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Population Council

Vouchers
Evaluating reproductive health voucher programs globally

UC Berkeley School of Information

Output-based approach (OBA) in Uganda healthcare

- Steward: Uganda Ministry of Health
- Donors:
  - Global Partnership on Output-Based Aid (GPOBA, World Bank)
  - German Development Bank (KFW)
- Program Management: Marie Stopes International Uganda (MSIU)
- Providers: contracted clinics and hospitals

Service flow

claim forms

Health Service Providers

- Provide treatment in exchange for vouchers
- Submit claims forms to OBA Management Agency
- About 100 providers as of April 2010

- Goal: Change health-seeking behavior
- Purchase Vouchers @ 3000 UGX from independent distributors (e.g. pharmacies, community workers)
- Qualified low-income mothers

Clients: Mothers and Patients

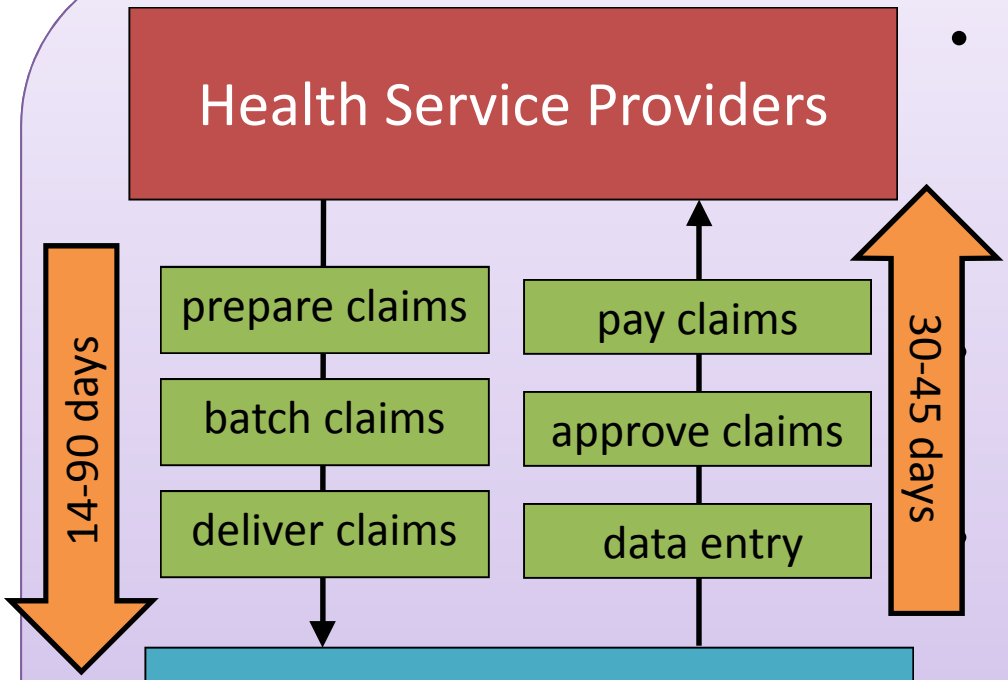
- Reviews claims (Fraud detection)
- Reimburses existing service providers for services rendered
- Payments made by electronic funds transfer

Voucher Management Agency

vouchers

program management is communications intensive!

Claims Submission Processing



- Common errors
  - Written errors
  - Invalid client-partner use
  - Invalid treatment

Providers travel up to 3.5 hours to submit claim forms

Submission delays
- Batched claims
- Transportation ($ + time)

Processing delays
- Data entry
- Medical & technical review
- Reconciling partial payments and rejections
- Payment

Information Constraints

FORM DETAILS				ACCEPTED CLAIMS								
CLAIM DATE	SL. NO	FORM NO	EXPECTED AMT.	FULLY PAID AMT.	ADJUSTED AMT.							
Second Half of August 2008												
29/Aug/2008	1	10786	6,920	6,920								
29/Aug/2008	14	10800	9,400		4,400	5,000	11					
29/Aug/2008	15	19101	19,200	19,200								
29/Aug/2008	16	19102	8,000	8,000								
29/Aug/2008	17	19103	13,700				11				NO PREVIOUS FOLLOW UP	8,700	5,000
29/Aug/2008	18	19105	19,200	19,200								

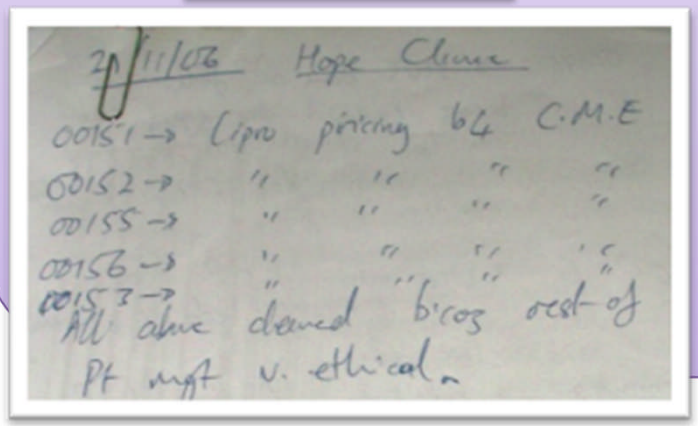
Providers often have questions about claim summary reports

4/12 didn't know how many claims have been rejected

4/12 have computer training

3/12 had not gotten feedback

12/12 own a mobile phone



Obscure and Infrequent Feedback

"I don't know. I don't know how we are performing. I don't know how we are faring… and of course it takes a lot of time.

