

# ***Medicine for the last mile***

*delivering health and smiles through medical services*



**Annual Report**

NPO

**AfriMedico**

**2021**

2021.04 - 2022.03

# Message from CEO



Thank you all who have supported us in FY2021. It has been seven years since our launch in March 2015. Although still in restrictions by Covid-19, we have kept thinking about "what can we do?" or "is there anything more that we can do?" and getting back to our vision, the starting point. Also, we have a new director and members, then move onto a new step. I believe that it is only 'people' who can change our future and you are a part of the 'people'. Because of your dedicated support, we managed to overcome hurdles. I highly appreciate those who were involved with us.

In Tanzania, we inducted our new Okigusuri operation app in 2021 and have developed it further. Also, we did surveys on Okigusuri in orders to get pros and points to improve the system more adaptable to local users.

In upcoming FY2022, based on further research on Okigusuri, we transform the system for better. In addition to that, we started our new campaign "Mirai-kaigi" to study our future strategy not only in Africa but in Japan, beginning with crowd funding. I am looking forward to the future which you, the readers, and us will create together.

June, 2022

Eri Machii

Founder & CEO AfriMedico

町井 恵理

## **Our Mission**

**AfriMedico links Africa to Japan, delivering health and smiles through medical services.**



## **Our Activity**



Promotion of self-medication with Okigusuri (Use first, pay later) system



Health care education for Okigusuriusers



Research on medical environment



Promotion of health condition of African countries in Japan



By saving humanlife with Okigusuri or OTC (over the counter drugs), AfriMedico contributes UHC (Universal health Coverage) means that“ all people and communities can use the promotive, preventive, curative, rehabilitative and palliative health services they need, of sufficient quality to be effective, while also ensuring that the use of the seservices does not expose the user to financial hardship” (WHO).

# **////// Our achievement in FY2021 ////**

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# 1

## Okigusuri Customer Survey in Tanzania



Continuous improvement by researching customer needs and demands AfriMedico's goal is promoting customers their self-medication by using Okigusuri. What we deliver is not only knowledge on healthcare but also medicines which you may use when needed. The combination increases awareness for health of self and family, and leads ultimately to knowledge retention, then to behaviour change.

Conducting customer survey is essential part of the attempt to make our activities matched to customers' needs. By checking their family members, jobs, total income or seasonal earnings periodically, we provide medicines matched to their purpose, use frequency or type of medicine.

We continue to conduct survey and evolve our Okisuguri system profitable in order to make our social impact bigger.

# 2

## Our operation app “CUORE” going to Tanzania!

### *Evolving by customers' voice*

Takeba-cho, a customers' list, has been used in Toyama where is the origin of Okigusuri. As its updated version, AfriMedico developed an app named CUORE after CUstomer sheets Organized for Remote Environments for smartphones.

In 2021, on our precious occasion of visiting Tanzania, a Japanese member explained how to use the app to Tanzanian staff. The staff are enthusiastic to learn its operations. Also, some issues raised such as screen designs change since Tanzanians and Japanese used to different styles of screens. Because Okigusuri managers in Tanzania need to operate its apps while they communicate with customers at the same time, operations should be easy and intuitive. We continue to improve the app and operations based on voice of customers and staff.



