

A large, stylized blue arrow pointing to the right, partially overlapping the text.

High performance. Delivered.

A background image showing a group of women in a rural village setting. Some women are carrying children on their backs. In the foreground, there is a circular inset showing a close-up of a medical syringe with a needle inserted into a vial.

Amref Health Africa:

A mobile solution for training and supporting community health workers

Client profile

With headquarters in Nairobi, Kenya, Amref Health Africa (Amref) is a global health non-governmental organization (NGO) with 22 offices globally and 35 program countries in Africa. The organization is committed to improving the health of people in Africa by partnering with and empowering communities, and strengthening health systems. Amref employs approximately 1,000 people globally and operates with an annual budget of over \$91 million.

Opportunity

By 2035, there will be an estimated global shortfall of 12.9 million skilled health professionals (midwives, nurses and physicians)¹. Community health workers are vital to addressing this gap by providing basic healthcare and education services directly to families and community members—serving as a crucial link between communities and formal health systems. Ministries of Health are indicating their support for community health workers as a core component of their strategies. However, training these workers via traditional face-to-face methods poses a number of complex challenges. These include high costs, geographic reach, poor long-term engagement, high attrition rates and an inability to rapidly mobilize health workers in times of crisis such as outbreaks. To overcome these challenges, Amref sought to develop a new mobile health learning platform built using basic mobile phone technology.

Accenture had built a long-standing relationship with Amref on previous e-Learning strategy projects. This, together with its skills across business and product strategy; operating model design and technology delivery; learning; and program management, positioned Accenture Development Partnerships well to support the mobile platform development.

The collaboration is part of Accenture's Skills to Succeed corporate citizenship initiative, which advances employment and entrepreneurship opportunities for individuals around the globe, leveraging technology to drive impact at scale.

Solution

Accenture Development Partnerships works with leading international development organizations to address the world's complex social, economic and environmental issues. By delivering the power of Accenture's global capabilities and experience, Accenture Development Partnerships positively impacts the lives of people in the developing world.

In 2012, Accenture worked side by side with Amref to create a truly unique cross-sector partnership comprising Amref Health Africa, Accenture, the Kenyan Ministry of Health, M-Pesa Foundation, Safaricom, and Mezzanine. Accenture provided grants totaling \$4.4 million, while the M-PESA Foundation contributed an additional \$2.1 million to help make this project a reality.

The combined world-class expertise and funding resulted in a leading mobile health learning application known as "LEAP," designed for basic mobile phones and ubiquitous in Sub-Saharan Africa.



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"Accenture Development Partnerships have been a key partner in developing and scaling our market leading mHealth learning platform. By bringing their unique strategy, digital and commercial expertise to the partnership, we've been able to impact thousands of community health workers and accelerate our journey to becoming a sustainable social enterprise."

Diana Mukami – eHealth Program Manager, Amref Health Africa

Facilitated by Accenture Development Partnerships, nine learning topics were initially created in collaboration with experts and built on a multi-channel mobile platform. This was rolled out to 300 community health workers and 18 community health extension workers to test the application. Following the success of this initial pilot, over 30 additional topics for community health workers were created and an application was developed that allows supervisors to track the learning progress of their community health workers. The pilot was then scaled to provide training to over 3,000 community health workers.

Underpinning this effort was a focus on capacity building. Accenture Development Partnerships helped transfer skills and knowledge to Amref so it could independently sustain and grow the social enterprise going forward. Fundamental to its success was the transformation of Amref's culture, skill set, business, and operating model from a non-governmental organization to a social enterprise. This involved the design of a new organization and capacity building from the leadership all the way down to the field workers involved in day-to-day implementation.

Results

Through LEAP, community health workers can access continued training through their mobile device, peer learning through social engagement, strengthened supervision through direct access to supervisors, and updates and campaign messages to rapidly mobilize and respond to outbreaks.

To date, with the support of Accenture the project has already achieved a number of key milestones including:

- Three thousand community health workers in Kenya have been trained as part of Accenture's Skills to Succeed initiative.
- Over 300,000 households across Kenya have benefited from the improved knowledge and services of their community health workers.

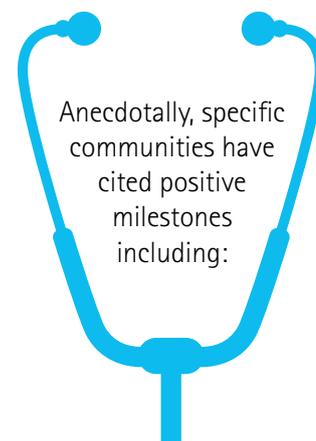
Anecdotally, specific communities have cited positive milestones including:

- Attrition amongst health workers has been reduced by up to 85 percent and quiz scores on LEAP have improved by up to 15 percent.
- A 28 percent increase in antenatal visits, a 28 percent increase in the number of infants younger than one year being fully immunized, and a 24 percent increase in skilled maternal delivery has been seen.

Accenture Development Partnerships also played a crucial role in developing the social enterprise strategy to deliver sustainable long-term growth. It is expected to deliver over \$4.5 million in revenue.

Close collaboration with the Amref team throughout each phase was critical to the success of this program. This engagement not only brought together expertise from across Accenture Strategy, Accenture Consulting, Accenture Digital and Accenture Technology, it also leveraged Accenture Learning, Accenture Mobility expertise and executive leadership from both Accenture Development Partnerships and the Accenture Vodafone global account team.

The platform is intended to be transformed into a commercially viable social enterprise to share the benefits with other organizations involved in health worker training, as well as provide a new sustainable revenue stream for Amref.



Anecdotally, specific communities have cited positive milestones including:



28 percent increase in antenatal visits



28 percent increase in the number of infants younger than one year being fully immunized



24 percent increase in skilled maternal delivery



"Amref's mHealth learning platform demonstrates how Accenture brings together the best of the private sector, government and civil society to create a scalable digital solution to address the world's most pressing healthcare needs."

Ian Lobo – Managing Director, Accenture Development Partnerships

Endnotes

¹ 2013 WHO Report, A universal truth: no health without a workforce

About Accenture

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world’s largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With more than 375,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Its home page is www.accenture.com.

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