dimagi

CommCare Connect

Unlocking more impact from Frontline Workers

Jonathan Jackson
Dimagi Co-Founder & CEO

dimagi

Dimagi is a global social enterprise that powers impactful frontline work through scalable digital solutions and services.

Dimagi is most well-known as the makers of **CommCare**, the most widely-deployed digital platform for enabling Frontline Workers.

Governments and organizations across all sectors use customized mobile, web and SMS applications built on CommCare to deliver services at the frontline.

Dimagi is a certified Benefit Corporation with teams in the United States, India, South Africa, Senegal and around the world

1 Million
frontline workers supported in
130 countries

Certified
B
Corporation

Billions of people depend on non-specialist Frontline Workers for essential services.

Frontline Workers provide life-saving, essential services, including:

- Preventing, detecting, and managing leading killers (diarrhea, pneumonia, malaria, HIV, TB)
- Supporting mothers through pregnancy, birth, and under-5 care
- Immunization for common infections
- Responding to pandemics and emergencies

Frontline Workers also are often the *only* point of direct services or link to a distant health system.

Who Are Frontline Workers?

Generally, women with limited training or education who provide health services for hundreds of people in their own communities. Often hired by governments or NGOs for little money, sometimes none.

- **8 million** estimated Frontline Workers across large programs, almost all in Africa and Asia.

- **86%** in Africa are non-salaried. Majority are volunteers with some or no compensation.

- **1 Billion USD+** invested annually in Community Health Worker programs in LMICs and growing. 60% of funding is from donors, 40% from governments.

CommCare
by dimagi

The digital platform for frontline work everywhere.

The most widely-deployed and evidence-based platform for enabling Frontline Workers, CommCare enables organizations to build their own digital solutions to better deliver services, manage clients, and collect data.
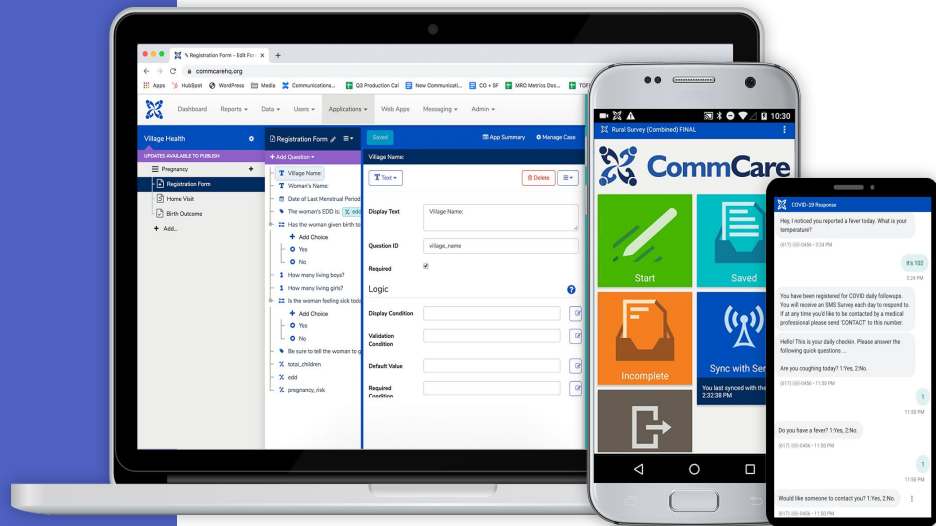
Frontline programs deliver more impact with CommCare

CommCare is backed by the strongest evidence base of any digital platform for Frontline Workers.

These nearly 100 peer-reviewed publications prove CommCare has positive impact on organizational performance, frontline workers behaviors, and most importantly, client outcomes.

Better Client Outcomes

48% decrease in infant mortality.

Highly Cost-Effective

A study found CommCare to be more cost-effective than the cholera vaccine

Better Care

Midwives adhered to 40% more delivery protocols

Better Practices

Women 73% more likely to attend 3+ antenatal visits

By leveraging CommCare, Dimagi has the foundation to significantly and rapidly increase essential services.

Past

Helped create the field of digital technology for Frontline Workers. Achieved the initial goals: proven, sustainable, and scaling technology.
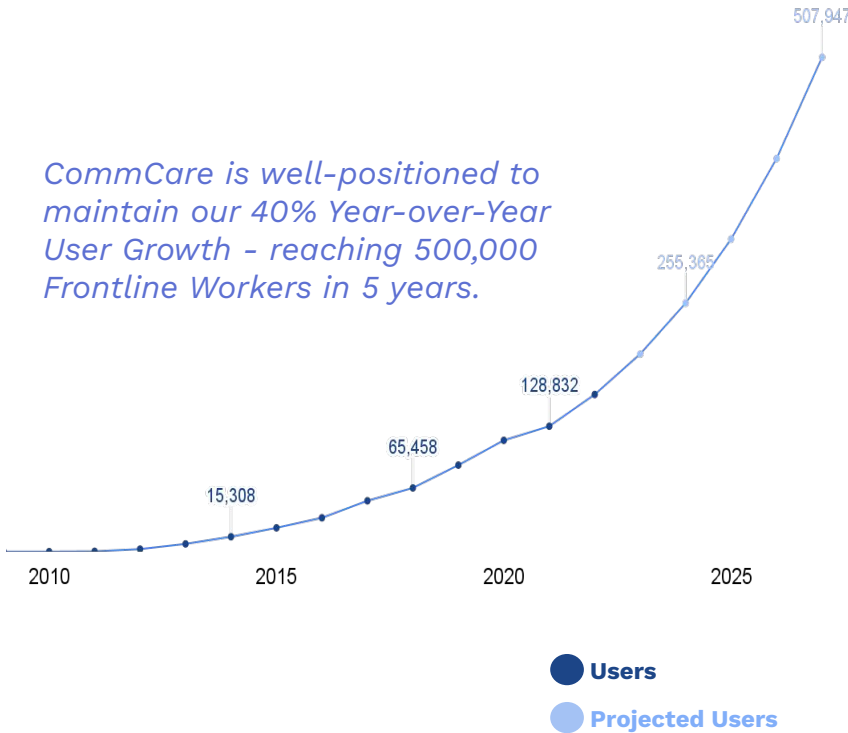
Present