An interface of the app,  
entering the numbers replenished



While a Japanese member visits Tanzania and gives instructions of the app



Learning how to use the app

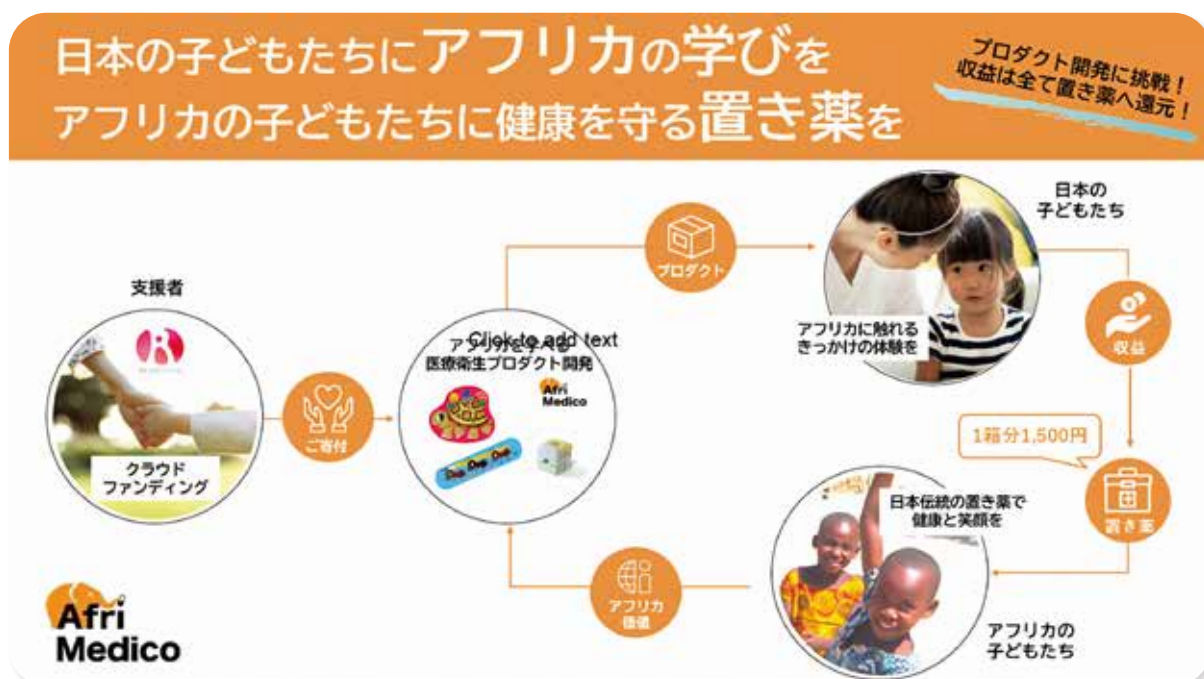
# 3

## Mirai-Kaigi: looking for new medical hygiene products for parents and children

While developing new medical hygiene products for parents and children in Japan, redemption of its profit to Africa Since launch of AfriMedico, we have promoted our Okigusuri with our mission "AfriMedico links Africa to Japan, delivering health and smiles through medical services." in our mind. Seeking more, we started our new challenge, developing medical hygiene products with African taste.

Our team named "Mirai-kaigi", future working group, started the project in Dec. 2021. We believe that not only delivering traditional Japanese Okigusuri system, but also conveying the values or issues in Africa is our mission. After several discussions, we reached to planning three product ideas with African taste.

Profit gained from these products will be redeemed to Okigusuri in Africa.







# 4

## Do uncommon people have key to good health?

Learning "Positive Deviance" highlighted in global health study Looking back AfriMedico activities after six years, our starting point is a request from a leader of a village in Tanzania. We started promoting leaflets on medicine usage, then moved on to enlightenment with Covid-19 prevention poster. Looking into deeper dive in healthcare education, we reached to "Positive Deviance". Learning from the study with global health specialists within organisation and reviewing our activities are good opportunity for reflection.

So, what is "Positive Deviance"? It is defined as uncommon but positive behaviours of people in communities with no big things. For instance, everyone expects money makes better nutrition, but hardly believes if there was anyone well-nourished and without money. The study shows it is easier finding a practical solution to observe the latter. With the theory in our mind, we study people utilize Okigusuri with less money and have got insights in order to solve the issues which AfriMedico faces. These people might be a key to AfriMedico's success.



# Activities

## Overview

Name	Specified Non-profit Corporation AfriMedico
Establishment	31st March 2015

CEO	Eri Machii
Director	Motohiro Aoki
Director	Shota Tsuboi
Auditor	Masahide Kamachi

## Organizational Chart

Japan	
Business Strategy & Operations	Accounting
Health Education	HR
Research Development	Legal
Fundraising	IT
	PR

Tanzania	
Operation Development	Research
Health Education	Promotion
Customer Success	Treasurer
Procurement	





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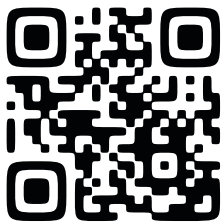
Web site : <https://afrimedico.org/>

Facebook: [www.facebook.com/afrimedico](http://www.facebook.com/afrimedico)

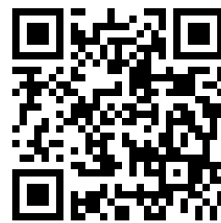
Twitter: <https://twitter.com/AfriMedico>

Instagram: <https://www.instagram.com/afrimedico/>

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homepage



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