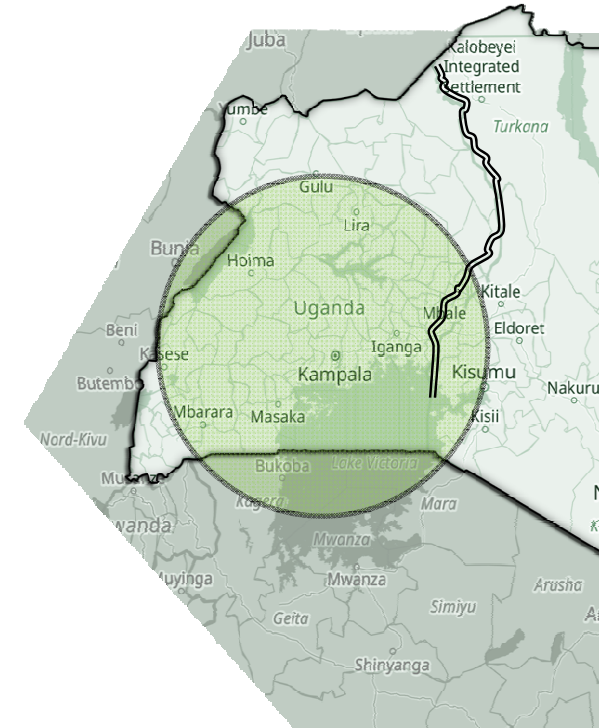




Healthy Entrepreneurs



A social business case for Uganda



HEALTH INNOVATIONS CONFERENCE
Kampala MARCH 19-20, 2019

www.healthyentrepreneurs.nl

A close-up photograph of a woman with a yellow and brown patterned headwrap, looking slightly to the left. She is holding a baby in a colorful patterned cloth. The background is blurred, showing an outdoor setting.

**Our vision is
basic health for all**

The Challenge; Underserved Communities in Rural Areas



Poor access to care

- **5 hours** needed to reach visit health facility – lost productivity
- **55% of the cost** of a treatment is **transport**
- Low **Affordability** at private pharmacies
- Medicines is falsified or counterfeit



Lack of awareness

- **Poor knowledge** of causes/symptoms leads to avoidable infectious diseases
- Just a small number of people get **screened**

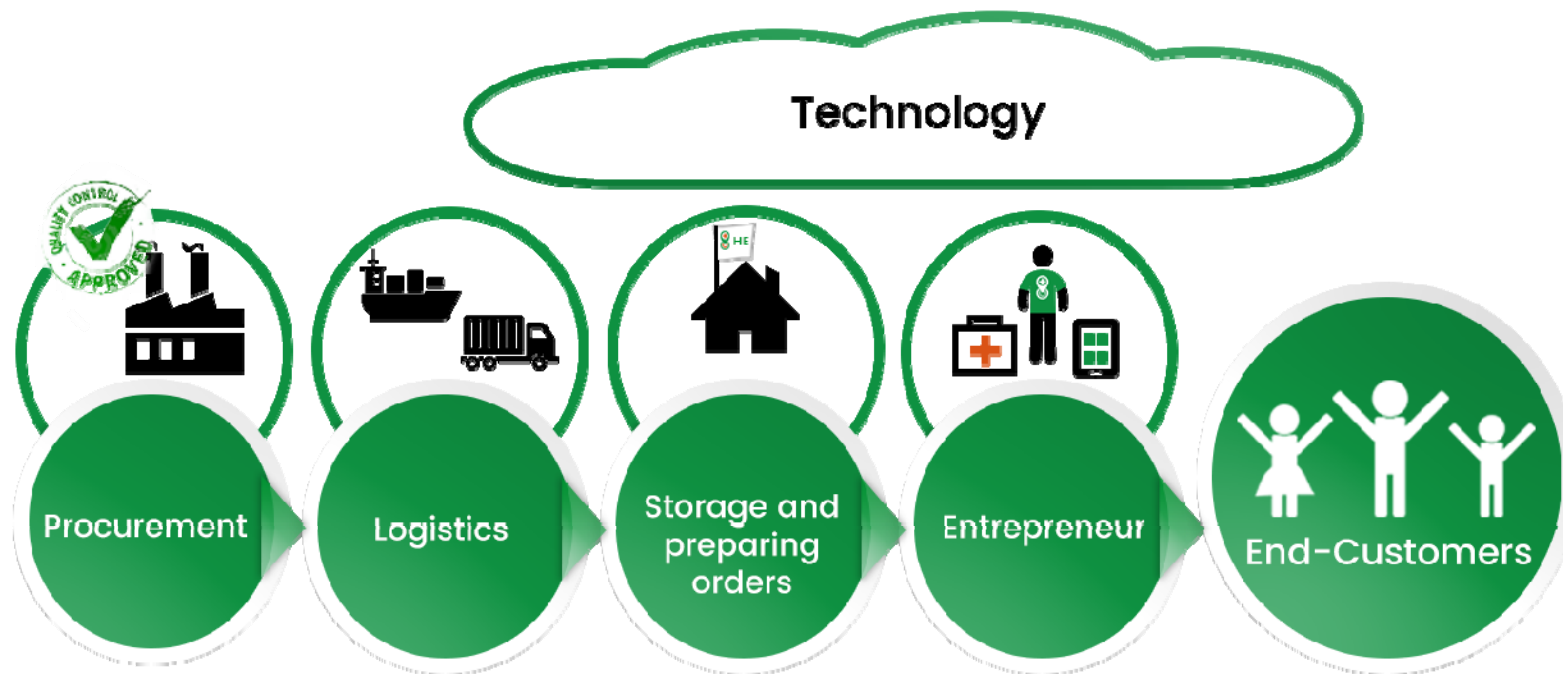


Need for treatment

- **27%** prevalence of Malaria
- **20%** Prevalence of Hypertension
- **6%** Prevalence of Diabetes
- Low **Adherence** to treatment

