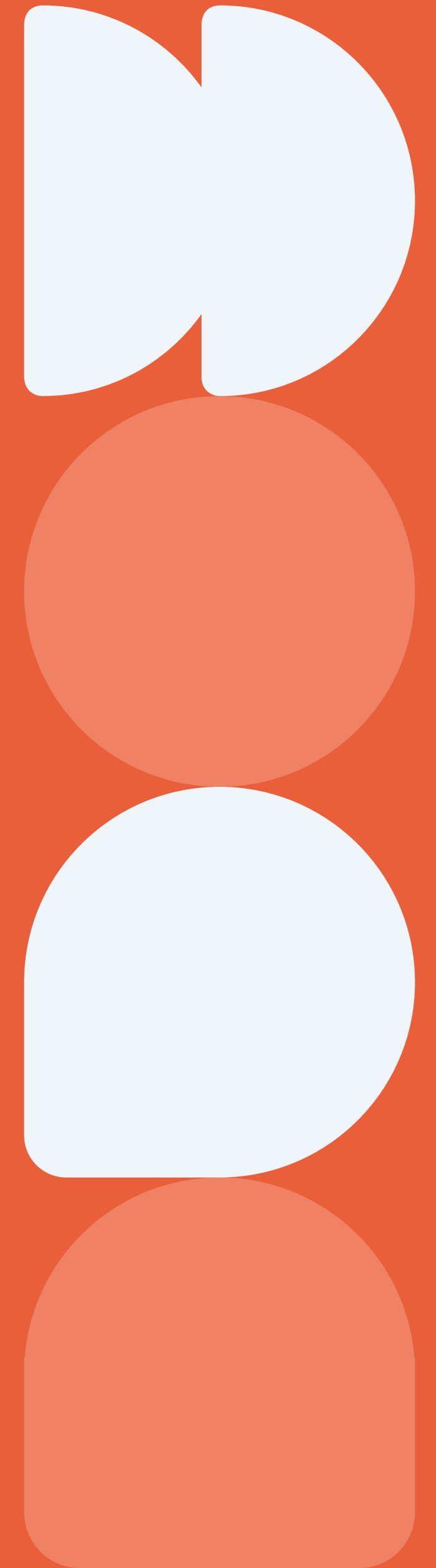




Annual Activity Report of ImpulsoGov 2023

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Message from the Board

What if the length of your life didn't depend on your postal code?

Those who live in the Jardins neighborhood (in São Paulo) live on average **80 years** - the same as in **England**. Just 28 km away, those born in the **Cidade Tiradentes neighborhood** (São Paulo) live **59 years**. The same as in the Democratic Republic of Congo, which has been in civil wars for 30 years. The same inequality repeats itself throughout Brazil. Is it possible to be different?

That was the motivation for founding ImpulsoGov four and a half years ago. It was hard to imagine at the time that we would reach 2023 with almost 50 employees, U\$1.5 million in annual revenue, and operations in 24 states of the federation.

2023 was a turning point for ImpulsoGov.

We established the **largest and longest institutional partnerships in our history**, including receiving public funding for the first time, not just philanthropic.

We attracted and retained excellent people who had never worked in the third sector before. As a result, we dramatically improved the quality of our digital products and **expanded our reach**: ImpulsoGov has already operated in more than 150 Brazilian municipalities, where 11,287,124 SUS*-dependent people reside.

But we are still very, very far from our goal.

At ImpulsoGov, the top priority for 2024 is to refine each of our projects to have more conviction about the impact each of them has on the Brazilian population. And our goal is to do this with a model of operation that allows for scalability: we aim to directly impact millions of people.

This vision is ambitious. Out in the open, we will need new, larger, and longer-lasting partnerships. And we have many reasons for optimism: The world of philanthropy has been slowly maturing, in Brazil and beyond. **Trust-based philanthropy** is growing at the expense of control-based philanthropy. The most extreme and famous example is Mackenzie Scott and the \$15 billion donated unrestrictedly since 2019.

*Brazilian Public Unified Health System

More resources are being channeled to organizations that leverage public policies rather than those that try to replace them - an example is GIFE organizations that operate in the health sector, always emphasizing the need to strengthen SUS. And the potential for using technology for social purposes, called **tech nonprofits abroad**, is gaining ground as an efficient, inexpensive, and powerful way to **generate social impact on a large scale**.