Built a strong team of 240+, coming off our strongest financial results in 2021, and are already the largest digital platform for 120,000+ Frontline Workers.

The WHO, USAID, Gates Foundation, and others are all prioritizing digital investments to achieve impact

Future

Leverage our 20+ years of experience and 40% Year-over-Year impact growth to rapidly expand the essential services.

CommCare is well-positioned to maintain our 40% Year-over-Year User Growth - reaching 500,000 Frontline Workers in 5 years.

507,947

255,365

128,832

65,458

15,308

2010   2015   2020   2025

● Users
● Projected Users

How can we empower Frontline Workers to deliver additional impact?

Dimagi is already reaching over 150,000 Frontline Workers who create significant impact in their day-to-day jobs.

In addition to this expected impact, Frontline Workers require digitally supported capabilities to deliver more services and unlock additional impact.

- **Learn** how to deliver new services, such as nutrition, early childhood development, and mental health

- **Deliver** new, expanded services and reach more people

- **Verify** delivery of high-quality services to drive more supply and demand

- **Pay** for verified services, and seek new opportunities for growth and higher pay

Additional Impact

Expected Impact

128,632

507,947

2020   2025
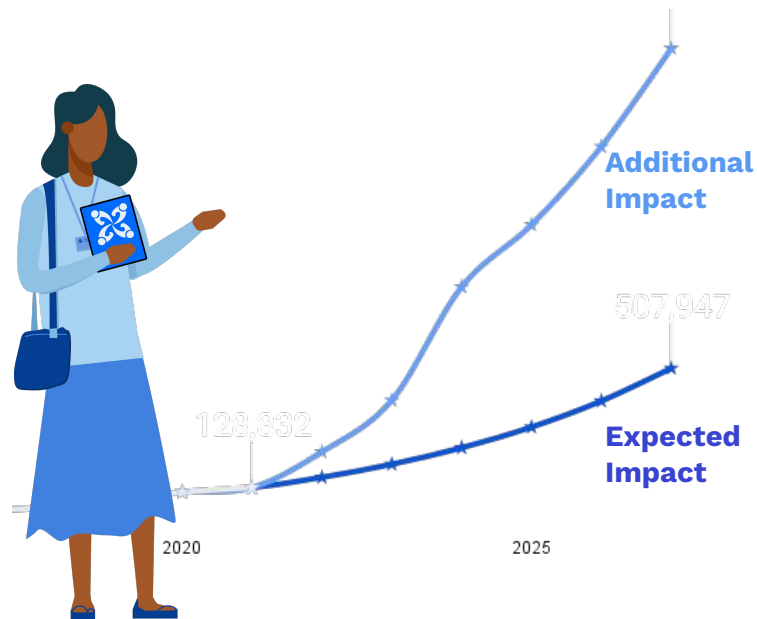
CommCare Connect

CommCare **Connect**

Dimagi's new CommCare Connect initiative will enable Frontline Workers to provide additional services, further catalyzing their impact at scale.

CommCare Connect will help Frontline Workers to rapidly **learn**, **deliver**, **verify**, and be **paid** for high-impact services at scale. This will provide growth opportunities for Frontline Workers and more efficient expansion of frontline services.

CommCare offers the perfect (and only) vehicle to reach hundreds of thousands of Frontline Workers. CommCare Connect will leverage this 150k+ and growing user base.

CommCare Connect leverages a $25 million investment made in 2022 by the Steele Foundation for Hope.

CommCare Connect

Built on top of Dimagi's CommCare platform, CommCare Connect provides opportunities for Frontline Organizations and Workers to opt into paid, purposeful work.

CommCare Connect

Learn	Deliver	Verify	Pay
In-App Training and Certification	Digital Job-aids for core and opt-in services	Digitally verified quality services, delivered	Verified Digital Payments

New capabilities needed in CommCare for CommCare Connect and other future extensions of CommCare and an Open Ecosystem

CommCare

Proven impact on Frontline Workers' ability to generate better program and client outcomes, deployed at scale.

There is a clear need for more impact

Evidence shows that Frontline Workers want to participate in self-management interventions in order to gain knowledge and skills to help themselves, and then others.

Learn

Delivery

Frontline Workers want additional training and opportunities to deliver more and earn more

Frontline Workers have said they'd give up pay for training leading to promotions. In India, 15,000 Workers paid two weeks of their salary to become certified in delivering COVID-19 services.

As technology makes it easier to support, measure, and reward performance, productivity will rise and costs will decrease.

This also creates a market for additional technologies.

Verify

Pay

Paying Frontline Workers leads to high economic impact.

