

Sustainable Drug Seller Initiative

Partner Presentations



Use of Mobile Phone Technology to Improve ADDO Services and Operations

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Objectives

General Objective: To explore the feasibility and test the utility of mobile technology in strengthening ADDO services, particularly in the areas of monitoring and supervision, product quality and availability improvement, and continued education

Specific Objectives

- Conduct desk reviews and interviews to identify existing mHealth projects in Tanzania; explore potential linkage with ADDO program or adaptation to meet ADDO program needs.
- Visit ADDOs to understand ADDO operations, the availability of phones to support mobile technology, dispensers' knowledge of how to use handset functions, the type of mobile network, and how ADDO owners and dispensers perceive they might benefit from use of mobile technology in their work.
- Draft a proposed strategy for incorporating mobile technology into the ADDO system



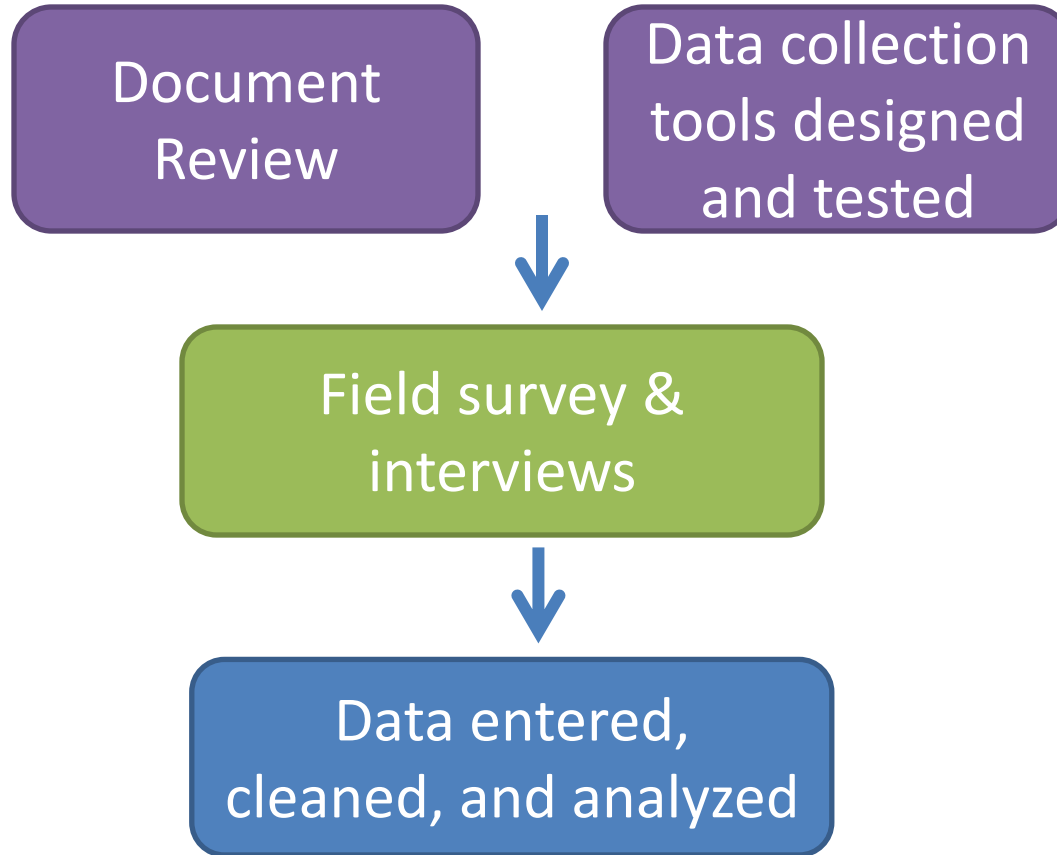
Methodology

The study was organized into three independent but complementary methodologies which included

- Desk review study
- Field research survey and data collection
- Data analysis and report writing



Approach



Key Findings (1)

mHealth in Tanzania

- Approximately 40 *mHealth* pilot projects in Tanzania
- Several mobile communication operators interviewed [TIGO and Vodacom Tanzania] already support mHealth projects
- Vodacom is open to collaboration with organizations to integrate mHealth services and their mobile money platform (M-Pesa)



Key Findings (2)

ADDO Operations and Mobile Phones

- 86% of owners and dispensers perceive the use of mobile phones as very important to their business operations
- 18% of wholesalers view mobile phones as time and cost savings in day to day operations
- 90% of ADDO owners, dispensers, and pharmaceutical wholesalers own mobile phones and many use them for daily business operations
- 72% of ADDOs and 54% of wholesalers share information on products such as availability, prices, new product usage, dosage, drug reactions etc.



