

INCREASING VACCINATION RATES THROUGH TECHNOLOGY



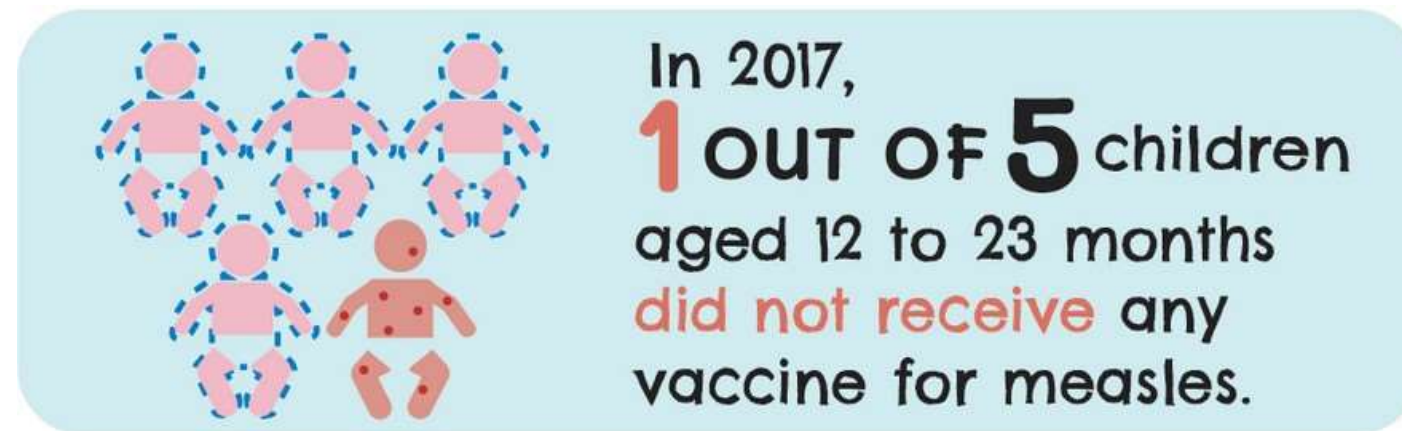
*Achieving vaccine equity through technology,
one community at a time*

**HEALTH PROGRAM MANAGEMENT
AND ENGAGEMENT SYSTEM**

Not every child who should be vaccinated is vaccinated

Declining vaccination rates

The problem in focus



Data source from the Philippine Statistics Authority (2017)



Sometimes, parents are **NOT** well-informed of the schedules of vaccination and other health programs available to them.



Disorganized health records lead to inaccurate, inaccessible, and late reports.