The Financing Alliance for Health demonstrated a ROI of $10:1, based on the economic multiplier effect from paying Frontline Workers. Mostly women, Frontline Workers invest in their households, pay for education and are also great at starting income-generating activities.

Frontline Workers are being underleveraged

Frontline programs have more high-performing (and low-performing) Frontline Workers than they think. We can offer tools to existing high-performing Frontline Workers to unlock more impact, and provide an incentive for medium and low performers to improve.

Dimagi's Research team did meta-analysis of 74 ANC and Nutrition CommCare programs across 101,121,491 forms submitted beginning in 2010.
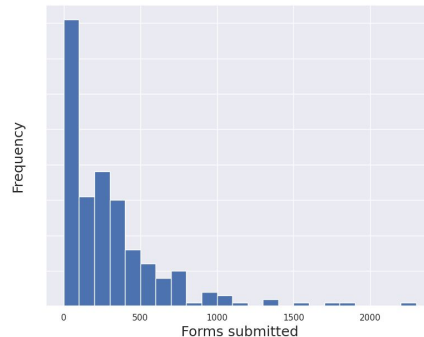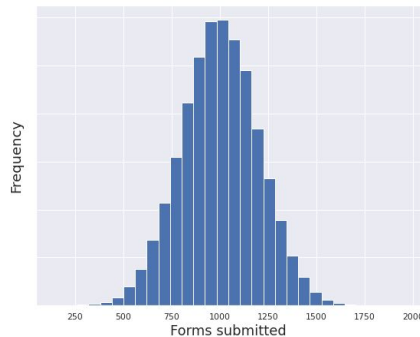
Indicators	Example normal distribution (=1000, =200)	Typical CommCare project
Work done by **top 20%** FLWs	26%	55%
Work done by **bottom 20%** FLWs	14%	1%
% FLWs within **10% of median** performance	38%	7%
% FLWs within **20% of median** performance	68%	13%

There is available funding for more impact

Example Vertical Funding

Vitamin A Supplements

1 of the 4 top interventions based on cost-effectiveness and scale by GiveWell. Tens of millions invested per year.

Early Childhood Development

Lego Foundation committed $143 million to support ECD services in LMICs.

Mental Health

Wellcome Trust and Fondation Botnar are investing over $100 million in funding for mental health in LMICs.

CommCare Connect

Leveraging the $1 Billion+ in Annual funding for Frontline Worker programs with vertical funding to expand essential services

Frontline Workers & Clients

8 Million Frontline Workers, delivering more services to clients

CommCare Connect

Tech Walkthrough

Connecting Funders & Frontline Workers

CommCare Connect serves as a bridge between hard-working Frontline Workers and the organizations who fund them by **facilitating a two-sided ecosystem.**

Governments & Donors

Governments and donors **select specific services** they want to fund in targeted geographies

Governments and donors can see **real-time delivery of verified services**, and adapt accordingly

Governments and donors fund only tasks that have been **verified.**
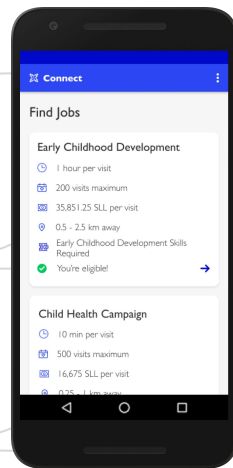
Workers in selected geographies can **be trained** in and **opt into** providing available services

Dedicated workers are **fairly compensated** for their critical work

Workers continue to **provide more services**, amplifying impact.

Frontline Workers & Clients

Phone screen content

Connect

Find Jobs

Early Childhood Development
- 1 hour per visit
- 200 visits maximum
- 35,851.25 SLL per visit
- 0.5 - 2.5 km away
- Early Childhood Development Skills Required
- ✓ You're eligible! →

