Community Health Integrated Platform (CHIP)

Digital health census, longitudinal primary health follow-up, and disease surveillance through a unified mobile platform in India's biggest state, Rajasthan

PROBLEM STATEMENT

India has the world's largest public health workforce, with over 1M ASHAs (village health volunteers) working under India's National 250K ANMs (Auxiliary Nurse Midwives), females in their 20s to 40s, caring for over 900M residents living in rural communities. Time saved from paper-based and fragmented digital reporting could be used to serve over 20M more beneficiaries on a monthly basis, to generate an accurate population denominator, to ensure longitudinal care follow-up, and to identify early community spread of disease.

SOLUTION

Khushi Baby looks to address the above challenges with CHIP ("Community Health Integrated Platform"), a digital public health good, which is currently being scaled across Rajasthan, India's biggest state.

CHIP includes offline-ready, m-health applications for the three key health workers of the Indian public health system: the ASHA (village health volunteers), the ANM (nurse, who visits community once a month for preventative checkups), and the Medical Officer (who cares for high-risk patients).

These mobile applications capture the entire work requirement of each respective health worker, across all primary health care programs. This streamlines data collection, report generation, and payment automation. These mobile applications are also inter-linked, allowing sharing of longitudinal beneficiary data for informed care.

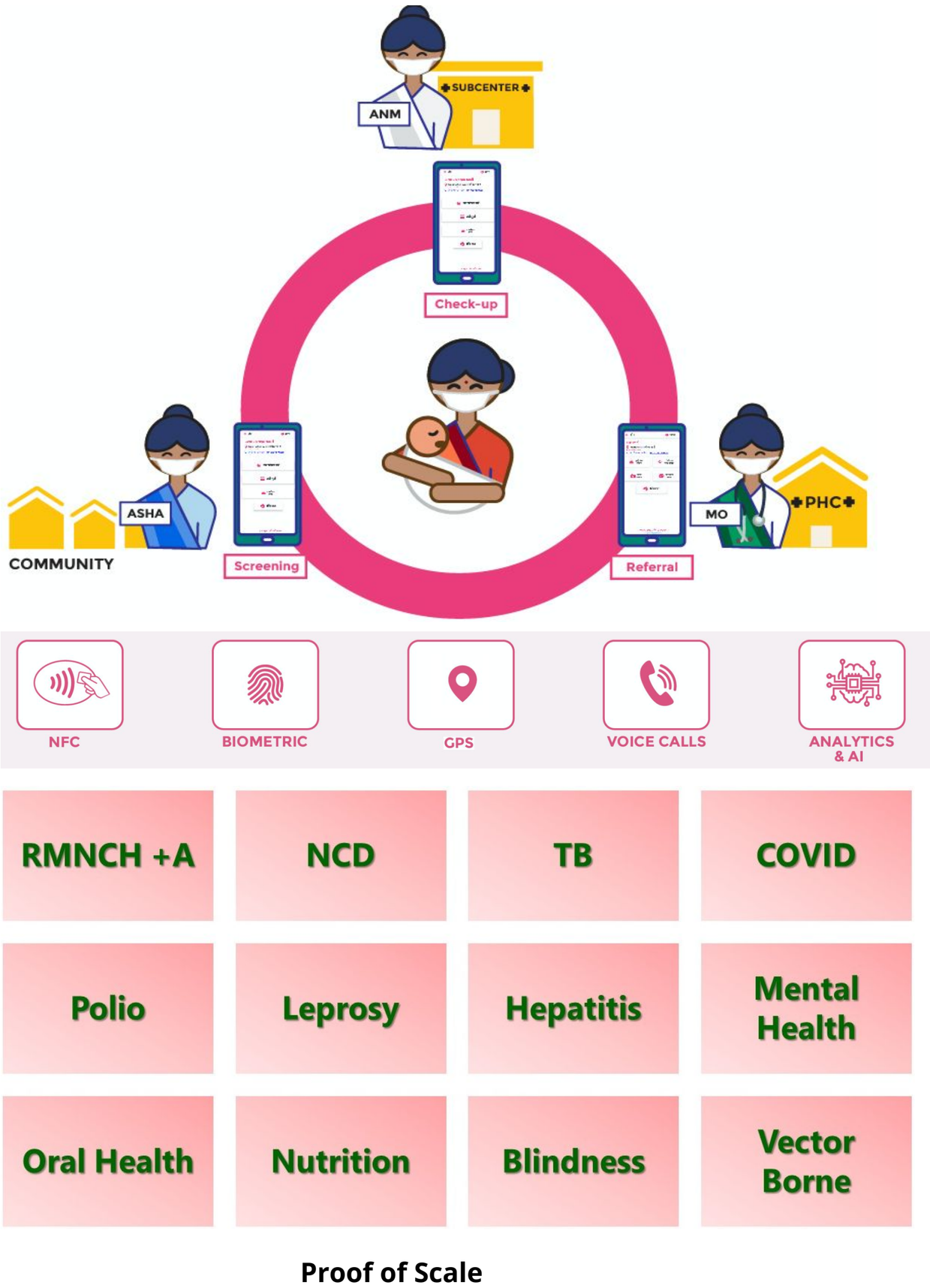
Using the platform, health workers will be enabled to perform the following core activities from their smartphone:

1. Performing a digital health census to capture true population denominator (which has been a challenge) and community health need

2. Longitudinal follow-up of primary health care across program verticals (e.g. family planning, maternal and child health, non-communicable diseases, tuberculosis)

3. Disease outbreak surveillance for COVID-19 and other emerging infectious diseases (including symptom- screenings, referrals, and vaccination follow-up)

This platform also digitally empowers health officials with AI and GIS-based dashboards to a) monitor and respond to community needs in real time, b) monitor and respond to healthcare performance in real-time, and c) automate personalized community engagement to health workers and beneficiaries



Proof of Impact

3000 infant, 2 year RCT

12% ↑ immunization

4% ↓ malnutrition

20% ↑ in data completion

40% ↑ in health camps held

150 nurses

400 villages

200K+ awareness voice calls

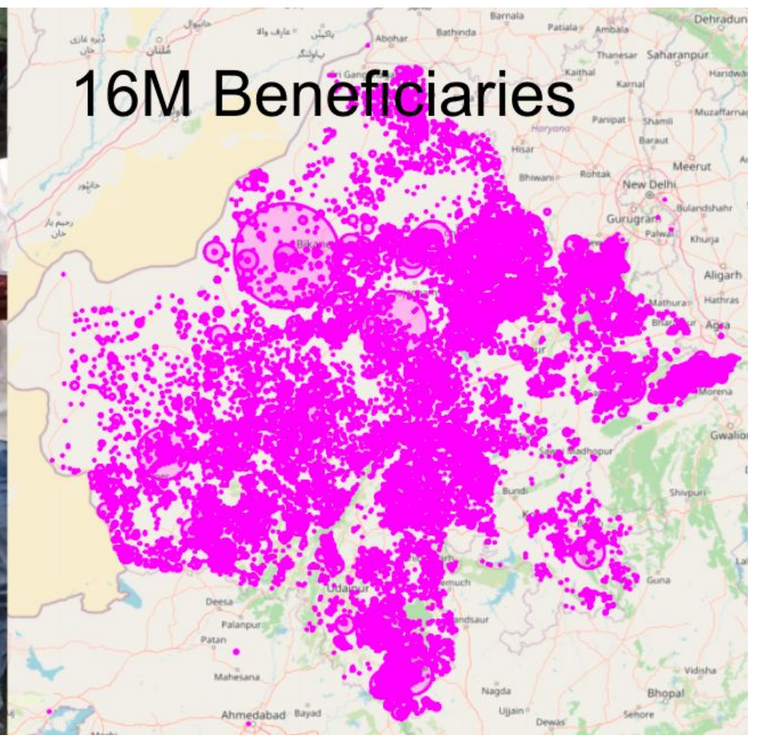
50,000 + mothers & children tracked

Before

After

300+ infant lives saved

Proof of Scale



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