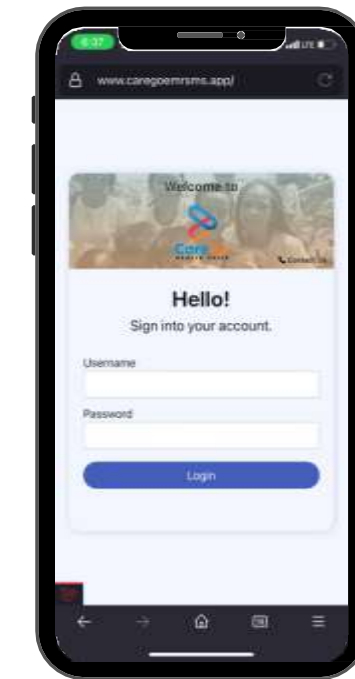
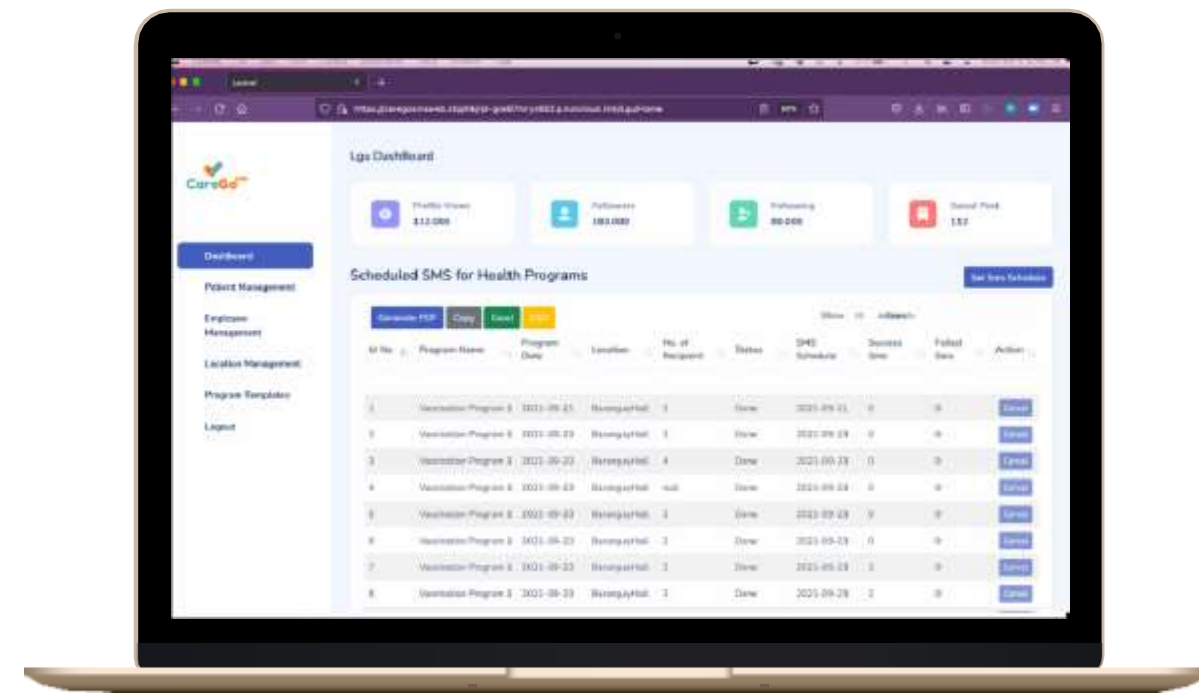


Manual, paper-based documentation on top of community engagement overloads the work of HCWs.

