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M4M + EquityTool Special News Bulletin, August 2018

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Evidence-based performance measures for *efficient* and *effective* global health service delivery

## AUGUST 2018 SPECIAL NEWS BULLETIN

Living Goods & Medic Mobile use EquityTool to measure and improve health service delivery in East Africa



A recent collaboration between [Living Goods](#) and [Medic Mobile](#) on an mHealth app integrating the [EquityTool](#), supported by [Metrics for Management](#), provided East African Community Health Workers with digital tools to better measure and provide crucial health services.

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 Living Goods and Medic Mobile had previously experimented with approximating wealth, they lacked a standardized way to measure and achieve equity—until they were introduced to the EquityTool. The organizations collaborated to integrate EquityTool questions into their Smart Health app, and today, more than 2,500 Living Goods-supported CHWs in Uganda and 1,400 in Kenya have administered equity surveys in approximately 160,000 households. Living Goods Director of Analytics Brad Presner, says the results have been illuminating, which allows them to "go beyond understanding who we serve, and use this data to drive greater impact on the ground."

***Click below to read more about the findings, and discover how we will use the data to better target health services and proactively prevent disease.***

[Read the Full Length Case Study](#)

[Read the Abbreviated Case Study](#)

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## HIGHLIGHTS FROM OUR PARTNERS

We aren't the only ones excited about this innovative EquityTool collaboration. Check out some teasers below from our partners' blog coverage.

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### Ensuring Equitable Service Delivery

by Brad Presner, Director of Analytics



"...I was struck by how simple and efficient this tool could be for obtaining and analyzing demographic data about the population served by Living Goods-supported Community Health Workers (CHWs)...For Living Goods, the EquityTool has exciting benefits that extend beyond understanding who we are reaching at a macro level. While that is an important first step, we have no intention of stopping there..."

[Read the Living Goods blog](#)

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## Operationalizing an Equity Lens in Community Health



by Alix Emden

Josh Nesbit, Medic Mobile CEO: "...I think it's high time for an equity lens to be part of the monitoring and management systems. To see this data not every five years, not with a retrospective survey, and not nationally, but to have this data coming in every month for ten thousand families..."

[Read the Medic Mobile blog](#)

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M4M + EQUITYTOOL @ MERLTECH 2018



Attending the MERL Tech (Technology for Monitoring, Evaluation, Research, and Learning) conference in Washington, D.C. in September? **Stop by our demo table to hear how our Metric Bootcamp can focus and streamline your organization's MERL techniques, and test out our free EquityTool** - a simple, intuitive, scientific tool allowing programs to rapidly assess their effectiveness at targeting the poor.

Want to learn more about the project highlighted above? **M4M and Medic Mobile will be co-facilitating a presentation on equity measurement.** The session will explore the importance of and challenges to equity measurement, and introduce commonly-used wealth assessment tools, including the EquityTool.

[Learn More](#)

## STAY IN THE LOOP

This special news bulletin was sent both to the EquityTool user community and to the Metrics for Management family. To make sure you receive all regularly-scheduled updates, subscribe to both newsletters via the links below:

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**Metrics for Management**  
Oakland, CA | Baltimore, MD  
communications@m4mgmt.org  
[510-986-8955](tel:510-986-8955)

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