Perception of ADDO owners, dispensers and wholesalers on use of mobile phones in ADDO and wholesalers operations

Perception on Technology	Frequency	Percent	Cumulative %
ADDOs			
Good technology	54	54	54
Important /useful	32	32	86
It is positive initiative	13	13	99
Not Important	1	1	100
Total	100	100	
Wholesalers			
Acceptable and Good	2	18.2	18.2
Safe, useful means	3	27.3	45.5
It good idea and simple	2	18.2	63.7
Positive because make communication easier and simplify work	1	9.1	72.8
Very good and it can work , the challenge is collecting money	1	9.1	81.9
N/A	2	18.1	100
Total	11	100	

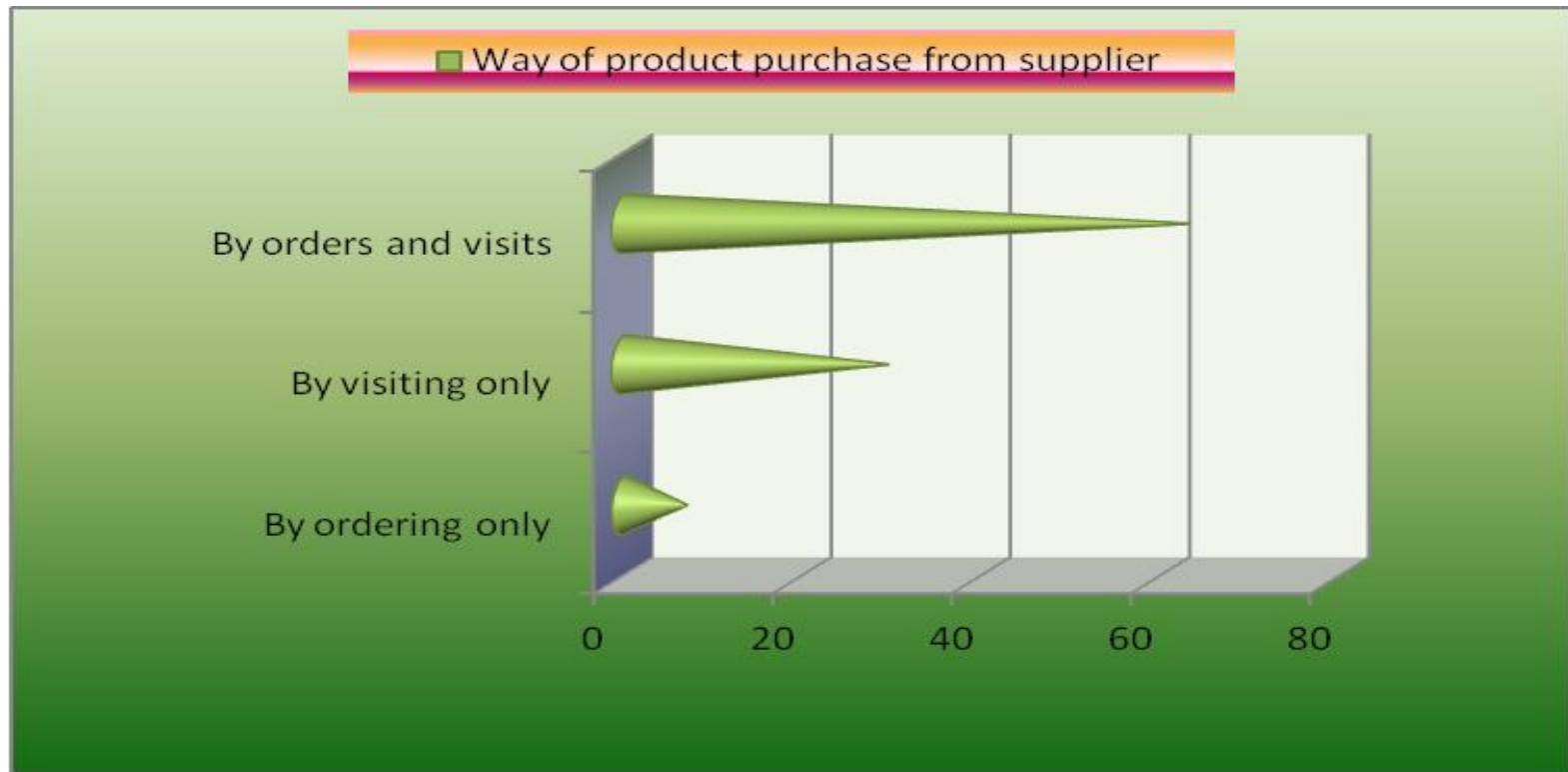


ADDOs Operational Activities through Mobile Communication Services

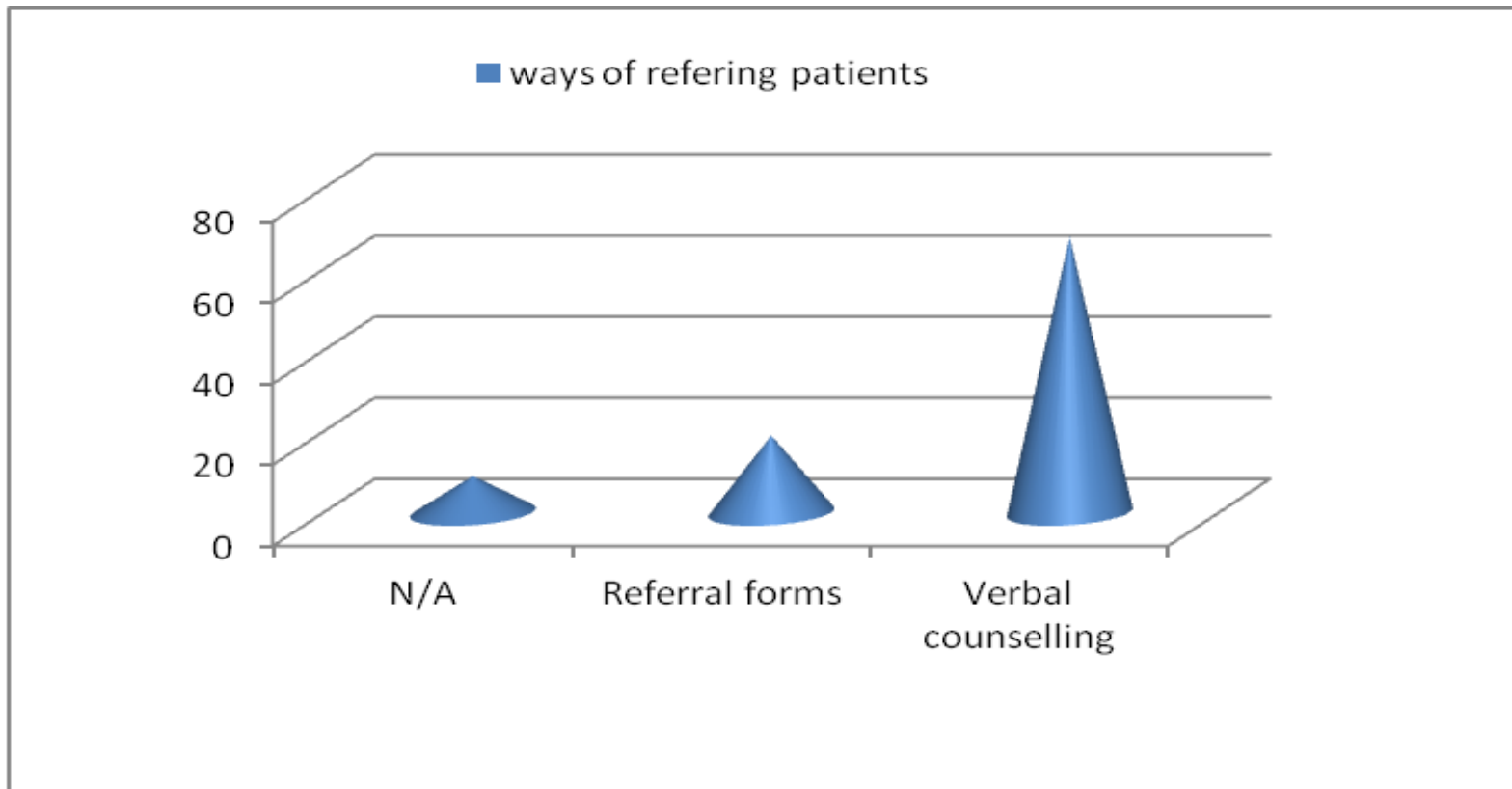
Operational Activities	Frequency	Percent
Communicate with Owners, clients, ask about product price	31	31
Coordinate reports on malaria medicines, Get information about training	2	2
Provision of drug information(dosage), new product usage	9	9
Ordering drugs, sharing information, money transfer	28	29
N/A	12	12
Total	100	100



