

Working with medicine vendors to expand delivery and quality of family planning and primary health care services.



## PROGRAMME SUMMARY

### NaijaCare



## PROGRAMME DETAILS

FUNDED BY: **BILL & MELINDA GATES foundation**



PARTNERS:

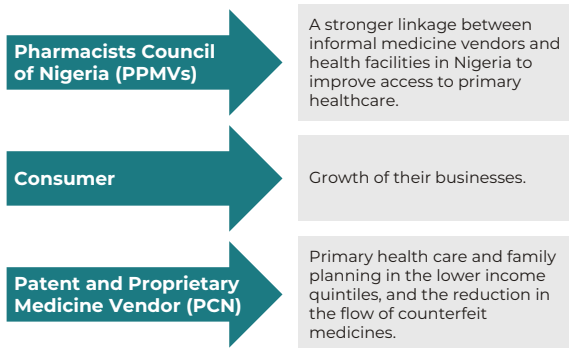


COUNTRY: Nigeria

DURATION: 2017 - 2019

## OVERVIEW

NaijaCare is an online mobile platform that offers a range of digital tools and capacity building for informal Patent and Proprietary Medicine Vendors (PPMVs) to drive revenue and service quality and, in turn, improve quality of care and nutrition outcomes for urban, low-income communities. NaijaCare ultimately combines supply and demand-side solutions for health outcomes by providing:



## THE CHALLENGE

Due to limited access to health care and health information in Nigeria, PPMVs are often sought after by low-income consumers for their advice on a range of health issues. However, PPMVs are not well supported to provide quality healthcare advice and only 20%\* have some level of medical training. This often results in inadequate diagnoses, treatments, referrals, health screenings and health promotion.

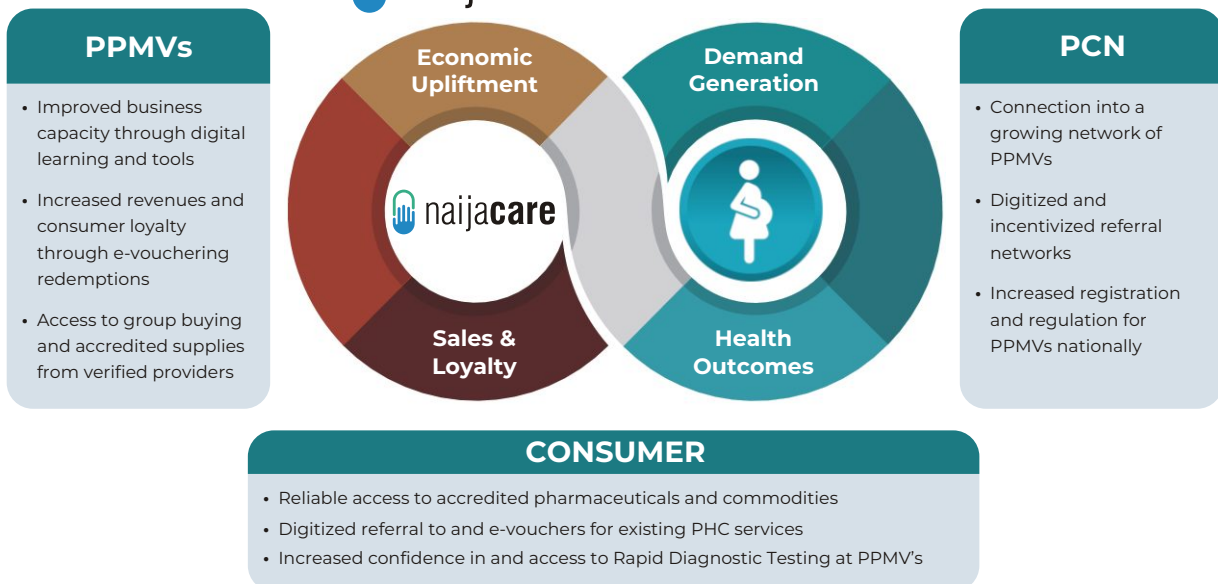
\*The landscape of patent and proprietary medicine vendors in 16 states of Nigeria report- Society for Family Health, Nigeria.

## THE SOLUTION

Every1Mobile worked closely with its partners to develop the mobile-friendly NaijaCare platform, a for-profit digital network for PPMV's in Nigeria and other countries which delivers business expansion while at the same time improving service delivery and delivering social impact. NaijaCare, when operating at scale, will be a self-sustaining, commercially viable platform for PPMVs across Nigeria.

NaijaCare is part of the EIM Informal Retailer Platform that works towards modernising informal retail in emerging markets to deliver livelihoods and health outcomes at scale.

## naijacare Eco-system



## TARGETED OUTCOMES

NaijaCare is designed to deliver the following outcomes:

### Outcome 1: Improved quality of service delivery



- Reduction in the flow of counterfeit medicines
- Increase in qualified referrals between PPMVs & health facilities
- Increase in diagnostic services offered
- Increased access to health information and quality services and products for low-income Nigerians
- Increased provision of primary health care and family planning to young women

### Outcome 2: Strengthening of business



- Improved business knowledge and capability of PPMVs, through business education and tools
- Supporting the roll-out of the new 3-tiered accreditation model for PPMV activities through offering digitised professional development e-Learning
- Professional mentoring and expert advice
- Engaging PPMVs through offering additional business benefits

Since launch, NaijaCare has achieved the following:

NAIJACARE PLATFORM FEATURES	RESULTS
NaijaCare Digital Platform	<ul style="list-style-type: none"><li>• 250 NaijaCare PPMV members across Lagos</li><li>• 78% of users visiting in any given month</li></ul>
NaijaCare e-Learning Academy	<ul style="list-style-type: none"><li>• 6 live courses</li><li>• 71.2% completion rate across all courses</li></ul>
Online Ordering/Group Buying	<ul style="list-style-type: none"><li>• Launched with distribution partner DrugStoc in Lagos</li><li>• Live ordering of 60-70 assured medicines</li></ul>
e-Vouchering	<ul style="list-style-type: none"><li>• Delivery of e-Voucher loyalty system for shopper product discounts</li></ul>
Expert Mentoring	<ul style="list-style-type: none"><li>• Online expert pharmacist advice</li></ul>
RDT Pilot	<ul style="list-style-type: none"><li>• Malaria RDT training course and impact assessment for PPMVs complete and ready to test</li></ul>
Digital Referrals to Health Facilities	<ul style="list-style-type: none"><li>• Solution design completed and ready to build and test in partnership with IntegratE</li></ul>
PCN Digital Registration	<ul style="list-style-type: none"><li>• Solution design completed and ready to build and test in partnership with PCN</li></ul>



### CLIENT/USER TESTIMONIAL

*"I am very delighted and happy to be a member of this wonderful platform called NaijaCare which has put in enough work and fund in helping and educating PPMVs on how to improve, grow our business and also serve our community better."*

**- Chukwuemeka Agwu, PPMV, Iyana Ipaja, Lagos, Nigeria.**

## ABOUT OUR COMPANY

EveryIMobile is a digital and mobile services provider dedicated to improving lives through digital solutions - at scale. Founded in 2010, we have led and supported more than 50 projects in multiple sub-Saharan countries for clients and funders including Unilever, DFID, USAID, Gates Foundation, the UN, the World Bank, ONE, Old Mutual, Mozilla Foundation and the EU.

We are proud to be identified by the UK Department for International Development (DFID) as one of three UK "cutting edge" Small and Medium Sized Enterprises (SMEs).

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