

## SAANS HEALTHCARE LEADERSHIP DEVELOPMENT PROGRAM

SAANS, a rural healthcare social enterprise in India, is launching a Healthcare Leadership Development Program for students who are interested in medical entrepreneurship or a career in medicine and public health. As part of this program, students will explore the promise of mobile medical technology to understand and resolve issues of maternal and child health (MCH) in rural India.

Maternal and child health information and care services are poorly developed in India, resulting in a high maternal mortality rate of 420/100,000 live births, and under-5 mortality rate of 72/1,000 live births. Indian healthcare is marred by 19% of annual maternal deaths as only 40% of deliveries occur at health facilities. Additionally, 22% of babies in India are born at low birth weight, and there is huge unmet demand for family planning measures. SAANS is addressing these key challenges in low-income settings, by training health workers to provide MCH care and counseling services, and connecting them to the primary health care system.

We provide quality health information to mothers and counsel the families about the following:

- Maternal Care
- Newborn Care
- Nutrition
- Immunization
- Family Planning

At SAANS, we believe in performance-driven, decentralized, and participatory healthcare, and therefore people are our most important asset. As our health workers provide care support and counseling with mobile care coordination platforms, patient participation is critical to ensure behavior change, disease surveillance, and health monitoring of mothers and children.

To learn more about the impact of mobile health technologies on global health, please read the following articles:

- [Mobile Health – Key Achievements and Future Opportunities](#)
- [Information and Communication Technologies for Child Health and Development](#)
- [Addressing Gender & Women's Empowerment in mHealth for MNCH](#)
- [Mobile Health Tools for Frontline Health Workers](#)
- [The Mobile Technology for Community Health \(MoTeCH\) Initiative in Ghana](#)

### Program:

The Healthcare Leadership Development Program is a two-month remote consultation project, which culminates in 3 weeks of hands-on field experience in rural India. Each student will be involved in all the following components:

#### a.) MCH Research and Problem Assessment:

- Develop surveys and screening protocols to understand demand and access issues, gaps in health knowledge and practices, identify problems with MCH care delivery.
- Identify key determinants (behavioral, social, economic) related to women's health, family planning, child nutrition, and immunization by analyzing research data from surveys, health screening camps, and comparative health studies.

## b.) Solution Development and Testing:

- Based on research data and consultation with ground operation team, develop customized mobile solutions to address key MCH issues – antenatal care, counseling, care coordination, referral and management of neonatal infections, immunization and medication reminders. Our technical advisory panel will provide you guidance and support in product research, ideation, development, and testing.
- Develop and adapt existing MCH medical content into mobile formats. It will be an opportunity for you to gain insight into development of mobile care protocols, disease prevention programs, and health worker training.
- In collaboration with business development team, analyze the local health economics, perform feasibility study (ROI) of your proposed solution, and develop a sustainable business model.

## c.) Ground Implementation:

- In the 1<sup>st</sup> week, you will be involved in community outreach efforts – interaction with community stakeholders and leaders, organizing focus group discussions and community-based counseling programs, and shadow health workers in marketing campaigns. This is an opportunity for you to get to know the people, discuss their issues, brainstorm solutions, and implement change via collaborative efforts.
- In the 2<sup>nd</sup> week, you will evaluate the medical and social impact of your mobile solutions. You will pair up with a health worker, visit patients, collect and analyze MCH data to update health baselines, disease profiles, and identify gaps in the delivery or design of our services to address specific MCH issues.
- In the 3<sup>rd</sup> week, you are required to collaborate with business development team to study the dynamics of SAANS operations – health workers’ scheduling and care management, mobile data-keeping etc. – and analyze the financial side of your solution. At the end of the field experience, you are required to present your recommendations for future expansion and improvements of services to SAANS management team.

This field experience will provide you an opportunity to examine current challenges and innovations in MCH, and to transform your recommendations into real development objectives.

## QUALIFICATIONS

- Pursuing a degree in Computer Science, Biomedical Engineering, or related field (IT, Engineering)
- Experience working with object-oriented programming languages (preferably SQL, Java, C/C++/C#, and HTML) and smartphone applications
- Passion for international and rural healthcare development
- Quick learner, creative thinker and self-starter
- Ability to work with limited resources in challenging environments
- Willingness to travel to rural areas in the Meerut district of Uttar Pradesh, India

## LOGISTICS

### Timing:

- Remote Consultation Project: Oct 1 - Nov 30, 2014
- Field Work: Jan 2 – Jan 22, 2015

Location: Meerut, in the state of Uttar Pradesh, India

Compensation: Free accommodation will be provided through host families. Otherwise the project is unpaid/self-funded.

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