

Delivering health services to offline communities

In our Insights Series, TRANSFORM shares successes and learnings from our projects to:

- Help the SME and entrepreneur community gain knowledge and learn from our projects
- Showcase to funders what can be achieved through impact-led initiatives

PROJECT AT A GLANCE:

BUILDING A COMMUNITY OF HEALTH WORKERS TO SUPPORT RURAL POPULATIONS

reach52 is a social enterprise working to redesign healthcare systems to reach the global population without access to essential health services. By running health awareness campaigns, offering medical and screening services, and improving access to affordable healthcare products, reach52 is transforming health outcomes in underserved communities across Asia and Africa.

THE CHALLENGE

Over half of the world's population lacks access to essential healthcare! These communities face critical shortages of skilled health workers, diagnostics, medicines, vaccinations, health education, and insurance coverage.



THE INNOVATION

reach52 aims to address this gap by building a network of health entrepreneurs, composed of community health workers and trusted local members. These entrepreneurs deliver health education, awareness campaigns, and referral services to rural populations, while also earning an income.

¹ <https://www.who.int/publications/i/item/9789240080379>

Find out more

Collaboration is key to scaling impact enterprises. Learn more about the successful programmes that other enterprises and funders have delivered together. [Read more stories here.](#)

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THE IMPACT

With TRANSFORM's support, reach52 expanded its focus beyond pharmaceuticals to include nutrition and vaccination services. It also increased its health entrepreneur network with 74 new agents across two districts in Karnataka, India. Together, the network provided over 120,000 residents with educational information on nutrition, hand-washing and relevant products.

WHAT'S NEXT?

reach52 is laying the groundwork to expand into new countries across East Africa and Asia, with the goal of improving health outcomes for more rural communities. It also plans to expand its product portfolio from 50 to 120, enabling it to tackle a broader range of health challenges with more effective solutions.

INSIGHTS:

SUCCESSFULLY DELIVERING HEALTHCARE PRODUCTS AND SERVICES TO UNDERSERVED COMMUNITIES

1. TAP INTO EXISTING COMMUNITY HEALTH NETWORKS

Building new healthcare networks is expensive and time-consuming.

reach52 leverages trusted community health workers and local leaders to reduce costs and ensure community buy-in. These individuals are equipped with specialised training to deliver health services and education, while also earning additional income.



2. CREATE DEMAND THROUGH EDUCATION

In offline communities, awareness of healthcare products is often minimal, leading to a lack of natural demand.

reach52 invests in targeted education, such as clinics, events, and public health campaigns, to inform communities about available services and products. These efforts generate interest and build sustainable demand for previously unavailable healthcare solutions.

3. UNDERSTAND COMMUNITIES THROUGH SURVEYS

Traditional market research is largely unavailable for rural areas, making it challenging to understand local needs.

reach52 conducts detailed surveys to gather insights into the needs and behaviours of its target communities. This data is used to identify specific community health needs and deliver targeted interventions, from health promotion events to precision clinics and public health campaigns.

4. PARTNER TO SHARE COSTS

Providing affordable healthcare products in areas with long supply chains and low digital infrastructure creates tight margins.

reach52 collaborates with Non-Governmental Organisations (NGOs), Fast-Moving Consumer Goods (FMCG) companies, and local distributors to share financial and logistical responsibilities. These partnerships enable the delivery of cost-effective healthcare services and ensure the long-term sustainability of its model.

5. ADOPT A HIGH-TOUCH APPROACH

In communities with low levels of digital maturity, lightweight digital solutions alone are insufficient to meet healthcare needs.

reach52 uses a people-centred approach, relying on face-to-face interactions through its network of health entrepreneurs. This method ensures effective healthcare delivery while building trust and fostering personal connections that encourage continued engagement.



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TRANSFORM is an impact accelerator that unites corporates, donors, investors and academics to support visionary enterprises across Africa, Asia and beyond. Together, we test and scale new solutions that tackle environmental challenges, improve health and wellbeing, and build inclusive economies.

Combining grant funding, business insight and research, TRANSFORM is advancing the development of innovative business models to help solve global challenges. It was established in 2015 and is led by Unilever, the UK's Foreign, Commonwealth and Development Office, and EY.