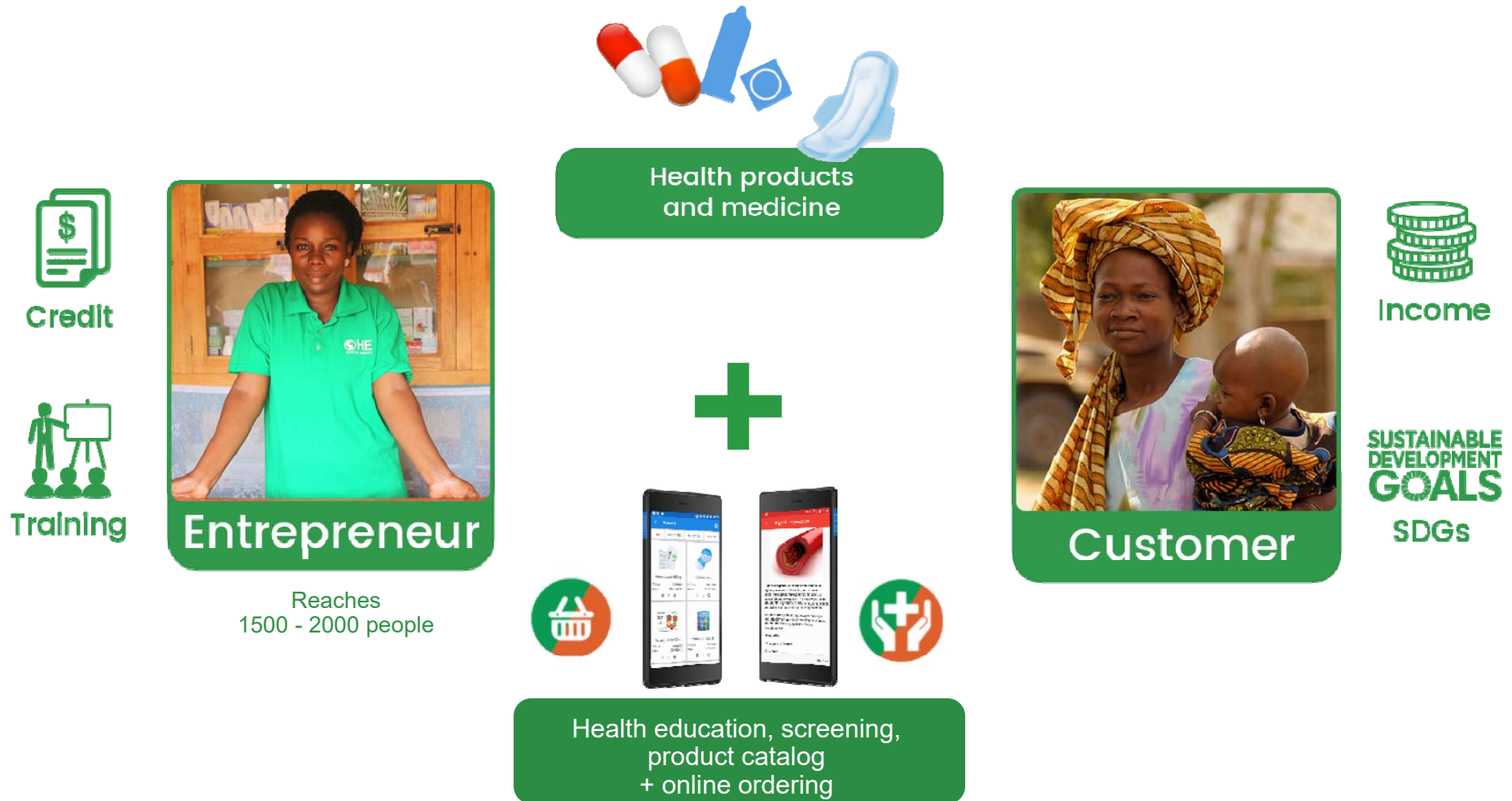
In Sub-Saharan Africa, 120 million families spend \$6.6 billion on transport per year.

