



Miller Center

for Social Entrepreneurship

Action Research Project

Name of social enterprise: CareNX

Mission statement: Build healthcare technologies to deliver healthcare services to remote patients using mobile platforms.

Webpage: <http://www.carenx.com>

GSBI 2016 business plan presentation:

<https://www.youtube.com/watch?v=9KbLSwJUptI>

Headquarters: Mumbai, India

Location(s) of research: Uttar Pradesh, Himachal Pradesh, Punjab, Maharashtra

Impact to date:

- Registered 25,000 women
- Provided 10,000 high-risk screening tests
- Sold 100 CareMother prenatal care kits for health-workers

Background: 800 women a day are dying from complications in pregnancy and childbirth globally. Despite advances in the last 20 years there are significant gaps in availability, quality, and access to medical facilities, especially in low income countries. CareNX focuses on integrating medical devices and self-developed sensors to make them easy to use, low cost, and enable remote connectivity. By marketing its CareMother prenatal care kit and Mobile Health Basket, CareNX is able to increase the range of hospital's outreach programs while allowing rural health workers to operate in a franchise model and establish sustainable rural mobile healthcare units.

The challenge: As the enterprise continues to expand with the implantation of the physician/health facility linkage program, it needs to ensure that impact is being monitored and the business model is able to scale effectively.

Action research products needed:

1. Impact data analysis that will lead to the creation of business value propositions and communicate the dimensions of CareNX's reach.
2. Qualitative impact analysis to document behavior changes from both health workers and mothers.
3. Business model analysis, examining the linkage of physicians with specialty hospitals and how the model will scale with the new program.

Student skills needed: data analysis, technical writing, social science analysis, business analysis

Keywords: mobile technology, rural pre-natal care, health applications, maternal care,