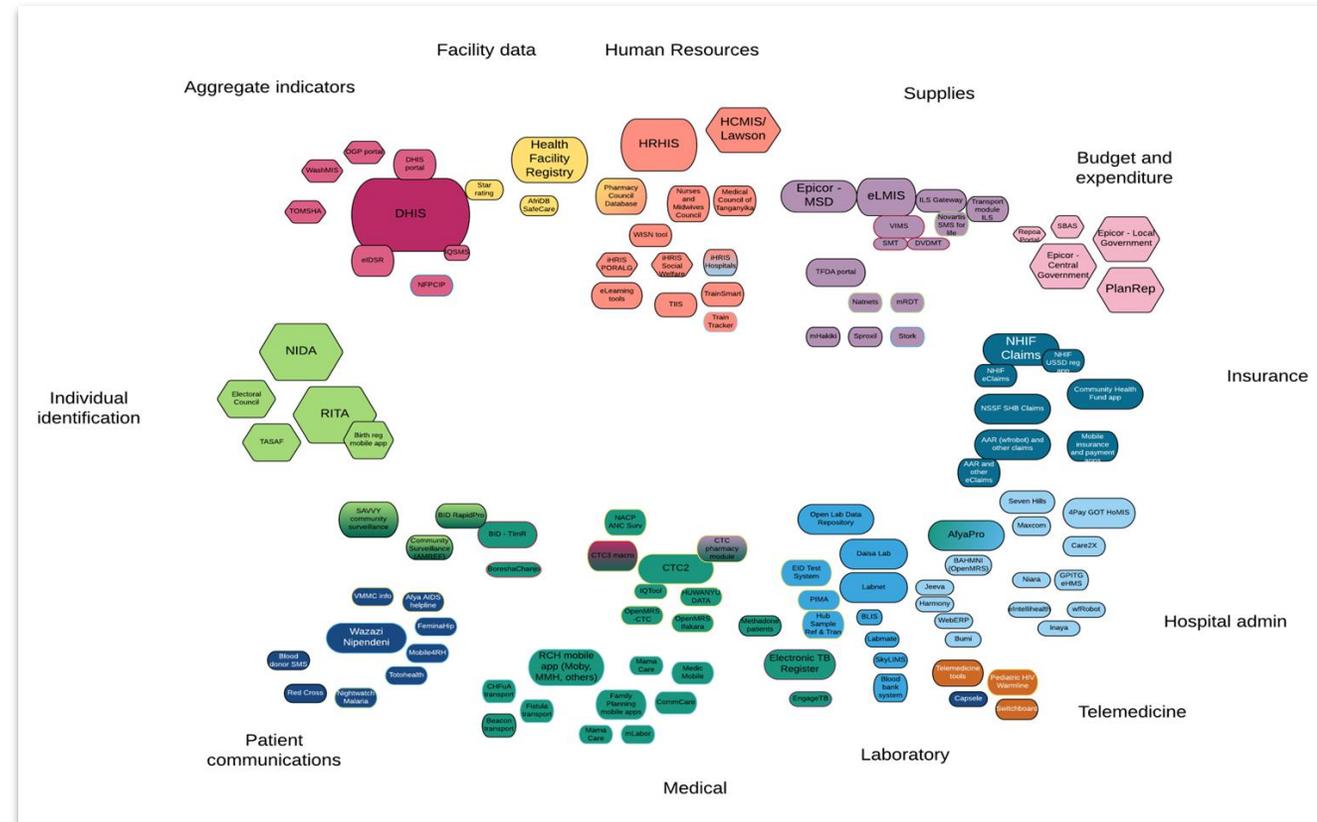
How Is USAID Engaging in Digital Health?



➤ But the majority of digital health investments are program-focused

This approach has been successful in meeting individual health programs needs, but contributed to unintended outcomes:

- **Fragmentation**
Individual health program areas create and develop **redundant** digital solutions
- **Inefficiencies**
Duplicative systems **strain** donor and country resources, and can **burden** health workers
- **Lack of Interoperability**
Digital solutions developed in an ad hoc and uncoordinated manner cannot easily exchange data, **limiting data analysis and use**



2017 mapping of digital systems in use in Tanzania

➤ A holistic approach to country digital health transformation is essential to the *Journey to Self-Reliance*

“Until now, data has been captured in a fragmented manner that impedes any decision-making or ability to have an accurate and reliable picture of what exactly is happening.”