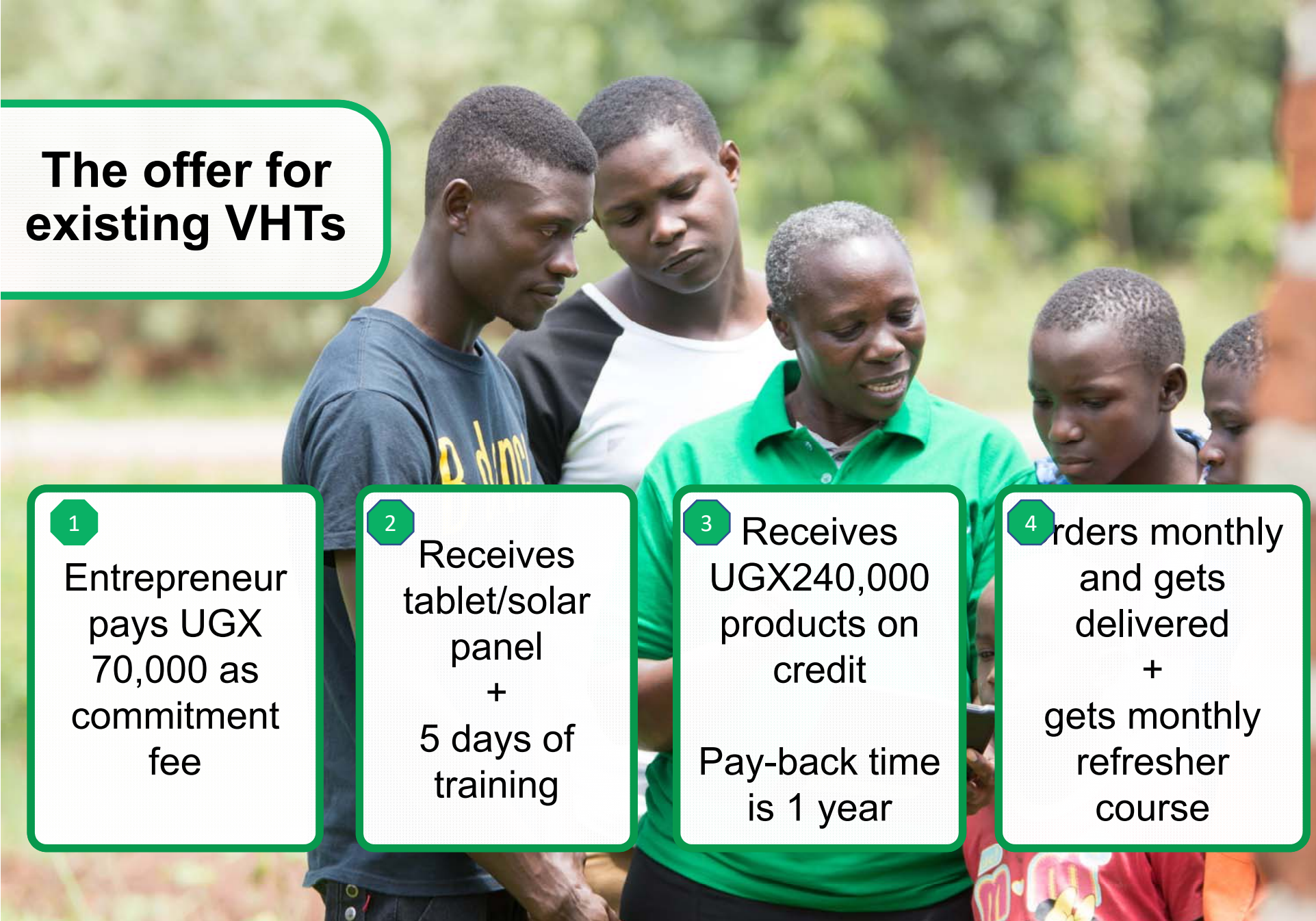
Our model



End-to-end supply chain management

Combination of services





The offer for existing VHTs

1

Entrepreneur
pays UGX
70,000 as
commitment
fee

2

Receives
tablet/solar
panel
+
5 days of
training

3

Receives
UGX240,000
products on
credit

Pay-back time
is 1 year

