



## Bienmoyo wishes you and your loved ones a very happy holiday season!

**T**his past year marks a period of remarkable growth and achievement by Bienmoyo and our local partners in East Africa. During a time when most non-profits and public charities are facing shrinking budgets, our organization has proudly experienced fiscal growth of over 200%. Our team has expanded activities to tackle the challenges of integrated maternal health, infectious disease and non-communicable disease management, while paving the way for local, sustainable, and high-quality health services with the private and government health sectors.

Regardless of these achievements, Bienmoyo recognizes that development partners, local government authorities, and individual contributors expect to apply ever-increasing scrutiny to how funds are spent and carefully select programs that can have the highest sustainable impact in saving lives and improving quality of care.

Thus, Bienmoyo has, since its founding in February 2006, remained focused on incubating, maturing, and supporting best-in-class locally-developed solutions to meet global health challenges. Our motto, "Think Global, Act Local" aligns with the philosophy that global health solutions originate in the field and are best developed by clinicians working daily on the front lines with clients.

During times of unprecedented global austerity, our team and local partners are not surprised to see continued support and expansion of key programs that promote proven concepts and sustainable growth. These include private health sector strengthening, medical credit funding, mHealth systems, local manufacturing of point-of-care diagnostics, and international internships. Bienmoyo knows in its moyo (heart) that our local partners, staff, and volunteers in the field are the driving force leading the success of all programs.



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### 2 APHFTA Strategic Plan

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**SPOTLIGHT: mHealth Summit,  
Washington DC**

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We encourage all our friends, family, and supporters to please take a brief moment out of their busy schedules to admire the work and sacrifice of our partners, staff, and volunteers highlighted below, and take stock of all we can be thankful for.

Bienmoyo looks forward to continuing to build bridges, incubate ideas, and share stories with you all in 2012 and beyond.

Our warmest wishes for a very safe and happy holiday season.

**Jeffrey M. Blander**

President and CEO  
Cambridge MA, USA and Dar es Salaam, Tanzania

## Reflecting in 2011 – Bienmoyo and the Big Four

Bienmoyo and partners have focused on four priority areas to support quality improvement for health services in global health development:

- 1) **Strengthen** the private health sector
- 2) **Increase** access to small business medical credit funding
- 3) **Deploy** mHealth systems for community-based care
- 4) **Support** local testing and manufacturing of point-of-care diagnostics systems

The following is a summary of activities in these **key areas**:

## APHFTA Strategic Plan

Bienmoyo and the Association of Private Facilities in Tanzania (APHFTA) launched the 2011 – 2015 Strategic Development Plan (SDP) on October 19<sup>th</sup> – 21<sup>st</sup> at the 14<sup>th</sup> Annual Scientific and Medical Exhibition in Dar es Salaam, Tanzania. Proudly, Bienmoyo served as the lead facilitator to help APHFTA shape a roadmap to sustainable and high quality health services for the only umbrella organization for the private health sector recognized by the Ministry of Health and Social Welfare (MOH&SW) in Tanzania. Key goals highlighted in the plan include:



Photo 1:

Opening Address at the Annual AGM:  
Dr. S.M.A. Hashim, Chairperson, Board of Directors, APHFTA.

- 1) Strengthen the National and Zonal Secretariats
- 2) Diversify sources of financial income
- 3) Advocate and strengthen private health sector's influence at national level
- 4) Strengthen Health and Clinical Services for members
- 5) Establish a department of Accreditation and promote continuous quality improvement among its members
- 6) Expand use of ICT to Strengthen National Secretariat and Membership Services

With the plan fully effectuated five years from now, APHFTA will be in a position to generate revenue from service programs, and a portion of that income will be used to cover program costs such as health services for underserved populations.

