Increasing hypertension awareness for urban Ugandans

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AWARENESS OF HYPERTENSION IN UGANDA IS VERY LOW
Target Population

- 7.8% of Ugandans live in the Kampala area
- 32% of urban Ugandans have HBP
- 92% are unaware they have HBP

44.9M Total Ugandans

1.03M Ugandans
Problem Statement

How might we provide an intervention tool to reduce the mortality and morbidity associated with hypertension unawareness in urban Uganda?
Proposed Solution

- Place Blood Pressure Kiosks in Pharmacies
- Website use (Location, Information, & Referrals)
- Strategic partnerships with First Pharmacy, Medical Concierge Group, local researcher
Stakeholders
Value Propositions

Pharmacy: Increased traffic and sales

Customer: Easy, free, convenient health measure

- Increased access to BP monitors
- Increased number of people aware
- Increased information for research
Theory of Change

**Inputs**
- Blood pressure kiosks
- Website
- Informational flyer
- Referrals to TMCG

**Outputs**
- Customers receive referral, text, and connect with TMCG
- Customers visit website
- Participants spend money at pharmacies

**Outcomes**
- Increased awareness of HBP
- Increased education
- Increased business to pharmacy & TMCG
- Data for health metrics research

**Impact**
- Reduce mortality from HBP complications
- Greater knowledge of ‘long term’ disease
- Increased quality of life for longer
Business Model

Possible Partners:
- First Pharmacy
- Friecca Pharmacy
- EcoPharm Pharmacy

MoyoMate
Financial Model

$18,000 annually per machine
Scale Up

Potential Population

1.03 million
Hypertensive Kamplans

2.56 million
Hypertensive Urban Ugandans

14.5 million
Hypertensive Ugandans

Five Year Plan

Year one: 1 machine

Year two: 1 machine

Year three: 2 machines

Year Four: 5 machines

Year Five: 7 machines
Pilot - Phase 1

Pharmacy
- Free blood pressure readings
- Handheld blood pressure cuff
- Prototype

Surveys
- “What would you do if you saw this prototype?”
- “What do you know about blood pressure?”
- “Would you seek medical care if reading is abnormal?”

Validation
- Assess how results align with key assumptions
Pilot - Phase 2

Installation and readings
- Kiosk purchase
- Track data from readings
- Track referrals to TMCG

Estimated Total Cost
- $6,995
Our Team

Collaborators & Mentors:

Amy Yi
BS Biology & BA Global Studies 2019

Diane Kazlauski
BS Biochemistry 2020

Tessa Day
BS Genetics, Cell Biology & Development 2019
Only 8 out of 100 Ugandans diagnosed
References

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