

# THE EQUITY TOOL CASE STUDY



Medic Mobile photo archives Busia County, Kenya

## Measuring and Improving Health Service Delivery in East Africa with



Community Health Workers (CHWs) trained and supervised by Living Goods provide frontline health support in Uganda and Kenya, filling an important gap in the health system by visiting families in their homes. A collaboration with Medic Mobile to build the Smart Health mobile app provided these CHWs with digital tools to better measure and provide crucial health services, with one key limitation- measuring equity.

Numerous global health studies have demonstrated that socioeconomic status is a strong contributor to lack of access to health care and poorer health outcomes. While both organizations had experimented with approximating wealth, they lacked a standardized way to measure and achieve equity—until they were introduced to the EquityTool. Developed through a multi-agency collaboration and powered by Metrics for Management, the EquityTool is a simple, free, and accurate way to measure and categorize households based on wealth. Using the EquityTool's .xls- formatted forms, Medic Mobile quickly and easily loaded the country-specific equity questions into their Smart Health app, complementing the CHWs' existing workflows.

“ The ability to have equity data within the Smart Health app gives us a very powerful mechanism to target specific interventions with our CHWs. Especially when combined with other data, whether other family survey questions or our longitudinal health data, we can go beyond understanding who we serve and use this data to drive greater impact on the ground. ”

-Brad Presner  
Director of Analytics, Living Goods

By early 2018, nearly 2,500 CHWs in Uganda and 1,400 in Kenya using the Smart Health tool had administered EquityTool surveys in approximately 160,000 households, or to 87% of the families they serve. Analysis of EquityTool data with assistance from UCSF has permitted Living Goods to better understand the reach and impact of their programs. The partners were pleasantly surprised to find that Living Goods CHWs are reaching households of all wealth quintiles at rates roughly proportional to the demographics of each of the areas where they work. **In addition, when compared to the national benchmark that the EquityTool provides, women across wealth quintiles who had been serviced by Living Goods CHWs were far more likely to deliver in facilities: while only 30% of women in the lowest wealth quintile in Kenya nationally deliver in facilities, this percentage increased to 70% among Living Goods clients!**

What's next? The data are providing Community Health Workers with the means to specifically target pregnant women in the lowest wealth quintiles, further improving their reach and impact. In addition, Living Goods and Medic Mobile are both committed to finding new ways to use EquityTool data to improve their health services. Together, they are investigating how to use data to develop predictive analytics to improve service delivery that would allow CHWs to move from providing treatment to proactively preventing disease. Meanwhile, Metrics for Management continues to expand and update the EquityTool, empowering implementers in 40+ countries and across sectors to make real-time adjustments in program delivery that increase organizational effectiveness and strengthen program outcomes.

To learn about Living Goods, contact [info@livinggoods.org](mailto:info@livinggoods.org), or visit [www.livinggoods.org](http://www.livinggoods.org)  
To learn about Medic Mobile, contact [support@medicmobile.org](mailto:support@medicmobile.org), or visit [www.medicmobile.org](http://www.medicmobile.org)

