



*Changing Lives, Changing Communities*

# Use of Innovative Technology Practices in Rehabilitation

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Brenda Msangi, MPharm  
Disability Hospital Director  
CCBRT

Dar es Salaam, Tanzania  
[brenda.msangi@ccbirt.org](mailto:brenda.msangi@ccbirt.org)  
[www.ccbirt.org](http://www.ccbirt.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

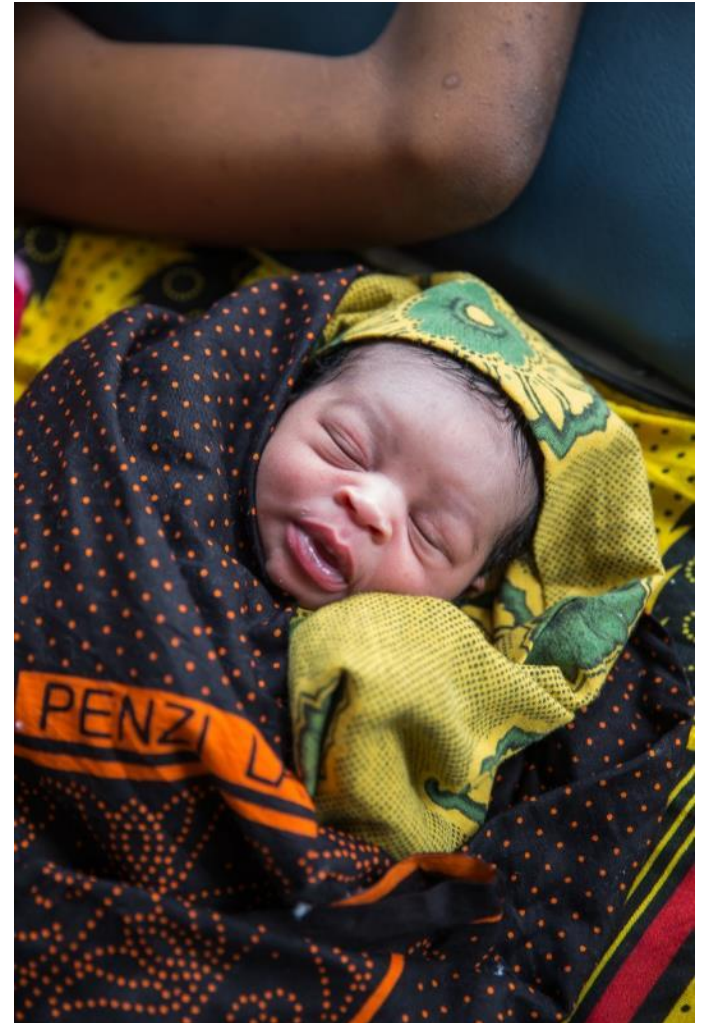
- Opened in 1994
- Surgical and Clinical Care
  - Ophthalmology
  - Obstetric Fistula
  - Orthopaedic & Reconstructive Surgery
  - Physical Rehabilitation
- Private Clinic
- Community Programmes
- Advocacy