Child Health Campaign
- 10 min per visit
- 500 visits maximum
- 16,675 SLL per visit
- 0.25 - 1 km away
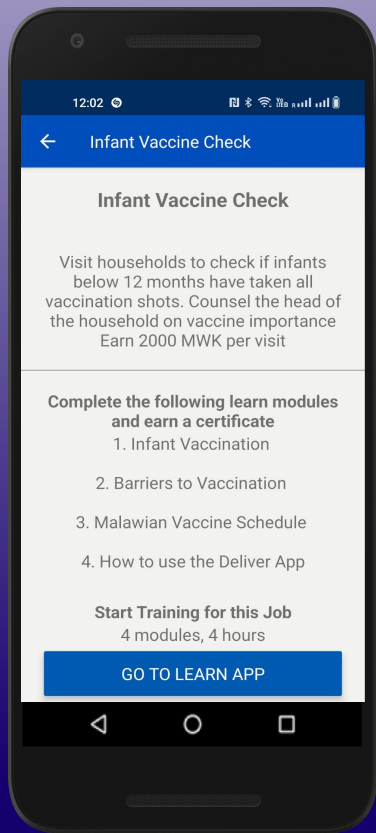
Learn
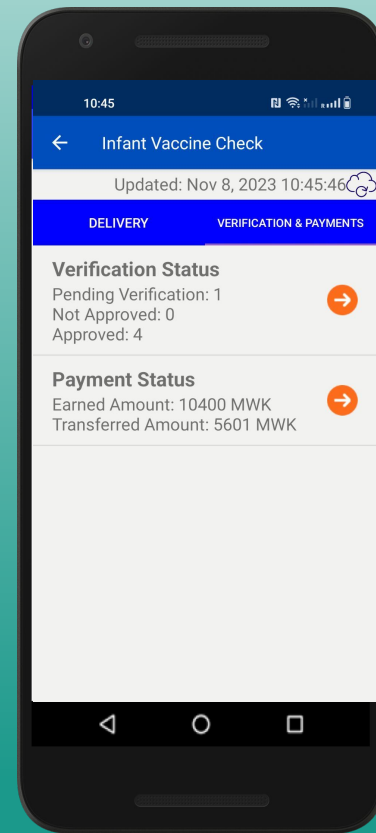Users select and receive training through a digital training platform
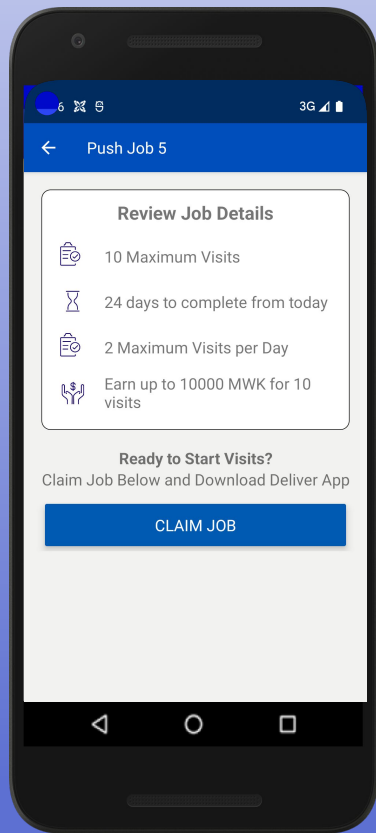
Deliver
Users deliver additional services via their active jobs, leveraging CommCare.
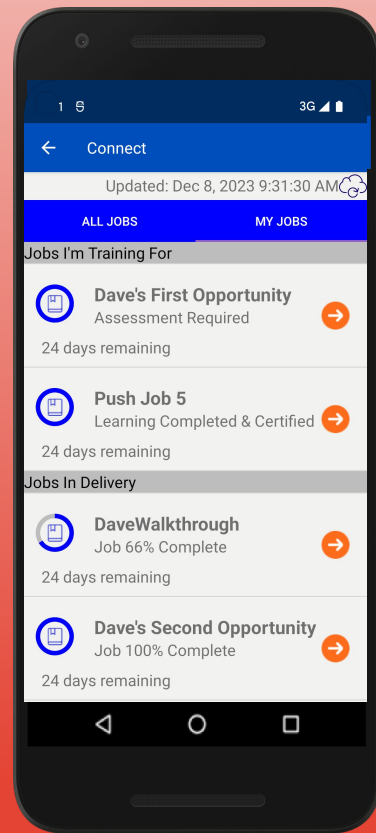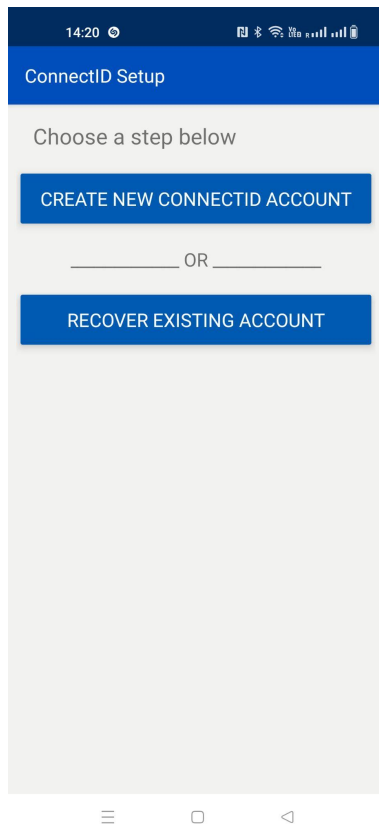
Verify
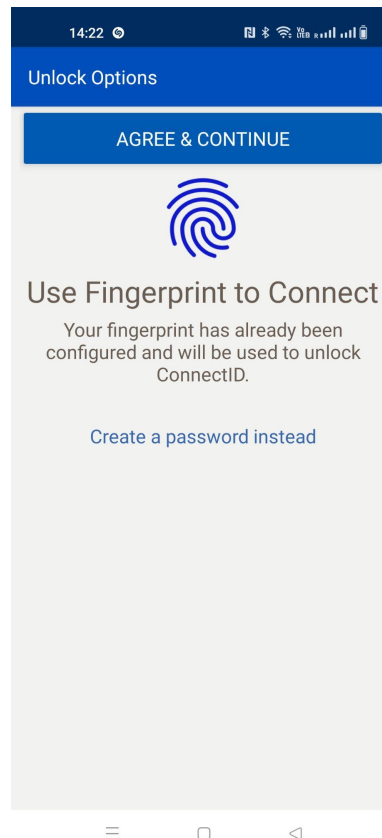Service delivery is verified - leveraging biometrics, GPS, and data algorithms.