-Dr. Sam Kargbo,
Director of the Department of Policy,
Planning and Information at Ministry of Health, Sierra Leone



Digital health requires a holistic approach tailored to country needs



The country use environment...

- Infrastructure
- **Policies & regulation**
- **Institutional & workforce capacity**
- **Architecture, standards, & interoperability**
- Investment strategy



...for digital tools and systems...

- Health workforce management
- Facility registries
- Supply chain management
- Aggregate public health data
- Individual medical records
- Data visualization and analysis
- Remote diagnosis
- Behavior change communications



...that support data use for decision-making at all levels of the health system.

- Individual wellness support
- Health worker decision support
- Clinical decision support
- Health system performance management
- Adaptive Management
- Country and global partner program management

› Four priorities

1. Assess & Build Country Digital Health Capacity



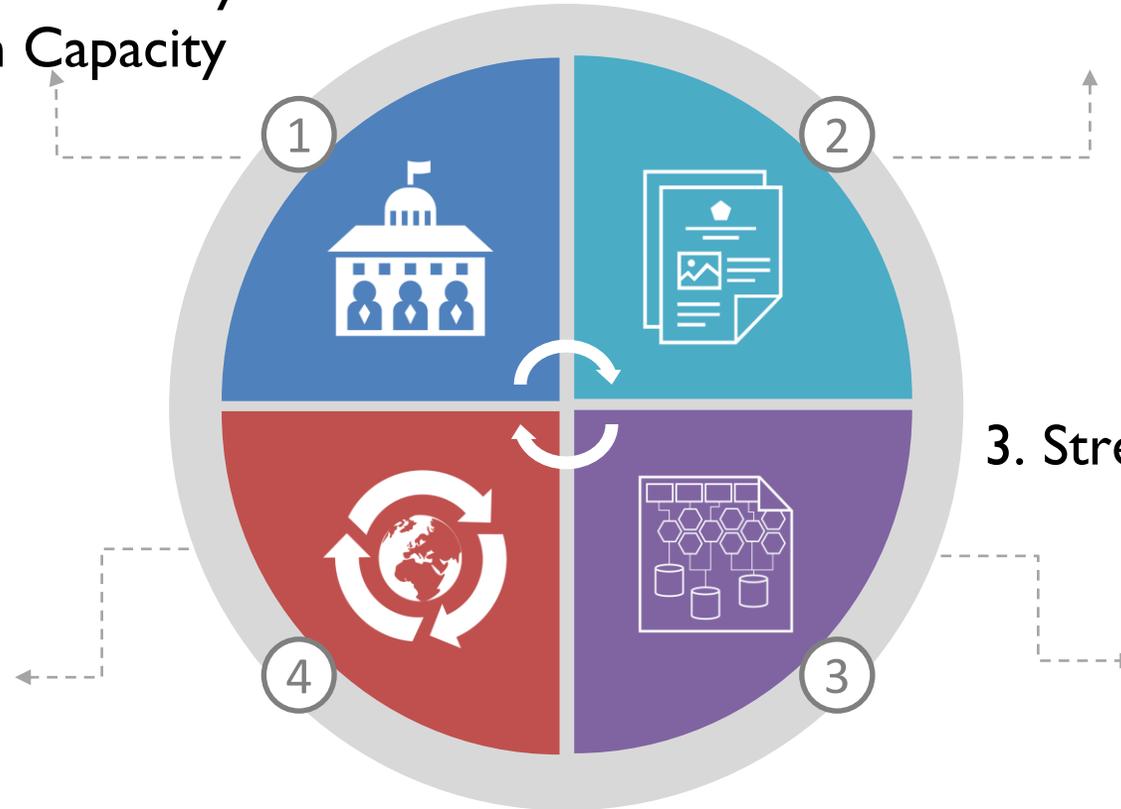
2. Advance National Digital Health Strategies



4. Leverage Global Goods



3. Strengthen National Digital Health Architectures





Priority #1: Building Country Digital Health Capacity

Country digital health capacity is comprised of key building blocks within the digital health enabling environment, including:

- Leadership and governance
- Strategy and investment
- Institutional and workforce capacity
- Services and applications
- Standards and interoperability
- Infrastructure
- Legislation, policy, and compliance

Why is this a priority?

