Use of Innovative Technology Practices in Rehabilitation

Brenda Msangi, MPharm
Disability Hospital Director
CCBRT
Dar es Salaam, Tanzania
brenda.msangi@ccbrt.org
www.ccbrt.org
About CCBRT

**Vision:**
- A Tanzania where people have access to quality disability services as well as safe maternal and newborn healthcare

**Mission:**
- Prevent disability
- Prevent maternal and neonatal mortality and morbidity
- Provide equitable access to affordable, quality medical and rehabilitative services
CCBRT Services Overview

Disability Hospital

- Opened in 1994
- Surgical and Clinical Care
  - Ophthalmology
  - Obstetric Fistula
  - Orthopaedic & Reconstructive Surgery
  - Physical Rehabilitation
- Private Clinic
- Community Programmes
- Advocacy
Maternal & Newborn Healthcare

- Philosophy of “prevention is better than cure”
- Construction of specialist Maternity & Newborn Hospital
- Capacity Building Programme
Challenges of Providing Services

- Tanzania has many vast, remote rural areas
- Many people live below the poverty line
- Cost of transportation to CCBRT prohibitive for many rural patients
- Lack of awareness and social stigma surrounding certain health issues
- High number of no-show surgery patients
- High number of patients who do not continue treatment
Finding Solutions

- Population of 47.6 million – 39.7 million mobile phone subscribers (2015)
- CCBRT has long-term partnerships with Tigo, Vodacom Tanzania and Vodafone Foundation
Mobile Technology

CCBRT is tackling these challenges through the innovative use of:

- M-PESA support to cover patient transport costs (since 2009)
- Bulk SMS to raise awareness (since 2012)
- SMS platform for patient reminders (since 2012)
- SMS platform for patient feedback (since 2014)
Free Transport via M-PESA

- In partnership with Vodacom Tanzania
- Mobile money transferred to CCBRT ambassadors all over the country so patients can travel for treatment
- Supported by Vodafone Foundation since 2012
- All fistula & cleft lip/palate patients from outside of Dar es Salaam eligible
Impact of M-PESA

Number of fistula patients receiving treatment at CCBRT

2012 - Free transport via M-PESA begins
CCBRT has deposited $6.00 to your account. Thank you for your continued support in finding new patients.

https://www.youtube.com/watch?v=EmluvSKfmes
Bulk SMS for Awareness

• Tigo & Vodacom: Tanzania’s biggest mobile phone operators. Partnership to send educational SMS to customers
• CCBRT fistula programme: SMS to encourage/mobilise ambassadors
• SMS raise awareness on health issues, treatment services available & outreach activities
• Reach all regions of Tanzania through bulk SMS
2013: CCBRT collaboration with Tigo to launch SMS reminder system

Reminders sent to patients 4 days & 1 day before appointment

Patients can respond to SMS to change appointment

Success in numbers

- Nearly 8,000 reminders sent in 2014
- Nearly 8,000 reminders sent in 2015
- Reduction in no-show surgery patients to just 16%
- Reduction in clubfoot patients’ dropout rates from 49% to 10%
SMS Feedback Platform

- Patients can provide feedback via SMS platform or call centre
- Feedback supports CCBRT’s efforts in continuous quality improvement
- 77% of all patient feedback sent via SMS