# Maternal Health mHealth Pilot

Following an intensive ten-month development period based in Dar-es-Salaam and championed by local clinicians and political leaders from the public and private health sectors, Bienmoyo supported the deployment of a community-based mobile clinic providing antenatal care to assess the impact of a mHealth services platform on health care delivery. Through the hard-work and dedication of local community health nurses, the mobile clinic team was able to demonstrate the feasibility of providing high-quality community-based care to pregnant mothers. The mHealth system captured structured data from the Tanzanian Ministry of Health’s national antenatal health card while providing tools for group SMS follow-up with educational tips and appointment reminders. *This pilot was supported by a grant from Deloitte Consulting, LLP.*

## By the Numbers:

- 1900** Mothers registered to-date
- 95%** Staff willing to use computer system at end of 6-week pilot
- 95%** Satisfaction from mothers attending mobile clinic
- 90%** Mothers willing to pay for mobile health services



Photo 2:

mHealth training with community health nursing staff.

## USAID-APHFTA-Bienmoyo Private Medical Practice Development Program (PMPDP)

Limited access to capital to expand health services is a major constraint to fully developing the private health delivery system in Tanzania. Since June of 2011 the United States Agency for International Development (USAID) has provided assistance to APHFTA in the form of a grant to expand access to low interest loans to strengthen the national health system to deliver HIV/

AIDS, TB, sexual and reproductive health, and malaria services by enhancing private healthcare capacity in Tanzania. Bienmoyo is assisting APHFTA in the implementation of the grant as a technical partner. The Private Medical Practice Development Program (PMPDP) is comprised of two components. The first

Facility	Total	0	1	2	3	4	5	6	7	8	9	10	11	12
Hospital	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Lungi Tatu	82	13	63	6	64	18	0	33	17	1	0	0	0	0
Kalambari	91	13	67	9	84	6	1	78	8	0	0	0	0	0
Chumbe	9	0	0	0	0	0	0	0	0	0	0	0	0	0
U-Mwanda	30	6	23	1	30	0	0	22	2	0	0	0	0	0
Mbaga Kinyoo	29	6	22	1	24	4	1	17	7	0	0	0	0	0
Mbaga M. Maghembe	4	2	2	0	3	1	0	4	0	0	0	0	0	0
Mbaga Round Table	81	16	63	2	72	9	0	64	10	0	0	0	0	0
Chumbe Mco Kiburupoa	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Online: take a tour of each module, see more photos of the mHealth system in action, and hear from our users in video interviews!

[www.bienmoyo.org/mmaisha](http://www.bienmoyo.org/mmaisha)

component offers business training and on-site consulting support to private health facility owners and operators. The second component is establishing a revolving fund that can be accessed by carefully screened loan applicants and sustained through repayment conditions that will replenish the fund and cover the costs of fund marketing and management. To date the PMPDP has been launched in the regions of Mbeya and Mwanza, with over 50 facilities trained on good business practices and the process for completing a successful loan application.

## Launch of KEMRI Diagnostic Manufacturing Unit Strategy Plan

The Bienmoyo Foundation with funding support from USG partners completed “The KEMRI Production Facility Business Development Plan (BDP)” and subsequent launch of the BDP in January of 2011. The engagement has served to develop a road map for achieving sustainable local production of point-of-care (POC) diagnostic testing and services. The Kenya Medical Research Institute (KEMRI) Production Facility is a regional model for government operated POC diagnostic manufacturing units in East Africa, being the only publically-managed manufacturing facility in East Africa for diagnostic reagents and test kits. PEPFAR/Kenya and other stakeholders recognize the critical role the production unit can serve in the sustainable provision of low cost, high quality, and locally manufactured rapid diagnostics. However, the unit is currently constrained by a lack of gold standard internationally recognized certification including ISO 13485, USG PEPFAR, and WHO prequalification. The BDP provides a locally derived roadmap and strategy to be self-sustaining through partnership activities including; partnerships for diagnostics research and development (R&D), evaluation testing, and contract manufacturing with multinational diagnostic companies interested in developing new products, acquiring local and region regulatory approval, and reducing costs of production and distribution within sub-Saharan markets for POC diagnostics. The long-term intent of the project is to lower commodity costs while increasing

local technical expertise and creating jobs. Bienmoyo has also been invited to engage with KEMRI to develop an integrated health delivery platform of POC diagnostics and mHealth systems for infectious and non-communicable diseases.