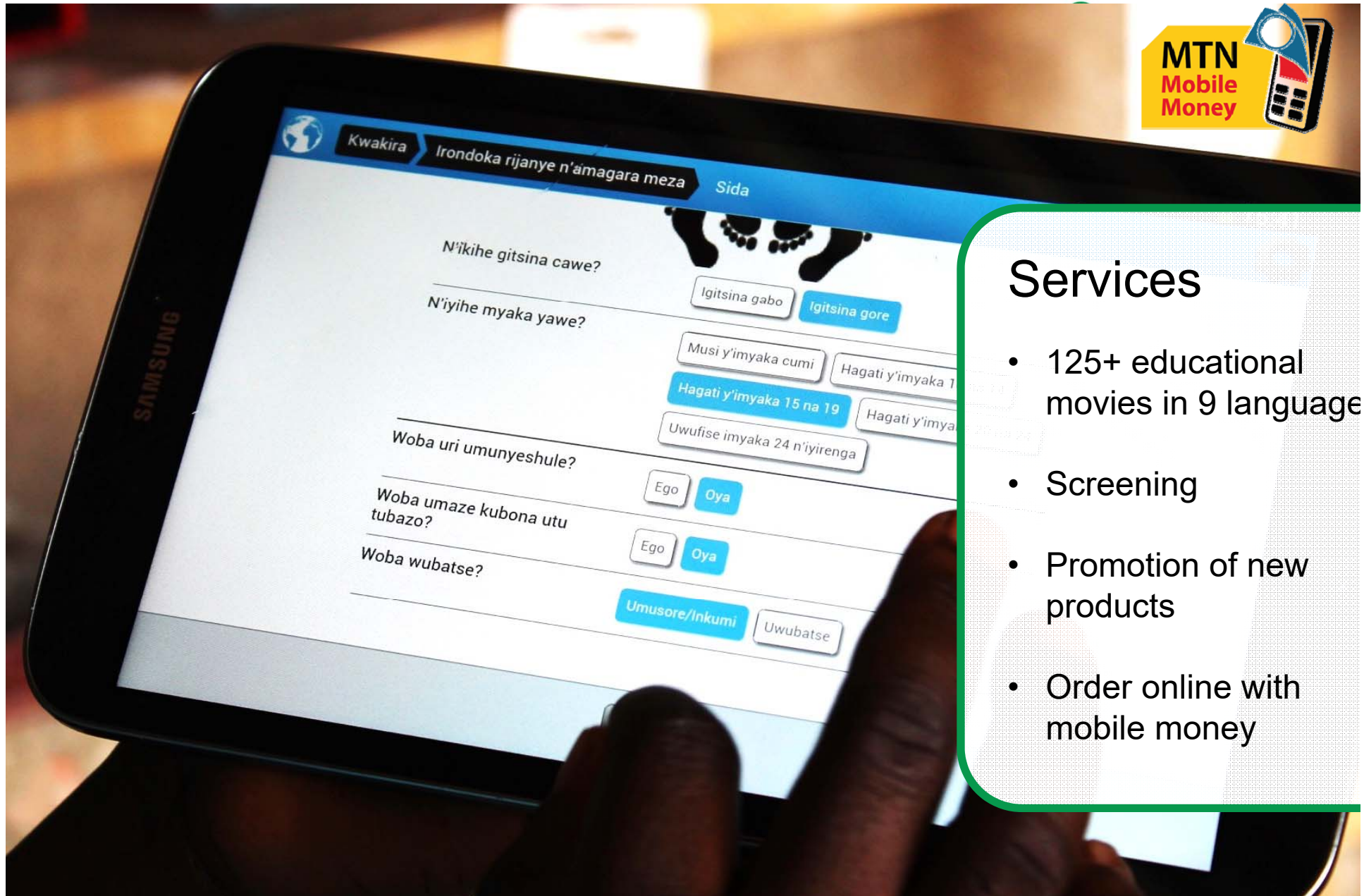
4

Orders monthly
and gets
delivered
+
gets monthly
refresher
course

Product basket



All medicines in line with Essential Druglist for VHTs



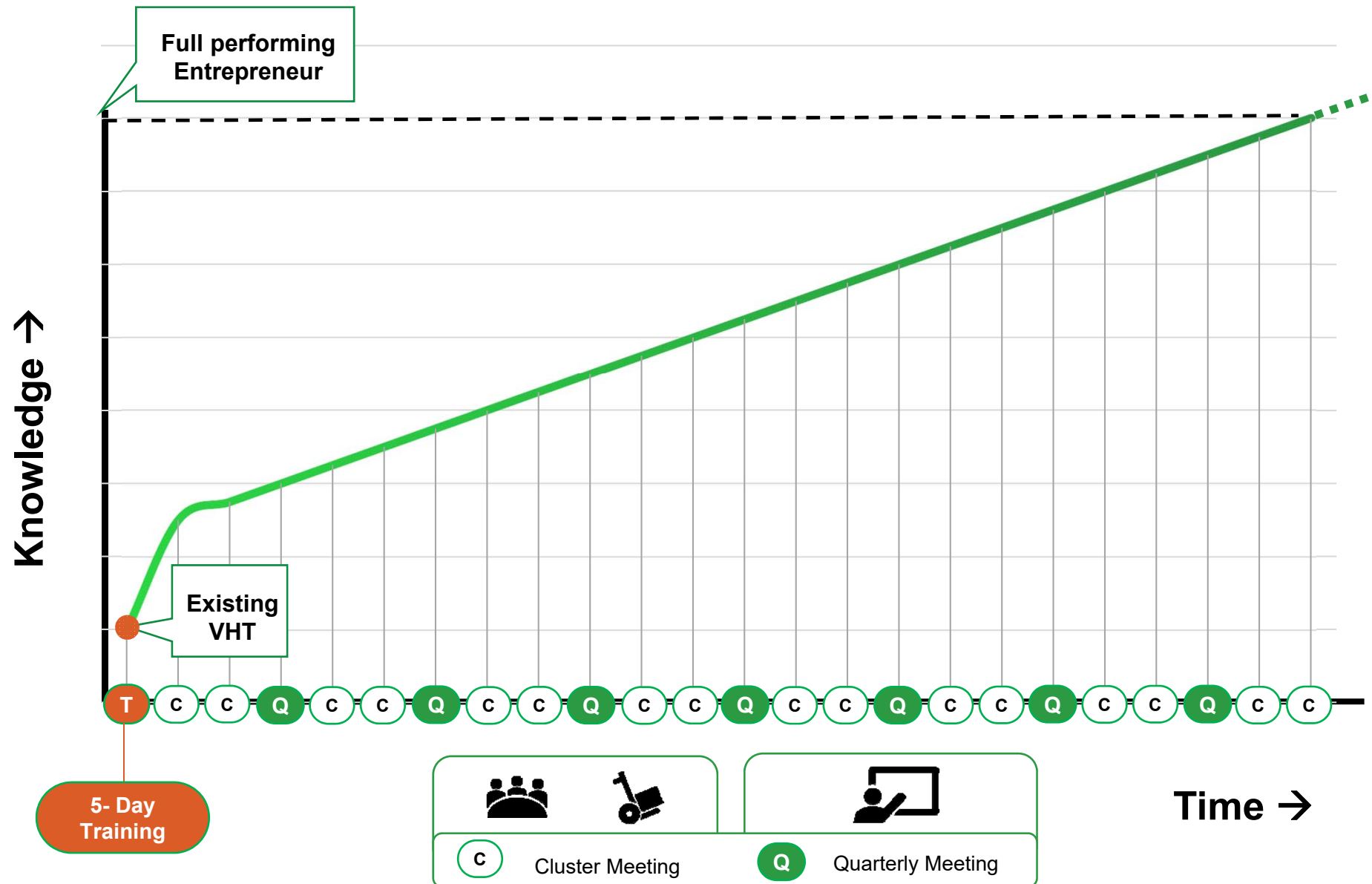
Services

- 125+ educational movies in 9 languages
- Screening
- Promotion of new products
- Order online with mobile money

