



NOORA HEALTH  
**Family Caregiver Education Program**

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<b>Organization</b>	Noora Health
<b>Website</b>	<a href="https://www.noorahhealth.org/">https://www.noorahhealth.org/</a>
<b>Locations</b>	India
<b>Year Founded</b>	2012
<b>Health Focus Areas</b>	Post-hospital care, patient and caregiver education
<b>Organization Type</b>	Nonprofit
<b>Innovation</b>	Family Caregiver Education Program



## INTRODUCTION

Noora Health is a nonprofit operating in collaboration with government and health system partners across 7 states in India and Bangladesh. **Noora Health trains and empowers family members to take care of patients after they are discharged from the hospital by equipping them with lifesaving skills.** Noora Health's programs focus on improving home care following hospital visits, helping to positively impact health outcomes, reduce preventable complications, avert avoidable readmissions, and reduce mortality.<sup>1</sup>



## PROBLEM

In India and similar low-resource settings, hospital patients and their families are often ill-informed about their health conditions and the procedures that they have undergone as well as ill-equipped with the skills needed to support the recovery process due to high patient volumes in facilities, low health literacy, and language and cultural barriers limiting family member engagement.<sup>2</sup> In these low-resource settings, there are also significant health worker shortages, and staff often lack time to focus on tasks outside of urgent medical treatment and as a result spend limited time conveying care instructions. **Family members constitute an untapped resource in the healthcare delivery process:** the time that they spend with patients after discharge from the hospital presents an opportunity to contribute to successful patient outcomes, such as minimized complications, reduced readmission rates, and increased patient satisfaction and retention.



## SOLUTION

Through Noora Health's Care Companion Program, the Noora Health team trains healthcare staff to transfer health skills to family caregivers prior to patient discharge from facilities. **The Noora Health team also provides follow-up guidance and support to healthcare staff and families.** This program has been adapted for major medical conditions such as maternal and newborn care, cardiology and cardiac surgery, oncology care, general medical and surgical care, and COVID-19.



Engaging content



Training of trainers



Implementation support



Digital follow-up



Quality monitoring

Through the [Care Companion Program](#), healthcare staff are empowered to offer facility-based training for patients and their accompanying family members, providing them with greater health literacy, foundational health information, and actionable skills so that they can continue to maintain high-quality care and support recovery at home. To develop these trainings, the Noora Health team employed a user-centered, iterative process that focused on close collaboration with patients, families, healthcare providers, and government stakeholders and that aimed to integrate smoothly with existing hospital structures and processes so as to minimize additional burden to staff members.



To implement its family caregiver education program, Noora Health uses a [train-the-trainers approach](#), training hospital staff members to provide family members with interactive, condition-specific, skills-based training sessions supplemented by learning aids and materials developed by content specialists. Each healthcare facility has three to four designated “master trainers” who serve as local champions of the program and train additional staff. The master trainers receive support in building technical and interpersonal skills from Noora Health to ensure they are able to provide health education in an effective, empathetic, and emotionally competent manner, supplemented over time by regular “booster” trainings. Family caregiver trainings, which are culturally adapted and evidence-based,

cover theoretical concepts presented in a class format complemented by practical sessions where family members can practice implementing new skills and ask questions. These trainings seek to equip family members with the knowledge and skills needed to assist with patient support activities and identify warning signs or complications.

Family caregiver training sessions are tailored to local languages, cultural contexts, and community practices; have [class sizes of 15 to 30 people](#); and take place during the patient’s stay in a facility. Each staff member can reach over 100 caregivers per week. The location of the training varies depending on the capacity of the facility; training can take place in hallways, waiting rooms, or in available spaces in wards, for instance. Upon discharge, caregivers gain access to Noora Health’s Care Companion Platform, through which they receive reminders and new educational content through a digital platform such as WhatsApp. Caregivers can also access on-demand support from a clinical team of nurses, who can supplement behavior change advice or recommend facility visits if needed based on reported symptoms. Noora Health staff checks in with patients during follow-up appointments at hospitals and conducts phone surveys of the participating patients and families to evaluate the impact of the training on patient outcomes.

