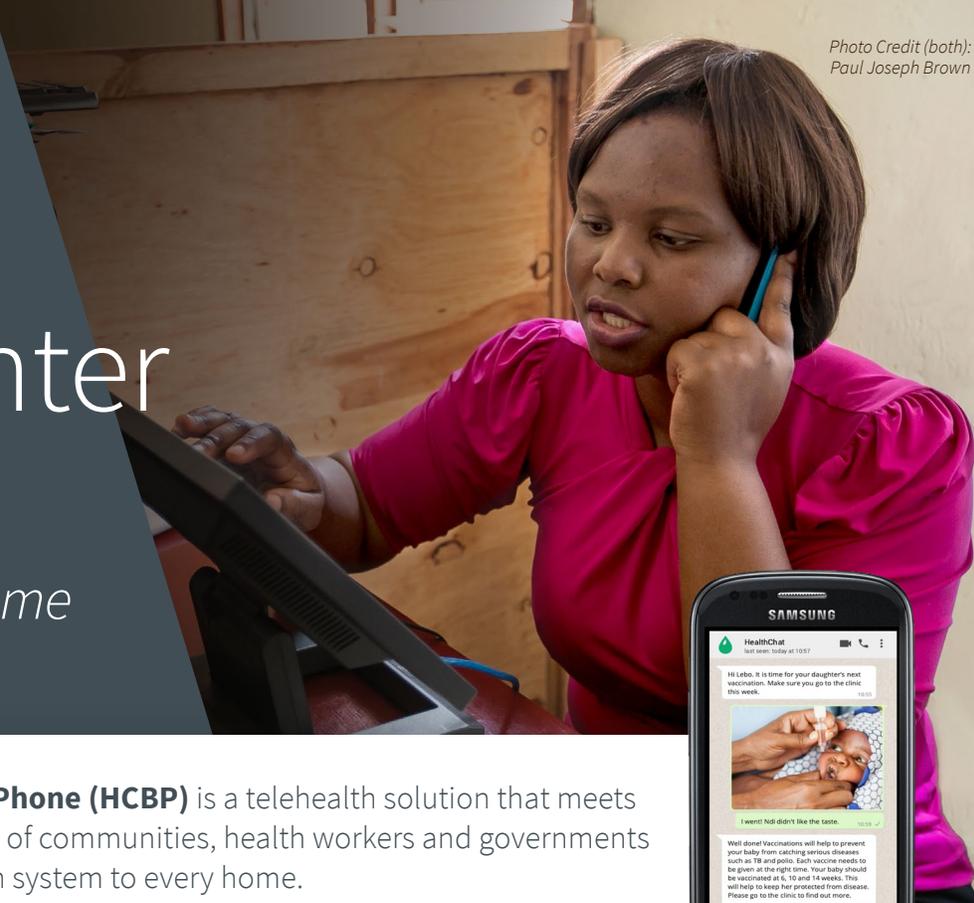




Health Center by Phone:

Health Care in Every Home



Health Center by Phone (HCBP) is a telehealth solution that meets the changing needs of communities, health workers and governments to extend the health system to every home.

VillageReach works in Africa to transform health care delivery to reach everyone. However, reaching everyone, particularly in remote, hard-to-reach communities remains a challenge. In sub-Saharan Africa, one-sixth of the population lives at least two hours from a public hospital, and one in eight people live at least one hour from a rural health facility.¹ Compounding this problem are health workforce shortages² that make it difficult for individuals to get care where and when they need it. Digital tools offer solutions that can connect millions of people to timely health information and services — especially in this region where cell phone and smartphone penetration are expected to be 50 percent and 28 percent respectively by 2025.³

Improving Health Outcomes

Health Center by Phone (HCBP) is a solution first co-developed with the Malawi Ministry of Health to help communities make informed health decisions with consistent access to health information. Since its first implementation in Malawi,⁴ HCBP has evolved into a **scalable, sustainable** telehealth solution that that engages stakeholders through voice, mobile, Unstructured Supplementary Service Data (USSD) and AI technology to improve health outcomes for all. It provides an integrated approach that makes Universal Health Coverage possible for a wide range of audiences.

Health Center by Phone benefits can be realized by various stakeholders within the health system.

PEOPLE

- ✓ Receive Information
- ✓ Multiple FREE Avenues to Access Care
- ✓ Referral Follow Up



HEALTH WORKERS

- ✓ Identify Outbreaks
- ✓ CHW & Health Worker Support



GOVERNMENTS

- ✓ Improve Data Visibility
- ✓ Provide Feedback on Health Services
- ✓ Disseminate Accurate Health Information



1 Planning universal accessibility to public health care in sub-Saharan Africa. Giacomo Falchetta, Ahmed T. Hammad, Soheil Shayegh. *Proceedings of the National Academy of Sciences*. Dec 2020, 117 (50) 31760-31769; DOI: 10.1073/pnas.2009172117