Lastly, and most importantly: SUS

Brazil has one of the largest public health networks in the world. In Primary Care alone, there are more than 500,000 nurses and community health workers spread throughout the national territory, with access to a database with 170 million registered individuals. We have already done the hardest part. Now we need to use data, technology, and the best scientific evidence to develop and scale products that will turn SUS into the best healthcare system in the world.

A system in which no one is left behind. Regardless of your postal code.

Next, we highlight the achievements of ImpulsoGov in 2023. If all goes well, they will be just a drop in the ocean compared to the years ahead.

Because we believe that yes, it can be different.



Pedro Drummond, ImpulsoGov Product Director
Isabel Opice, ImpulsoGov Co-founder and COO
João Abreu, ImpulsoGov Co-founder and CEO

Our Work

Data, technology and people to transform the Brazilian Public Unified Health System (SUS)



+170 million people registered in the SUS

SISAPS (Health information system for Primary Care or "Sistema de informação em Saúde para a Atenção Primária" in Portuguese)



+500 thousand nurses and community health workers across the national territory

Analysis conducted by ImpulsoGov, based on public data from Tabetnet, SAPS, Fiocruz.



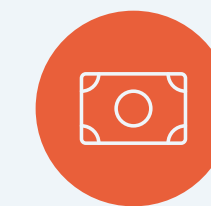
Brazil has **one of the largest healthcare databases** in the world

Leveraging it so that SUS professionals can **have access to quick and accurate information** is essential so that they can understand scenarios, identify health risks for the users assisted, and **rely on evidence to better serve the population.**

In 2023 alone, ImpulsoGov's products and professionals focused on Primary Care and Mental Health in SUS supported:



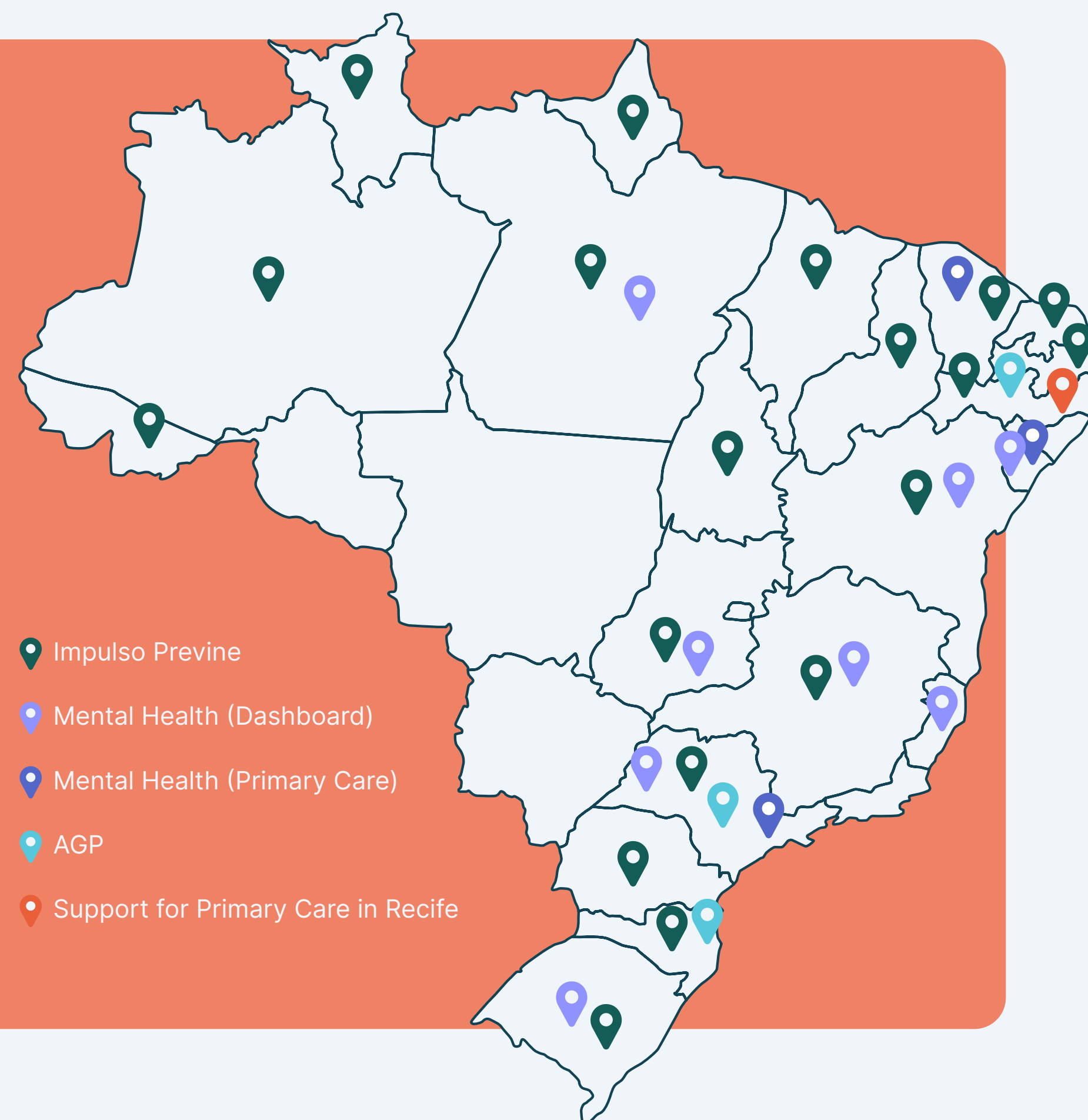
88 municipalities in 21 Brazilian states