Sequential Rejections

"Cipro pricing b4 C[ontinuing] M[edical] E[ducation]… All above denied b'cos rest of P[atien]t mgt n[ot]. ethical"

Often an entire month's worth of claims might be rejected at once for the same error

Communications is key

Linking Stakeholders

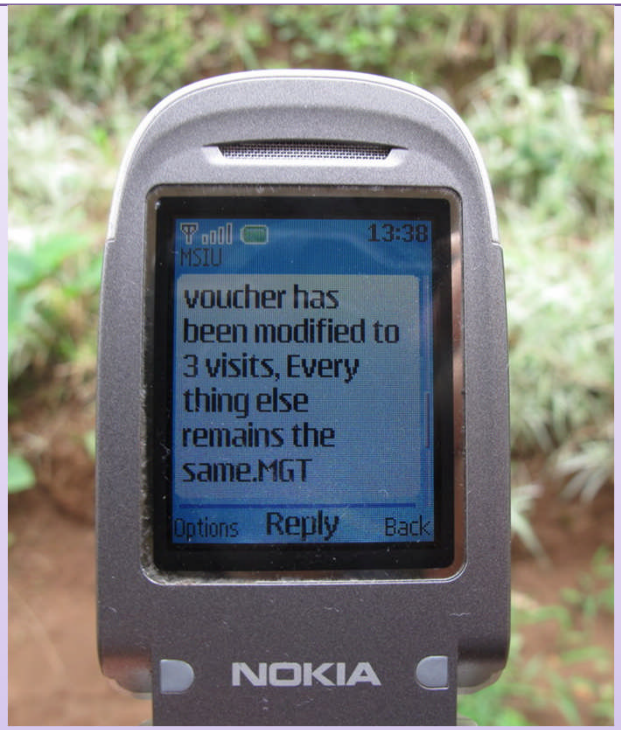
Communications Media

59 providers from initial rollout of maternal voucher “HealthyLife”

Paper vs. E-mail vs. SMS

Topic	Question	Result
Mobile Phones	Average Airtime Spending	20,000 UGX (10 USD)
	Internet Use	12/59 (20.3%)
	SMS Sent/week	8.84 (mean)
	Mobiles Owned	1.49 (mean)
	Mobile SIMS Owned	1.93 (mean)
Computers	Available in Facility	17/59 (28.8%)
Internet Usage	Distance	15.8.km (mean)
	Freq of Use:	
	- Every Day	8/59 (13.6%)
	- Weekly	13/59 (22.0%)
	- Monthly	18/59 (30.5%)
	- None	20/59 (33.9%)

Bulk SMS: Enabling Broadcast Announcements



150 characters

Addressed from MSIU (on dominant carrier)

