Using local data to design preventive care programs

Mrs. Bosco created the Healing Fields Foundation to start a micro health insurance program to help uninsured Indians access health care. When data showed a need for preventive care, she started the Community Health Entrepreneurs (CHE) initiative to provide education, promote healthy behaviors, and facilitate access to primary care.

Her Goal

Improve health care for rural and marginalized communities

Factors

- Lack of access to primary health care in rural India.
- Cost, distance, inconsistent quality and staffing of health centers, lack of education to seek care, and structures of gender, caste, and patriarchy.

Problems

- 55% of households generally do not seek health care from the public sector.
- 63M Indians fall into poverty every year due to health care needs.

Solutions

- Training CHEs, enabling women to be agents of change in rural and resource-poor communities.
- CHEs improve local knowledge of health, nutrition, common illnesses, and sanitation.
- CHEs become leaders in their communities and create local “health ecosystems.”
- CHEs create access to products and telehealth services through remote doctors and nurses.

Impact

- 98% of trained women have increased autonomy to leave their homes (compared to 15% before).
- 89% of families immunized their children after health education (compared to 42% before).
- 68% of women had an income increase.
- 94% of community members practiced improved health behaviors.

We don’t collect data for the sake of collecting data. It has to tell us what is the change that we need to bring about, and how do we solve the problem?”

Mrs. Muktewhari Bosco

CEO and Founder, Healing Fields Foundation

Improved health and empowered women in India

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