To: The Case Foundation
Re: Africa Aid and the Mobile Doctors Network (MDNet)

It is my pleasure to introduce you to Africa Aid, a young and innovative nonprofit organization, born out of the need to bridge a gap between American universities and poverty-alleviation programs implemented in Africa.

Our mission is telling:

Africa Aid is a US-based 501(c)3 nonprofit organization, working to empower the underprivileged in Africa by utilizing American university resources to support sustainable development initiatives. Africa Aid integrates foreign aid projects into American university classrooms, allowing students and faculty experts to support the design of poverty-alleviation programs. Africa Aid implements the resulting university-supported programs in Africa, working alongside African partner organizations to establish basic levels of Health, Education, Water, and Economic Empowerment.

Foreign Programming Innovation:

Africa suffers more than 24% of the global burden of disease but has access to only 3% of health workers, with an average of only 2 doctors per 10,000 people, by far the lowest physician density in the world.

To address this problem Africa Aid has created our Mobile Doctors Network (MDNet) program, an innovative healthcare initiative built to create free mobile physicians networks within countries in Africa. The objective of the MDNet program is to provide free mobile communications between all physicians within African nations and across African borders. The program will advance the transfer of medical knowledge between physicians in Africa, improving healthcare and ultimately saving lives.

The concept behind the MDNet program was established when Dr. Brian Levine, Africa Aid's Chief Medical Officer, initiated a collaboration between the Ghana Medical Association and Onetouch, the mobile division of Ghana Telecom, to create the world's first county-wide mobile physicians network. Since the MDNet program inception in Ghana on January 1st, 2008, 95% of physicians in Ghana have registered for the MDNet program and have had the ability to call and SMS all other registered Ghanaian physicians free of charge. MDNet also created and distributed the first country-wide directory of physicians in Ghana, a directory which is also accessible from any location through call-in directory assistance. In addition, the Ghana Medical Association has the ability to easily bulk text all physicians in Ghana, improving country-wide emergency response capabilities and communication.

MDNet Program Success:

Since the program's inception participating Ghanaian physicians have made impressive use of the MD Network, logging over 1 million calls since January, 2008. Table 1 shows data from Onetouch

for calls made by MDNet users during the month of June 2008, during which time there were 1800 total doctors signed on to the program.

Table 1: MDNet user calls within June 2008 (1800 total users; 30 days)

Call Type by MDNet User	Call Duration (minutes)
In-MD Network free calls	~136,000
Off-MD Network to Onetouch users	68,107
Off-MD Network to other mobile users	68,978
Off-MD Network to land lines (PSTN)	4,059
Off-MD Network international calls (IDD)	12,813
Total duration of profit-making calls	**153,957**

As shown in the table, the MDNet users in Ghana are making substantial use of the Onetouch service by making calls both within and outside the MD Network. After only six months of the program, each MDNet doctor made an average of 1 hour and 15 minutes worth of calls per month to other doctors within the network. This makes a total of 2,266 hours of medical discussion within Ghana in the month of June alone. The calls within the MD Network are made with no out-of-pocket cost to Onetouch as all calls are "in-network". Furthermore, MDNet users are making calls outside the MD Network. Every call made outside this network, with more than 153,000 minutes of call time logged in June alone, is direct profit to Onetouch, providing an incentive for future program expansion.

MDNet Program Expansion:

Africa Aid recently expanded the MDNet program to Liberia supported by Lonestar Cell, a subsidiary of MTN, the largest telecom company in Africa. Through partnership with the Liberian Medical & Dental Association, the Liberian Medical Board, and the Ministry of Health, the MDNet program in Liberia, launched only weeks ago, already has 75% of Liberian doctors linked on the free communication network.

To continue with the success of the MDNet program, Africa Aid proposes to expand this innovative program into other African nations using the strength of several African telecom networks. We are currently in negotiations with MTN and Zain, the two largest telecoms companies in Africa, as to how the MDNet program can be expanded into other regions of Africa. Following the Ghana and Liberia MDNet program model, foreign program management is the responsibility of the Medical Association of each African nation, ensuring reliable access to physicians, empowering local healthcare systems, and fostering program sustainability. Africa Aid's primary role during MDNet implementation is to facilitate communication between the telecom provider and the country's Medical Association, as well as assist with program logistics and management as needed.

University Integration:

Africa Aid believes that the true strength of MDNet program lies in the future integration of the program into American university classrooms. With access to data sets related to how doctors are communicating in Africa, students and faculty in university classrooms can better examine foreign healthcare strengths and shortcomings, enhancing their educational experience. A pre-existing mobile doctors network could be utilized for anything from disease reporting to practitioner training, enabling better access to information and data exchange for health practitioners around the world.

Africa Aid is currently developing relationships with Columbia and New York University to integrate the project within a classroom setting in which students can analyze program data, and design interventions to improve and expand the MDNet initiative.

A History of Success:

Africa Aid successfully operated a School Lunch Program (SLP) in the Buduburam Liberian Refugee Settlement in Ghana for nearly two years, providing nutritious school lunches to more than 200 children, increasing both school enrollment and student performance.

Africa Aid has also established two Skills Education and Microfinance (SEAM) programs in Takoradi, Ghana in 2008. Design and development of the SEAM program microloan specifics were created in partnership with a graduate classroom at the University of California San Diego (UCSD), and implemented on the ground in Ghana alongside two students from the UCSD class.

Innovation is fast approaching:

We hope that you are as excited as us about the potential of the Africa Aid model and the MDNet program to improve healthcare and enhance the lives of individuals around the world. Please feel free to visit our website (www.africaaid.org) for further Africa Aid innovations both here and abroad. Please feel free to contact me if you would like any additional information regarding Africa Aid or MDNet and keep up the great work at the Case Foundation.

Sincerely.

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