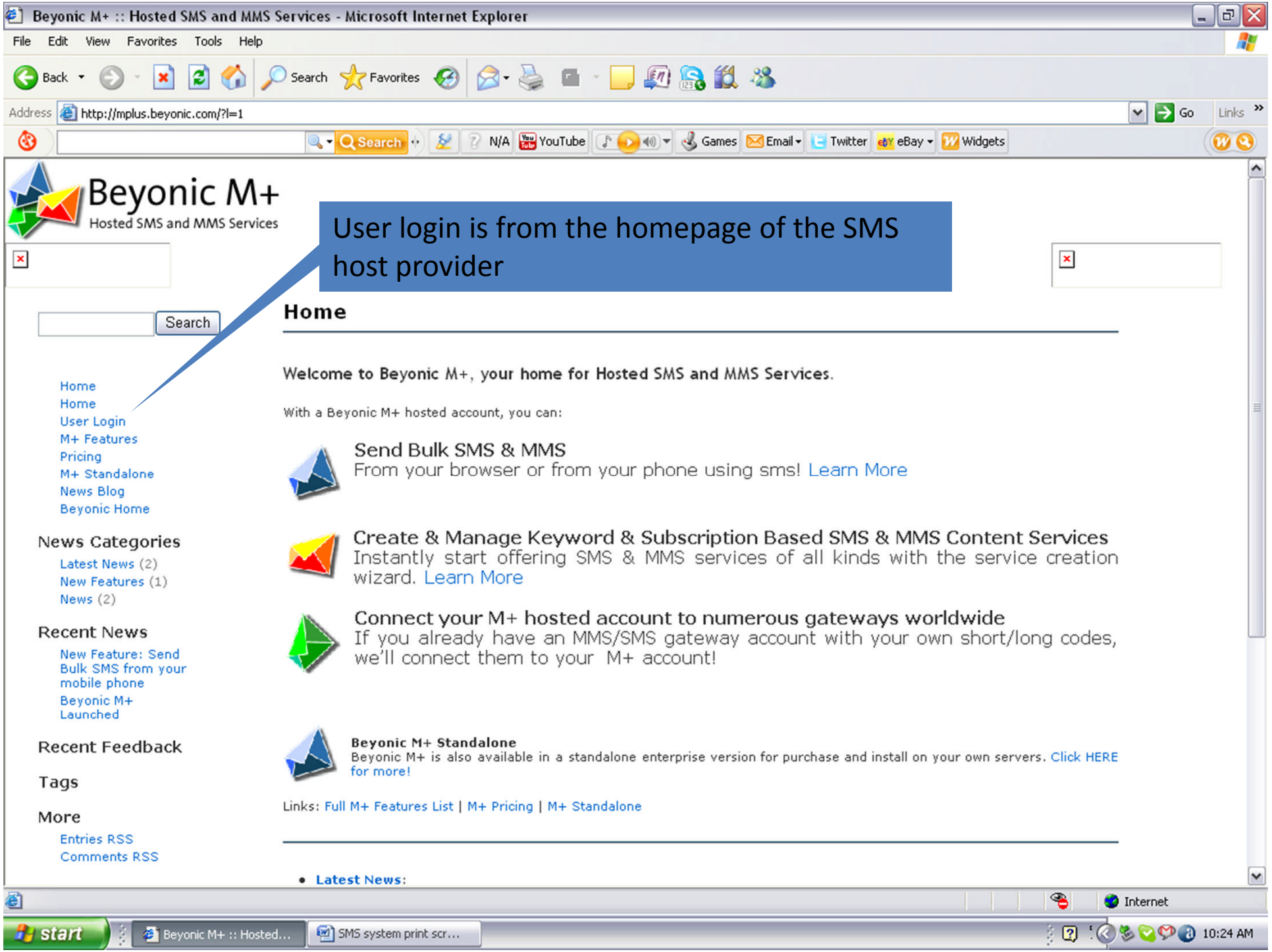
Template Support

Two-Way Communication

SMS Forwarding

Group Addressing

Automatic Archiving of Messages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User login is from the homepage of the SMS host provider
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Latest News (2)
New Features (1)
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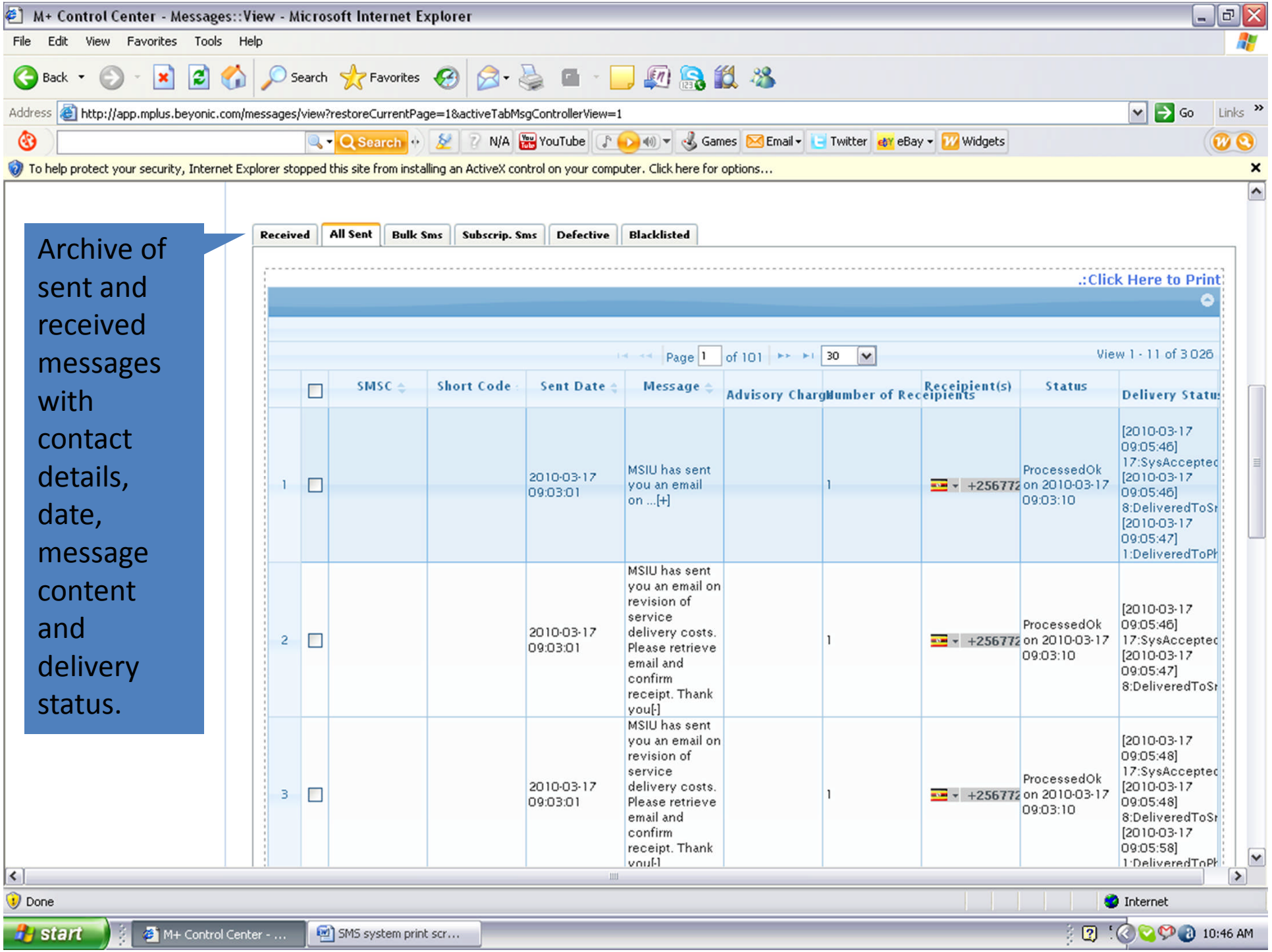
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Archive of sent and received messages with contact details, date, message content and delivery status.
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Page 1 of 101 30 View 1 - 11 of 3 026
SMSC Short Code Sent Date Message Advisory Charg Number of Receipients Receipient(s) Status Delivery Status
1 2010-03-17 09:03:01 MSIU has sent you an email on ...[+] 1 +256772 ProcessedOk on 2010-03-17 09:03:10 [2010-03-17 09:05:46] 17:SysAccepted [2010-03-17 09:05:46] 8:DeliveredToSr [2010-03-17 09:05:47] 1:DeliveredToPh