Once the family caregiver education program is in place, Noora Health works with stakeholders to build capacity and ownership so that the program is sustainable and integrated into the hospital’s internal culture rather than being viewed as an external intervention. [Noora Health remains involved as needed to support implementation through quality control, assistance with content updates, and adjustments to the program based on hospital feedback.](#)



## IMPLEMENTATION AND INTEGRATION INTO THE PUBLIC HEALTHCARE SYSTEM

Noora Health works with both [public and private hospitals and healthcare facilities](#). Since its programs leverage existing hospital resources and staff, Noora Health is able to easily integrate into health systems. Public partnership agreements focus on integrating the program into the ongoing operations of these facilities and into government health budgets. These agreements ensure government partners commit specific resources: a program official to help oversee programs; staff capacity at each healthcare facility; and a portion of the health budget for training logistics. [The program is designed to be offered at no cost to patients and families, with program fees covered by the facilities and health systems.](#) The organization is working to develop a cross-subsidization program whereby revenue from working with private hospitals covers or reduces the cost of implementation in public hospitals, where funds may be more limited.



## SCALABILITY

Noora Health continues improve its model in its existing 165 implementation locations to prepare for scaling to new locations. The team adapts the training content to the specific context of the locations to improve its alignment with family members' backgrounds and optimize the uptake of the information. Its program has been implemented in India and Bangladesh, demonstrating the adaptability of the model to different cultural contexts and socioeconomic settings.<sup>5</sup>



## SUSTAINABILITY

Noora Health focuses on building ownership of the program within each facility's staff and leadership so that implementation can be maintained with minimal intervention from the nonprofit. Building on cost-sharing partnership agreements, Noora Health embeds its programs into ongoing health system operations with the **goal of enabling sustainable government ownership**. This allows Noora Health to decrease engagement over time and transition program monitoring and operations to the government, while still providing light-touch support and new program materials, models, and improvements when available. To cover program costs, health facilities and systems pay Noora Health a fee based on the number of trainings provided, according to cost-sharing agreements. However, the organization **relies on charitable funding** since the fees charged to public hospitals do not fully cover implementation costs. Noora Health plans to implement a model involving **subsidies from private hospitals** to reduce dependency on donors.<sup>6</sup>



## CHALLENGES

Noora Health has faced challenges in balancing its focus on local sustainability and ownership with a need for consistency in its family caregiver education program. The organization is working on auditing, monitoring, and evaluation processes to facilitate greater standardization and replicability of its program across facilities. Another ongoing challenge is maintaining high morale, motivation, and buy-in of hospital staff following trainings, to prevent the staff from becoming overburdened during the implementation of this program.



## IMPACT

Noora Health has implemented its family caregiver education program in **165 partner hospitals**, training over 5,000 nurses and over 1.3 million family members. Noora Health found that its training contributed to a 71% reduction in 30-day postsurgical complications for cardiac patients and a 54% reduction in avoidable newborn readmissions, a 16% reduction in newborn complication rates, and an 18% reduction in deaths within the first month of birth.<sup>7</sup>



**5K+** nurses trained  
**1.3M+** family members trained

1. Jessie Liu et al., "Impact of a Family Caregiver Training Program in Kolkata, India on Post-Operative Health Perceptions and Outcomes of Cardiothoracic Surgical Patients," *Journal of Global Health Reports* 3 (October 1, 2019): e2019058, <https://doi.org/10.29392/jogh.3.e2019058>.
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3. "Noora Health | It Takes a Family," Noora Health, accessed March 26, 2021, <https://www.noorahhealth.org>.
4. "Social Innovation in Health Initiative | Case Study: Noora Health," accessed March 26, 2021, <https://socialinnovationinhealth.org/2016/11/04/case-study-noora-health/>.
5. "Noora Health | It Takes a Family."
6. "Social Innovation in Health Initiative | Case Study."
7. "Noora Health | It Takes a Family."



## **ABOUT INNOVATIONS IN HEALTHCARE**

Innovations in Healthcare is a non-profit founded by Duke University Health, McKinsey & Company, and the World Economic Forum supporting a network of growth-stage health innovation organizations that now includes 100+ companies across 70 countries.

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