Pay
Users can see what pay they are owed, and be paid digitally or manually.
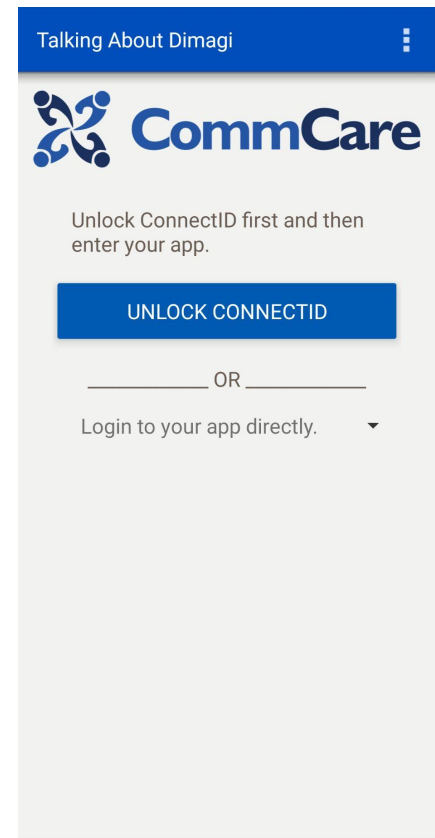
Create a CommCare Connect Account

Seamless Integration

Frontline Workers can create Connect Accounts directly from their existing CommCare Apps.

Biometric Security

On-device fingerprint authentication makes logging into core CommCare apps and Connect accounts more secure.
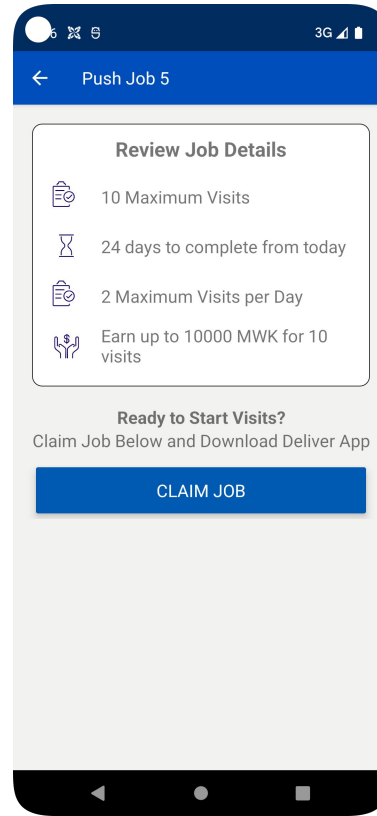
Single Login

Users can login to any CC app using their ConnectID
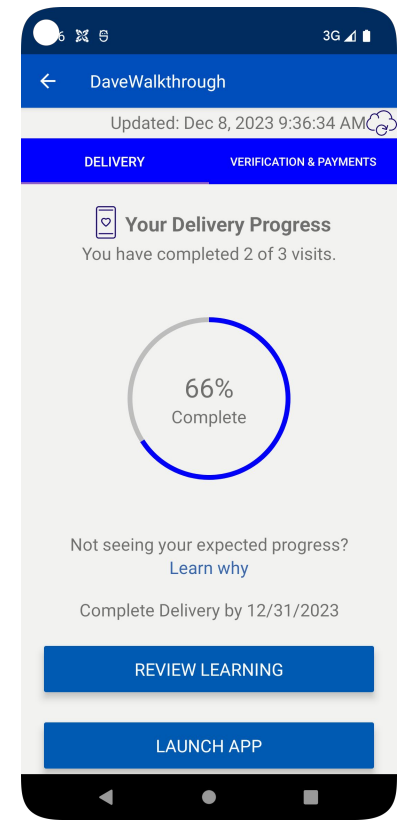
Find a potential job
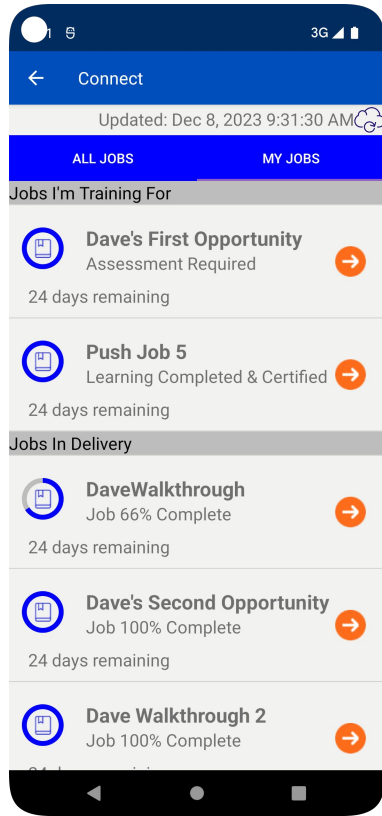
View Available Jobs

Users can see open jobs and learn more about them.
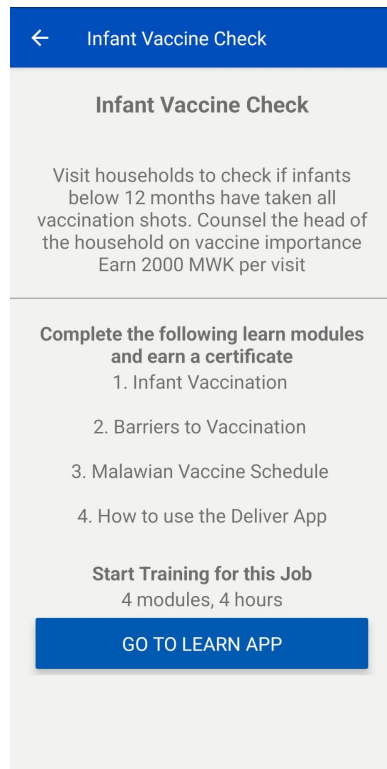
Dig Into Details