# CCBRT Services Overview

## Maternal & Newborn Healthcare

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





# Challenges of Providing Services

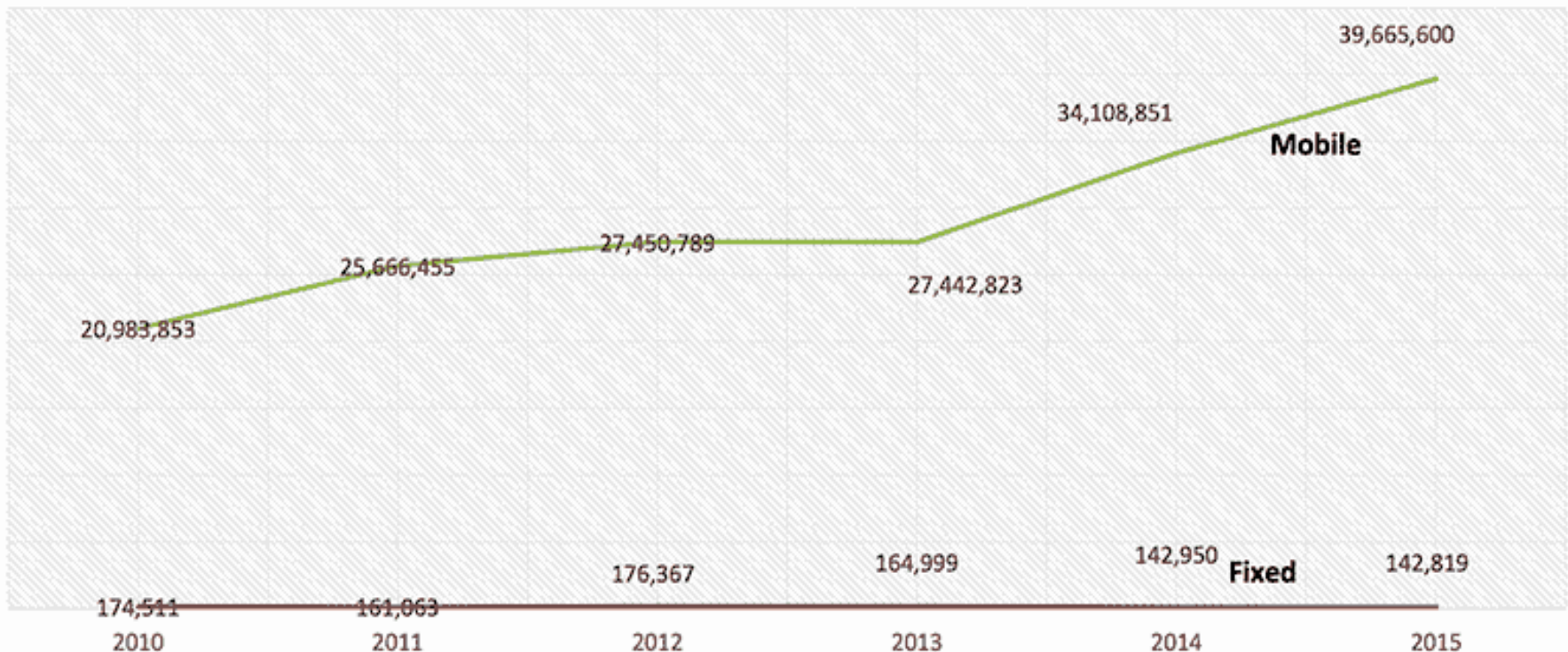
- Tanzania has many vast, remote rural areas
- Many people live below the poverty line
- Cost of transportation to CCBRT prohibitive for many rural patients
- Lack of awareness and social stigma surrounding certain health issues
- High number of no-show surgery patients
- High number of patients who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





# Finding Solutions

- Population of 47.6million – 39.7million 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

