Scaling Digital Innovations in Public Health for Impact
Digital innovations hold the key to overcoming the diverse public health challenges in the country, and enhancing healthcare delivery at scale. Through favourable policies like Make in India, Start-up India, Digital India and others, the country has become a hub for developing digital solutions. However, limited funding opportunities, varying donor focus, and the lack of systematic pathways in public health for conducting pilots, often hinder implementation. To make a significant impact, greater focus should be placed on adopting and scaling up relevant digital solutions in India and beyond.

With the vision of catapulting health innovations to solve public health challenges for India and beyond, PATH and C-CAMP are launching a five-year program to support and fast-track demonstration, adoption, and scale-up of market ready digital health solutions to address the pressing needs of health systems. Recognizing the potential of technology to improve health care systems and achieve Sustainable Development Goals (SDGs), the program seeks to create an ecosystem that supports evidence-based digital interventions for sustainable impact through the continuum of health care value chain. PATH and C-CAMP will leverage their expertise in public health and innovation support to identify crucial public health challenges, each one being treated as an independent project that can be effectively tackled through deploying digital solutions.

**OBJECTIVES**

1. **Identify** critical gaps in public health, and support relevant digital solutions and innovations, to create a scalable ecosystem in India and globally.

2. **Empower and enable** high-impact solutions and innovations designed to address critical public health challenges for sustainable public health impact.

3. **Develop a delivery model** for digital health care that is comprehensive, integrated and scalable within India, LMICs and at the global level.
**SCOPE OF WORK**

- Identifying problems and innovation mapping
- Enabling an ecosystem for adoption and scale up
- Facilitating opportunities to pilot in public health settings
- Supporting expansion in India and globally

**ENVISAGED OUTCOMES**

- Uptake and acceleration of the technology driven continuum of care model
- Establishing the importance of how digital can ensure continuum of care and enable quality
- Improved health outcomes and tangible impact with digital innovations complementing the routine quality of clinical care and systems strengthening
- Exploring opportunities to scale up in other countries
- Supporting selected innovations to register as Digital Public Goods (DPGs)

**PROPOSED PROJECTS**

**PROJECT 1: Reducing neonatal mortality**

**Public health challenge:** India faces a significant challenge with 47% of under-5 deaths occurring in the neonatal period. Around 0.75 million neonates die each year, with 0.3 million on their first day of birth. The Neonatal Mortality Rate (NMR) is 25 (NFHS 5), while the SDG target for 2030 is 12. Major causes of neonatal deaths are associated with risk factors across the pregnancy care cycle, from conception to 28 days after birth.

**Identification of geography:** Targeting a district, including an aspirational district, with NMR higher than the SDG target.

**Project timeline:** The project spans 18 months, covering one pregnancy cycle of 10-11 months.

**Mapping care seekers’ journey:** Understanding the journey of seeking pregnancy care at the community and facility level for mothers and newborns.

**Identify points for intervention:** Recognizing opportunities for digital innovations and interventions through the continuum of care.

**Deploy and plug in digital innovations:** Implementing relevant digital interventions from existing innovations.

**Addressing critical gaps:** Finding additional digital interventions through open calls or continual search to fill critical touchpoints where solutions are lacking.

**Continuous assessment:** Monitoring and assessing improvements and outcomes continually.

**Evaluation:** Conducting operational/implementation research or impact evaluation to measure the project’s effectiveness.

**Sustainability:** Driving the sustainability of digital health solutions through an integrated service delivery model across other regions where NMR is high, across the country.

**Impact statement**

Our aim is to reduce neonatal mortality by 10% in a selected district in 1.5 years.
Public health challenge: Addressing India's Infant Mortality Rate (IMR) of 35 (NFHS 5) to prevent all preventable infant deaths due to causes like birth defects, preterm birth, low birth weight, sudden infant death syndrome, injuries, and pregnancy complications.

Public health challenge: Reducing India's Maternal Mortality Ratio (MMR) of 113 (SRS Special Bulletin) to achieve the SDG Target of 70 by addressing complications during and following pregnancy and childbirth.

The collaboration between PATH and C-CAMP aims to drive transformative change in healthcare by fostering collaboration among experts, innovators and industry leaders. By leveraging digital technology to address critical health care challenges, the program seeks to create an ecosystem that supports sustainable and widespread impact, ultimately improving health outcomes for communities worldwide.