USAID Partners with BroadReach Healthcare in Launch of Innovative "Health Command Centre" for Africa

29 September 2014

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Long-standing partner of USAID, BroadReach Healthcare celebrated the formal launch of its Health Command Centre (HCC) in Cape Town, South Africa on 29 September 2014. Made possible through the support of PEPFAR and USAID, the HCC is an innovative online platform that supports health sector decision-making through the use of strategic analytics and advanced data visualisation. By bringing together data from multiple sources across multiple sectors and automating core analyses, the HCC generates powerful new insights into health and ensures that decision-makers are well equipped in their decision-making.
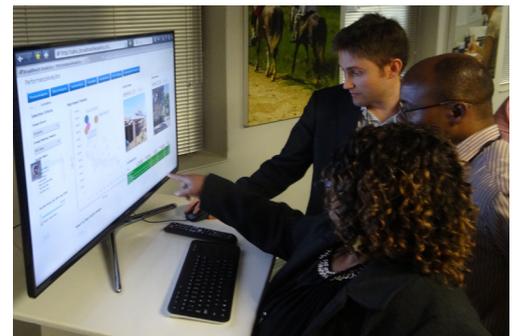
Over 100 guests were in attendance for the official launch of the Health Command Centre. BroadReach played host to the MEC of North West Province; representatives from USAID, PEPFAR and CDC; numerous DoH personnel, including chief directors, directors, district managers and district information officers; staff from the Office of the Presidency and NHLS; as well as members of civil society from organisations such as the Gates Foundation, Elma Philanthropies and WitsRHI.

Co-founder of BroadReach, Ernest Darkoh opened the event and described the HCC as BroadReach's "biggest and boldest intervention we have undertaken to date". He explained that the HCC will "get the right information, to the right people, at the right time" and is made possible through BroadReach's valued partnership with USAID and PEPFAR, and of course, the South African Department of Health.

As demonstrated to the guests by the BroadReach team, the HCC platform will enable health sector managers, funders, partner organisations, and policymakers to view integrated data on various aspects of the health system, such as performance, challenges, resources, and infrastructure. At the click of a button (or the touch of a screen!), users can view the geographic distribution of pharmacies, clinics, and schools and map out transportation routes to explore a patient's ability to access services. This can be overlaid with other information, such as access to piped water or employment statistics, to gain insight into the social determinants of health. DoH decision makers can also use the system to rapidly identify facilities that are having the greatest negative impact on either overall or programmatic performance, and then prioritise interventions to maximise impact.

The platform is initially being rolled out as both a website and mobile application to Department of Health users across South Africa in a phased approach with the support of USAID under the PEPFAR programme. Kerry Pelzman, Director of Health at USAID, spoke on behalf of the agency and outlined its support for our ground-breaking analytics work. She noted, **"We are proud to support new innovations in the health space including the Health Command Centre. This provides an illustration of what USAID is trying to achieve globally: innovation and new technology within the health space. We want to support quality data systems to improve healthcare. There is tremendous potential that the HCC has – beyond provinces where BRHC is working and beyond South Africa. Congratulations to BRHC as its partners. …USAID is proud to support BroadReach."**

BroadReach has worked collaboratively with key stakeholders in the 11 districts where it operates – many of whom were in the room – to customise essential views and content, and will provide ongoing support and development for Health Command Centre user groups. One such user, the MEC of North West Province, Dr Magome Masike, sang the praises of these benefits and the innovative functionality of the HCC. He extolled, **"North West is proud**

Live demonstration by BroadReach Senior Analyst, Walter Lindop

Kerry Pelzman, USAID

Claire Hugo (BroadReach's Technical Manager) and Nkosi Mpofu of PEPFAR SA

to support the HCC and we want to pioneer its use to transform health information. The use of strategic information is critical for delivering on the national development plan. We need more people to work with us to improve the health profile of the nation. We thank BroadReach, PEPFAR and USAID for this useful tool. Together we can do more!"

John Sargent, co-founder of BroadReach Healthcare, explained the power of the platform in transforming the global health sector. He notes, "Our vision is that the Health Command Centre will become the leading platform for high quality data and advanced analytics for the African continent and other key emerging markets. We are very excited that a number of other countries have expressed a strong interest in rolling out this platform."

The HCC was also featured at the Third Global Symposium on Health Systems Research in Cape Town, South Africa from 30 September – 3 October 2014. The platform was on demo and well received by health practitioners, civil society members and researchers at the event's marketplace. It was also showcased to Ambassador Deborah Birx, Ambassador at Large and U.S. Global AIDS Coordinator, as well as a contingent of OGAC, USAID, CDC and PEPFAR personnel.
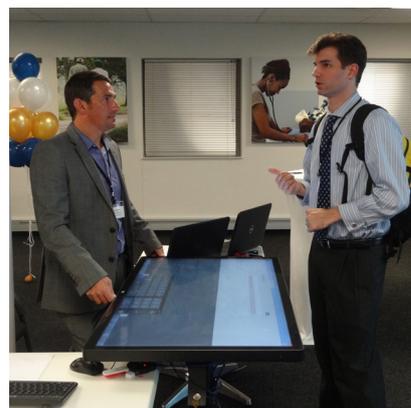
BroadReach is honoured to work in partnership with USAID and the South African Department of Health to innovatively improve health care delivery across the country.
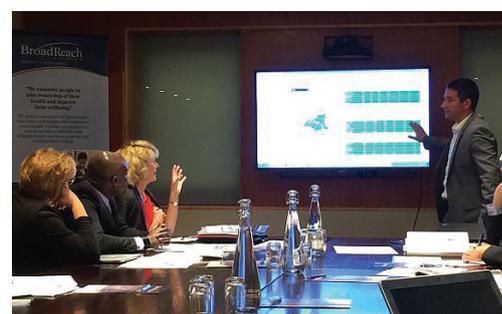
About BroadReach Healthcare

BroadReach Healthcare is a global healthcare solutions company dedicated to developing and implementing large scale solutions to improve health across the globe. Our work combines best practices from the public sector with business efficiency and private sector discipline to address global health challenges and opportunities. BroadReach Healthcare supports the South African National Department of Health (DoH) through technical assistance with funding from the US President's Emergency Plan for AIDS Relief (PEPFAR). With an uncompromising focus on results, BroadReach delivers innovative, measurable and sustainable solutions through a high-calibre, diverse workforce in Washington, DC; Cape Town, South Africa; Johannesburg, South Africa; Nairobi, Kenya; Shanghai, China; and Zurich, Switzerland.

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Demonstration of the HCC to Ambassador Debbie Birx

Catherine Brokenshire-Scott, USAID and Ernest Darkoh