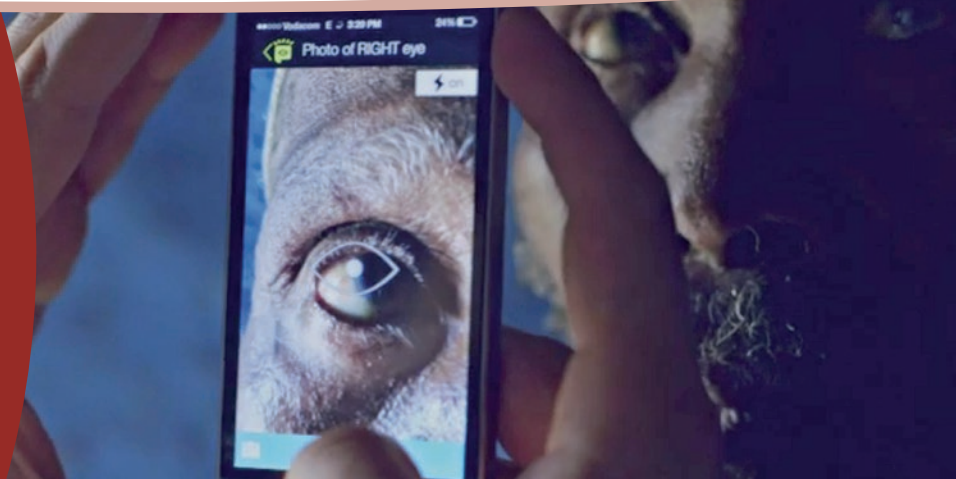


**SEED****10 YEARS OF
SEED AWARDS
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for sustainable development

Founding Partners

**SOUTH AFRICA
WINNER 2015**

Vula Mobile has developed a mobile phone app that empowers rural health professionals to provide efficient and effective eye care by accessing accurate information, and connecting to specialists. The higher quality of primary care to patients reduces the impact of treatable and reversible illnesses.



Vula Mobile, South Africa and Swaziland

BUSINESS MODEL

The enterprise's app solution is designed to improve eye care diagnosis, treatment and specialist referrals for rural health care professionals. Practitioners can take photos, capture a brief medical history and directly communicate with specialists. The software licenses are sold to health systems administrators and NGOs, and the app is free to download.

The app improves the quality of practitioner decisions, while thoroughly documenting the process. It provides a fast and convenient way to connect rural patients, health-care professionals and eye care specialists.

ENTERPRISE FAST FACTS:

Location	Rural South Africa and Swaziland
Year founded	2013
Sector	Green & Inclusive Solutions
Product/Service	Mobile health app for eye care

Contact

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Social impacts:

- Eliminating geographical restraints by providing health workers in rural areas with direct access to specialists.
- Facilitating early identification of serious eye conditions, reducing the risk of long-term effects.
- Documenting the process of patient referrals, reducing errors and delays.

Environmental impacts:

- Substituting paper documents and postal shipping for communication between practitioners and institutions.
- Avoiding paper waste and the need for e.g. fax machines in the enterprise by mobile and online communication.

Economic impacts:

- Allowing health systems to allocate resources more effectively by giving specialists control over patient referrals.
- Avoiding incorrect or unnecessary referrals to specialist clinics, reducing the waste of productive time and money for patients.
- Reducing hospitals' risk of misconduct due to thorough documentation, therefore avoiding costly medico-legal procedures.

” The Vula eyecare app is already being used by over 300 health workers who are referring eye health patients to six different hospitals – five in South Africa and one in Swaziland.

Scaling up activities:

- Expand Vula’s reach to more health specialities, beginning with cardiology; orthopaedics; ear, nose and throat; dermatology; paediatric surgery; and HIV & tuberculosis.
- Improve Vula’s functionality and partner with other health apps to provide a comprehensive health solution in rural areas.
- Scale up Vula in other countries, expanding further than the current users in South Africa, New Zealand and Zimbabwe.
- Secure more licensing contracts with health system administrators and NGOs.



” Poor health is both a symptom and a cause of poverty: Vula contributes to breaking this cycle.



Partnership

• **Vula Mobile** is a social enterprise which provides a mobile application on long-established eye health problems.

• **Mafami** owns Vula Mobile, and is a registered company in terms of the South African Companies Act.

• **The Fund for Innovation and Research in Rural Health (FIRRH)** at Stellenbosch University helps to explore the effectiveness of Vula in other areas of rural healthcare.

• **Gauteng Accelerator Programme and Innovation Hub** provides funding and ongoing mentorship for Vula as part of its GAP ICT award 2014.

• **Tygerberg Hospital** forms an integral part of the real world user experience of Vula, and provides valuable feedback for future innovation.

• **CBM** is an international development organisation supporting access to rural healthcare and helping Vula to grow in other medical specialities.



Flanders
State of the Art

The 2015 SEED Awards in 2 South African provinces are supported by the Government of Flanders, which is active in Southern Africa.

About SEED

SEED identifies and supports promising small scale social and environmental enterprises around the globe, enterprises who while working towards a greener economy also tackle poverty, marginalisation and social exclusion. SEED provides these enterprises with know-how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making. For more information please write to info@seed.uno or visit:

www.seed.uno

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