**[insert logo]**

**GOVERNMENT OF [insert name of Country]**

**MINISTRY OF [insert name of Ministry requesting short code]**

Proposal to:

**[INSERT MNO NAME]**

For:

**Obtaining a Short Code**

[INSERT DATE]

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

[The Ministry of \_\_\_\_\_\_], [insert city], [insert country], hereinafter referred to as \_\_\_\_\_\_, is pleased to provide this proposal to [insert MNO name], hereinafter referred to as \_\_\_\_\_\_\_, in support of mHero, a mHealth system supported by [insert name(s) of implementing partners].

**Background**

In August 2014, the mHero Partnership, led by IntraHealth International and UNICEF, created **mHero**, a mobile phone-based communications system that connects the MOHS with frontline health workers via two-way SMS messages. mHero brings together several globally recognized technologies—RapidPro, an open source platform that allows users to build interactive text messages, iHRIS, a human resource information system (HRIS), and District Health Information Software (DHIS 2)—using the Open Health Information Exchange (OpenHIE) interoperability architecture.

mHero enables government authorities and other key stakeholders to communicate in real-time with frontline health workers, strengthening [insert country]’s health system and, in particular, the nation’s health information system (HIS). While mHero will allow for the routine reporting of data, the platform is also an essential element to emergency management, providing a reliable, instantaneous communication channel for Ministry officials to reach health workers with information and instructions during a crisis.

With support from USAID and in collaboration with UNICEF and other global partners, mHero is currently being used by the Ministry of Health and Social Welfare (MOHSW) in Liberia and is in scale-up mode in Guinea, Sierra Leone and Mali. As of December 2015, the MOHSW had used it to send over 6,900 SMS to health workers about a variety of topics, from assessing stock levels of life-saving medications to collecting data on mental health diagnoses throughout the country. Lonestar, Cellcom and Novafone collaborate with the MOHSW to ensure these important messages reach the country’s health workforce.

**Purpose of Short Code**

[Insert implementing partner name] and [the Ministry of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_] are requesting a short code and a profile to bind our RapidPro application server to [insert MNO’s name]’s SMSC or ECP server, in order to enable the Ministry to utilize mHero. We anticipate the volume of messages will be within the range of \_\_\_\_\_ to \_\_\_\_\_\_\_ per month, with health-related content varying according to the Directorate, Programme, Unit or Agency within the Ministry requesting the SMS workflow.

These will include but are not limited to:

* Information on safety prevention during outbreaks
* Payroll and human resource verification of health workers
* Nutritional and dietary messages to nutrition health staff
* Performance based financing verification of facility data
* Health information system verification of data
* Information on drug availability and stock out in facilities
* Information on maternal and child health services including immunizations and antenatal care

**Financing**

All fees associated with the short code, including SMS sent by the [insert Ministry’s name] and responses from health workers, will be paid by \_\_\_\_\_\_ through [insert date].

Benefits to Mobile Network Provider

[insert requesting organization name] estimate that the number of health workers in [insert country] is \_\_\_\_\_\_\_ in the public sector and \_\_\_\_\_\_\_\_\_\_ in the private sector. By providing the Ministry with a short code for mHero, [insert MNO name] will not only demonstrate its support and appreciation for the important work undertaken by the health workforce but health workers across the country will be increasingly utilizing [insert MNO name] services compared with competitor companies.

The [insert requesting organization name] appreciates your consideration of this proposal. If you would like to move forward with this proposal, please contact \_\_\_\_\_\_\_\_\_\_\_\_ at \_\_\_\_\_\_\_\_\_\_\_\_\_.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Representative of the Ministry of \_\_\_\_\_\_\_\_\_in \_\_\_\_\_\_\_\_\_\_

This information is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of IntraHealth International and do not necessarily reflect the views of USAID or the United States Government.