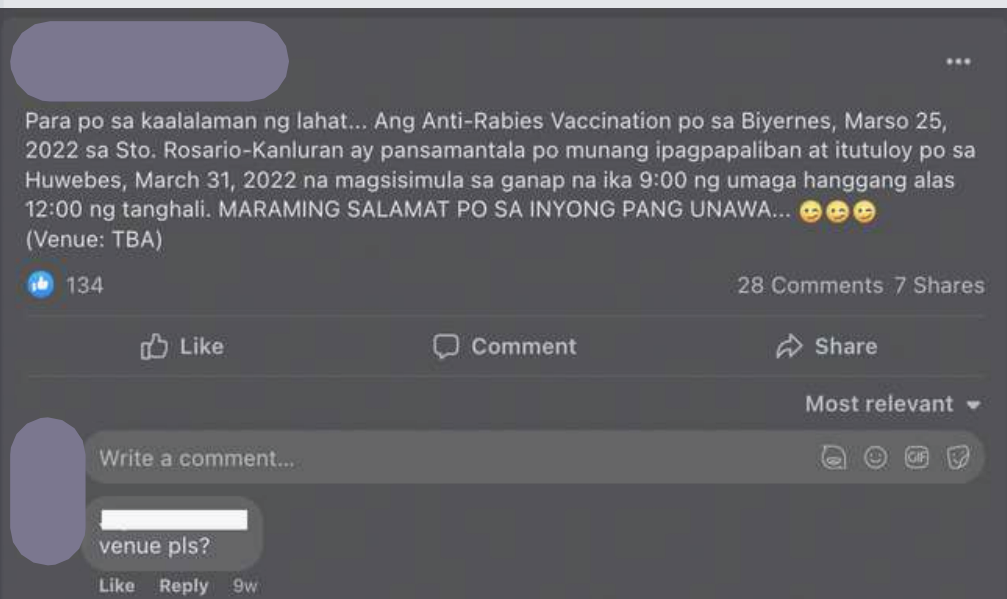
Status Quo

- Facebook Posts
- Barangay General Announcements
- Word of mouth

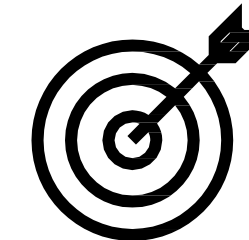
Health service awareness **DELIVERED** to the people,
QUICK and **TARGETED** to those in need



CareGo SMS web application for automating vaccination announcements

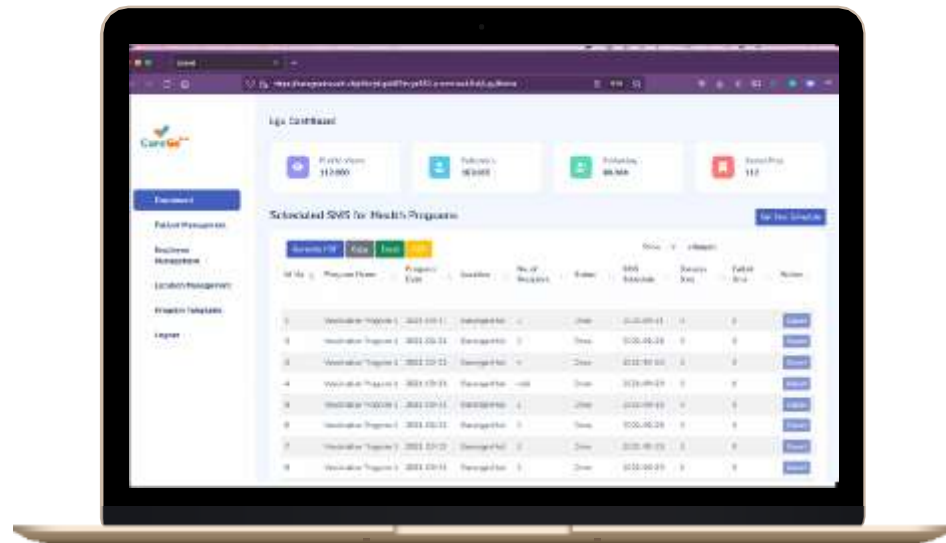


Increase engagement to healthcare services
Develop health-seeking behaviors in communities



Increases accuracy and accountability in data recording, storage, and report generation and transfer to central health department

User Journey of CareGo SMS



Sample

CITY CHO: OPLAN MR-SIA
Ang bakuna ay inihahanda na para kay **Troyss Pilapil**. Siguraduhin pumunta sa **Health Office** kinabukasan **8 am September 14**.

SMS Template

[Name of Office]: [Health Program]
Ang bakuna ay inihahanda na para kay **[NAME]**. Siguraduhin pumunta sa **[Venue]** kinabukasan ng **[Time][Date]**.

1

User access to the web app

2

Register patients in the system and enroll to health programs

3

Choose SMS recipients based on filtering: Age, Barangay etc. then Choose SMS template