- Ensures investments can be fully utilized and sustained by countries over time
- Helps countries support systems-level activities such as multi-stakeholder governance, protecting patient data, and prioritizing interoperability between digital tools

What should USAID do?

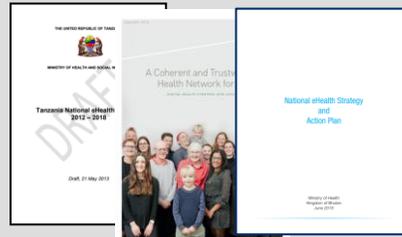
- Help countries conduct ongoing benchmarking of their digitization journeys in the health sector to understand strengths and weaknesses
- Align investments to support countries' health digitization journeys through developing these building blocks



Priority #2: Advancing National Digital Health Strategies

National digital health strategies are multi-year documents that identify a common vision for how health priorities can be addressed through the coordinated and strategic integration of digital technologies

Digital health strategies from Denmark, Tanzania, & Butan



Why is this a priority?

- Absence of national digital health strategies has caused duplicative and fragmented digital health technologies in countries
- Ensures donors align their investments to country priorities and plans, enhancing sustainability overall

What should USAID do?

- Invest in the planning, development, creation and improvement of national digital health strategies
- Ensure its investments align to countries' national digital health strategies and their costed implementation roadmaps



Priority #3: Strengthening National Digital Health Architectures

National digital architectures (or digital health platforms) lay out which digital systems are used to meet a country's health needs and how these systems interact to exchange data. They establish what types of applications will be invested in and how data can be exchanged across digital services.

Why is this a priority?

- A common architecture delivers digital health services in a consistent and integrated way
- Lowers the management and cost burden of competing digital systems and identifies re-usable digital that address needs across sectors.
- Allows interoperability across data systems and improves communication between patients and healthcare workers.

What should USAID do?

- Support country planning, development, implementation of national digital health architectures
- Ensure that USAID investments align to and meet the requirements of these national digital platforms



Priority #4: Leveraging Global Goods

A digital health global good is a software tool that is adaptable to different countries and contexts. They are often “free and open source,” easy to implement and scale, interoperable, used to manage, analyze, or transmit data, and have proven utility in many low-income health settings

Why is this a priority?

- Enhance the effectiveness and efficiency of resources, drive economies of scale, support local developer communities, and contribute to sustainability.
- Meet diverse health and other sector needs by using technologies that can be readily adapted, re-used, and made interoperable

What should USAID do?

- Prioritize the adaptation and re-use of existing software global goods
- USAID-funded source code should be made open source and available for re-use
- Use open licenses to document and make available non-software global goods to encourage their adaptation and re-use

Value Proposition

Individuals



Individuals will have more timely and accurate data to improve **better manage their own wellness, track their healthcare, and improve communication** with healthcare providers

Health Workers



Health workers will have more timely and accurate data to improve **decision-making, service quality, and communication** across all levels of the health system

Health Systems



Health systems will be strengthened by **increased communication, strengthened reporting, and better visibility into systems performance**, enabling improved decision-making regarding the allocation of resources.

Countries



Countries will have improved insights that enabled **enhanced health systems management, a more holistic picture of public health needs, and greater sustainability** of prioritized systems and tools.

