



IMPILO

THE IMPILO INITIATIVE



Africa has the world's highest rate of adolescent pregnancies, and over 15% of South Africa's population has HIV/AIDS

This translates to more than 7 million people. With 50,000 new cases of HIV in adolescents aged 15-19 every year, there is clearly an urgent need for some type of intervention.

UNICEF estimates that close to 50,000 babies and young children could be saved every year through higher coverage of a few known high-impact healthcare interventions

The challenge is to ensure that these interventions reach the children and women who need them most – in rural communities.



South Africa spends only 8.8% of total expenditure on healthcare
In a country where the burden of disease is among the highest in the world.

In 2013, there were only 25 public sector doctors and 92 private sector doctors per 100,000 people in South Africa

Those who live in rural areas are at a special disadvantage because only 3% of newly qualified doctors choose to practice where living conditions are so poor.



What we're doing



The Impilo Initiative is working to bring the power of telemedicine to women in rural areas of Africa – especially South Africa where poverty prevails, where disease is prevalent, where doctors are scarce, and where the health care infrastructure is dismally inadequate.

The possibilities that telemedicine can bring to this region – regions like it – are tremendous. It can literally connect the developing world to the resources of the developed world and provide effective medical care despite understaffed clinics and undertrained practitioners.

**“When you
improve health
outcomes for
women and
children, you
improve life for
everyone”**

MELINDA GATES



Mission

Our aim is reduce maternal and infant mortality rates & educate women on sexual health and self care through the use of digital health solutions and technology in rural South Africa.



Vision

To create a digital health ecosystem within rural South Africa to provide women with access to first world healthcare without having to leave their communities.



Goal

To improve maternal, infant and women's health across South Africa.

“Most people wouldn’t think of needing to undergo surgery a blessing - but I did.

At 20, I had to have pre-cancerous cells removed from my cervix. Not understanding what is happening to your body is terrifying, but my Australian gynaecologist was a godsend. During my week-long recovery I got to thinking: what if I couldn’t afford such a good doctor? How are girls in developing countries educated on symptoms? Are pregnant women getting the treatment they need in these countries?

And from there my female and maternal health crusade began.

I was born in South Africa and visited frequently after emigrating to Canada in 2001 and subsequently to Australia and New Zealand where I worked in private equity and fundraising consulting. Harnessing the innovation I saw throughout my career, I saw the opportunity to bring access to top quality medical care to women through the use of technology.

We need to be working on breaking the cycles of poverty in Africa, and Impilo is going to be a part of it – proper health care, especially for women, is a basic necessity for a thriving country.”





364 townships &
informal settlements



89.7% of these
households have a
mobile phone



Circa 12.5m women
living in them



Only 1/2 of community
health clinics provide
antenatal care



”They have to
wait whole days
to see the nurse”

Fikile is a Community Health Nurse in Kwa-Zulu Natal. She experiences days where clinics can be so packed, the average 2 nurses on site don't have the capacity to see everyone and many patients have to go home with nothing and try again the next day – that is, if the clinic is even open. **83% of the country relies on the public health system, yet 80% of healthcare funds are spent in the private sector.**



An average day at a community health clinic

If doctors can't be there physically, why not virtually?



1 Implement second-hand devices

Including iPads, tablets and biometric health devices into rural community clinics with Community Health Workers to increase volume of patients seen and quality of care.

1

2 Connect doctors to patients

Via our partner telemedicine platform, *Welio*. Patients can see doctors in real time or offline through asynchronous messaging.

2

3 Provide maternal & infant health education

Data-free through the Zero Mothers Die SA app which contains extensive resources on antenatal and postnatal health advice in the patients' mother tongue.

3

4 Provide connectivity

The apps we use are run through a third-party program so the women and CHWs have constant access to internet connectivity while using our programs.

4





Thank You!