4

Choose schedule of sending: Date and Time

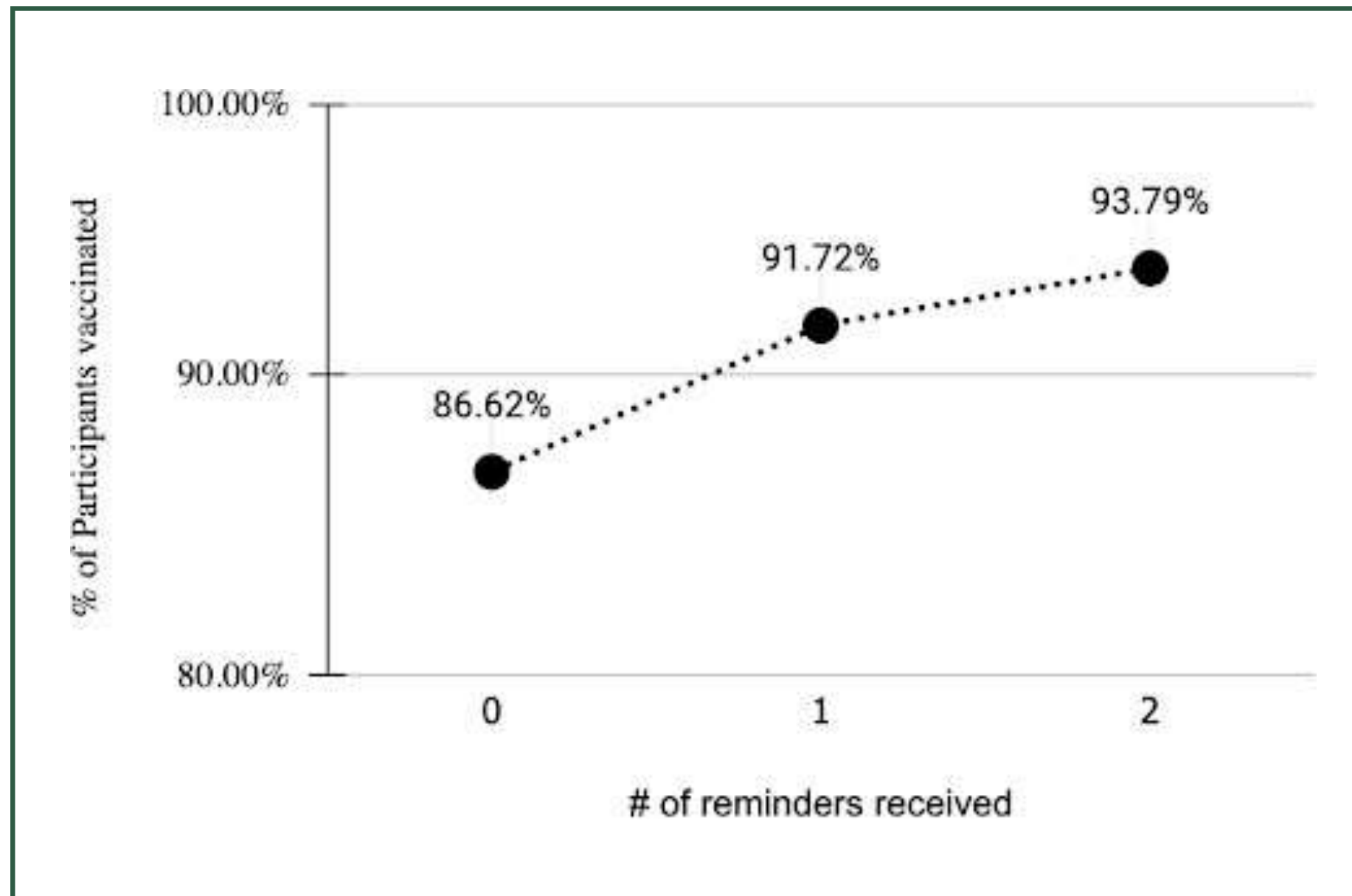
5

Send SMS

Impact: Prototype Testing of our SMS campaigns with 29 barangays (Vaccination Programs)

This testing was supported by UNDP Philippines and the Embassy of Japan.

