VILLAGE REACH®

Health Center by Phone:

Health Care in Every Home

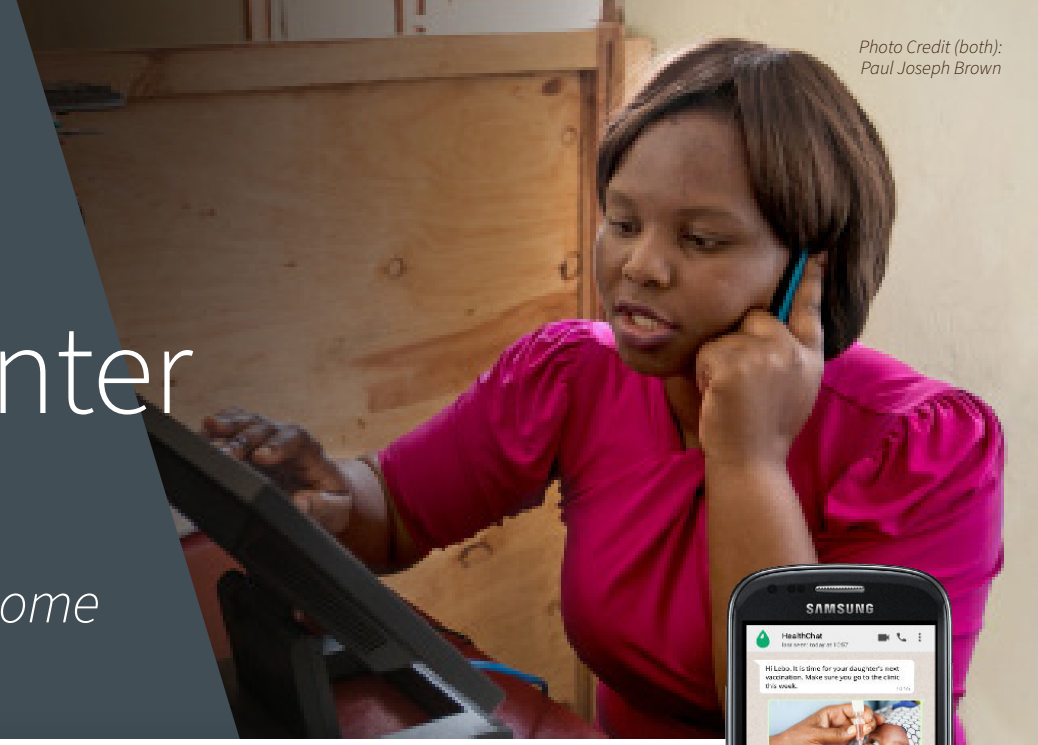
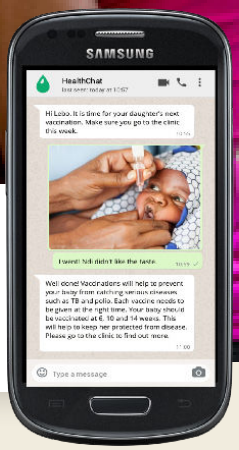


Photo Credit (both): Paul Joseph Brown

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 with governments, the private sector, partners and communities to build responsive primary health care systems that deliver health products, information and services to the most under-reached. However, reaching everyone, particularly in remote, hard-to-reach communities remains a challenge.

In Africa, over 200 million people are situated at least two hours away from a public hospital[1]. Compounding this problem are health workforce shortages[2] 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 smart phone penetration are expected to be 50% and 28% 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*

