



Every
45 seconds a child dies
of malaria



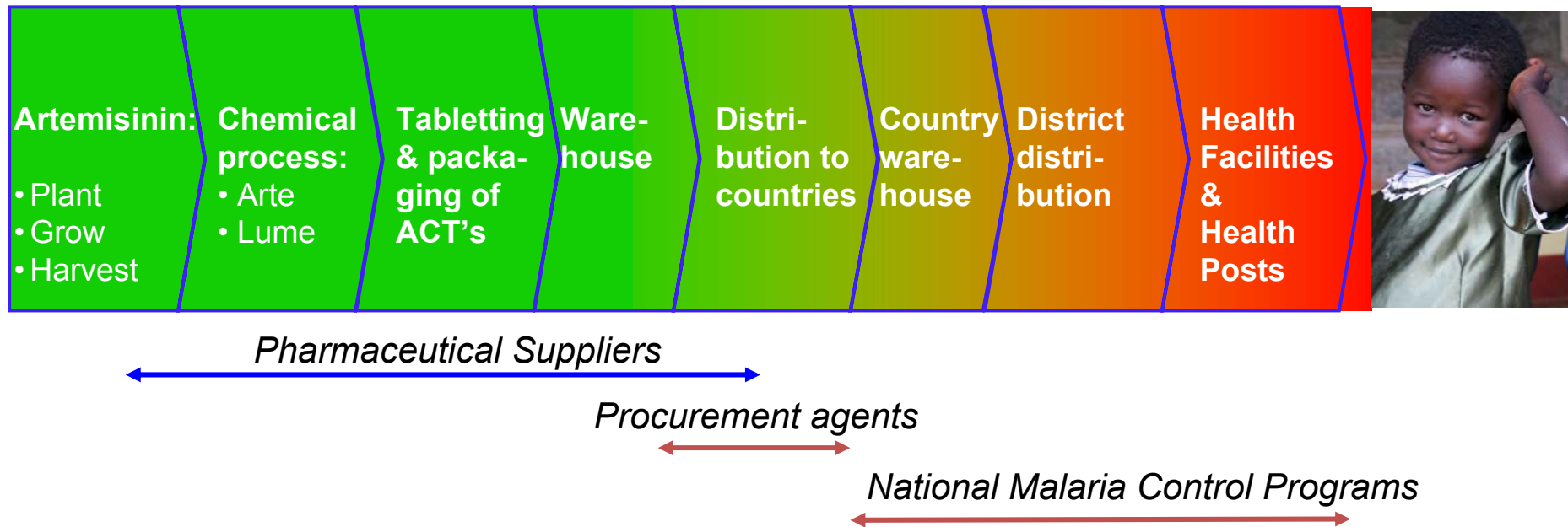
“SMS for Life”

Improving medicine access through innovation

A Roll Back Malaria partnership initiative

Today, many health facilities suffer from stock-outs of essential medicines

Patient



- Every 45 seconds a child dies of malaria, an easily curable disease
- Today, many health facilities suffer from stock-outs of malaria medicines
- As a result, patients may have to travel long distances to obtain treatment, or remain untreated with the risk of progression to severe disease, organ damage and death
- The 'SMS for Life' initiative is a direct response to address stock-outs of malaria interventions in Africa
- 'SMS for Life' can help to save lives by using something we all take for granted – our mobile phones

Solution/Process design criteria

Scalable

- The solution must be **scalable** to an unlimited number of health facilities and countries

Affordable

- The solution must be **affordable** by the poorest countries without a dependence on donation
- Total annual cost to be below than \$100 per facility per year

Sustainable

- The solution must be **commercially viable/profitable** for the service providers

Pervasive

- The solution must be able to **work in every country and** with all mobile phone operators

Flexible

- The solution must be **easily configured** to manage any types of medicines, commodities or surveillance data

Fast

- It should be possible to **progress** from initial Country analysis/fact finding meeting to Pilot implementation and training in up to six districts **in a six to eight week timeframe**

