

INTERVIEW GUIDE

Title: A Case study exploring the value chain, enablers, obstacles, and business models to sustain private digital health business in global goods in Uganda. A mixed method Concurrent Triangulation design.

Context: Health Informatics in Africa is conducting studies to assess opportunities for Digital Health Entrepreneurs in the Digital health global goods ecosystem to better understand the market to inform on free and open source-based business models for digital health global goods companies in Africa. Through studying two private companies in Uganda Clinic Master and Rocket Health that use or develop global goods: This study aims to assess barriers, and enablers for running a private business based on global goods; and explore sustainable business models and value chains for these cases.

Objectives:

1. To explore business models used to sustain digital health business
2. To explore parts of the value chain the companies dealing in digital health are active in and global goods worked with.
3. To assess barriers(obstacles), enablers for running a private business on digital global goods



Study design: Mixed Methods Concurrent Triangulation Study Design

The Cases: Two case studies that have been involved in digital health global goods business in Uganda-Clinic Master and Rocket Health run by The Medical Concierge Group.

Data collection: Semi-structured questions and In-depth /Key informants' interviews,

Analysis: Framework analysis approach with concurrent triangulation

Interview guide

Introduction:

Hi, my name is _____ and I want to thank you for joining me today. I am coordinating this study on digital health entrepreneurship in Uganda. We are conducting this research to identify barriers and enablers for digital health businesses which are either directly part of the global goods eco-system or can invest or give insight into opportunities available in the global goods sector in Uganda. We would also like to get views about the type of digital health solution being used, customers targeted, what business model is being deployed including sustainability plans. We shall look into drivers of digital entrepreneurship based on global goods. We will

simply be discussing your views, opinions and experiences on a range of topics, so please feel comfortable to say what you honestly feel.

I would like to audio record the whole session. Please do not be concerned about this, all measures will be taken to maintain confidentiality of the interviews and discussions. Information you tell us will ONLY be used for this research project.

As we are tape recording the interview, we ask that you refrain from using names or identifying information of yourself or your partners. If at any time during the interview you feel uncomfortable you can ask for a break, refuse to answer any question, and are always free to leave. Do you have any questions before we start?

Questions to KII participants (CEO, Founders/owners (Designees), shareholders, Head of business unit):

1. Tell me about yourself
 - Key components of your background qualifications

2. Tell me about this organization

Probes

- Year of establishment
 - Products & services
 - Business model
 - Position in the market-value chain
 - Key metrics: reach/catchment
 - Source of Financing/finances for the organization/business
 - Type of business model to sustain the business
3. Does any of your products or services rely on or qualify to be, a digital global good
 - Free access
 - Open source

4. What are the enablers/facilitators that allowed your business to grow?

Probes

- Enabling environment
- Funding
- Infrastructure, Market
- COVID 19
- Policy
- Licensing structure (Open source applications could also require certain types of licensing to ensure security, maintenance fee charges etc...)
- Large free, organized, trained developer community such as in OpenMRS



5. What challenges do you face as an individual and what challenges do you see the company facing now and in the next few years?

Probes

- Market competition
 - Internet, software
 - AI, environment
 - New and young developers,
 - New Tech advances
 - Limited Capital or funding, personnel
 - Difficulty in getting your solutions adopted
6. What were the benefits to using global goods in your business?
7. What were the challenges of using global goods in your business?
8. Where and how could international Development Organizations support digital health businesses which use global goods to provide products and services?

IDI Participants- (2 Employees- Sales Department / Administration):

1. What are the key competencies of the system/services

Probes

- What functions do you use in this business?
 - What do you like best?
 - Have you used any other services like this? What sets this one apart?
2. What is the most challenging aspect of the goods/services
- Probes**
- What do you NOT like about the goods/services?
 - What will you not use again?
 - What do you wish they were providing?
 - Do you think they are value for money?
 - Does it matter to you that they are using global goods?



A CASE STUDY EXPLORING THE VALUE CHAIN, ENABLERS, OBSTACLES, AND BUSINESS MODELS TO SUSTAIN PRIVATE DIGITAL HEALTH BUSINESS ON GLOBAL GOODS IN UGANDA: A MIXED METHODS CONCURRENT TRIANGULATION STUDY DESIGN

Variables to assess in each project	Respondent -1	Respondent-2
Current Value Chain,		
Business Model deployed,		
Customers and current reach,		
Duration of business,		
Regions where business is active		
Date business was launched,		
Education background of founders/owners		
Number of stakeholders in the business		
Software deployed		

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RESEARCH & ETHICS COMMITTEE
P.O. BOX 7072,KAMPALA