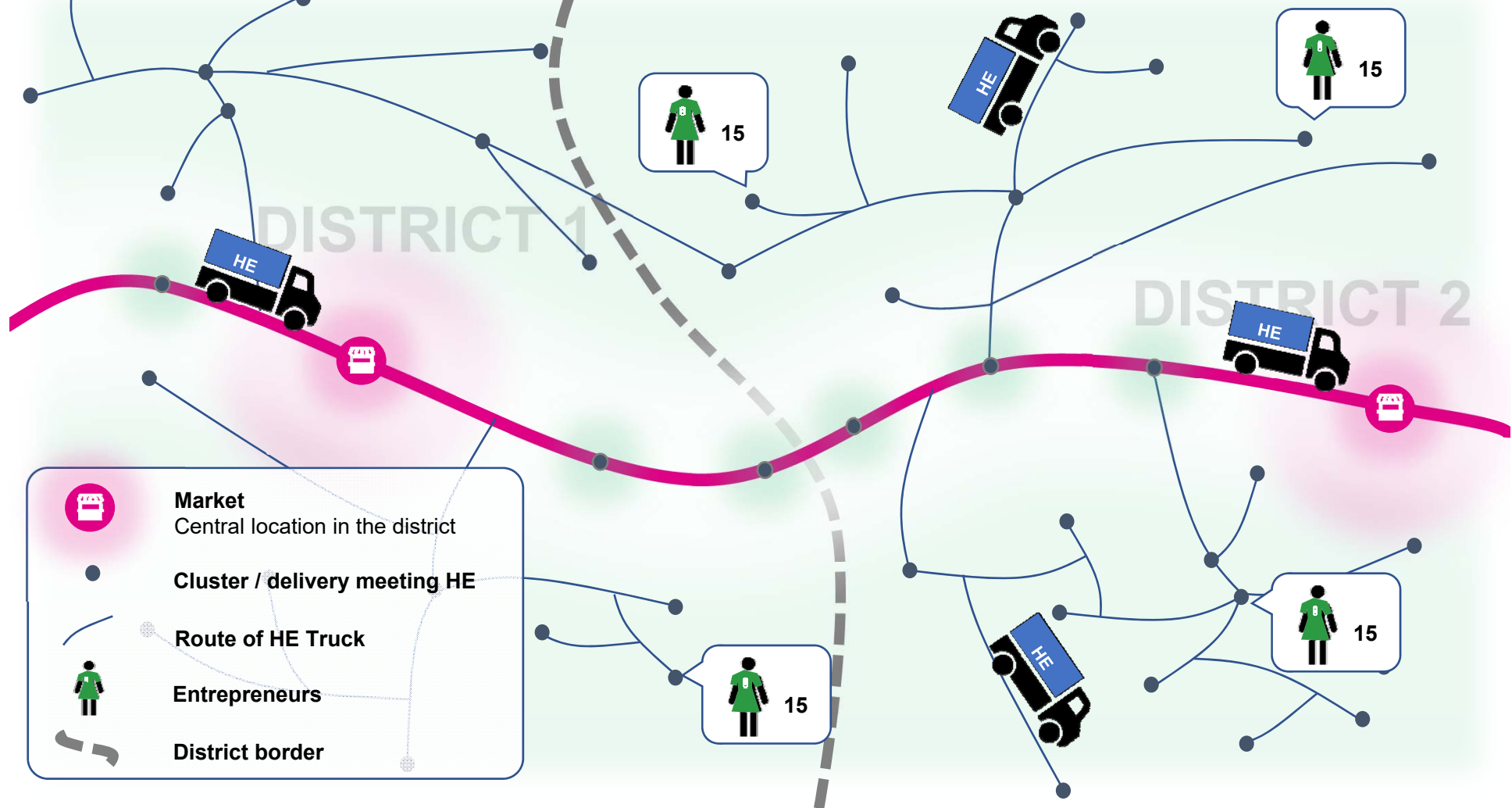
An integrated approach

Sexual and Reproductive Health	Maternal Health	Children's Health under-5	Water, Sanitation & Hygiene	Nutrition	Emergency Management	Common Diseases
HIV & Sexually Transmitted Infections	Pregnancy & HIV	Taking care of babies < 2yrs	Safe drinking water	Under-nutrition	Emergency response	HPV / Cervical cancer
Gender and gender-based violence	Delivery	Taking care of children 2-5yrs	Cleaning & storing water	Food & balanced diet	Injury prevention	Malaria
Family Planning	Male involvement	Child protection	Washing hands & hygiene	Feeding children	First aid	Cholera
Contraceptives	Unwanted or unplanned pregnancy	Mother-to-child-transmission	Proper sanitation	Preparing food		Parasites
Child marriage	Antenatal & postnatal care	Child nutrition, development & immunisation				