Packaged

- All processes, training materials, user guides etc. must be **packaged** in a way that they can be **provided free of charge to interested parties anywhere**

Accessible by subscription

- The solution must be offered as a **cloud based subscription service** similar to Facebook or Gmail, i.e. pay as you go, no initial or future technology investments required

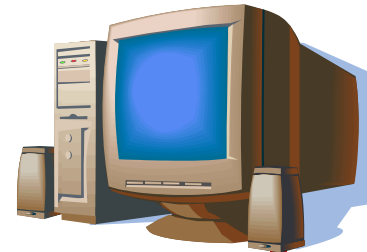
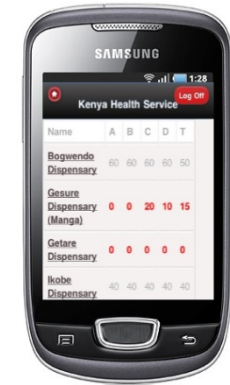
Proven

- The solution must be proven to work in a representative pilot in the target environment

General process overview

Collect health facility medicine stock levels and surveillance data via SMS/text message

Provide reports via the internet, e-mail and mobile phone

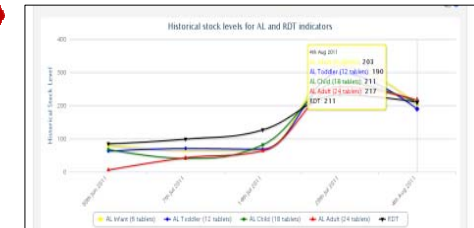


Health Facility	Form ID	A	B	C	D	T
AL-1	10161	60	60	60	60	50
AL-2	10162	0	0	20	10	15
AL-3	10163	0	0	0	0	0
AL-4	10164	40	40	40	40	40

Send one SMS each week with medicine stock levels and one SMS each week with surveillance data

“SMS for Life”

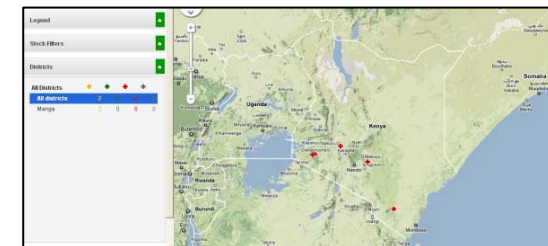
Medicine stock level and surveillance data reports delivered via internet, smart phone and e-mail. Exceptions delivered via e-mail.