2 2010-03-17 09:03:01 MSIU has sent you an email on revision of service delivery costs. Please retrieve email and confirm receipt. Thank you[-] 1 +256772 ProcessedOk on 2010-03-17 09:03:10 [2010-03-17 09:05:46] 17:SysAccepted [2010-03-17 09:05:47] 8:DeliveredToSr
3 2010-03-17 09:03:01 MSIU has sent you an email on revision of service delivery costs. Please retrieve email and confirm receipt. Thank you[-] 1 +256772 ProcessedOk on 2010-03-17 09:03:10 [2010-03-17 09:05:48] 17:SysAccepted [2010-03-17 09:05:48] 8:DeliveredToSr [2010-03-17 09:05:58] 1:DeliveredToPh
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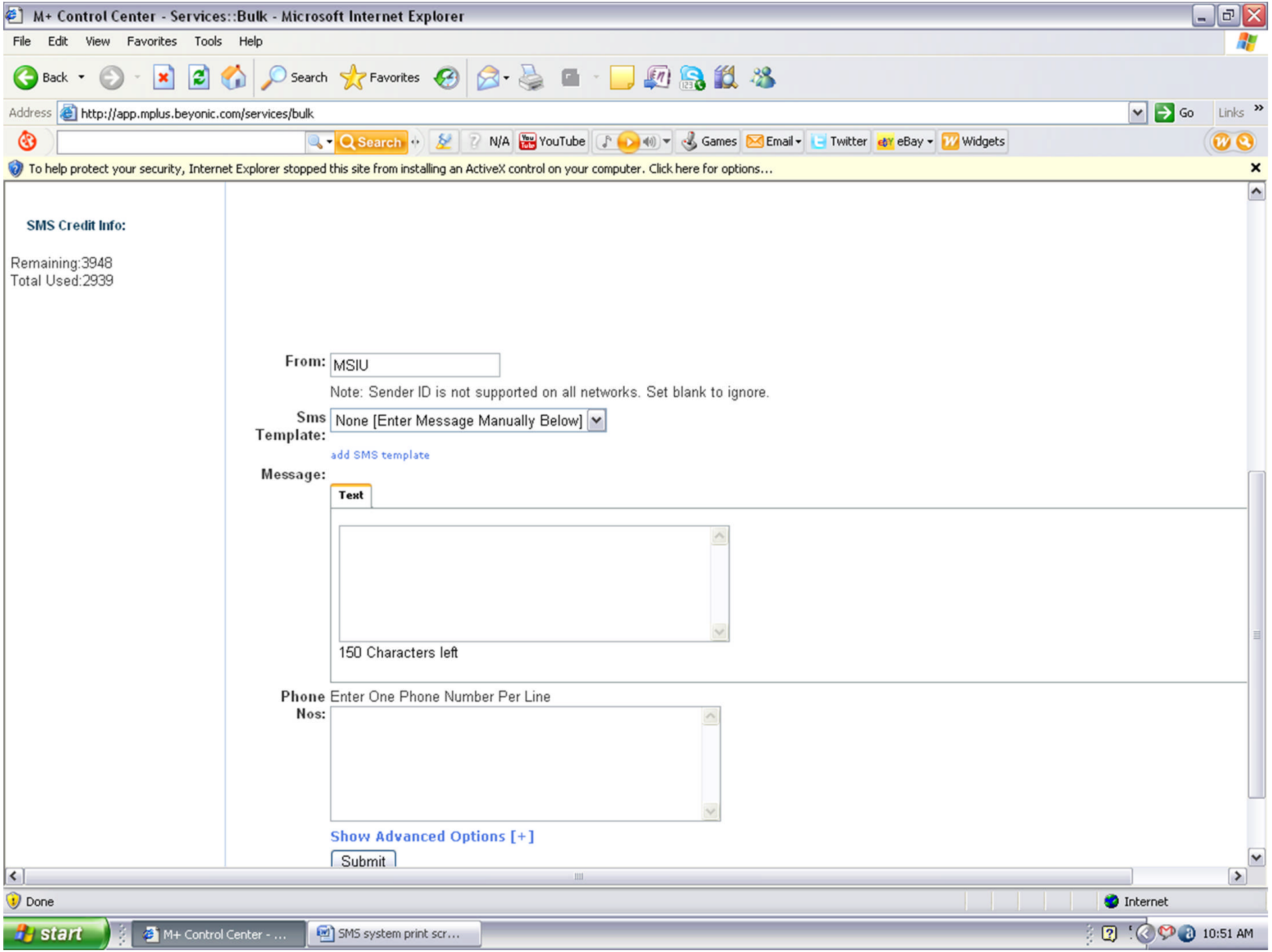
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To help protect your security, Internet Explorer stopped this site from installing an ActiveX control on your computer. Click here for options...
SMS Credit Info:
Remaining:3948
Total Used:2939
From: MSIU
Note: Sender ID is not supported on all networks. Set blank to ignore.
Sms Template: None [Enter Message Manually Below]
add SMS template
Message:
Text
150 Characters left
Phone Nos: Enter One Phone Number Per Line
Show Advanced Options [+]
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Done
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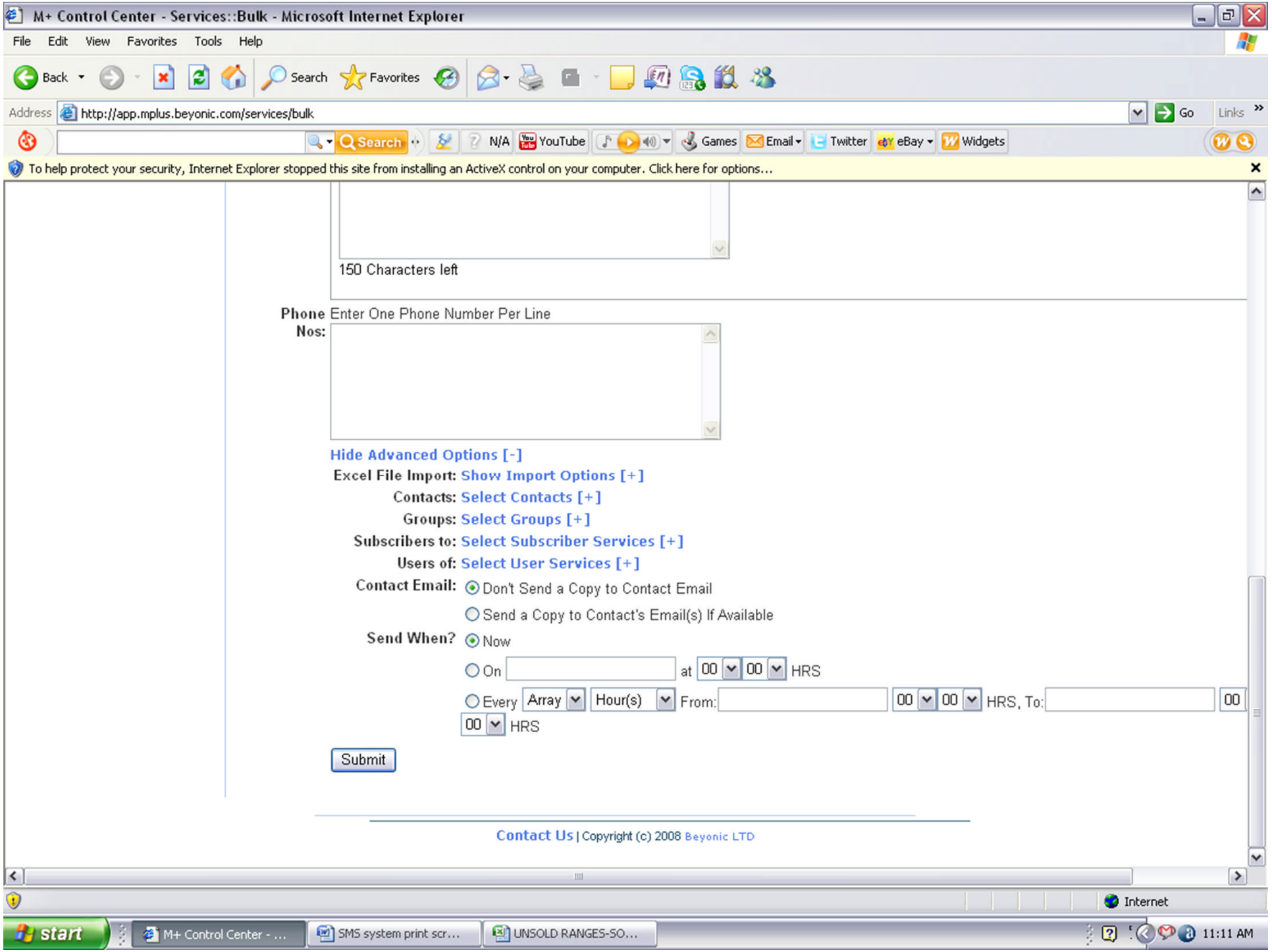
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Phone Nos: Enter One Phone Number Per Line
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Excel File Import: Show Import Options [+]
Contacts: Select Contacts [+]
Groups: Select Groups [+]
Subscribers to: Select Subscriber Services [+]
Users of: Select User Services [+]
Contact Email: Don't Send a Copy to Contact Email
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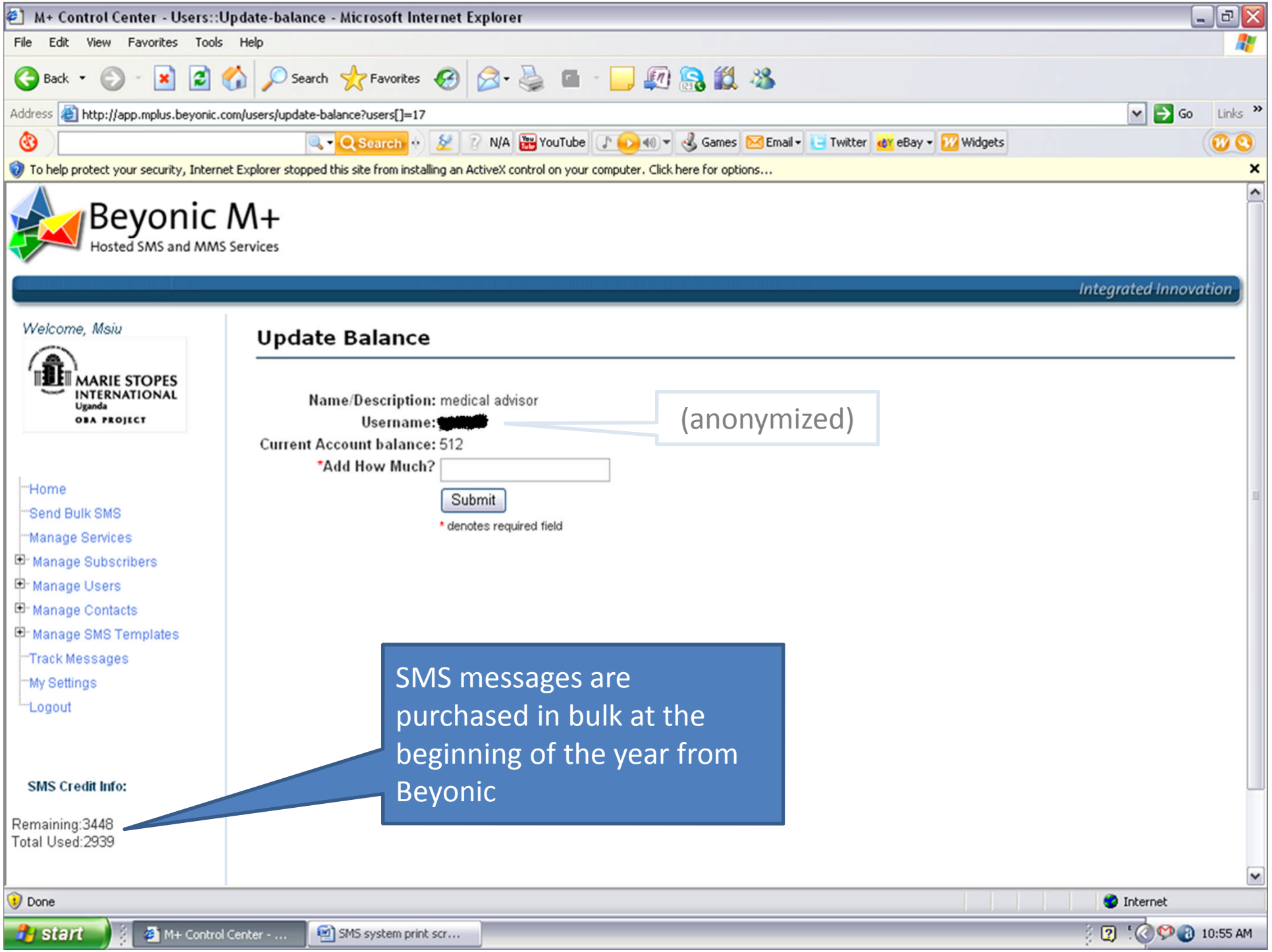
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Manage Services
Manage Subscribers
Manage Users
Manage Contacts
Manage SMS Templates
Track Messages
My Settings
Logout
SMS Credit Info:
Remaining:3448
Total Used:2939
Update Balance
Name/Description: medical advisor
Username: [redacted]
Current Account balance: 512