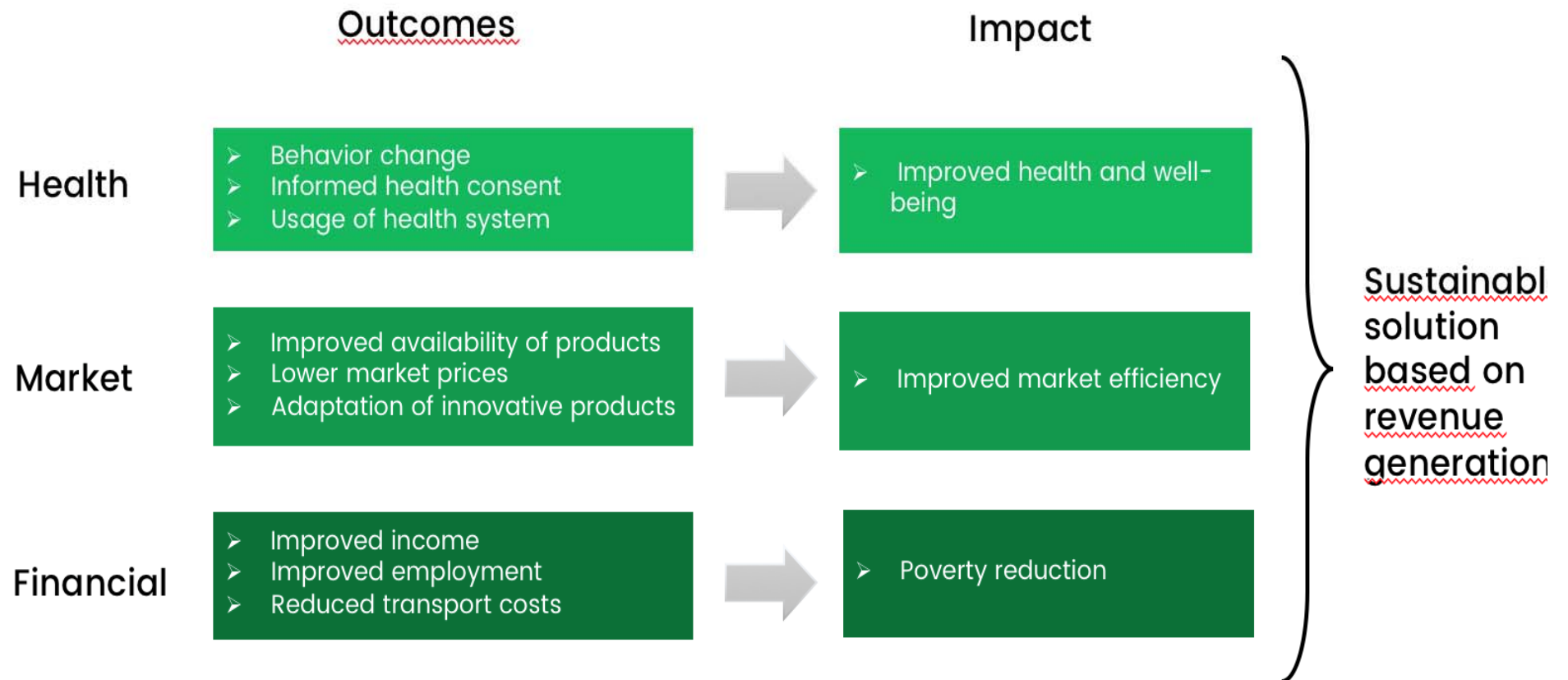
2 year learning & development program



Serving the last-mile



Our outcomes and impact



Conclusion

An integrated solution serving the far and hard to reach communities with access to basic health

The model of social entrepreneurship is the key for building a long-standing solution.

Healthy Entrepreneurs guarantees a long-term relationship with performing VHTs



Back-up

www.healthyentrepreneurs.nl



**Entrepreneur builds their
business and sells more
products.**

www.healthyentrepreneurs.nl



eurs

Entrepreneur pays off some of the investment each month.

www.healthyentrepreneurs.nl



Entrepreneur saves some money.

www.healthyentrepreneurs.nl



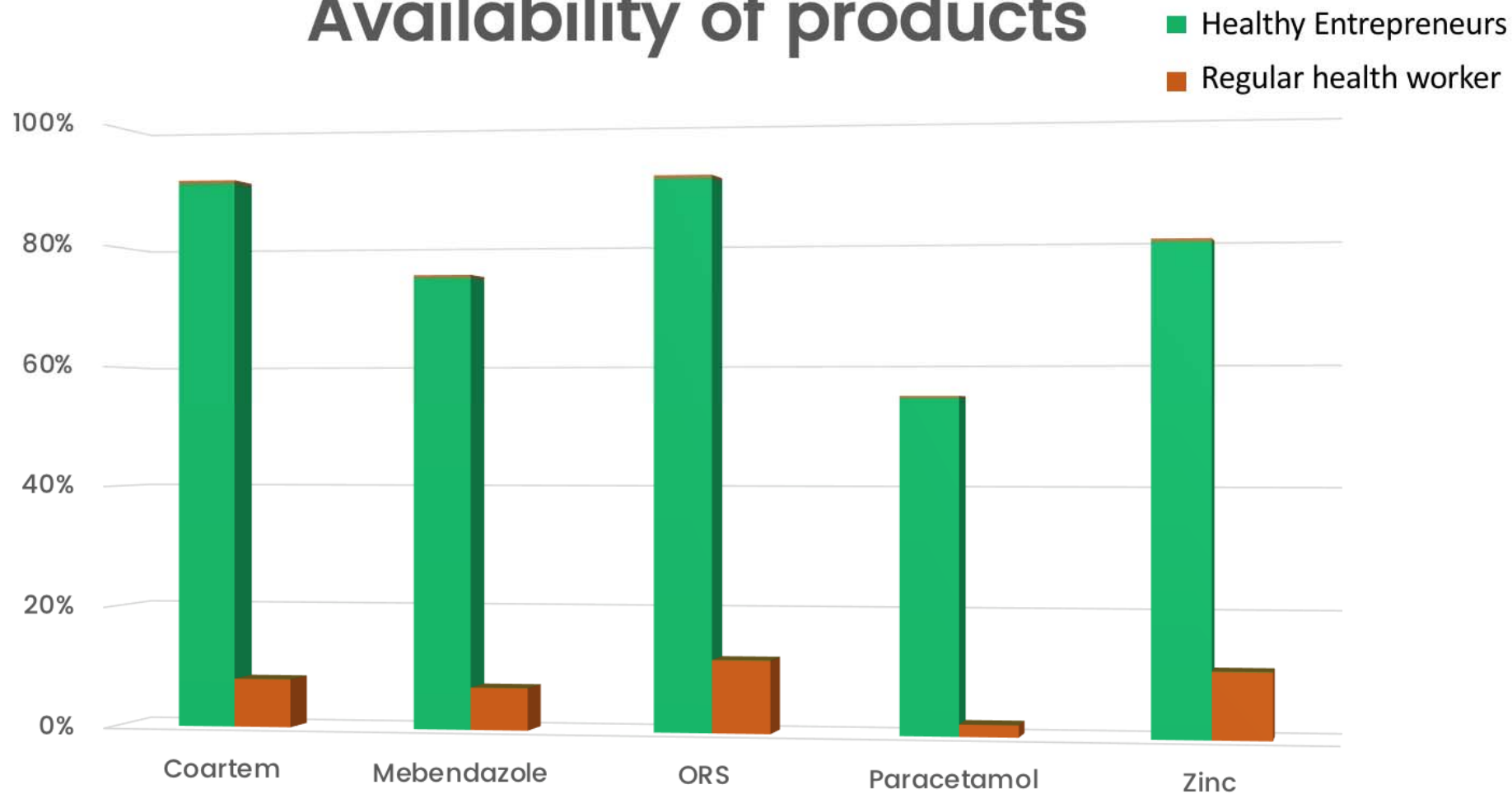
Entrepreneurs attend a cluster group meeting to pay back their advanced investment and order for more products.