Ways of Product Purchase from Supplier



Management of Referral Cases in ADDOS



Key Findings (3)

Other findings

- 92% of ADDOs refer patients to nearest health facilities, and 68% of referral cases are verbal referrals
- There is lack of a comprehensive database of registered ADDOs and personnel, which contributes to poor monitoring and supervision.
- Lack of formal way to check product quality
- Need mobile phone based education services for ADDOs; Mobile phone is a potential tool for inter-ADDO information sharing



Key Recommendations (1)

- Harmonize and coordinate with other mHealth projects during the design and implementation of mHealth for ADDOs.

- Strengthen revenue collection system by introducing use of mobile money technologies such as M-PESA, TigoPesa, Airtel Money and Mobile banking

- Address priority needs of ADDOs: supply and ordering products from wholesalers, distance learning education, product information, and price and availability. Gradually add other needs as the systems mature

- Explore the Vodacom mezzanine platform to build the ADDO mHealth



Key Recommendations (2)

- Ensure that a pool of ADDO suppliers are part of the design and development of a system for ordering supplies and communicating prices to ADDOs.

- Explore the use of mHealth in strengthening the referral and counter referral system, and improve communication between ADDOs and health facilities.

- Establish a help line between ADDOs, consumers, and regulators that provides real time interaction between the regulatory authority, consumers, and ADDOs to address issues like product registration, ADDO registration, and counterfeited products.

- Training materials to be packaged and sent through mobile phone technologies



Key Recommendations (3)

- An integrated ADDO mHealth initiative should involve parties dealing with medicines including retailers, wholesalers, regulatory bodies, and local government authorities.

- A platform that provides a real time interaction between regulatory authority and ADDOs should be established to address regulatory issues like product registration, ADDO registration, and counterfeited products.



Potential Options and Strategies (1)

To address the recommendations, the following strategic objectives need to be achieved by focusing on the continuous development of institutional capacity in terms of adaptation to processes and technologies.



Potential Options and Strategies (2)

Strategic Objective 1:

- **Establishment of electronic mCommerce (MC) system** that will integrate different payment needs of ADDO wholesalers and authorities. This will include license, registration, training, and reimbursement (Government and Insurance) fee, drug order payments, retail reports, association fee, loan application and loan payment

Strategic Objective 2:

- **Establishment of electronic Information Services [IS] system** that will provide information on ADDO monthly reports, adverse drug reactions, list of ADDOs and dispensers, client complaints, regulatory issues and standards, drug information, etc.



Potential Options and Strategies (3)

Strategic Objective 3:

- **Establishment of electronic logistic management[LG] system** that will address the issues of product availability, product stock, and drug orders.

Strategic Objective 4:

- **Establishment of Client Service management[CSM] system**, which will provide information on patient drug registration, referral, counterfeit drug reporting, emergencies and consultations, and product quality checking and reporting.