*Add How Much?
Submit
* denotes required field
(anonymized)
SMS messages are purchased in bulk at the beginning of the year from Beyonic
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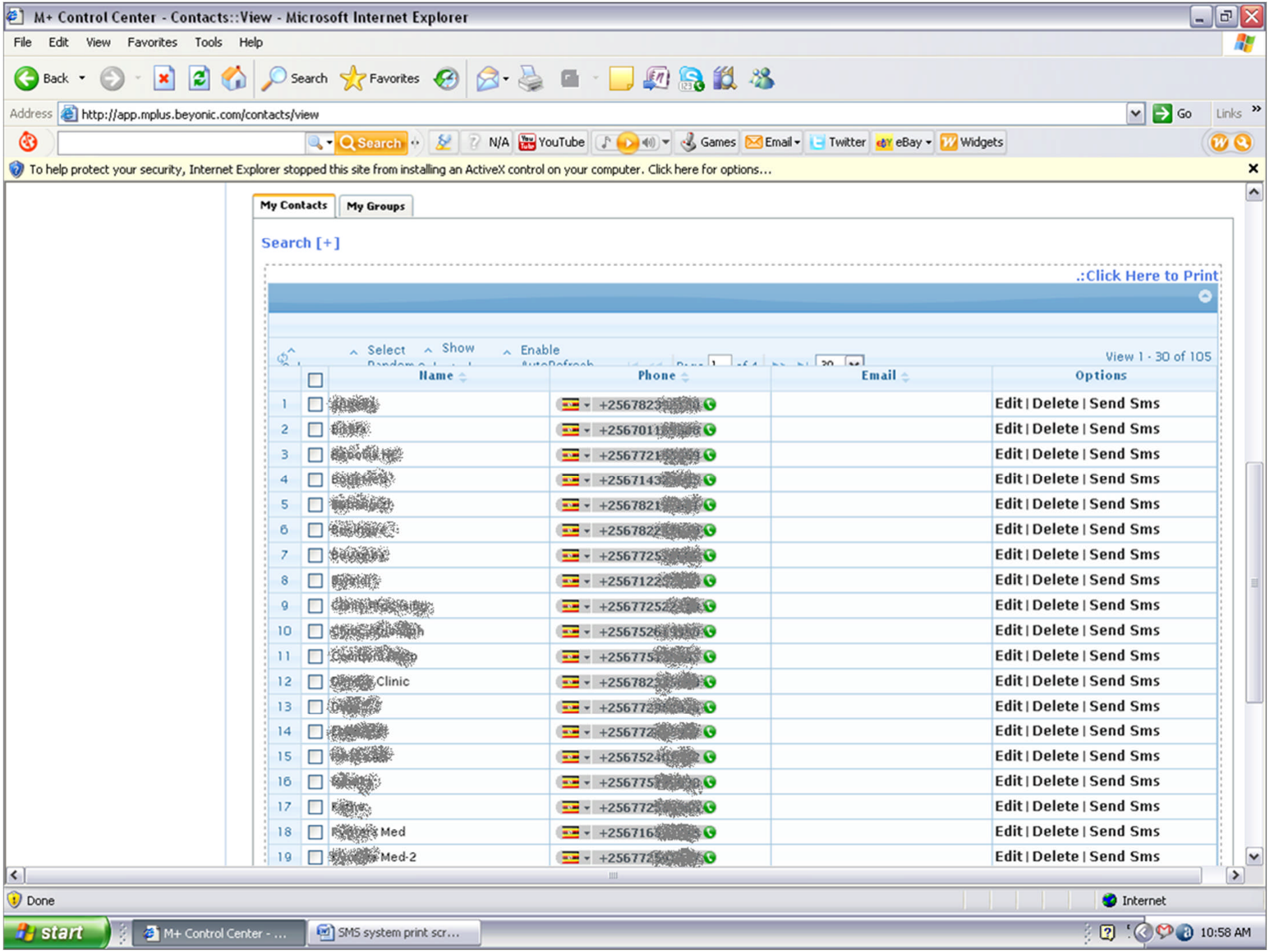
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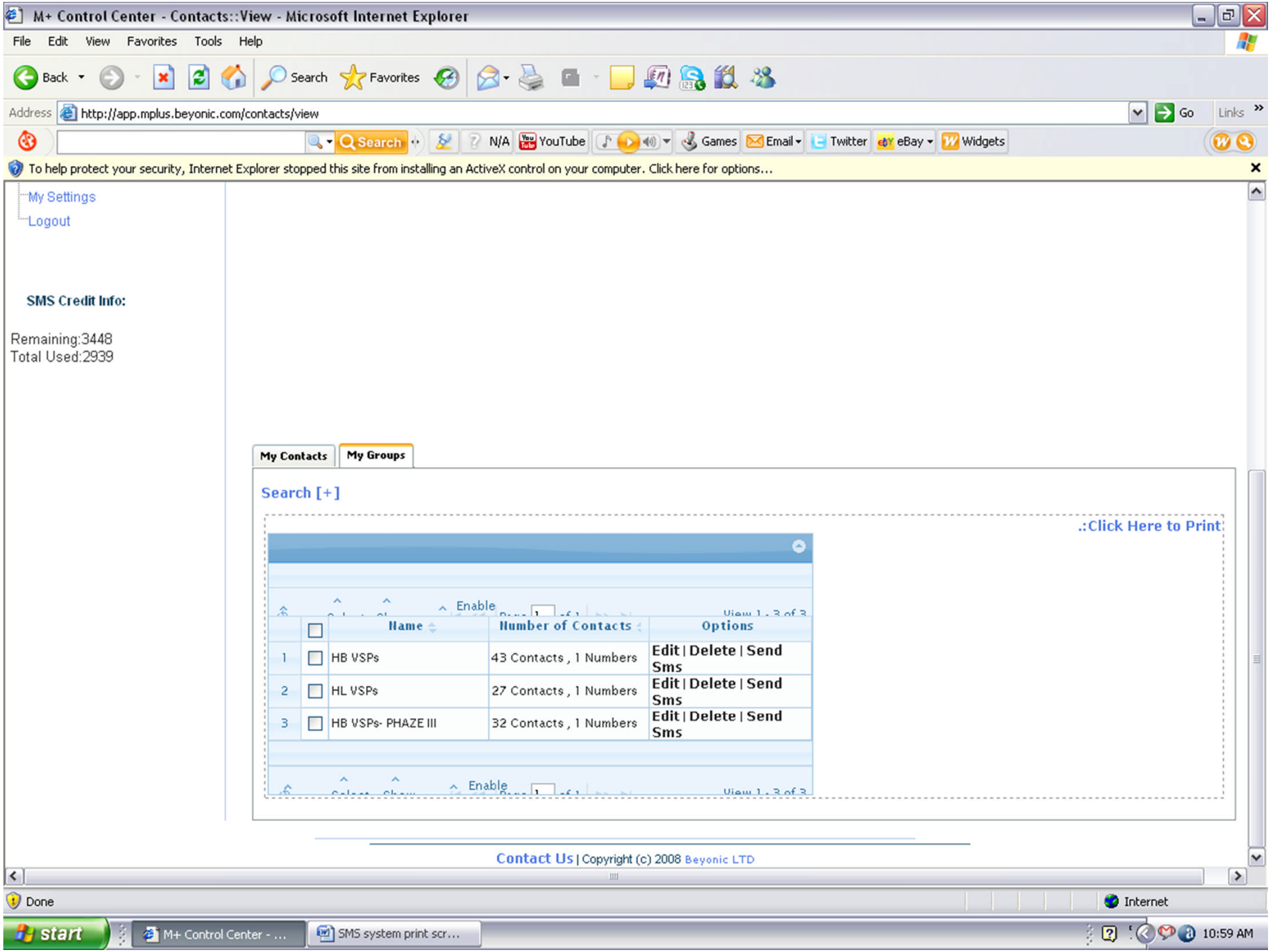
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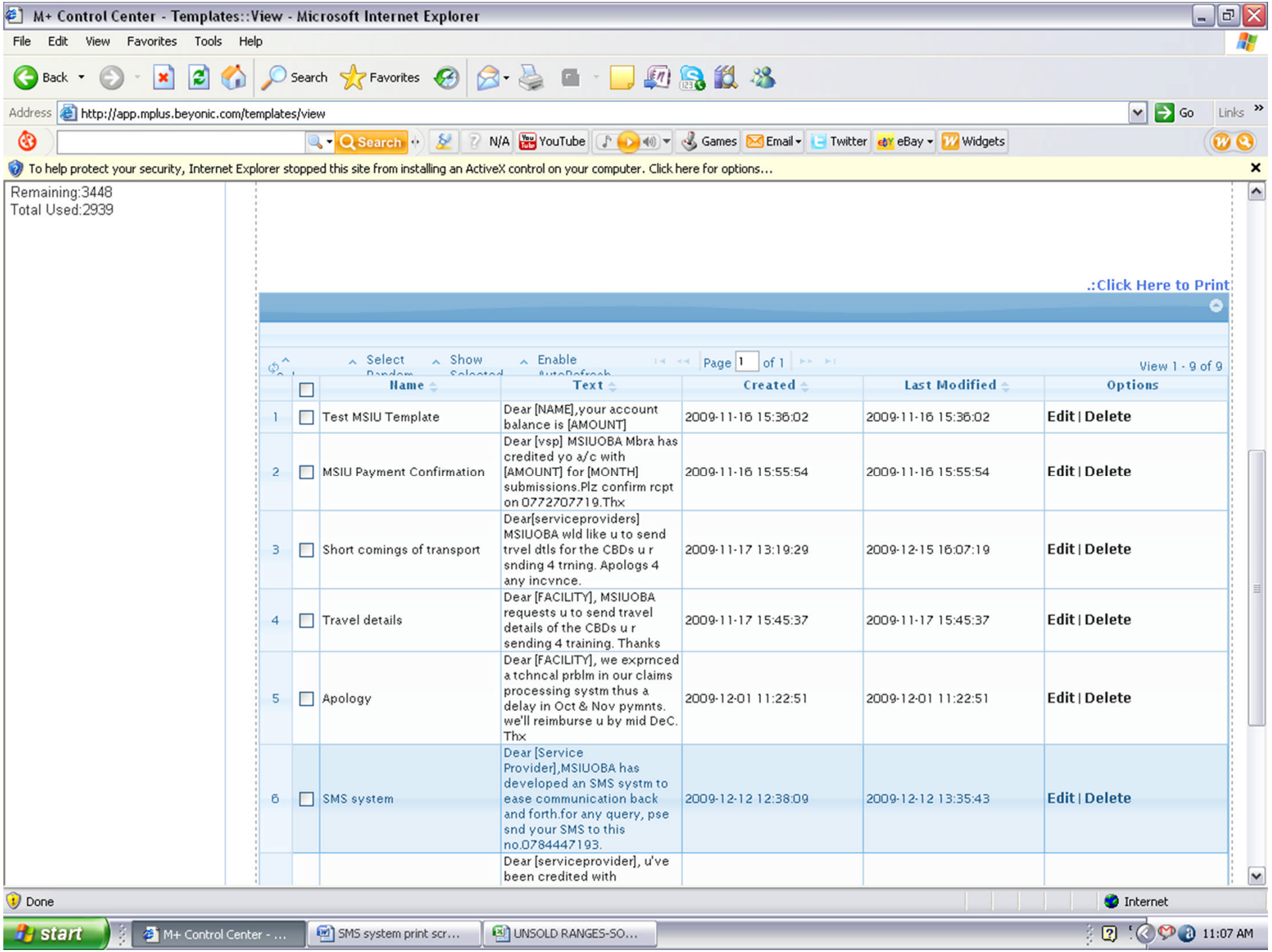
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Total Used:2939
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Select Show Enable
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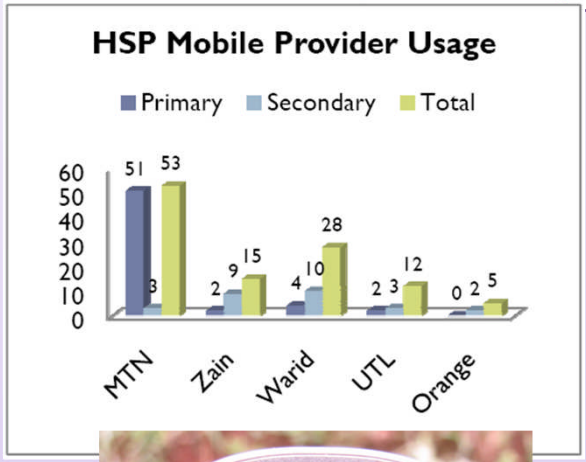
View 1 - 9 of 9
Name Text Created Last Modified Options
1 Test MSIU Template Dear [NAME],your account balance is [AMOUNT] 2009-11-16 15:36:02 2009-11-16 15:36:02 Edit | Delete
2 MSIU Payment Confirmation Dear [vsp] MSIUOBA Mbra has credited yo a/c with [AMOUNT] for [MONTH] submissions.Plz confirm rcpt on 0772707719.Thx 2009-11-16 15:55:54 2009-11-16 15:55:54 Edit | Delete
