

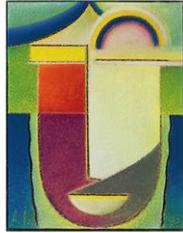


Center for Health Market Innovations



ACCESS Health International

May 2017



ACCESS
health international

Our vision is that all people, no matter where they live,
no matter what their age, have a right to access
high quality and affordable healthcare.

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Artwork: Paul Klee, *Theatre Mountain Construction*, 1920.
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Center For
Health Market Innovations
Learn and Launch

Center for Health Market Innovations

Innovation in healthcare is a central focus of ACCESS Health. We foster innovation in healthcare services and finance, the creation of new companies to serve the needs of mothers and their children as well as the elderly. We create innovation centered ecosystems in many of the countries in which we work.

The Center for Health Market Innovation arose from our interest in health systems innovation in the private sector. Together with Results for Development, a Washington D.C. based foundation, we created the Center for Health Market Innovations to explore health systems innovations in emerging economies. The method was to identify and to document such innovations and to disseminate what we learned through a publicly available website. The center also convenes meetings and presents seminars that focus on specific topics such as innovations in maternal child care. The Center's activities are funded by the Bill and Melinda Gates Foundation and the Rockefeller Foundation.

The Center has documented over one thousand innovative programs in more than one hundred countries. To execute this work, more than fifteen in country partners were recruited.¹ We at ACCESS Health documented more than five hundred innovative practices in India, Bangladesh, and Brazil. The work was coordinated by our partner, Results for Development.

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Innovation in Maternal Child Care in India

Innovation in maternal child care is one of our major interests. Most of the work of the Center is the discovery and documentation of innovations in prenatal and neonatal care in India. We documented over three hundred innovative practices in geographically diverse states and regions within India. Sixteen of these reports, which we believe summarize the very best of what we observed, are presented in a book we published titled *Improving the Health of Mother and*

¹ Partners include ACCESS Health International, African Capacity Alliance, Bertha Centre, Institute of Health Policy Management and Research, Interactive Research & Development, Philippines Institute for Development Studies, Solina Health, and Swasti

Child: Solutions from India. The book was co authored by Priya Anant, Prabal Vikram Singh, Sofi Bergkvist, and William Haseltine of ACCESS Health and Anita George at the Indian School of Business. This work is available a no cost as a [PDF](#) on our website and in print on [Amazon](#). All the individual studies are available on the Center for Health Innovations portal.

Documentation of best practices and innovation in maternal child care in India gave us a strong base of specific knowledge that has both inspired and facilitated our later work, including the design of maternal child care programs in Bihar and Orissa and our efforts to reduce neonatal mortality in Telangana and Andhra Pradesh through the Safe Care, Saving Lives program.

In addition to the maternal and child health studies ACCESS Health conducted in India, we also documented more than two hundred other innovations in India, including private sector health service delivery models, primary care models, healthcare financing models, and healthcare technologies. This work laid the foundation for much of our subsequent work in that country. You can view the full database of the studies we conducted in India [here](#).

Innovation in Mobile Health Technologies in Bangladesh

We believe the innovation in mobile health technologies is key to providing high quality health services to underserved rural and urban populations. To explore this area in more depth we studied the use mobile health technologies among community health workers in rural Bangladesh.

We developed a case study of a local foundation, SAJIDA , that formed a partnership with a private company, Click Diagnostics, to provide maternal and child health information and services to rural women. Our case study examines this program in detail. The SAJIDA staff collected healthcare information via the Click Diagnostic mobile phone software and shared that data with doctors in a central healthcare facility. The doctors then monitored patients and provided medical advice in real time. The full case study is available [here](#).

We believe the innovation in mobile health technologies is key to providing high quality health services to underserved rural and urban populations.

In addition to the study on mobile health innovations, ACCESS Health documented more than fifty other health innovations in Bangladesh. You can view profile of all the Bangladesh organizations documented [here](#).

Innovation in Social Franchises in Brazil

We believe that social franchises are a useful approach to providing health services to the underserved. Social franchises are networks of private sector providers that are linked through agreements to provide socially beneficial health services under a common franchise band. Typically a not for profit organization oversees and administers the program.

We conducted a detailed study of the Associação Saúde Criança franchise model of Brazil. You can read a summary of our work [here](#). You can also read our case study of ASEMBIS, a health enterprise based in Costa Rica and partnered with the University of São Paulo, [here](#).

Communication and Dissemination of Center Discoveries

We have worked together with Results for Development and on our own to disseminate the results of the Center. ACCESS Health has contributed to the many workshops, meetings and seminars coordinated by Results for Development. We have provided the lion's share of the best practices documented on the Center's website.

In some cases, we have conducted our own in country workshops. Notable were those we held in Brazil to disseminate knowledge of high quality public and private affordable health care innovations. ACCESS Health led a series of workshops bringing entrepreneurs and business leaders together in partnership with students and professors at medical schools to seed cost effective and high quality healthcare projects.

Future

The initial fact finding phase of the Center for Health Market Innovations has drawn to a close. We are actively exploring with our partners how to broaden and to deepen this work. Our new Applied Innovation programs may benefit from a renewed and expanded Center.