Potential Options and Strategies (4)

Strategic Objective 5:

- **Establishment of SMS reminder[SRM] application** that will automate information on due payments, renewal of licenses and registration, available and prevailing seminars, etc.

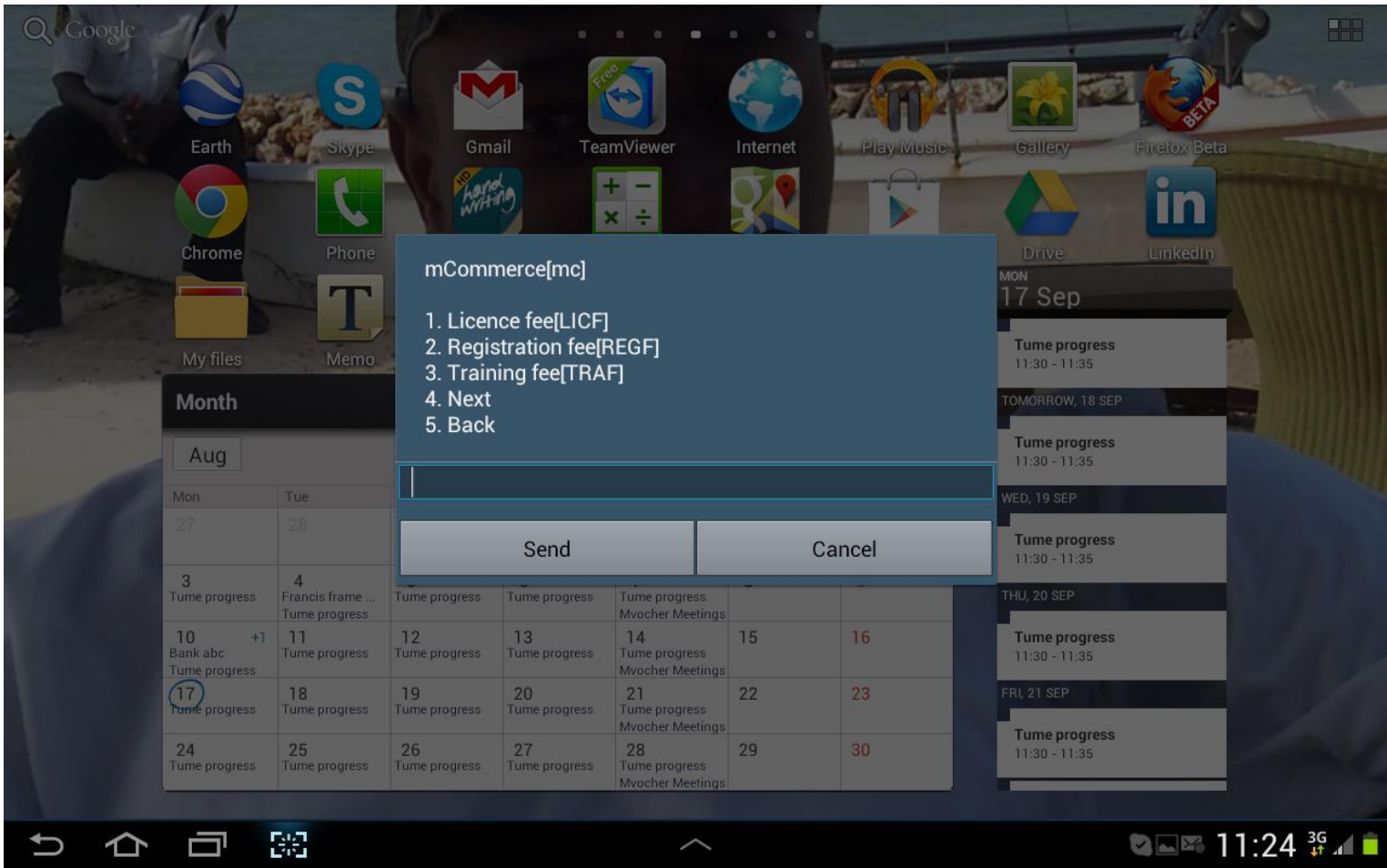