3 Short comings of transport Dear[serviceproviders] MSIUOBA wld like u to send trvel dtls for the CBDs u r snding 4 trning. Apologs 4 any incvnce. 2009-11-17 13:19:29 2009-12-15 16:07:19 Edit | Delete
4 Travel details Dear [FACILITY], MSIUOBA requests u to send travel details of the CBDs u r sending 4 training. Thanks 2009-11-17 15:45:37 2009-11-17 15:45:37 Edit | Delete
5 Apology Dear [FACILITY], we exprnced a tchncal prblm in our claims processing systm thus a delay in Oct & Nov pymnts. we'll reimburse u by mid DeC. Thx 2009-12-01 11:22:51 2009-12-01 11:22:51 Edit | Delete
6 SMS system Dear [Service Provider],MSIUOBA has developed an SMS systm to ease communication back and forth.for any query, pse snd your SMS to this no.0784447193. 2009-12-12 12:38:09 2009-12-12 13:35:43 Edit | Delete
Dear [serviceprovider], u've been credited with
Done
Internet
start
M+ Control Center - ...
SMS system print scr...
UNSOLD RANGES-SO...
11:07 AM

Technical Difficulties

- Carrier Dependence
  - SMS service is on dominant carrier (Zain)
  - Health service providers on other carriers report that they failed to receive SMS messages
- Phone Number management
  - Wrong numbers
  - Changed numbers
  - Multiple numbers
  - Swapped/shifted numbers in spreadsheet
- Un-received Texts
  - Health service providers in low coverage areas
  - Health service providers without electricity (phones powered off)
- Duplicate and Delayed Texts



Next steps

- Stronger database management procedures
  - Clean phone numbers
- Focus on managing contacts and contact groups
  - Email reminders to providers to update their contact information quarterly
  - Ask providers to alert Marie Stopes when messages are misdirected
- Consider expanding SMS database to voucher clients
- Develop M&E applications with short questionnaires for client satisfaction, provider assessment, distributor feedback

Acknowledgments

- Uganda Ministry of Health
- Marie Stopes International – Uganda
- German Development Bank (KfW)
- Global Partnership on Output-based Aid
- Blum Center for Developing Economies