Dimagi

Executive Summary
Dimagi is changing the way frontline services are delivered by providing customers with better data and giving their workforce new tools to help those in need. Their technology, CommCare, the world’s most powerful mobile data collection platform, was built with this goal in mind. Using CommCare, organizations build mobile apps that improve the quality and efficiency of services in the most remote corners of the world. They believe the sustained adoption of digital solutions is only possible if they create tools that users love. Accordingly, Dimagi’s design philosophy puts end users first.

Website: [https://www.dimagi.com/](https://www.dimagi.com/)

Awards and Recognitions:
- Bloomberg Business Week Most Promising Social Entrepreneurs
- Schwab Foundation Social Entrepreneur of the Year
- Certified as a B Corporation and incorporated as a Benefit Corporation in Massachusetts
- Inc Fastest Growing Companies Awards
- Inc Magazine Best Places to Work
- Elasticsearch Cause Awards
- B Corp “Best of the World” Award
- Elasticsearch Cause Awards
- Vodafone Foundation Mobile for Good Award
- Mastercard Connected World Awards
- GBCH Health Business Action in Health Awards
- Legatum FORTUNE Technology Prize Finalist

CommCare, their technology product, is used in 80+ countries
The Story Behind Dimagi

Dimagi was founded in 2002 out of the MIT Media Lab and the Harvard-MIT Health Sciences and Technology programs. While volunteering for an MIT course developing technology for Africa, Jonathan Jackson, co-founder and CEO, met Dr. Vikram Kumar, co-founder and chief medical officer, who was completing his MD/MS at Harvard-MIT and working on an early version of Dimagi.

Vikram wanted to build a company that combined global health and technology, but had realized informatics consulting was premature in the industry. Instead, Vikram and Jonathan focused on developing open source software for low-resource settings, building some of the first mobile solutions for frontline health programs in developing countries.

Today, Dimagi continues to operate on the foundation that mobile solutions are key to improving the quality and efficiency of global development programs. While they got our start in healthcare, they work across sectors today with organizations of all sizes and have supported over 600 projects. Dimagi is a recognized social enterprise, B Corp, and certified Benefit Corporation, reflecting their commitment to making an impact.

Challenge

According to the World Bank, half the global population lacks access to essential health services. This divide is expected to grow over the next decade. By year 2030, the World Health Organization estimates that “there will be a gap of 18 million health workers,” and that low-and middle-income countries will be disproportionately impacted by this divide. One way global health organizations are hoping to bridge the global health workforce shortage is by scaling up and investing in community health worker (CHW) programs. CHWs play a crucial role in providing access to care in vulnerable and remote communities around the world. They often serve as the first, and only, point of healthcare many people receive. A recent USAID report notes that “...[CHWs] form a foundation for primary healthcare, complementing and linking communities with facility-based services and even functioning as transformative agents of change.” While it is universally accepted today that CHWs offer tremendous value, Dimagi believes that scaling these programs is not enough. The current issues that stand in the way of CHWs providing quality care to their communities must also be solved. These challenges include limited training, logistical challenges, lack of medical supplies, limited access to medical records, and distrust in communities.
Solution

Dimagi believes there is untapped potential in current CHW programs due to the issues mentioned above, and they seek to unlock this capacity with digital tools that empower CHWs and improve the quality and efficiency of global health programs. Dimagi’s flagship technology product, CommCare, is an award-winning, open source mobile data collection and service delivery platform designed to improve data collection and the quality of frontline services in low-resource settings around the world. They believe that CommCare is innovative for the following four reasons:

1. It is the most widely deployed digital health system for community health workers, as seen by the scale it has reached. The total global deployment size of the next largest known platform (after CommCare) for Frontline Workers (FLWs) is less than 5% of the current user base for CommCare, which is currently reaching over half a million health workers.

2. It is the most powerful mobile data collection and service delivery platform on the market. CommCare’s easy-to-use interface allows organizations to build powerful mobile applications with no technical background required. Frontline workers use CommCare applications to manage their full client case loads and take advantage of a full service-delivery system on their phone. It is the only product that supports offline case management, which is critical when working in low-resource settings where internet connection is not a given.

3. It is the most researched mobile data collection platform. Over 60 peer-reviewed studies have demonstrated CommCare’s positive impact on strengthening frontline healthcare systems, frontline worker capabilities (FLWS), and client results.

4. It is a Global Good, and is recognized by Digital Square as one of two Global Goods that are categorized as a community based information system.
Operating and Business Model

Dimagi’s business model has three key business drivers: SaaS product revenue, standard services revenue, and enterprise service revenue. Dimagi offers their partners a variety of package options to meet their needs. Their software plans only include the software license for the platform paid on a monthly or annual basis, and partners are able to purchase different levels of access to CommCare features. The standard and enterprise packages are a blend of their software license and our consultation services, which they call Global Services. Global Services consults on application building, implementation and capacity building. The standard package is a smaller level of effort for small-scale projects, such as piloting a new innovation. Their Enterprise packages, depending on the number of frontline users or complexity of interventions, provides more Global Services and technology development time for projects of a much larger-scale, a well-defined business to business (B2B0 program, or when they are a subcontracting partner on a donor-supported competitive bid.

Impact

- 450 million people and places have been registered in CommCare
- 1 in 70 births globally are registered in CommCare
- 1 in 40 malnourished children globally are tracked in CommCare
- Reached 1 billion CommCare form submissions in 2019
- Reached 500,000 frontline workers using CommCare platform in 2019
- In August of 2019, published Evidence Base with 61 peer-reviewed publications about the CommCare platform
- In 2019, in India alone, over 500,000 Anganwadi Workers (AWWs) were using CommCare, over 32 million beneficiaries were registered in the system, and over 300 million individuals (including non-beneficiaries) were registered.
- While it’s impossible to quantify exactly how each of these lives is being impacted by CommCare, Dimagi is able to rely on their evidence base of 60+ publications, including 5 RCTs, to provide some insights. Several rigorous studies have been published showing CommCare’s impact on child health, including the largest mobile health RCT to-date and a study that shows CommCare’s impact on reducing child and maternal mortality. In what, to our knowledge, is the largest, most rigorous evaluation of mobile health to date, Mathematica Policy Research conducted an RCT in Bihar, India, that demonstrated that, relative to the control end line results, CommCare increased the rate of women having three ANC visits by 73%, consuming 90 IFA tablets by 58%, using modern contraceptives by 34%, and immediate breastfeeding by 22%.