2 <https://iris.paho.org/bitstream/handle/10665.2/52590/v44e1022020.pdf>

3 <https://www.gsma.com/mobileeconomy/sub-saharan-africa/>

4 https://www.villagereach.org/wp-content/uploads/2020/02/VR_CCPFImpactEval_FINAL-2_24_20-1.pdf

HCBP Features

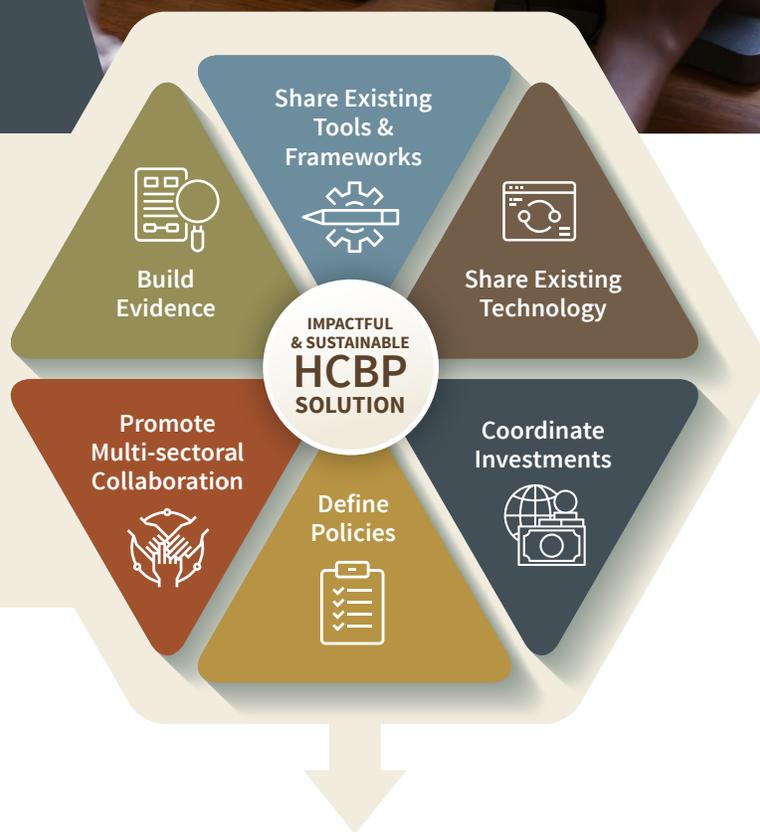
- ✓ Voice & messaging services: Interactive Voice Recordings (IVR) and/or Short Message Service (SMS) or USSD
- ✓ Self-assessment symptom screener
- ✓ Remote training for health workers and Community Health Workers (CHW)
- ✓ Client-provider two-way messaging with AI Chatbot via WhatsApp
- ✓ Emergency medical services
- ✓ Data visuals & analytics to track health trends, disease prevalence and outbreaks
- ✓ Telemedicine services*

*feature under development



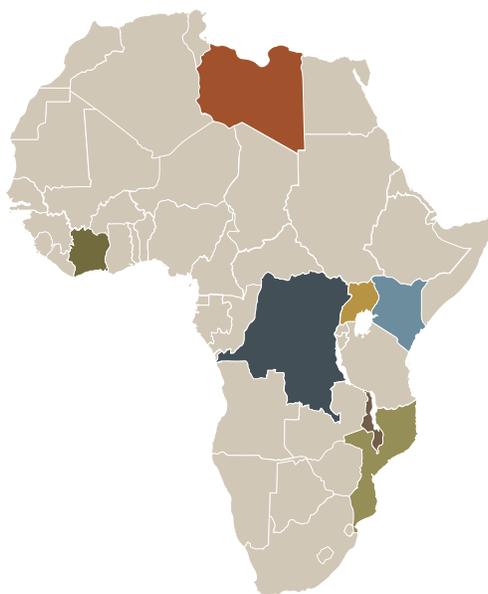
Implementation Approach

VillageReach sees the potential for HCBP to transform the way primary health care services are delivered in every country in Africa. Through our work we have identified **six elements that lead to an impactful and sustainable HCBP implementation.** Our approach is to work with government, the private sector and other partners to offer a range of technical services related to each element and tailored to country preferences.



VillageReach has worked with seven African governments on HCBP solutions

- 1 Côte d'Ivoire
- 2 The Democratic Republic of Congo
- 3 Kenya
- 4 Libya
- 5 Malawi
- 6 Mozambique
- 7 Uganda



Community of Practice

In addition to offering technical services, VillageReach is establishing a Community of Practice (CoP) for countries engaged in, or interested in, HCBP implementations. This CoP will help countries share lessons learned and best practices for sustainable impact at scale.

Interested in joining a HCBP CoP?

Contact Edwin Mulwa, Director, Digital Solutions:
edwin.mulwa@villagereach.org

Learn more about how the HCBP solution could be implemented in your country.
Contact Upile Kachila, Senior Manager, Digital Solutions: upile.kachila@villagereach.org

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