Digital Health Transformation in Tanzania and East Africa

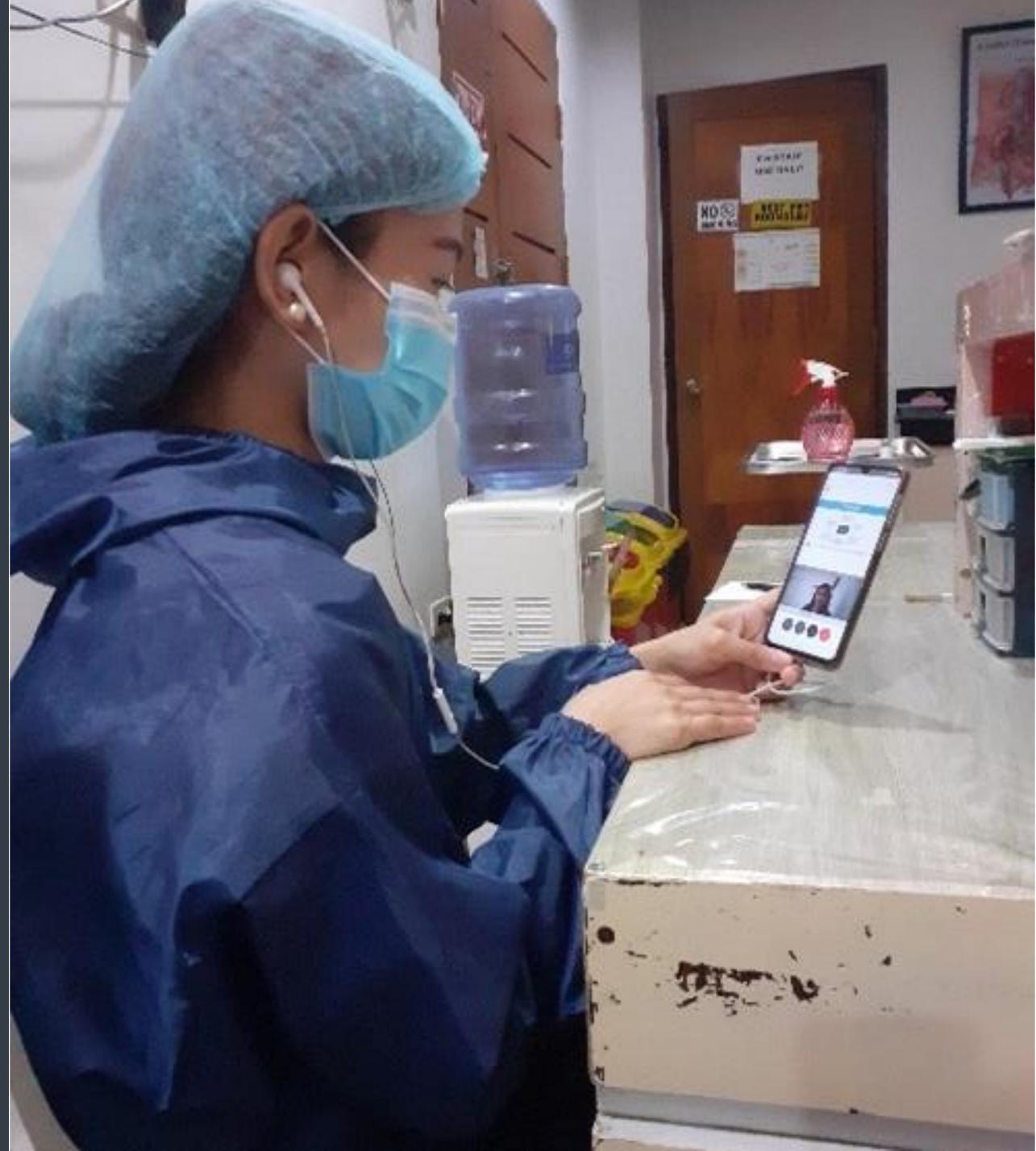


Digital Transformation Journey

1. Stronger leadership, coordination and governance
 - Common vision
 - Make them informed clients
 - Governance structures and policies
2. Government in driver's seat
3. Involvement of stakeholders

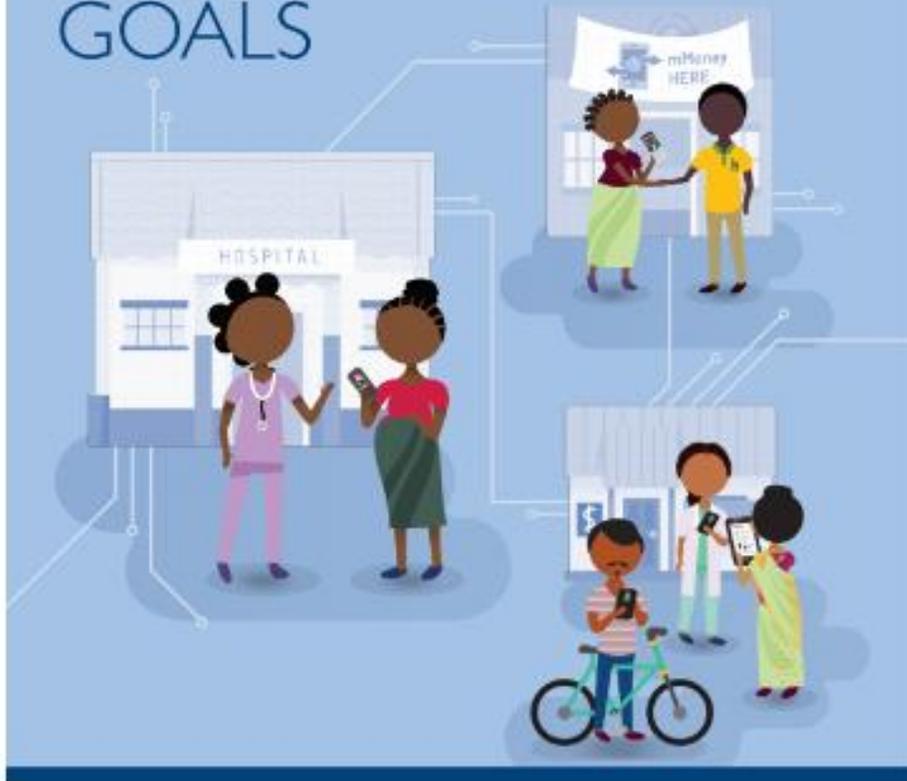
Digital transformation is a journey and not a destination
it is beyond technology is about people, culture, leadership and
engagement of your clients

