Utility Of A Medical Call Centre And Social Messaging Platforms For Health Communication In Uganda

Dr. John Mark Bwanika
Uganda - Background

STATISTICS

34.6 million
Population

81.3%
Population of those below 35 years

5.4%
Total Fertility Rate

35%
Only 35% of marrieds use contraceptives

CHALLENGES

Systemic

1 : 25000
Doctor to Patient Ratio

Social

Limited patient engagement & follow up

Too many unnecessary Hospital visits & Specialist consultations

Long waiting times & queues

Ref: 1. Uganda Demographics and Health Survey, 2016
2. Uganda National Census, 2014
The Opportunity

Context

- Mobile subscribers: 22 million
- Mobile Money subscribers: 20 million
- Internet users: 13 million
- Teledensity: 70%

Benefits to Users

- Informative
- Convenient Engagement
- Accessible
- Empowerment
- Private
- Timely
- Reassurance

1. **Telehealth**

**FREE consultation** with a general medical doctor, pharmacist and specialists

**24/7 at NO EXTRA COST**

*Service can be accessed with:*

- Calls
- Text Messages
- Email
- Multiple Languages
- WhatsApp
- Facebook
- Twitter
- Skype
- Instagram

2. **TMCG Mobile Money Payment Process for Healthcare Services**

- Contact a TMCG Call Centre Medical Doctor for a free consultation
- Go to network of TMCG accredited facilities
- Present the verification code provided as proof of payment
- Receive a quality and cashless healthcare service from our network
- Receive information of the cost of the recommended health service and pay via mobile money

3. **TMCG Remote Medical Monitoring**

*Routinely tracking* vital signs such as Body weight, Blood Pressure, Blood Glucose and Oxygen concentration can be critical in early detection and management of these conditions.
Milestones

Growth of over 50,000 active monthly users across all platforms.

13,195 Current number of TMCG Facebook likes.

1,755 TMCG Twitter followers.

In 2016, TMCG Instagram page was opened. Gained 118 followers in a period of just 3 months.

23,691 WhatsApp users registered to date.

21,206 unique callers since TMCG started.

Call centre equipped to handle 30 simultaneous calls at any one time.

8,000 calls daily.
Common Inquiries

1. Sexual and Reproductive Health
2. Paediatrics
3. Community health service feedback
4. Service location information
Public Health Integration

Integration with existing public health programs

- Immunisation
- Mobile App Development
- eHMIS, OpenMRS, DHIS2
- Mobile Money Integration
- Information Support to VHTs on Nutrition, WASH
- iCCM
- MNCH
- Mobile Money Integration
- Family Planning
- VMMC
- Voluntary Medical Male Circumcision
- TB
- Patient Follow Up
- eMTCT
- Health Worker Support for Option B+
- Use & Maintenance
Building an ecosystem

Healthcare Entreprise system

Mobile Partners in Healthcare

Connected Medical Devices and Remote Clinical Monitoring
Value Chain

mHealth Services

Real Time Analytics

Healthcare Providers, Insurers & Projects

Uptake & Usage of mHealth Services

Monitoring progress & outcomes of Health Interventions

Teleconsultation

Patient Engagement

Teletraining

- Health Content Dev’t
- Mobile Money Payments for Healthcare
- Remote Medical Monitoring Devices

Evidence based decision making support for results.
Clients & Partners

TMCG has partnered with a number of organizations to bring lasting change and impact to society through utilization of digital health. These include:

[Logos of various organizations]

CONTACTS

+256 417 747000  
+256 790 512 074  
www.facebook.com/tmcgltd  
@tmcgltd

✉️ tmcgltd
.RestController
 info@tmcg.co.ug

Dr. Davis Musinguzi  
Managing Director, TMCG  
davis@tmcg.co.ug  
+256792 603115

Dr. John Mark Bwanika  
Director, TMCG  
johnmark@tmcg.co.ug  
+256782 764739

P.O Box 4036, Kampala, Uganda