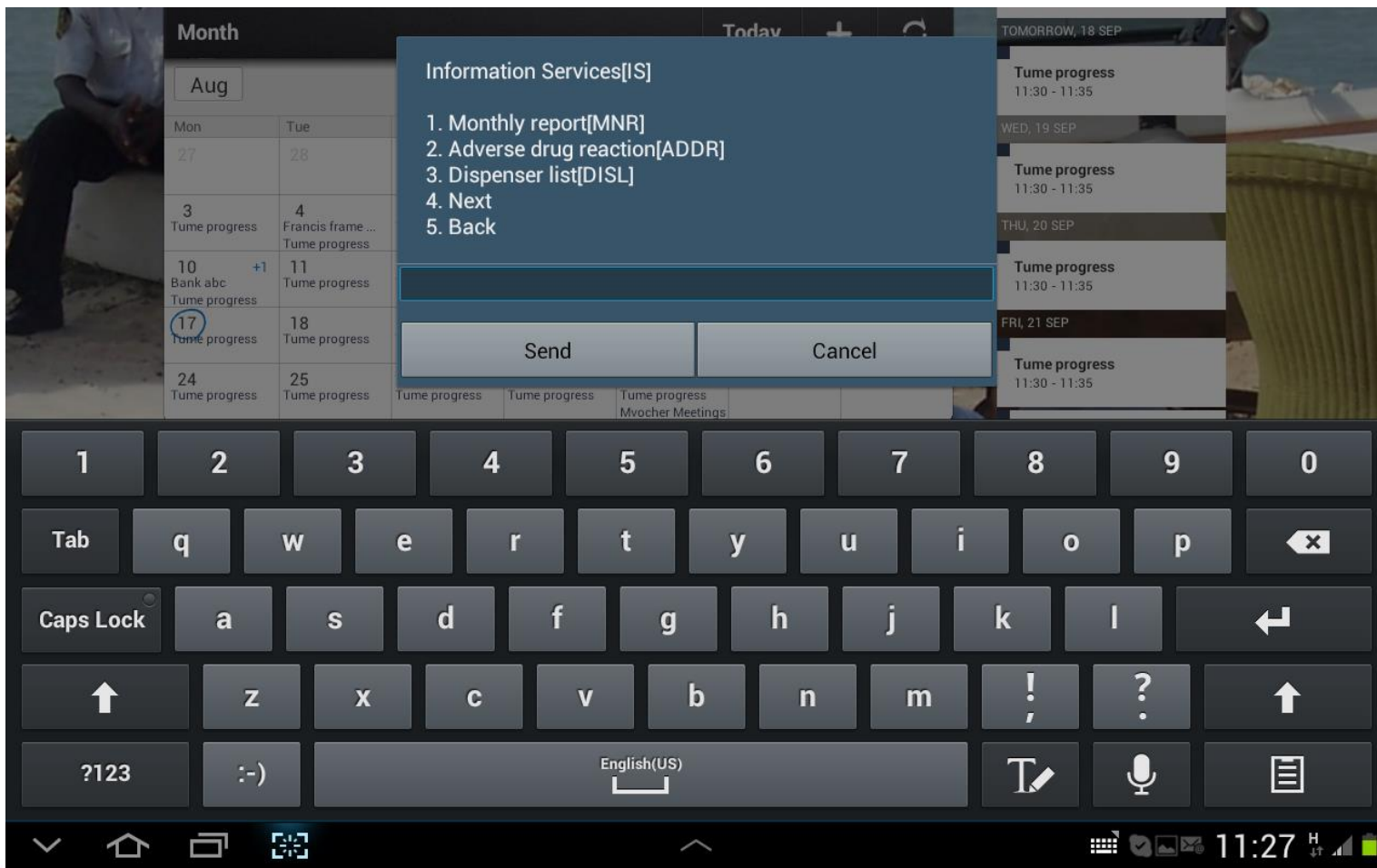
Prototype Demonstration

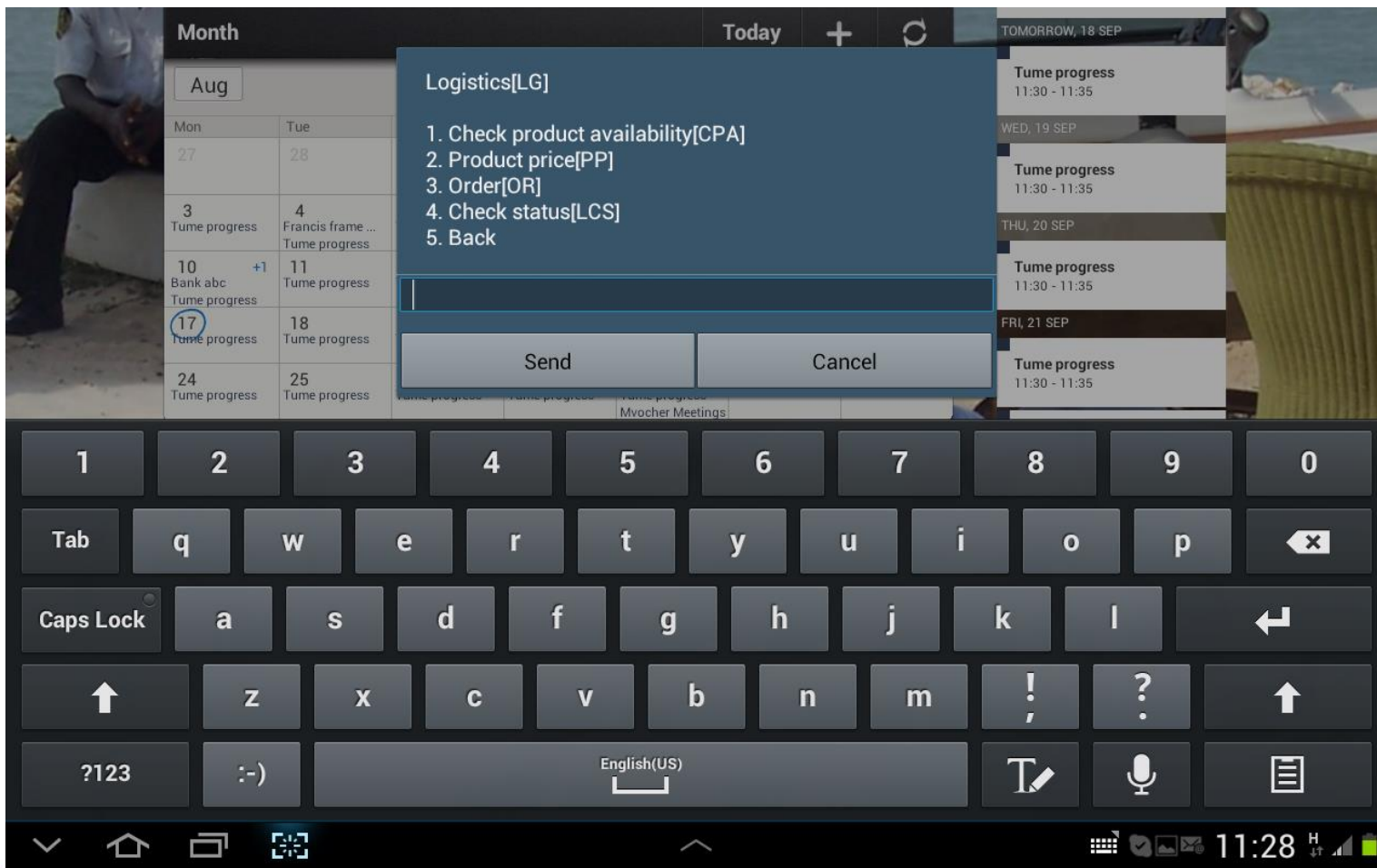
- 1. To start session use url <http://usd.newcomtech.biz/> whereby you are required to enter your phone number in a form of 255xxxxxxx and submit
- 2. Use 1003 as Licence number (namba ya kumbu kumbu ya malipo)
- 3. To test registered drug user drug serial number/ registration number 11111 or 11112
- Implemented parts are
 - mCommerce- License fee
 - Information services
 - Drug usage & Community drug counterfeit control
 - Logistics- check product price
 - Client services- Patient drug registration

