



# RCT Proves Living Goods' Entrepreneurial CHW Model Reduces Child Mortality by 25% for Under \$2 per Person

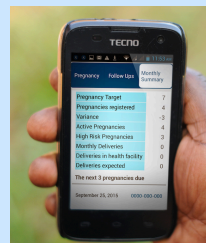


## A Best-Practice Community Health System Linked to Low-Cost Business Model

Living Goods supports networks of community health promoters who go door-to-door teaching families how to improve their health and distributing life-changing products and services including diagnosis and treatment of malaria, diarrhea, and pneumonia; safe delivery kits, fortified foods, clean stoves, water filters, and solar lights.

### Mobile Powered Performance Tools

- Every CHW uses a smartphone with best-in-class health apps
- Automates iCCM diagnosis for childhood diseases
- Registers pregnant women and sends timed SMS health messages
- Managers see real time performance data on every CHW on any device



### Integrated Health Delivery



Healthy Pregnancy  
and Family Planning



Newborn  
Survival



Nutrition



Childhood  
Diseases

### Sales Pay for CHW Compensation and Product Costs

- CHWs are neither volunteers nor salaried workers--they are paid for results
- CHWs earn a margin on products they sell
- Recovers 100% of product costs
- Covers some operating costs making net cost to funders under \$2 per capita annually
- Key health commodities always in stock

Partnering with national and local governments to strengthen and build effective community worker health systems

***"Living Goods solves two of our biggest challenges in the health care sector:  
How to keep vital medicines in stock, and how to compensate and retain community health workers."***

-Dr. Ruhakana Rugunda, Prime Minister Uganda