

Report for the Global South eHealth Observatory of the



FONDATION PIERRE FABRE



JokkoSanté

The virtual pharmacy made in Senegal

“Our mission is to set up a community system of exchanges and cross-funding, serving the health of the people,” Adama Kane, Founder of Jokkosanté.

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Origins

Adama Kane, founder of JokkoSanté, and his wife, who was pregnant at the time, were tidying their future son's room when they realised they had accumulated an incredible amount of medicine over the years: *"We had accumulated loads of medicines. The image that struck me was this bed covered in medicines. One day, I said to my wife: look, we've kept it all for years. We have to find a solution!"* Some were already out of date, and the financial loss - for them, but also for the entire population - was obvious, in a region **where medicines represent the highest source of household health expenditure (between 52% and 72%)**. This is how Adam Kane, a telecom engineer at Sonatel-Orange, Senegal's leading telephone operator, decided to find an IT solution to help optimise medication consumption at community level.



JokkoSanté is a combination of two words: **Jokkolanté** meaning “exchanges” in Wolof (bilateral transactions, the idea of giving and receiving), and **Santé** meaning “health” in French (official Senegalese language).

The project's name perfectly captures its goal: to set up a system of non-profit community exchanges serving the health of the people. The project started *“with a PowerPoint document, powered by internet research, and the involvement of friends who are doctors and pharmacists,”* says Adama.

JokkoSanté is a virtual community medicine box, which has as its founding principle the exchange of medicines for points. This resulted in meetings with WHO Senegal, as well as officials from the Ministry of Health, to refine the concept and integrate regulatory aspects.

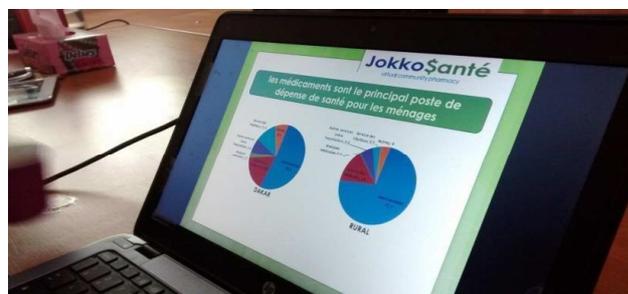
Following contact with Orange-Sonatel and the NGO RAES, the Orange operator undertook to support the project and also funded the pilot project that started in February 2015. In Dakar, Orange's CSR Manager wishes to specify that, “*JokkoSanté is an independent social startup: Orange-Sonatel is a strategic partner, but not an investor, rather a coach. Education and health are two priorities for Orange-Sonatel today in the area of CSR, and JokkoSanté has been identified as offering a solution.*”

Economic model and operation

As part of its CSR activities, Orange-Sonatel provides technical support to this “intrapreneurial” project driven by one of its executives, by providing a web/mobile app that allows for all transactions. Members register for free on the dedicated website or can be registered by database managers. They have a personal account linked to their mobile number. This account is then credited or debited, based on the value of the medication deposited or withdrawn. Through this system, members can deposit new or unused medication, make contributions, and accumulate points. These points can then be used to buy new medicines via the website or in partner pharmacies. Jokkosanté collects 5% per transaction.

“We only work with one health centre. This has just been concluded, it's in a rural area. I think it's a good decision to have a well-framed area, so you can be close to people and users.” (Adama Kane)

In the Fatick region, where JokkoSanté is conducting an experiment in the village of Passy, a little less than 1,000 users are already exchanging or buying medicines through the JokkoSanté platform and the points offered via a Sonatel-Orange “CSR sponsorship” (representing the equivalent of five million CFA francs).



However, the project works mainly through cross-funding of medication: private companies finance medicines for the poorest through their CSR, wealthy people buy points and offer them to their family members. For disadvantaged populations who cannot accumulate enough points, medication donations will be made available to them through the contribution of goodwill or partner structures, as part of their patronage activities, CSR or organisations. For these benefactors, a secure platform is made available to them to donate and follow the distribution to the final beneficiary, at the nearest unit.

Current needs

The current challenges facing JokkoSanté are mainly: change management concerning actors of the health ecosystem, as well raising awareness on the initiative: *“there is a misunderstanding, a resistance to change, which can be solved by a good communication campaign.”*

The main current needs of JokkoSanté include: institutional support from States, involvement of the private sector in funding medicines, as well as means for training health staff in using the app.

Expansion prospects

The project initially plans to expand on a national scale, and then to other African countries: *“We want to have 500,000 users in Senegal and be present in six African countries by early 2018.”*

JokkoSanté is also looking beyond Africa and setting its sights on *“all countries in the world facing the same problem of responsible medication consumption.”* (Jokkosanté team member).