Digital Financial Services Accelerating Health Goals and Resilience



The Role of Digital Financial Services in

ACCELERATING USAID'S HEALTH GOALS



Digital financial services (DFS) refers to banking (including savings, loans), insurance, and payment services (remittances, and bill payments). These services can be accessed by digital channels such as mobile phones, electronic cards (credit, debit, and prepaid), vouchers, computers, and other electronic instruments.



Mobile money is a type of digital financial service. Mobile money lets users store value in an electronic account associated with their mobile phone's SIM card and conduct transactions from their account using their mobile phone. Users can deposit and withdraw cash from their mobile money account from a mobile money agent.



Mobile money agents are businesses who provide deposit and withdrawal services. An agent can be a shopkeeper, bank branch, retail store, medical store (e.g., pharmacy), or other formal entity authorized to conduct mobile money transactions. Agents play a key role in DFS outreach (especially in rural areas) as educators, ambassadors for enrollment, and critical human intermediaries for people unfamiliar with mobile money services.

Towards Universal Health Coverage Through Mobile Technology

Common Health's Learnings

November 2020

Matthew Guilford
Co-Founder and CEO
Common Health

The Opportunity

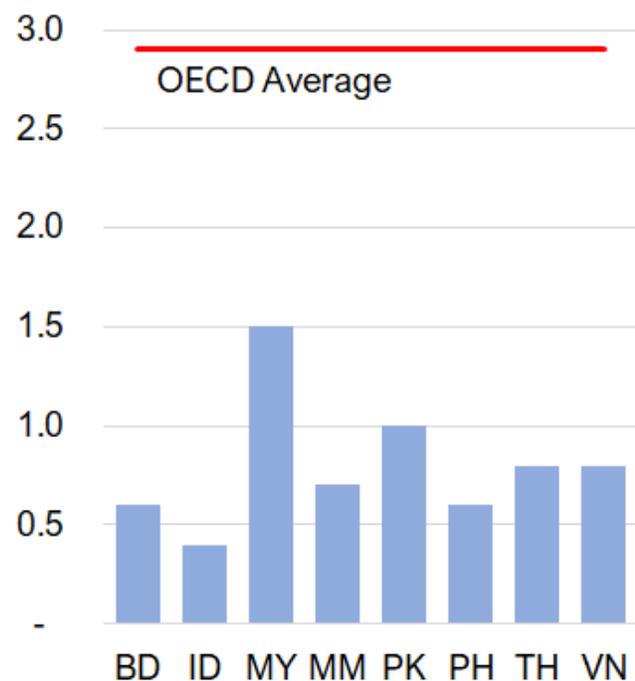
Leverage mobile technology to advance universal health coverage