CareGo SMS reminders increased by up to **7.2%** participation to vaccination programs in San Pascual



SMS intervention resulted in:

Increase in vaccination rate

5.1% increase between Set-up B and Set-up A

7.17% increase between Set-up C and Set-up A

The more reminders parents receive, the higher their participation in vaccinations with a 0.97 correlation

***MVP Testing conducted in San Pascual, Batangas (February 2021) through the support of UNDP; n=434**

**Preliminary Data of CareGo SMS service to 1000+ beneficiaries
through the support of the United Nations Development
Programme**

41%

of the Health Center patients **attributed their attendance
to health programs to CareGo SMS reminders**

Up to

7% INCREASE

in participation to vaccination programs
for personalized CareGo SMS reminders

Community members developed **health-seeking behaviours**

HAPPIER health workers with a more efficient announcement system

Impact Building a Community of Health Advocates

Here are a few words from our users, and beneficiaries.



Robelyn with her son Bon Amiel, serviced by CareGo EMR

One of her aspirations for her son is for him to grow healthy and finish his studies. She knows that the vaccine is vital to keep her baby away from any sickness.



Rosemarie, Barangay Health Worker from San Pascual

"Fortunately, because of CareGo's reminders, the parents were able to immediately inform me that they could not go to the injection site because their child was sick, which is helpful for us as BHWs."

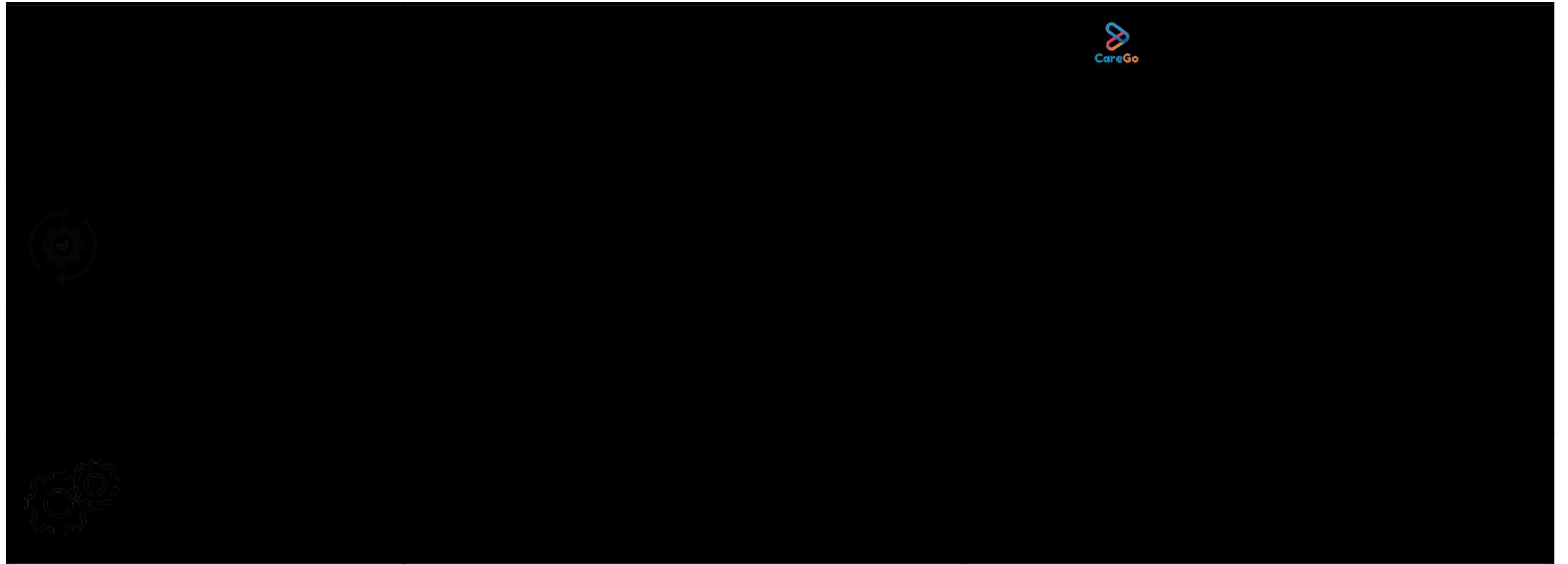


Armando, father from community serviced for SMS vaccination reminders

"As fathers who are busy with work, we are not aware that there is a vaccination program at the health center. Without CareGo's text, I would not be at the RHU today to vaccinate my child. This initiative is very helpful because children are taken care of."