Hospitals

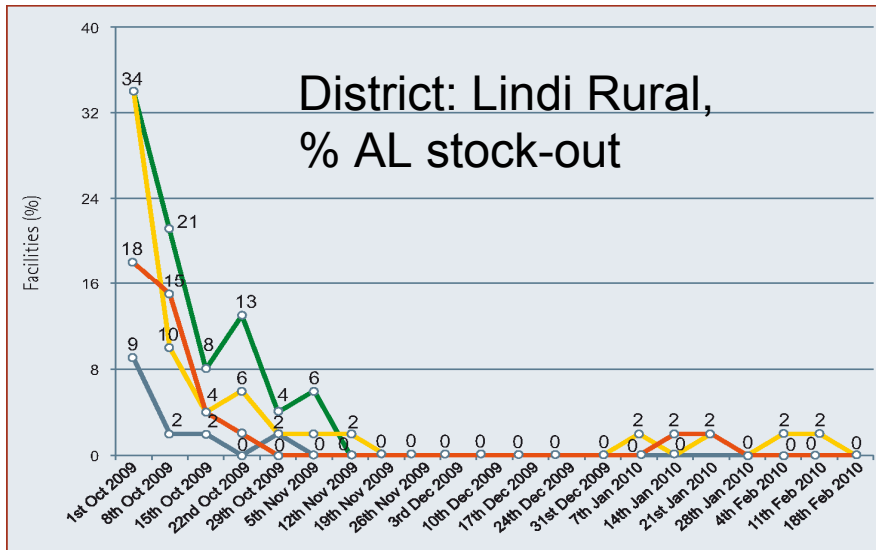
Health Facilities

Dispensaries

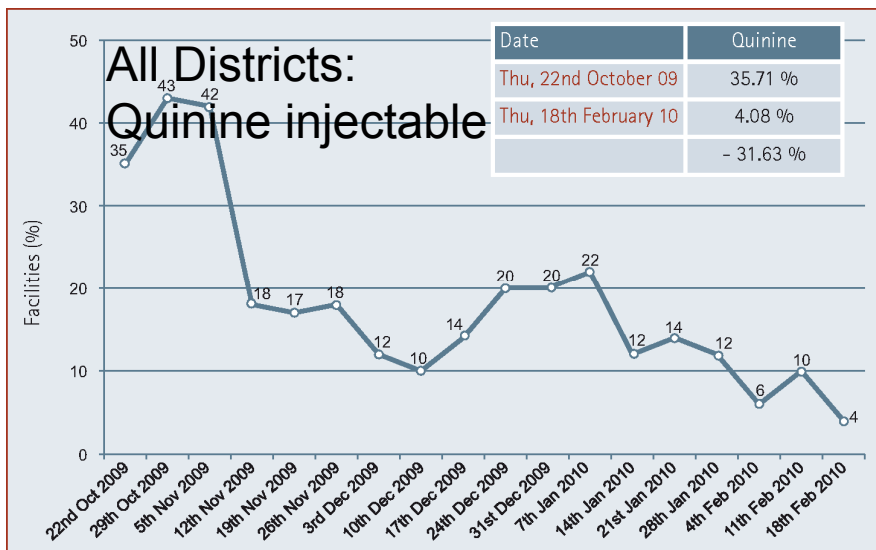


The system must accept SMS messages from any mobile network

The Tanzania pilot: dramatic reduction of stock-outs from 77% to 26%



- Pilot start: 29/129 facilities all 5 medicines in stock (**77% stock-out**)
- Pilot end: 96/129 had all 5 medicines in stock (**26% stock-out**)
- Pilot start: 26% of facilities had no ACT of any dosage form in stock.
- Pilot end: 99% of facilities had at least one dose form of ACT in stock.



SMS for Life - Microsoft Internet Explorer provided by Novartis

Address: <http://pilot.onforlife.org/?token=M2u6M753jLta>

SMS for Life

Supplies

Y	B	R	G	O	YBRG	All
All districts						
121	7	11	139			
Kigoma Rural						
48	3	10	61			
Lindi Rural						
48	0	0	48			
Utanga						
25	4	1	30			

Facilities

Y	B	R	G	O	
Chikoni	10	2	3	4	80
Chitua	8	6	2	0	60
Dimba	6	14	5	5	40
Hingawale	3	4	4	2	124
Kijweni	4	8	4	2	157
Kilangala	11	11	2	0	312
Kilimashewa	3	5	10	2	380
Kilolambwani	8	16	3	2	209
Kingurundumwa	6	19	12	0	360
Kitomanga	11	12	9	1	160
Kiwawa	3	13	0	3	221
Linoha	6	4	2	0	240
Lipome	6	8	4	0	349
Madangwa	5	26	12	2	60
Madingo	4	3	2	1	128
Mahumbika	6	10	7	0	171

Done

Start

Logout Screen

4 Microsoft Office ...

msextract1.doc [C...





IBM release on SMS...

Lotus notes provid...

SMS for Life (pilot...