The Need

Essential Health Services

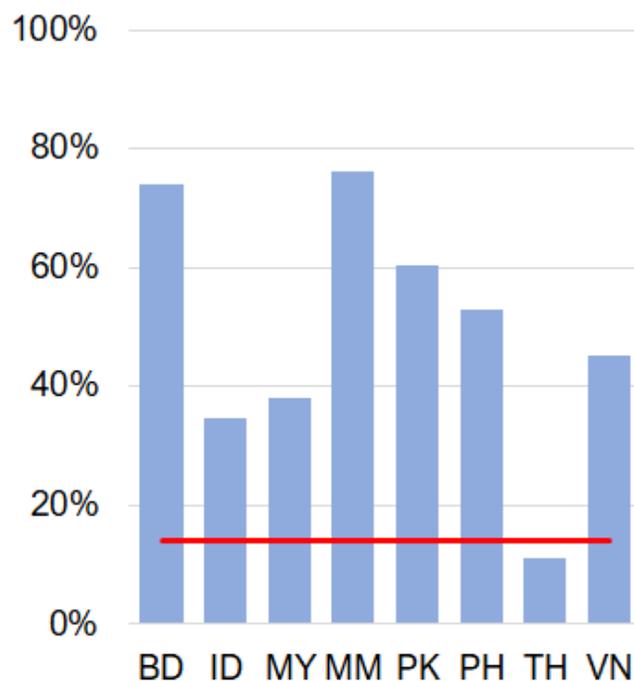
**Insufficient doctor supply,
concentrated in urban areas**



Physicians per 1,000 people

Financial Protection

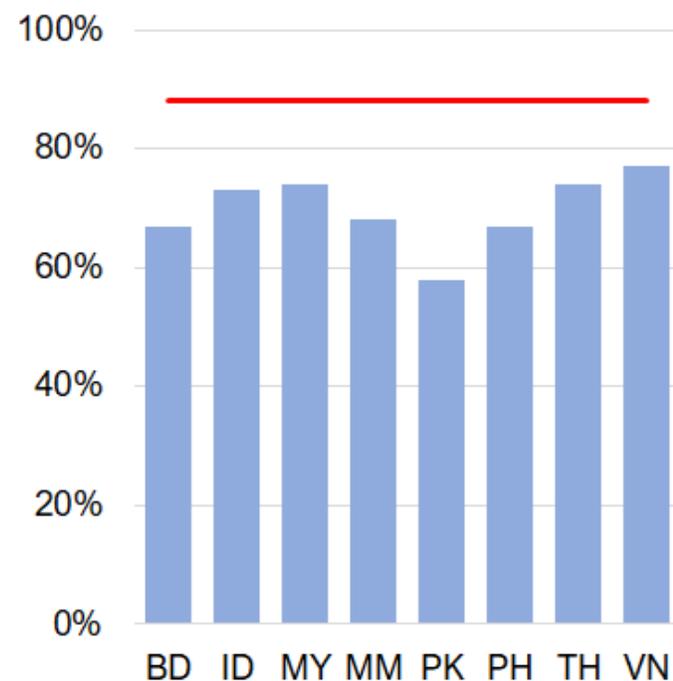
**High rates of out-of-pocket
spend, financial catastrophe**



*Out-of-pocket spending as
share of total health expenditure*

Population Health

**Non-communicable diseases
“catching up” with the West**



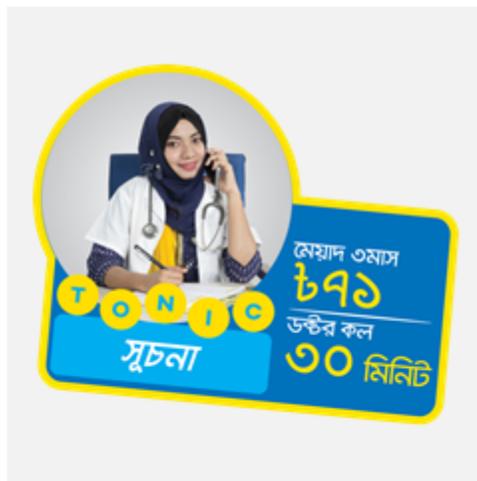
*Share of deaths due to
non-communicable diseases*

What We Do

Team have scaled health microinsurance, telemedicine, and health information to five million beneficiaries in Bangladesh



Beneficiary Recruitment and Premium Collection



Beneficiary Education and Service Delivery

Health Financing



Remote Medical Care



Health Information



Care Coordination



Now working across Bangladesh, Myanmar and other countries in South and Southeast Asia to scale health coverage via mobile platforms

Integrating Healthcare Delivery and Financing



matt@commonhealthgroup.com

Q&A

A woman in a light blue sari stands in a room, pointing at a poster on the wall. She is addressing a group of people, mostly women, who are sitting on a blue mat on the floor. The room has a thatched roof and some items hanging from it. The scene is dimly lit, suggesting an indoor setting.

THANK YOU!