

Finding and treating people with TB in

Pakistan

- Public private partnership uses mobile phone technology and financial incentives to dramatically increase case detection
- Nearly 300% increase in case detection in first 9 months of project implementation and 500% increase in pediatric notifications
- Indus is now the second largest reporting center in Pakistan.



Karachi – The Indus Hospital has reported a dramatic increase in case detection following the start of a new programme that uses mobile phone technology and financial incentives to track down people with tuberculosis (TB). The hospital has almost tripled the number of smear positive TB cases it reports since the programme started in January 2011. Doctors reported 699 smear positive cases during the first 9 months of 2011, up from 181 in the same period in 2010. Pediatric TB cases have jumped from 42 to 284. These gains have made the hospital the second largest reporting center in the entire country of 187 million people. The hospital attributes their improved results to an incentive scheme that rewards family doctors and community health workers for screening patients and referring suspected cases to TB centres.

Participants are rewarded based on both the number of sputum samples that they collect and the number of patients that test positive for active TB.

The incentive system operates using mobile banking facilities that have emerged recently in Karachi. Doctors or health workers report their activities using their mobile phones on the Indus Hospital mobile data collection system and receive a text message which tells them how many cases they have helped to detect.

At the end of each month, these data are used to calculate the incentives earned by each person. Then their incentive amount is transferred to their mobile banking account, allowing them to pick it up at a local shop or outlet.

A variety of local partners have signed up to the incentive scheme. In private clinics, Indus health workers are training general practitioners (GPs) on TB screening and Indus has provided free advertising boards to promote their TB services. GPs have also joined TB camps where whole communities are screened.

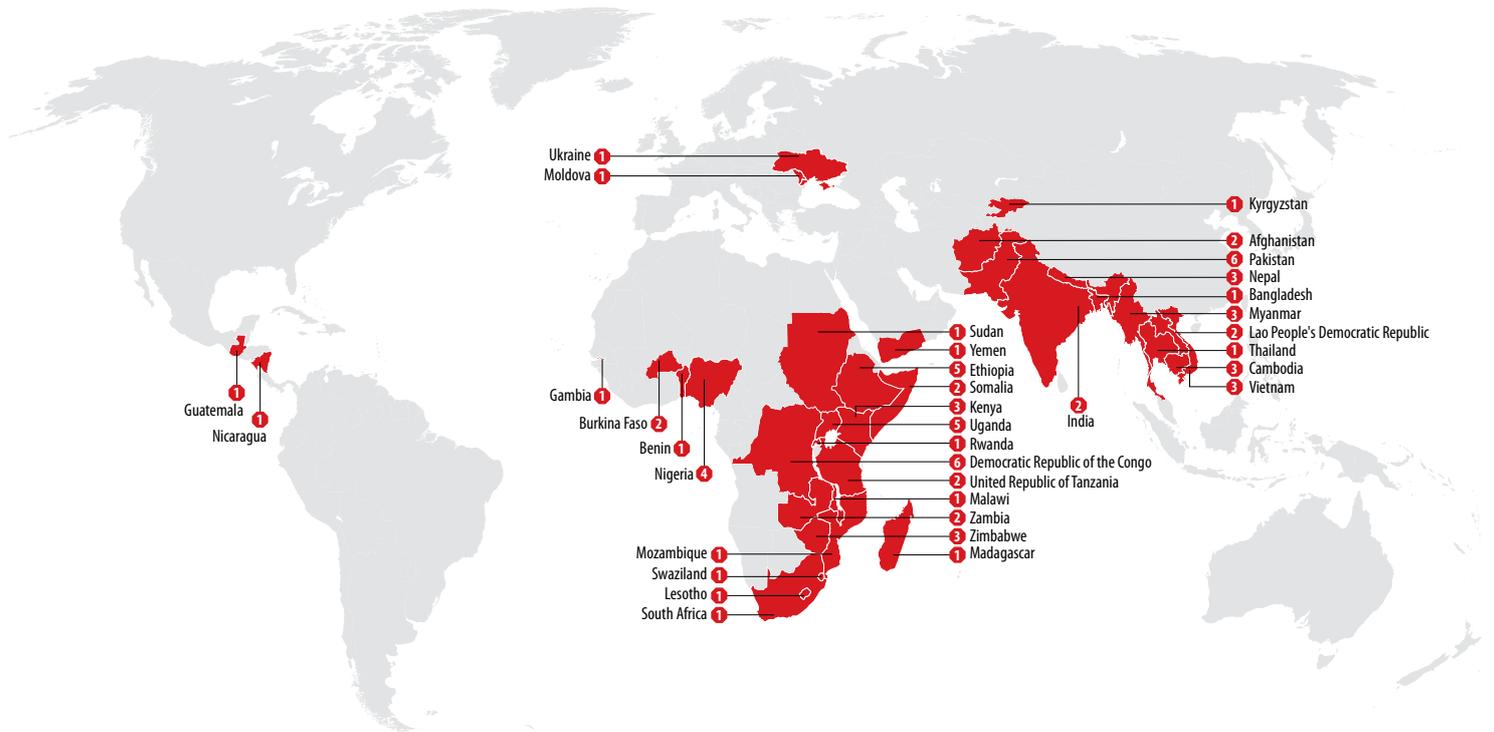
In addition, Indus has launched a communications campaign with billboards, posters and local cable television adverts that encourage people to get tested for TB. Following impressive early results, Indus will continue the scheme throughout the year, enrolling more GPs and recruiting more case workers.

“We are delighted with the programme’s early impact and hope that this will become a model for adoption across Pakistan,” says Dr. Zafar Zaidi, Medical Director of the Indus Hospital.



TB REACH

FINDING AND TREATING PEOPLE WITH TB IN THE WORLD'S POOREST COMMUNITIES



Finding 140,000 new cases means saving 70,000 lives and preventing 1.4 million new infections.

More than **nine million people** around the world become ill with tuberculosis (TB) each year. About one-third of them fail to get an accurate diagnosis or effective treatment and are more likely to die from this curable disease. TB REACH offers a lifeline to people among this missing 3 million by finding and treating people in the poorest, most vulnerable communities in the world. In areas with limited or non-existent TB care, TB REACH supports innovative and effective techniques to find people with TB quickly, avert deaths, stop TB from spreading, and halt the development of drug-resistant strains.

- TB REACH was launched in 2010 and will run until 2016, thanks to a **CAD\$ 120 million** grant from the Canadian International Development Agency.
- TB REACH is committed to getting funds to projects with a very short turnaround time.
- In its first 18 months, TB REACH committed nearly **\$50 million to 75 projects in 36 countries** aiming to find and treat more than **140,000 people** with TB who would otherwise have gone undiagnosed.
- Finding 140,000 new cases means saving 70,000 lives and preventing 1.4 million new infections. Scaling up successful TB REACH projects would multiply these figures.

Stop TB Partnership

 Canadian International Development Agency  Agence canadienne de développement international

Stop TB Partnership Secretariat
World Health Organization
HTM/STB/TBP
20, avenue Appia CH-1211 Geneva 27
Switzerland

Email: tbreach@who.int
Phone: + (41) 22 791 46 50
Fax: + (41) 22 791 48 86