Job details such as targets and pay are reviewed by the user and the job can be accepted by the user by claiming it
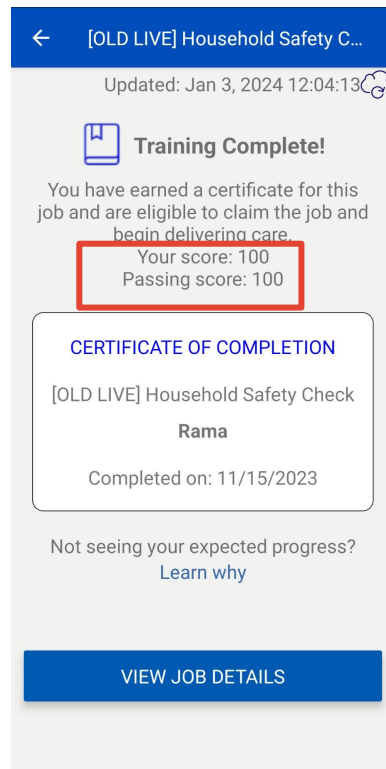
Claim Job

Users can launch the Deliver CommCare app to deliver services and monitor their progress
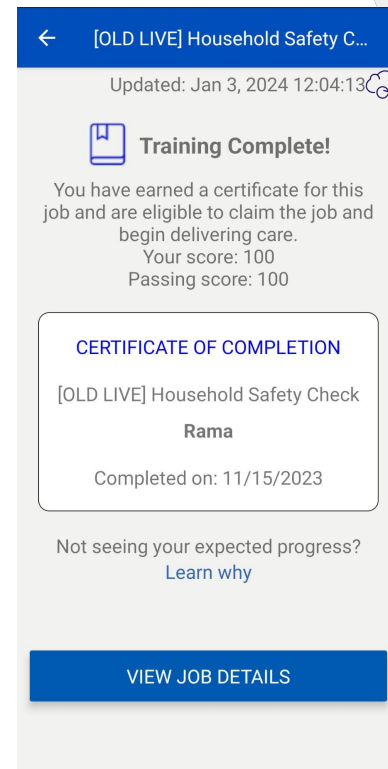
Learn new skills

Integrated Learning Experience

Users can learn directly in Connect through a Learn CommCare app
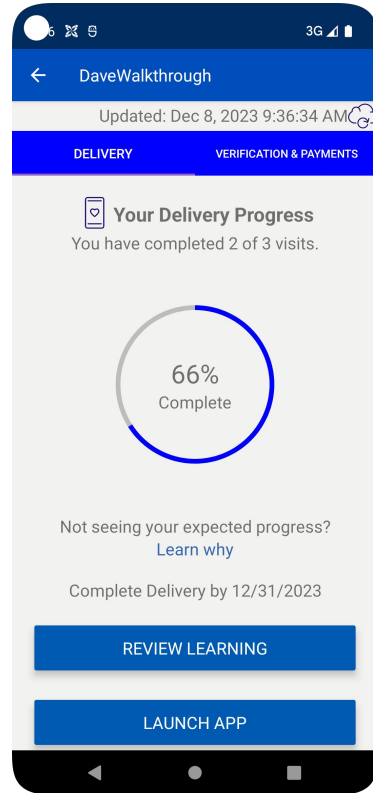
Demonstrate Competence

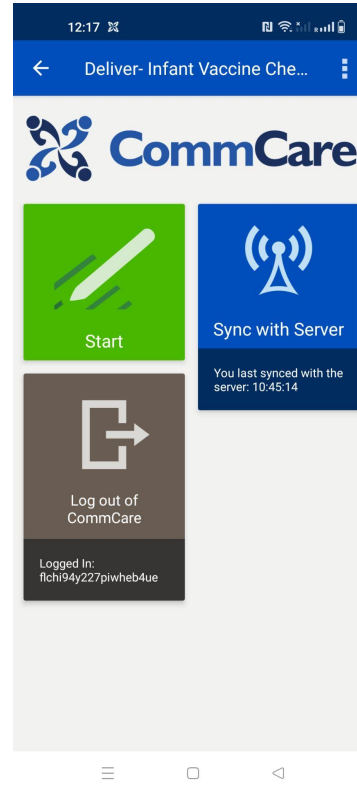Users must pass tests to demonstrate competence

Get Certified

If they pass the test, users will receive certification to proceed with the job
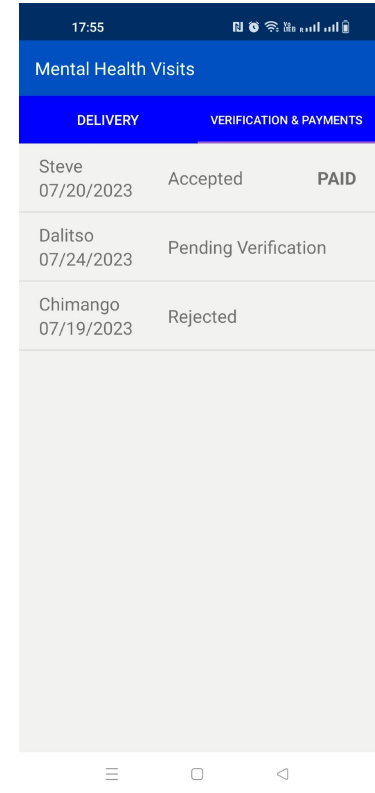
Deliver verified services