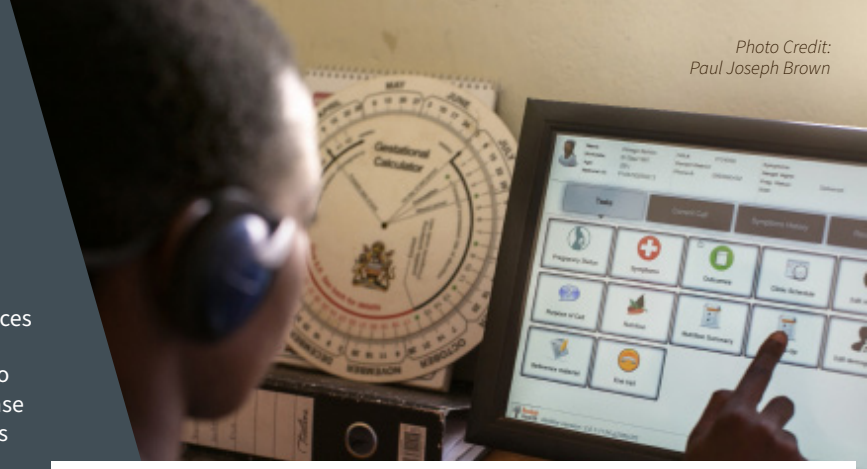
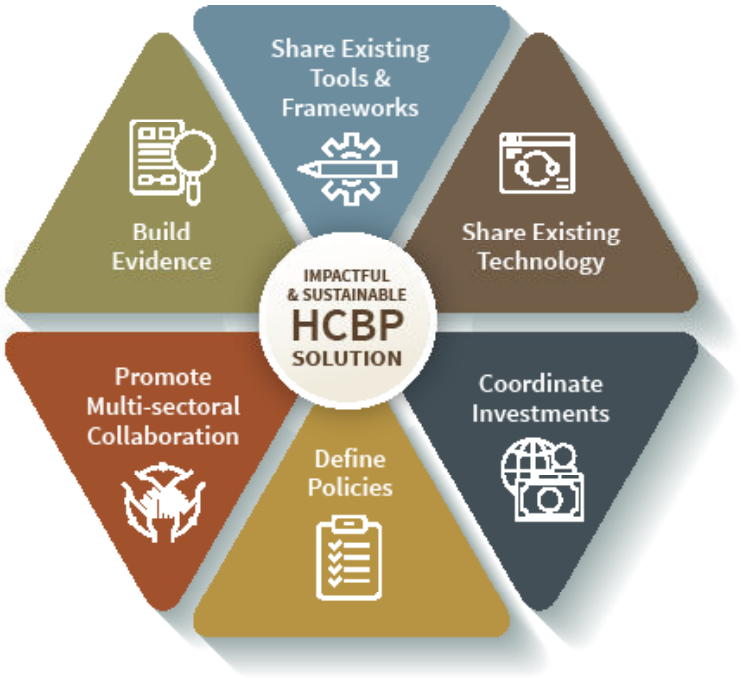


Photo Credit: Paul Joseph Brown

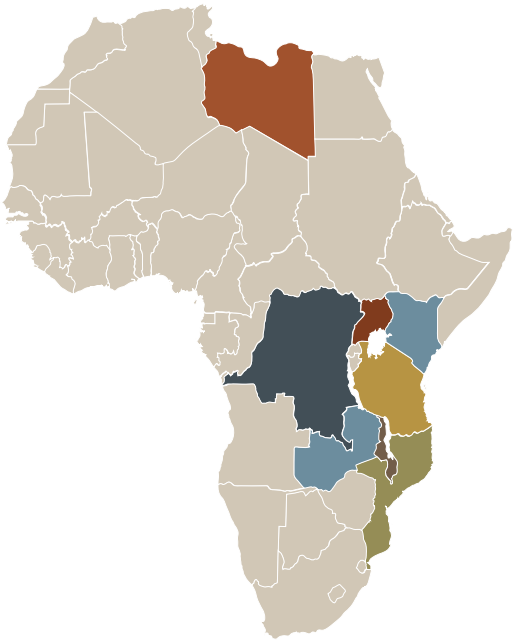
Implementation Approach

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

- The Democratic Republic of Congo
- Kenya
- Libya
- Malawi
- Mozambique
- Tanzania
- Zambia



Global Telehealth Community of Practice (GTCoP)

In addition to offering technical services, VillageReach and its partners have established a GTCoP with the goal of improving health outcomes through telehealth. The GTCoP serves as a forum and platform for governments, the private sector, health institutions, donors and implementing partners to disseminate valuable telehealth insights, such as best practices, case studies and research findings and promote knowledge sharing.

Interested in joining a GTCoP?
Contact Harriet Blest, Senior Manager, Global Telehealth Community of Practice (GTCoP):
harriet.blest@villagereach.org

Learn more about how the HCBP solution could be implemented in your country.
Contact Jessica Mayenda, Senior Manager & Solution Lead, Health Centre By Phone:
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