11:03 PM

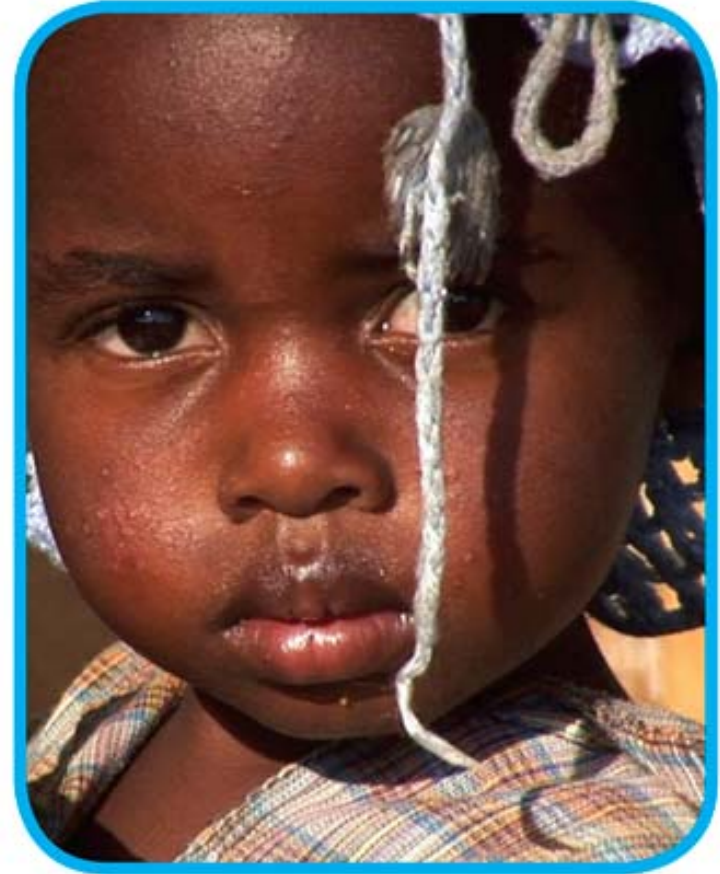
Current Status of SMS for Life

	Tanzania	Ghana	Kenya	DRC
Country				
Current status	National roll-out for antimalaria medicines since Feb 2011; to be completed in Oct 2011	Pilot running since 04/07/2011	Pilot running since 22/08/2011	Assessment in Apr 2011. Pilot planning ongoing
Facilities	17/10/2011: 120 Districts; 4,952 Health Facilities; 1 Central and 8 Zonal Stores	6 Districts; 90 Health Facilities	5 Districts; 87 Health Facilities	4 Zones; 15 Stores; 57 Health Facilities
Scope	6 antimalaria medicines; rapid diagnostic tests for malaria. TB, Leprosy drugs in 5 Districts since Aug 2011	8 antimalaria medicines; rapid diagnostic tests for malaria; Amoxicillin; Blood supply (1 Region as of 08/11/11)	4 antimalaria medicines; rapid diagnostic tests for malaria. Surveillance data (4 parameters)	6 antimalaria medicines; rapid diagnostic tests for malaria; bednets
Support	Swiss Agency for Development and Cooperation, Medicines for Malaria Venture, Vodacom	Swiss Tropical and Public Health Institute, Novartis Foundation (blood supplies)	Novartis	Roll Back Malaria, Benelux Afro Center, Novartis
System	Vodafone	Greenmash	Greenmash	tbd

Conclusions

- We believe that no one should die of malaria today
- Using simple and widely available SMS technology, 'SMS for Life' provides visibility of stock levels to improve access to essential medicines in rural areas
- For the first time ever, we have a flexible, scalable and affordable solution to address the problem of availability of medicines at the point of need - the remote health facility level

For further information see: www.smsforlife.com
or send an email message to
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rene.ziegler@novartis.com



SMS for Life wins prestigious awards



Novartis Malaria Initiative's innovative SMS for Life program recently won the Health-Care IT category of the **2011 Wall Street Journal Technology Innovation Awards**. These global awards recognize game-changing innovations that break with conventional ideas or processes, go beyond marginal improvements and have a wide impact in their field.



The SMS for Life program was also the Winner in the Technology for Health category in the **2011 Global Business Coalition Business Action on Health Awards**, which highlight outstanding company achievements in global health.

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