Muso has pioneered a proactive healthcare model that saves lives by reaching patients early, within hours of the moment they become sick. After developing its model over the past ten years, Muso is growing quickly and will reach a quarter of a million people in 2016. A Harvard-UCSF study documented a 10x increase in access to care and a 10x difference in child mortality rates after the rollout of the Muso model in an area of Mali. Now, Muso is adapting this proactive approach to catalyze progress in women’s reproductive health.

Reproductive health can’t wait.

Maternal Health in Mali

- 90% of Malian women use no family planning measures or methods
- 13X higher maternal mortality rate in Mali than in the United States
- 59% of Malian women don’t access basic prenatal care during pregnancy
Muso’s Reproductive Care Model

Proactive Search
Community Health Workers conduct door-to-door home visits to offer home pregnancy tests, provide reproductive care and counseling, and give family planning options.

Doorstep Care
Community Health Workers proactively connect pregnant women with prenatal care starting early and continuing throughout their pregnancy. When a woman tests negative for pregnancy, the CHW counsels her on which family planning methods are most effective, and connects her with the method of her choice in the home or at the nearest clinic, the same day.

Rapid-Access Clinics
Muso removes point-of-care fees, improves infrastructure, and trains staff, so government clinics can provide comprehensive prenatal care to pregnant women, and family planning services to women who don’t currently wish to become pregnant.

How It Works
Women receive proactive door-to-door reproductive counseling and home pregnancy testing.

Women who test positive for pregnancy begin prenatal care. CHWs connect them with a full course of prenatal care and facility-based birth.

Women who test negative and do not wish to become pregnant immediately are connected with a menu of family planning services that same day.

CHWs assess pregnant women proactively for danger signs and bring them in for care quickly. Women are counseled on family planning during prenatal and postpartum visits.

CHWs can bring women to the health center for IUDs or implants, or provide condoms, Depo-Provera injections, and oral contraceptive pills in the privacy of the home.