www.healthyentrepreneurs.nl



**Entrepreneur builds their business and
sells more products.**

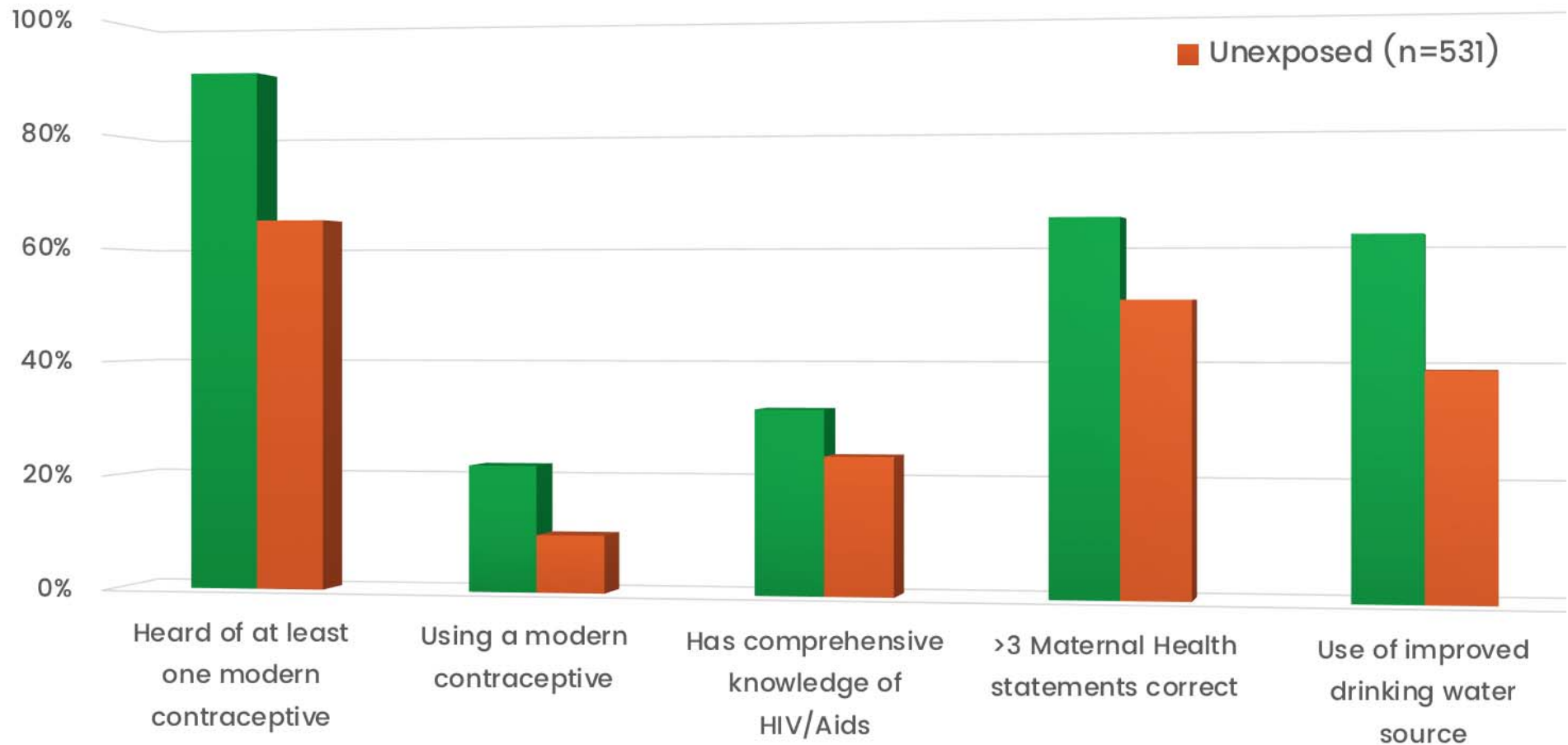
Availability of products



Exposed to Healthy Entrepreneurs

■ Exposed to Healthy Entrepreneurs (n=802)

■ Unexposed (n=531)



Empowerment

Health Entrepreneurs in comparison with regular
Community Health Workers

1. Referred twice as many patients
2. Spent significantly more time on health work
3. Followed more refresher trainings

And after six months:

1. Have significant higher availability of essential medicines
2. Doubled their overall income
3. Showed an increased self-esteem



Why applications?

