THE DIGITAL OPPORTUNITY: Donors Perspective

New Delhi
July 24, 2018
DIGITAL HEALTH
DEFINITION

Digital Health is the application of information and communication technology (ICT) in the health sector to help manage diseases and support wellness through data, images, and other forms of digital information.

Three main functions:

- The delivery of health information
- Using ICTs to improve public health services
- Using health information systems (HIS) to capture, store, manage or transmit information on patient health or health facility activities.
WHO USES DIGITAL HEALTH TOOLS?

1.0 Clients

Clients are members of the public who are potential or current users of health services, including health promotion activities. Caregivers of clients receiving health services are also included in this group.

2.0 Healthcare Providers

Healthcare providers are members of the health workforce who deliver health services.

3.0 Health System Managers

Health system and resource managers are involved in the administration and oversight of public health systems. Interventions within this category reflect managerial functions related to supply chain management, health financing, human resource management.

4.0 Data Services

This consists of crosscutting functionality to support a wide range of activities related to data collection, management, use, and exchange.
THE CHALLENGE
Digital Health Programs mostly have been implemented as vertical siloed applications financed by different donors and government programs. 

FRAGMENTATION OF DIGITAL HEALTH

- Data is not comparable
- Funding is all independent
- Lifespan of solutions are based on lifespan of project
## HARMS FROM FRAGMENTATION

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THE SOLUTION
GLOBAL CONSENSUS

Ecosystem **collaboration** is needed to address current fragmentation and create a **holistic digital health model**

**GSMA – Scaling Digital Health in Developing Markets, June 2017**

At the country level, cross-cutting **digital health platforms should be interoperable** and yet adaptable to local requirements and sovereignty

**National Academies of Science, Engineering, and Medicine, May 2017**

As a first step toward national digital health implementation, leaders can develop a **national digital health vision and strategy**. Strong leadership and governance can **prevent duplication** of effort and harmonize standards for digital technology.

**Broadband Commission Report on Digital Health, February 2017**
VISION

Established country and regional **collaborative** processes led by **government** which yields **national and regional plans**, **enterprise architecture**, enabling **interoperability** and use of **global goods**.
ENTERPRISE ARCHITECTURE

• Blueprints or frameworks of information systems, commonly used to help ICT implementers design increasingly complex systems. Describe how components will interact with each other and external applications.
INTEROPERABILITY: Continuum of Care

Community Health Worker
Clinic
Referral Clinic
Hospital
Supply Chain
INTEROPERABILITY: Continuum of Care

Diagram showing the flow of care from Community Health Worker to Clinic, Referral Clinic, Hospital, and Supply Chain.
HOW TO DO IT
DIGITAL STRATEGIES FOR UHC

• A cascading model to prioritize and select integrated mHealth strategies for achieving UHC

ECOSYSTEMS LINK TO DATA USE

THANK YOU
MERRICK SCHAEFER
Principles for Digital Development

- Design With the User
- Understand the Existing Ecosystem
- Design for Scale
- Build for Sustainability
- Be Data Driven
- Use Open Standards, Open Data, Open Source, and Open Innovation
- Reuse and Improve
- Address Privacy & Security
- Be Collaborative

Digitalprinciples.org
Deep Dive into Digital Financial Services for Health Applications
Health Spending Pushed 55 Million Indians Into Poverty In A Year...

- Growing ubiquity of digital technology (esp. in the form of mobile phones in the hands of millions)
- Evolving business models for delivering financial services (such as branchless banking)
Reliance on cash in health systems contributes to inefficiencies, leakage, and can create security risks.

DFS can both replace existing cash flows, and also enable use cases not previously possible.

Digital Financial Services Use Cases in Health

Program and Government example uses:
• Enable electronic health insurance premium payments and insurance payouts
• Payment of salary, pension, social transfers from government (e.g. healthcare worker payments, conditional cash transfers)
• Facilitate PBF payments that are more closely tied to specific results by shortening the time to payment - use digitally-reported data to further increase efficiencies

Individual client example uses:
• Transfer between friends/family (e.g. remittances, health-specific mobile payments)
• Transfer to businesses (e.g., buying medication)
• Store money (e.g. digital savings, including health-specific digital savings)
• Receive/repay loan proceeds (e.g. digital VSLAs)
The Role of Digital Financial Services in Accelerating USAID’s Global Health Goals

FOUR WAYS DIGITAL FINANCIAL SERVICES (DFS) CAN IMPROVE HEALTH PROGRAMS:

1. Enable client beneficiaries to safely store funds for care
   M-Tiba’s mobile savings platform enables clients to save funds for healthcare. Fourteen percent of mothers using M-Tiba in Kenya reported seeking help sooner.

2. Scale health insurance
   MicroEnsure’s mobile-based hospital cash insurance product reached 63 million customers across 11 countries within 4 years.

3. Deliver incentives, vouchers, and subsidies more efficiently
   After Marie Stopes Madagascar project moved to digital vouchers, provider reimbursement timelines fell from weeks to days.

4. Strengthen health workforce
   Moving to digital salary payments in Sierra Leone helped end health worker strikes and saved over 2,000 lives during the 2014-2015 Ebola outbreak.

http://finance.digitaldevelopment.org/
To overcome challenges of fragmentation and duplication of digital health systems around the world, greater coordination is needed, including among public and private funders. Recommendations include:

1. First, that *countries create and support the implementation of a digital health strategy* reflecting priorities identified in the countries national health strategies;

1. Second, *financiers align their efforts* on digital health with national digital health strategies. Where country-focused digital health strategies do not yet exist, their development should be prioritized;

1. Third, that countries *strengthen a digital health-enabling environment* including support for capacity building and governance with a focus on privacy, accessibility, use of data and data systems;

1. Fourth, that *investments align with a country’s progression along the digital health continuum*-- starting with moving from paper to digital, culminating with a country’s transition to independent management of digital health technologies; [...]
Thank You