Deliver Services

Users can launch the Deliver app to deliver services and monitor their progress

Leverage CommCare

Users leverage CommCare apps and form submissions are forwarded from CommCare HQ to CommCare Connect

Verify Services

CommCare Connect backend verification of service records, which are then visible to the user in the mobile app

Get paid for verified services
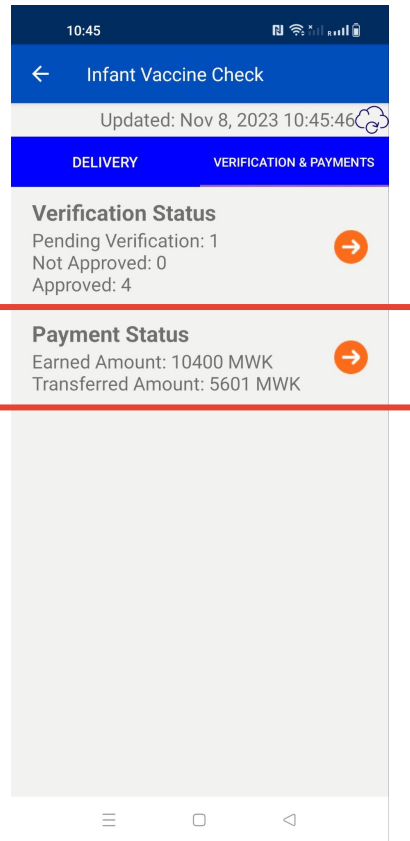
See Owed Payments

Users can see what payments they are owed in real time.

Receive Digital Payments

Users receive digital payments through a manual process and see the updates on their phone

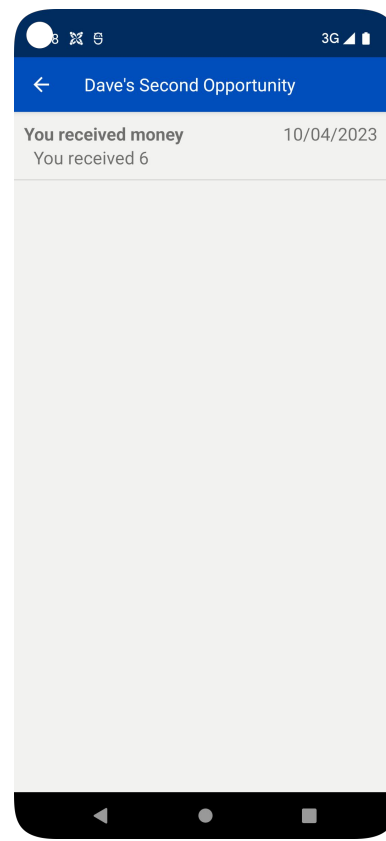# CommCare Connect

Service Delivery Areas

CommCare Connect Intervention Areas

These are the interventions that Dimagi has so far explored for CommCare Connect. These are at different stages of exploration and scale.

Child Health Campaign

Delivering Vitamin A and deworming medicine to 5–60 month year olds, at $2 per verified visit. Piloted in **India, Kenya, Tanzania,** and **Zambia**, this intervention is now live in **Nigeria**.

Read more here.

Readers Screening and Distribution

FLWs conduct simple near-vision screening in the community to identify potential beneficiaries and distribute non-prescription reading glasses as needed.

Initial pilots are planned for 2024 in **East Africa**.

Group Therapy for Depression

Delivering Interpersonal Group Therapy, a proven intervention to treat depression. This intervention is applicable for clinically depressed individuals. We completed two pilots in **Uganda** and are scaling up with World Vision in **Ethiopia**.

Read more here.

Kangaroo Mother Care

Delivering KMC practices directed towards premature and low-birth weight babies. Features skin-to-skin care - proven to reduce neonatal mortality by 40%. Initial pilots taking place in **Ethiopia** and soon to be launched in **Kenya** and **Uganda**.

Read more here.

Early Childhood Development

Delivering a parenting intervention to reach responsive caregiving specifically targeting 0-6 years, which is proven to improve childhood cognitive, social, and emotional development. Pilots are live in **Malawi** and being explored for implementation in **Mozambique** and **Nigeria** in 2024.

Read more here.

Vaccine Promotion

An intervention to review the vaccination status of a child, including providing recommendations for missing vaccines, and answering common questions about vaccine status. Pilots underway in several geographies as a stand alone intervention and as an add on to other interventions.

Vitamin A Delivery

An ideal child health intervention

500,000

Vitamin A-deficient children become blind each year. 50% die within 12 months.

Vitamin A deficiency is associated with significant morbidity and mortality from common childhood infections, and is the world's leading preventable cause of childhood blindness.

Vitamin A supplementation is recommended by the WHO and reduces all-cause mortality by 12-24%. Even greater impact can be achieved when combined with deworming medications.

The primary challenge is efficient distribution targeted at areas of high need.

Vitamin A Delivery

CommCare Connect could be enormously helpful in delivering Vitamin A

Learn	**Deliver**	**Verify**	**Pay**
FLWs access digital videos to learn how to deliver supplements safely under the supervision of appropriate local institutions (i.e., local NGOs).	Frontline Workers utilize CommCare connect to support delivery of Vitamin A supplements in their communities.	CommCare Connect verifies the services provided (i.e., GPS location, photos, biometrics).	CommCare Connect transfers the payments to the worker once the service has been verified at the established cost per dose (i.e., $1).