Completely **free-of-charge** to the municipalities

Thanks to the support of individuals and legal entities that make this possible, as you will read below.

In the **88 municipalities** served by ImpulsoGov in 2023, **more than 8 million people** rely exclusively on SUS* to access health services.



On the map, check out the states where our projects were present in 2023.

*Does not constitute a contractor of any private health insurance plan.

Brazilian municipalities served by ImpulsoGov in 2023.

Afuá	PA
Alagoinha	PE
Alvinópolis	MG
Amparo	SP
Aparecida de Goiânia	GO
Apiúna	SC
Aracaju	SE
Aurora	SC
Balneário Piçarras	SC
Baraúna	RN
Barbalha	CE
Belém	PA
Belém do Brejo do Cruz	PB
Betânia	PE
Boa Vista	PB
Bonfim	RR
Brasiléia	AC
Brejo de Areia	MA
Campos Novos	SC
Carmo do Rio Claro	MG
Carolina	MA
Chaves	PA
Colinas	MA
Cristino Castro	PI
Cruzeiro	SP
Dois Vizinhos	PR
Fartura do Piauí	PI

Formosa do Rio Preto	BA
Franco da Rocha	SP
Goiabeira	MG
Guapó	GO
Ibirama	SC
Igarassu	PE
Inhambupe	BA
Itabira	MG
Itabirito	MG
Itapissuma	PE
Jacobina	BA
Jaguapitã	PR
Jandaíra	BA
José Gonçalves de Minas	MG
Jucuruçu	BA
Jundiá	SP
Juquitiba	SP
Lábrea	AM
Lagarto	SE
Lago Verde	MA
Lontras	SC
Marajá do Sena	MA
Marechal Thaumaturgo	AC
Mazagão	AP
Minaçu	GO
Nova Olinda do Maranhão	MA
Oiapoque	AP

Paes Landim	PI
Palmeira das Missões	RS
Palmeira do Piauí	PI
Pelotas	RS
Pirenópolis	GO
Ponte Nova	MG
Porto Alegre	RS
Quixadá	CE
Quixeramobim	CE
Recife	PE
Rio da Conceição	TO
Rio Piracicaba	MG
Rodrigues Alves	AC
Salvador	BA
Salvaterra	PA
Santa Luz	PI
Santa Luzia	MG
Santo Antônio do Descoberto	GO
São Caetano do Sul	SP
São Félix de Balsas	MA
São José do Herval	RS
São Roque	SP
Serra	ES
Sobral	CE
Tamandaré	PR
Tapiraí	SP

Tapiratiba	SP
Tarrafas	CE
Três Marias	MG
Viana	MA
Viçosa	MG
Vila Velha	ES
Vitorino Freire	MA
Xapuri	AC

Alguns municípios foram apoiados por meio de mais de um de nossos projetos.

We've joined **public managers and healthcare professionals** to develop solutions and free data tools.

We also offered mentoring, training, and informative content to support SUS professionals in developing, improving, and monitoring health policies.