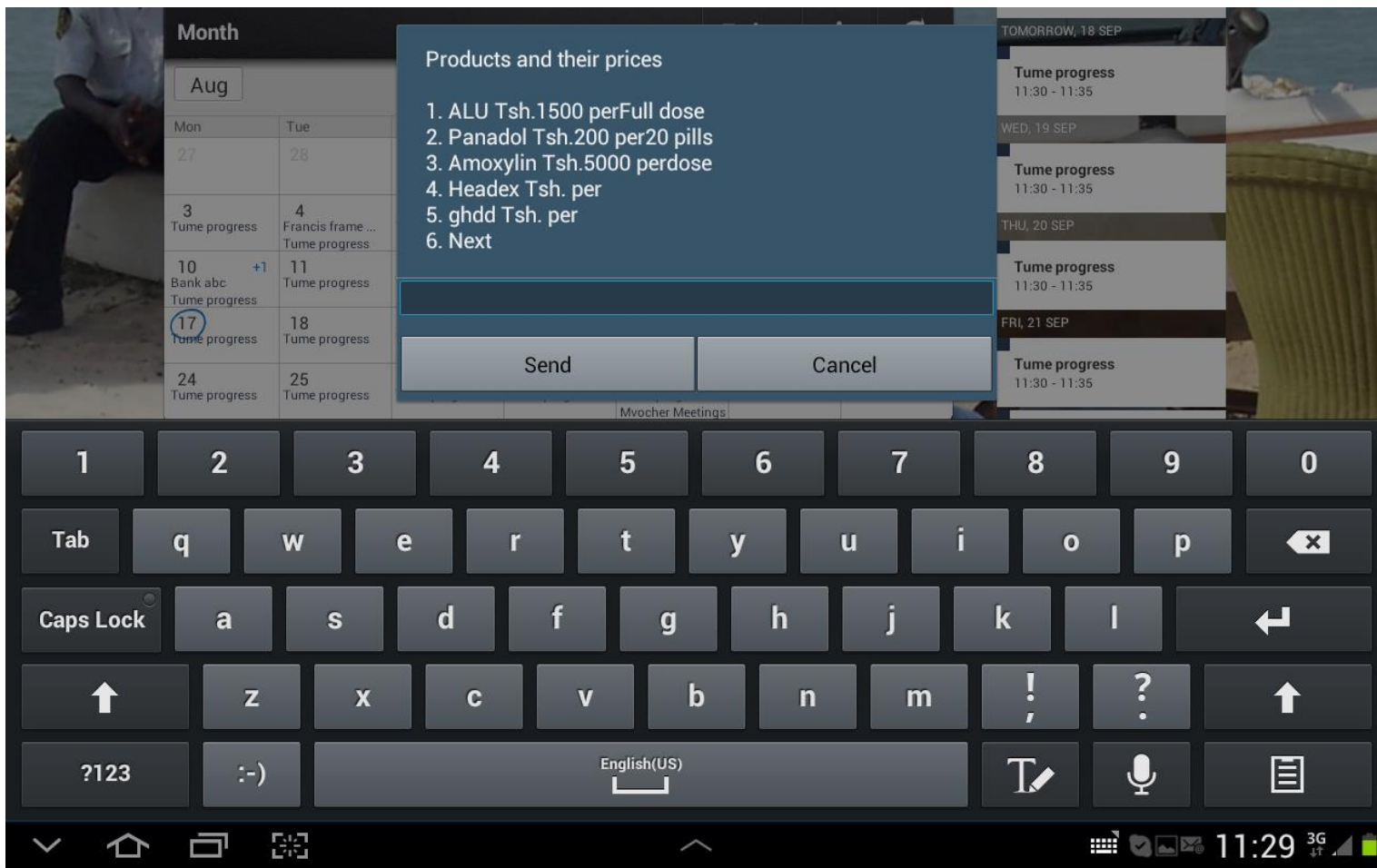












Special Thanks !

