SMS for Life
Using market information to support public health

MMV 11th Stakeholder Meeting
3rd June 2011
Overall Goal

To eliminate ACT and Quinine Injectable “stock outs” at all health facilities in Tanzania

- Using a combination of SMS text messages and electronic mapping technology to monitor Health Facility stocks of ACT and Quinine on a weekly basis throughout Tanzania.

- stock visibility will support the elimination of stock outs, reducing the number of deaths from malaria.
Project structure

An RBM partnership initiative

• MoHSW ownership
• led by Novartis and MMV
• with the support and collaboration of PSI, SDC and Vodacom
“SMS for Life”
Improving medicine access through innovation

A Roll Back Malaria Partnership Initiative

1. Receive a text message requesting stock information

2. Count stock

3. Compose and send an SMS message to: 15009

4. Receive free air time credit

Your mobile phone will be topped up with credit after we have received your correct message.
Pilot stage 2009/2010

- Lindi Rural, Ulanga, Kigoma Rural
- Results: 77% ‘stock outs’ reduced to 26%

Lindi Rural – % of the 48 facilities with a stock-out by ACT dosage form
Rollout progress

• National scale up 2011
  – 62 districts to date
  – 2,261 health facilities (45.2% of total)
  – The scale-up will end in October 2011
  – Using M-Pesa to pay per diems
Challenges

• Technical challenges
  – IT literacy of DMOs
  – Payment of incentives
  – Network issues
Successes

• Ease and acceptability of the system
• Rapid scale up
• High response rates
  – Low error rates
• M-Pesa for per diems
• Examples of DMOs redistributing stocks
Future opportunities

• Expanding SMS for Life
  – RDTs?
  – Monitoring ACT through ADDOs?
  – Other commodities?