



Business Case

One Size Does Not Fit All

Global Digital Health Forum 2018

mPOWERING
FRONTLINE HEALTH WORKERS

mPoweringHealth.org



mPowering Frontline Health Workers with Tools at Their Fingertips to Save Lives

Our Audacious Goal

*Fundamentally change the way
frontline health workers get + share information*

Radically improve their effectiveness and efficiency,
to reach more people, with better care, around the world



mPowering Partners

- [mPowering Frontline Health Workers](#) a partnership of private sector, government, donors, and program implementers
- 16 partner organizations
- Geographic coverage includes Uganda, Zambia, Nigeria, Pakistan



USAID
FROM THE AMERICAN PEOPLE

Maternal and Child
Survival Program

jhpiego

World Vision®

DAI

IntraHealth
INTERNATIONAL
Because Health Workers Save Lives.



frontline
**HEALTH
WORKERS
COALITION**

accenture
High performance. Delivered.

intel

Palladium
MAKE IT POSSIBLE

gsk
GlaxoSmithKline

unicef

**PRAEKELT
FOUNDATION**

mPowering Solutions

ORB

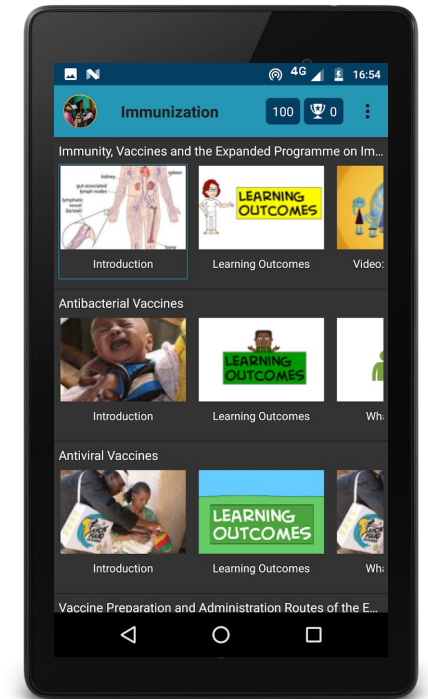
Open source library of vetted, free, digital training resources for health workers



<http://health-orb.org/>

Open Deliver

Flexible, open source digital training system that helps countries build + deliver national level health worker training and enhances supervision and mentorship



Current and Future Activities

Country Implementations

- Uganda Ownership and Scale-up
- University of Zambia's National Scale-up of Nurse Leadership Certificate Program
- World Vision Uganda
- Pathfinder Nigeria

Technology Enhancements

- Expand ORB Content
- Launch Course Creation Tool
- Integrate with WhatsApp chatbot
- Integrate with Open Health Information Exchange (OpenHIE)

Business Case Questions Everyone Asks

- What problem does it solve?
- What's the value proposition?
- How is this different or better than existing solutions?
- What does it cost?

Different Priorities Drive Different Questions

Donors ask:

- What's the evidence?

Implementers ask:

- What's the evidence?
- Does it give me competitive advantage?

Investors ask:

- How many users?
- Is this globally scalable?
- What is the demand?
- What's the potential return on investment?
- Who owns the intellectual property?

Pitching – Tune for the Audience/Purpose

At ICT4D Conference:

- Goal was a “call to action” to be a partner
- Created a 7-slide deck with the vision, next 18 months and ways to partner
- Shared with decision makers
- Connected with next level staff

At SOCAP (Social Capital Markets) Conference:


- Goal was to interest impact investors and new partners in funding/working with mPowering
- Created a 4-slide deck as a brochure – focus on partners and solution
- Rarely used the deck – many conversations instead

Why Did We Need a Cost Model?


- To justify funding requests
- To demonstrate financial savings in addition to efficiency, quality, etc.
- Because many people still think digital is expensive
- Because cost savings are persuasive

[Browse Resources](#) [Add Resource](#) [Analytics](#)


Connecting Frontline Health Workers to resources and each other to expand their knowledge, organize content into courses, and share their learning with the community.



Family Planning
96 resources




Antenatal Care
53 resources




Labor & Delivery
48 resources




Newborn Care
92 resources




Child Health
115 resources




Nutrition
48 resources



Zika
69 resources



WASH
14 resources



Leadership and Management in Communities
2 resources

<http://health-orb.org>



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