"With the assistance of ImpulsoGov, we were able to develop a truly efficient strategic plan and unlock the full potential for healthcare teams to achieve good results.",

J.V, Primary Care Professional from Viana (MA)

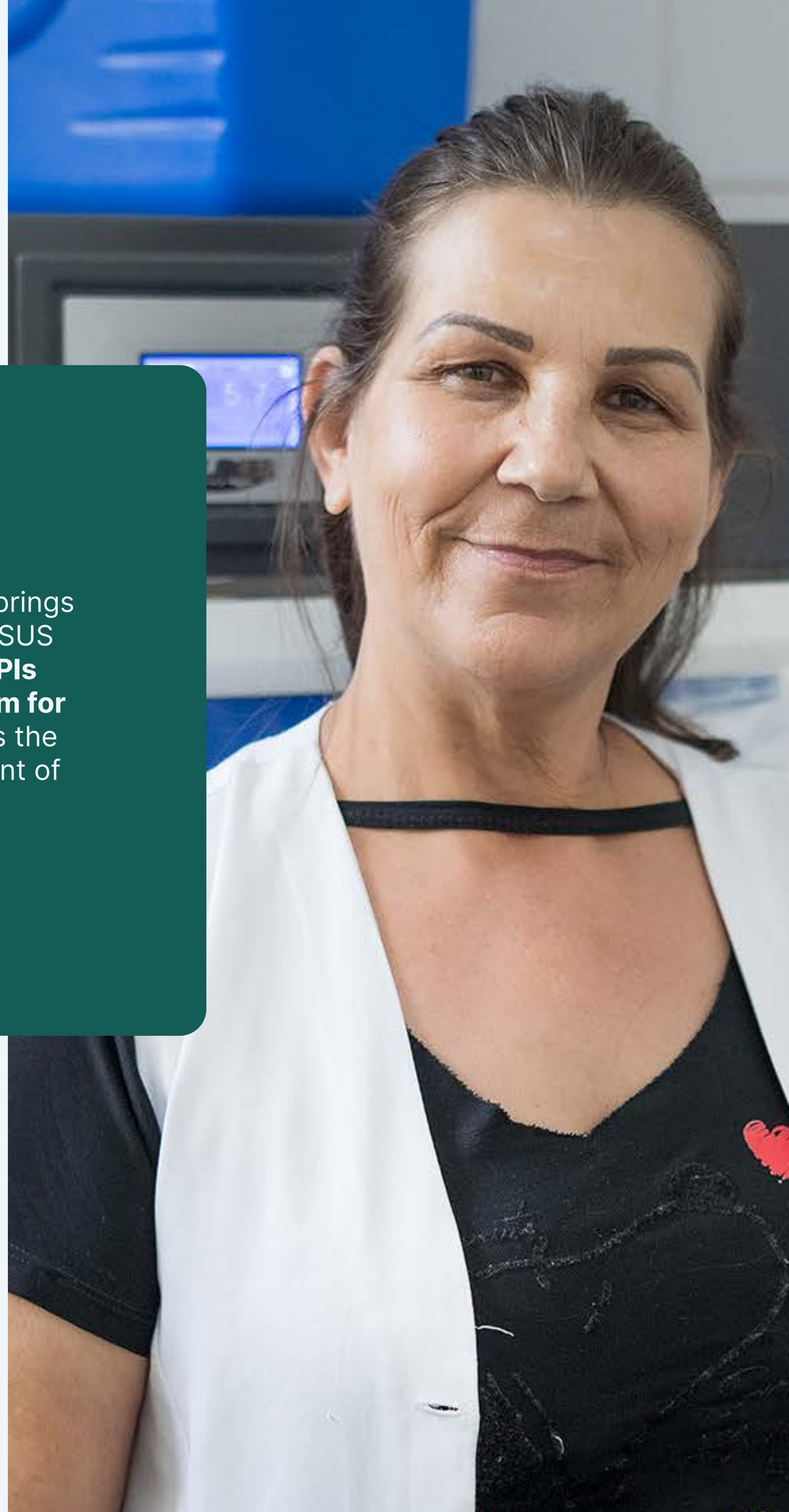
Projects

 **previne**

Impulso Previne

Impulso Previne is a platform that brings together free solutions to support SUS professionals in **improving the 7 KPIs established by the federal program for financing Primary Care**, which ties the transfer of funds to the achievement of healthcare goals.

[Click here](#) to learn more about Impulso Previne solutions.



In 2023, **920 municipalities accessed the open area of the platform** and benefited from information and tools to:

- Compare results of the 7 KPIs between one four-month period and another and receive recommendations for improvements;
- Monitor the progress in the registrations of each team in their municipality;
- Review the history of transfers and the strategic actions that fit the profile of their municipality.