- **Blended learning** method
- **Formalized and standard** information and services
- Adjustment of the applications possible to follow governmental guideline
- Easy **accessible**
- **Attractive** to use
- Method to **inform formally** regarding prices, information and availability of products
- Method for the entrepreneurs to **keep business administration** like registering order, keep stock and sales
- Safe to use in the context, **privately accessible**
- **Youth friendly** method

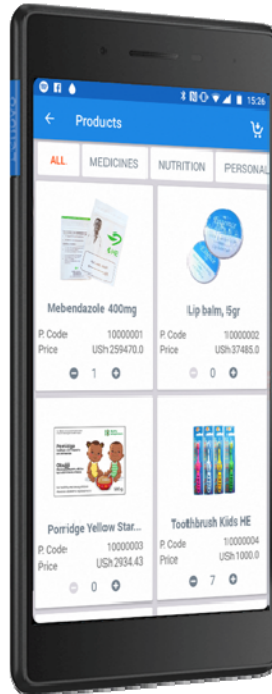
Health & product app

Product App

Online ordering made easy

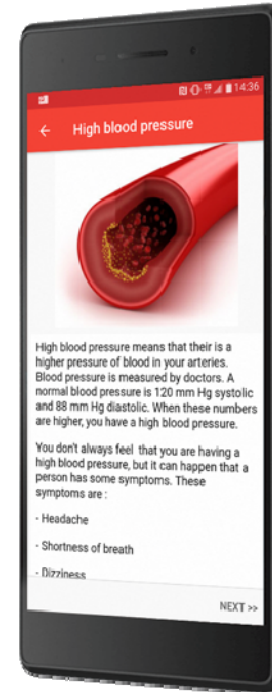
Allows entrepreneurs to:

- Promote products
- Order products
- Manage their stock
- See stock availability
- Pay for orders with Mobile Money
- Up-to-date information



Allows HE to:

- Manage orders at scale
- Easily inform our entrepreneurs about new products
- Collect data from product views



Health App

Health information and advice

Provides:

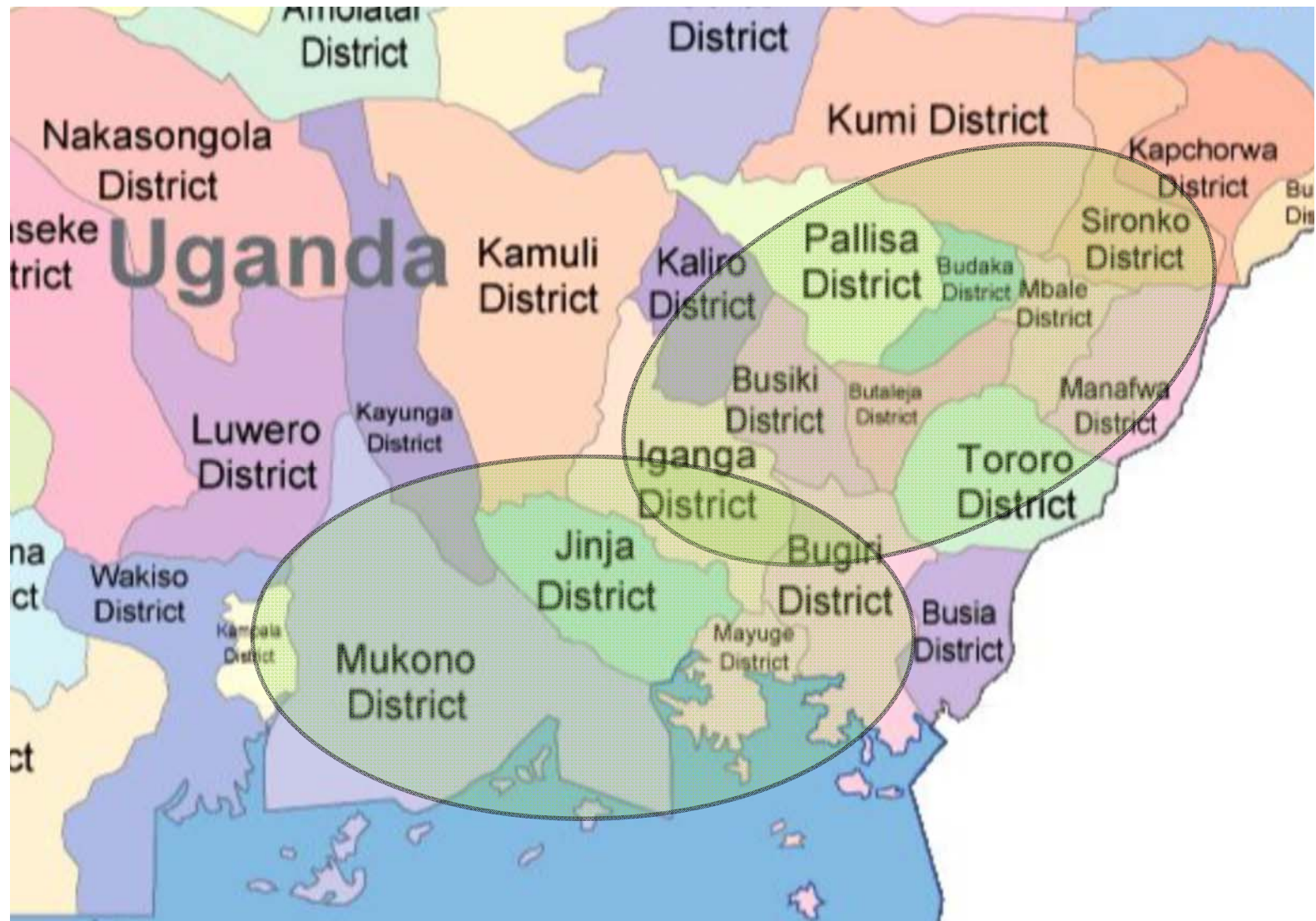
- 125 educational videos
- Content in local languages
- Screening and advice flows
- Help for entrepreneurs to plan follow-up visits to customers
- Easy to use interface for users who never used a smart-device

Allows HE to:

Collect data about which content is popular.

Collect data about customers (age, gender, relevant topics)

Track East 2018-2020



Track West – South 2018-2020