What is the actual value of an effective communications and engagement channel?

To inform and remind **75,000 people** with **1 vaccination program schedule**



**calculated using known salaries of staff who are involved in texting program participants*

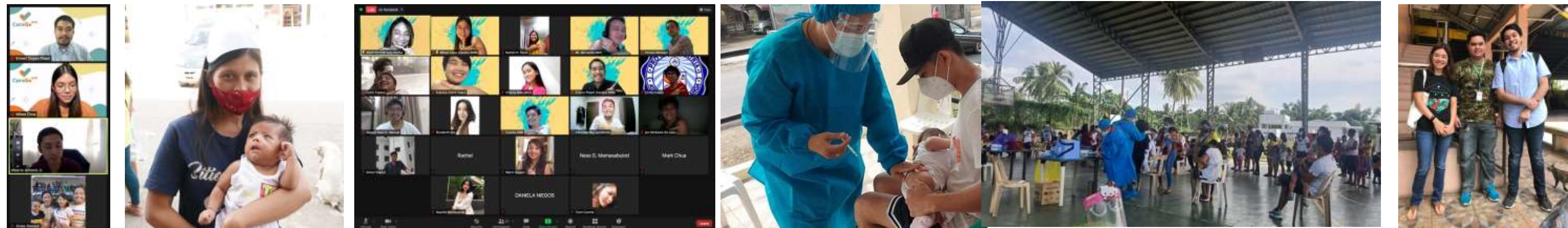
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Our vision is to build a Philippines where every child can realize their fullest potential in good health and well-being.

We can start by increasing the vaccination rates to at least 95%, one community at a time.



Impact: We have reminded 1000+ parents to ensure the safety of their children against vaccine-preventable diseases.

Our SDG3 success indicators:

3.2.1 Under-five mortality rate (per 1,000 live births): from 27% in 2017 to **20.7% in 2030**

3.b.1.p1 Proportion of fully immunized children: from 48.4% in 2017 to **53% in 2030**



Recognitions Received by the Team

Winner of 2022



World Health Organization

Western Pacific Innovation Challenge

in presenting the CareGo SMS solution focused on last mile delivery of services for Reaching the Unreached

Supported by Impact-focused Organizations

- DOST-PCHRD GCARSIH 2022 Top 10 Social Innovations for Health
- Makesense Philippines
- Villgro Philippines
- PhilDev Foundation (through Bookuna)
- UPSCALEUP Diliman (through Bookuna)
- Batangas State University Center of Technopreneurship and Innovation

United Nations



Development Programme

#TawidCOVID Innovation Challenge Winner

with the support of the Embassy of Japan and UNDP Accelerator Labs we were able to develop the vaccination management application designed specifically for vaccinations in Public Health Centers

USAID



ReachHealth Innovation Challenge Winner

of Villgro Philippines, Duke University Global Health Innovation Center, and RTI International for the development of the SMS nudge system that will strengthen Public Health Center Family Planning Program engagement in the communities

An overview of what we're working towards.



Company and Team

CP Health Innovations Inc.

is a duly registered Filipino social enterprise in the SEC based in Filinvest, Alabang, Muntinlupa City.

Other registrations and compliances of CP Health Innovations Inc.

- **Registered under the National Privacy Commission for compliance to the Data Privacy Act of 2012**
- **Registered to PhilGEPS (Philippine Government Electronic Procurement System)**

The team has demonstrated deep understanding on the problems on vaccination programs in the Philippines through extensive, consistent iteration for over 2 years with public health centers

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Join us in our journey towards a healthier Philippines.



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