If CommCare Connect channels $100M of funding into Vitamin A service delivery, it could **help save nearly 62,000 children's lives.**

There is an opportunity to cost effectively "bundling" with other services such as deworming, malnutrition screening and referral, or oral rehydration supplementation. Visit "CommCare Connect for Child Health Interventions" for more information.

Child Health
Intervention Example

Subset of Child Health Campaign Partners

Sujukwa in Tanzania

Working with government-trained FLWs with an aim to reach 5,000 children.

Government Support: President's Office, Regional Admin & Local Government

Every Infant Matters & Acclaim Management Solutions in India

Initial pilot for the Child Health Campaign conducted in 2022. Working with local FLWs, this project supported 1,592 children with Vitamin A and Deworming medication across Rajasthan.

Government Support: Department of Health – Bundi District

Livewell in Zambia

Built off of an an existing agreement with our partner and the Zambian government to provide additional income to Live Well's community entrepreneurs through additional health promotion outside of their volunteer duties. We aim to reach 5,000 children.

Government Support: Zambian Ministry of Health – Lusaka District Office

Cohesu in Kenya

Working in close collaboration with the Ministry of Health staff, we are working with government-trained FLWs with an aim to reach 5,000 children with health services across Kisumu. This collaboration is in accordance with government guidance to work with and pay the FLWs for such campaign work due to their deep connection with the communities.
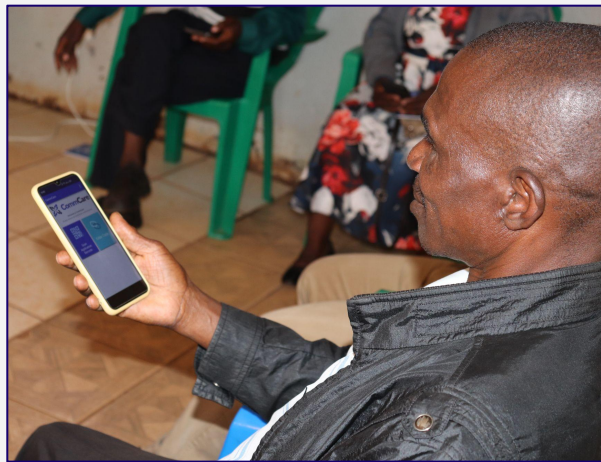
Government Support: Kisumu County Department of Health

Learning & Delivering Child Health Services

We are currently supporting Partner Organizations for in-person trainings. We will introduce digital learning in 2023.

We provide our Partner Organizations with a CommCare Connect application which includes household registration and job aid forms for Vitamin A, deworming delivery, and malnutrition screening and referrals.

Register a child
FINISH

In the last month, how many times did they have high body temperature?
1

In the last month, how many times did they have cough?
1

In the last month, how many times did they have cold (eg: runny nose, sore throat, sneezing, congestion)?
1

In the last month, how many times did they have skin infections?
1

In the last month, how many times did they have diarhea?
1

Summary
FINISH

REGISTRATIONS SUMMARY

Household registered by user:

Total	68
Today	1

Children registered by user

Total	79
Today	1

VA Medications administered by user

Total	16
Today	0

Vitamin A Delivery

We are delivering Vitamin A and Deworming / Albendazole today.

Benefits of these include:

- kids get strong
- their eyesight improves
- worms disappear, and
- because the worms disappear the nutrition gets better.

Its safe to give Vitamin A and Deworming / Albendazole together, and other vaccinations.

☑ Okay

Verifying Child Health Service Delivery

On a regular basis, Dimagi runs verification algorithms on data that reached server, and informs the Partner Organization which service claims are accepted and which are rejected (and why), and pays for the former. Payment can be rejected due to suspicious patterns of data detected by our outlier detection (e.g., if user reports 50% of children have glasses when the average is 10%), GPS-based analysis, or durations and time of entry or review of photos that indicate retrospective data collection (real-time use of app is required). Individual identification can be supported through biometrics or integration with national ID systems.

Payment to Frontline Worker is then accepted or rejected

Partner organization is informed about which services are accepted and rejected (and why)

Frontline Worker delivers services, registered in CommCare Connect

Dimagi team runs verification algorithms against delivered services

A Clear Pathway to Sustainable Impact at Scale

Validation [Complete]
Initial Piloting and Data Collection

Dimagi self-funding initial pilots, and analyzing request for proposal responses.

Sustain
Permanent Program Support

Sustain the Child Health Campaign through $2.20 per child served. At this stage, all costs are covered by $2.20 per child visit and embedded in routine health programs.

Years 2 -3

Year 1

Year 4 & Beyond

Scaling [In Motion]
First 1 million visits, evaluation, infrastructure

Dimagi to build out mechanisms to make CHC turnkey and efficiently scalable. Including implementation research to confirm impact, and third-party assessment of impact on partner organizations, frontline workers, and community.

CommCare Connect

Service Delivery Areas

The CommCare Connect Learning Agenda

Making a clear contribution to a historically limited Frontline Worker Research Base

We're excited about the number of open questions we aim to jointly answer over the coming years.

We'll be working with organizations in our ecosystem to explore these in a Learning Agenda.

CommCare Connect Child Health Campaign training in Zambia with LiveWell

Thank You

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