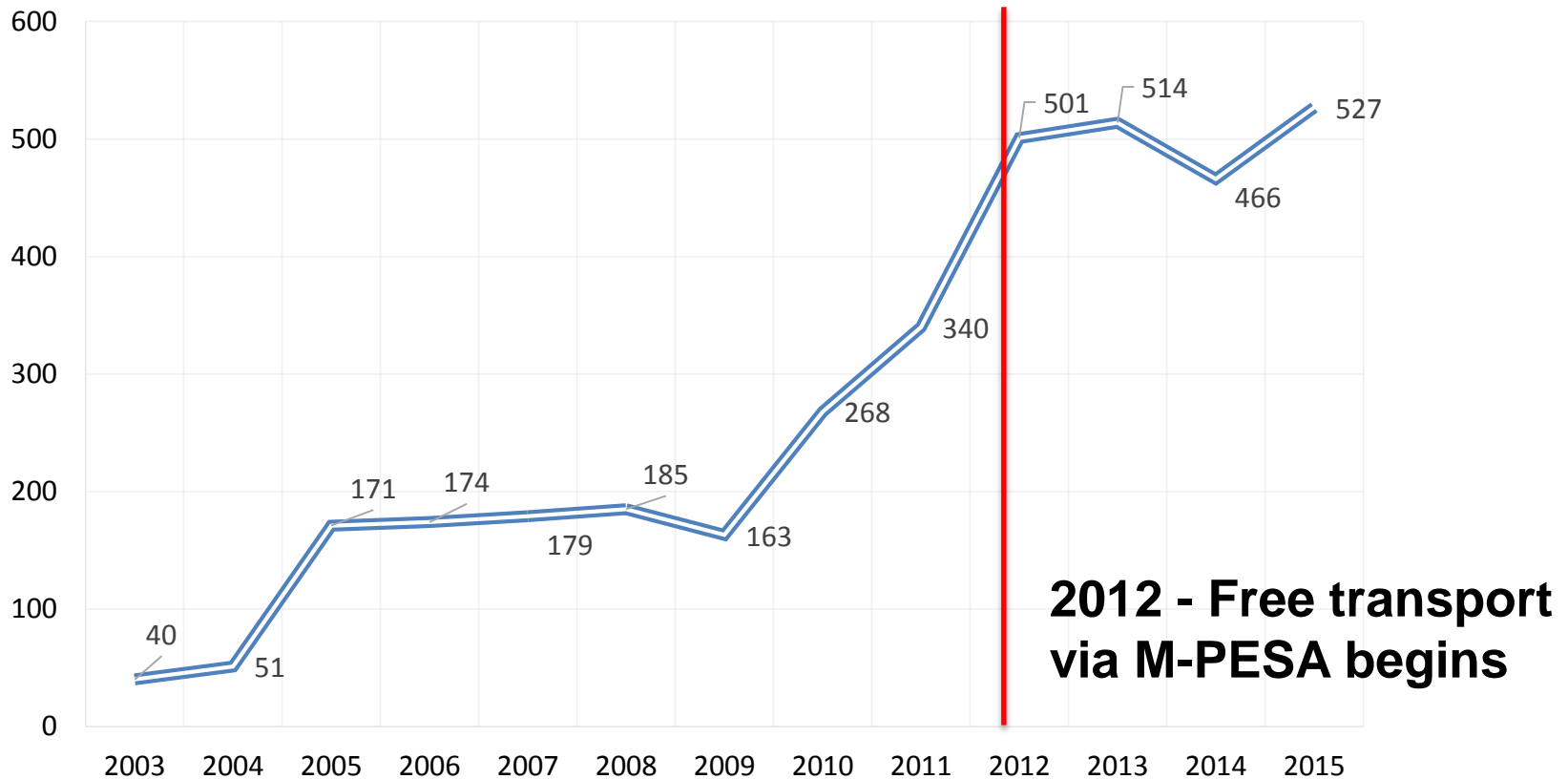
- In partnership with Vodacom Tanzania
- Mobile money transferred to CCBRT ambassadors all over the country so patients can travel for treatment
- Supported by Vodafone Foundation since 2012
- All fistula & cleft lip/palate patients from outside of Dar es Salaam eligible





# Impact of M-PESA

Number of fistula patients receiving treatment at CCBRT



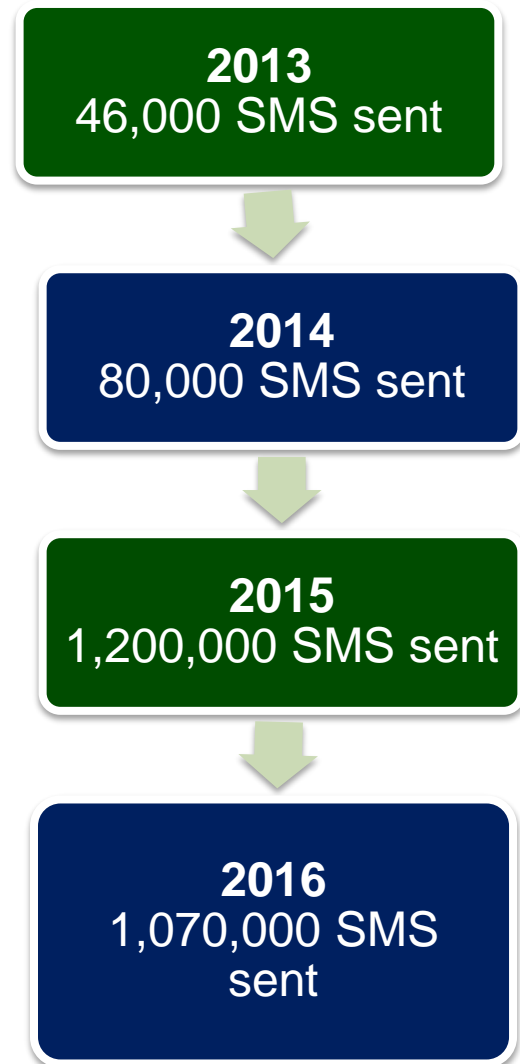


<https://www.youtube.com/watch?v=EmluvSKfmes>



# 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





# SMS Reminder Platform

- 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







Thank You!