Photo 3:

PMPDP Trainee receives certificate of completion from Dr. Samwel Ogillo, CEO APHFTA (left) and Mwanza Regional Medical Officer (center).



Photo 4:

Launch of KEMRI Product Development Unit Business Development Plan, Nairobi Kenya.

## Roaring Ahead into 2012

In addition to the continuation of PMPDP, support of the APHFTA strategic plan, and promotion of the KEMRI Business Development plan, two new programs for quality improvement and prevention of rheumatic heart disease are described below.

### mMaisha (“mobile life”) system rollout: mHealth, eCME and quality-improvement

Bienmoyo has been chosen as a partner for the Association of Private Health Facilities in Tanzania (APHFTA) to rollout information and communication technologies (ICT) and mHealth systems to promote quality improvement among all member facilities. APHFTA expects to support the deployment of systems to over fifty member facilities in 2012 to pilot the use of improved communications and data collection to strengthen health systems and client outcomes across public and private partners. The mMaisha product suite, a cloud based, locally developed, and open access system designed in partnership with APHFTA, will support monitoring and evaluation (M&E), community-based data collection, electronic payments, and an online course-authoring tool to create interactive, multimedia continuing medical education (CME) courses. Pilot courses for post-partum hemorrhage, diabetes care, and small-business practice management will be offered in 2012.

Photo 5:

mMaisha training at the APHFTA National Headquarters, Dar es Salaam Tanzania with local software-development partner Pillarsis Inc.



## SPOTLIGHT: mHealth Summit, Washington DC

The mMaisha system, a joint initiative by Bienmoyo and APHFTA, was selected as one of the top 40 mHealth innovations to have a showcase at the mHealth summit start-up pavilion in Washington DC, December 2011. Our team had the opportunity to meet and greet with 3600 industry professionals focused on the use of mHealth technologies to improve health care delivery in the US and overseas.

Among the potential collaborators attending the summit were communications companies, manufacturers of breakthrough low-cost tablet devices, and global non-government organizations (NGOs). Dr. Blander, President of Bienmoyo, delivered a presentation on the first day of the conference highlighting activities with APHFTA in Tanzania entitled “Extending Access to Quality Health Services Through Public Private Partnership and Technology Innovation.”

## NCDs and Child Health: Health Systems Strengthening Program

While it has been virtually eradicated in developed countries, rheumatic heart disease (RHD) is one of the most preventable, yet prevalent, neglected non-communicable diseases (NCDs) on the African continent, with an estimated 200,000 related deaths occurring annually. With the generous support of the Medtronic Foundation, Bienmoyo and local partners have been awarded a health systems strengthening grant to tackle primary prevention of RHD. The program will leverage Bienmoyo's mMaisha system to help support the screening, diagnosis, and treatment of more than 6,000 school children for Streptococcal A throat infections and RHD, in Northern Zone of Tanzania.



Photo 6:

RHD Planning Team, Arusha Tanzania.



Photo 7:

Bienmoyo volunteers from Wharton School and Harvard College with Dr. Blander (2nd from left) and Ms. Mtango, membership coordinator (middle), circa August 2007. These efforts have been the basis for the launch of key programs in 2011 and beyond.

## Heart of a Lion - Our Volunteers

At the heart (moyo) of our organization is the unyielding sacrifice and efforts of our volunteers. Since 2006, Bienmoyo has supported field projects with graduate, undergraduate, and alumni from Harvard, MIT, University of Pennsylvania, and Duke University. Special recognition goes to our volunteers from the Harvard College Sandbox and Wharton Global Volunteers in 2011 who helped contribute to the maternal health pilot and loan programs. In recognition of their efforts, APHFTA and Bienmoyo awarded both student organizations with awards of merit for outstanding service in helping to incubate and mature current programs beginning in 2007.



For more information about our programs or ways to personally contribute to the Bienmoyo Foundation, please send correspondence to:

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