Additionally, throughout the year, Brazilian municipalities were able to consume informative content received via email and blog and participate in open training events.



Currently, **there are over 20,000 professionals** receiving Primary Care content via email.



Online Training

In August, a training session was conducted on the child vaccination indicator of Previne Brasil, with record-breaking participation.



+11,600
registrants



+9,800
live views



+3,000
simultaneous
views



We expanded **access to the logged-in area of the platform and reached 64 municipalities in 2023** compared to 13 municipalities in 2022.

In the logged-in area, these municipalities had access to exclusive resources such as:



Use of tracking tools for managing nominal lists for active search (lists with name, CPF, health status for each KPI, and so on).



Access to cycles of personalized mentoring.



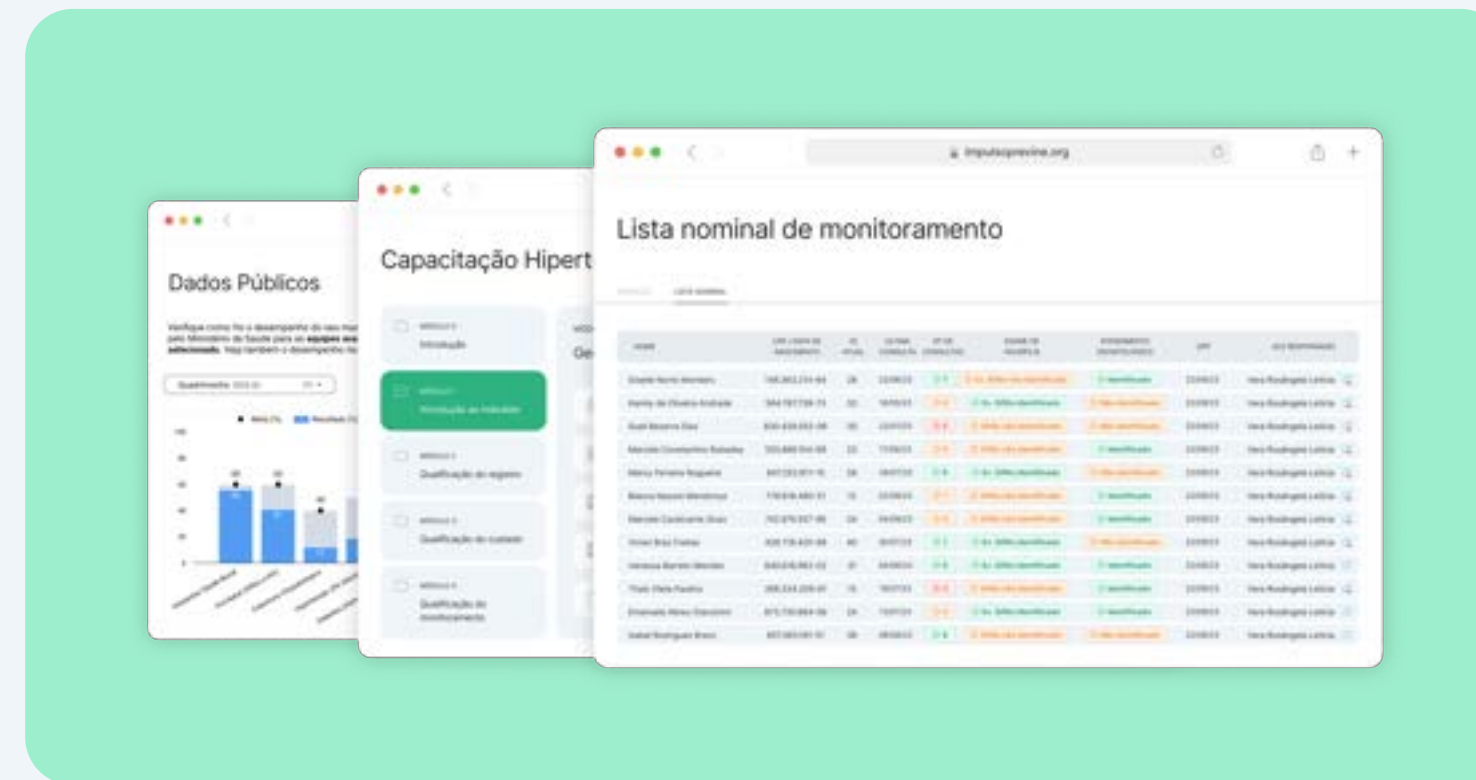
Access to our team of experts for problem-solving.



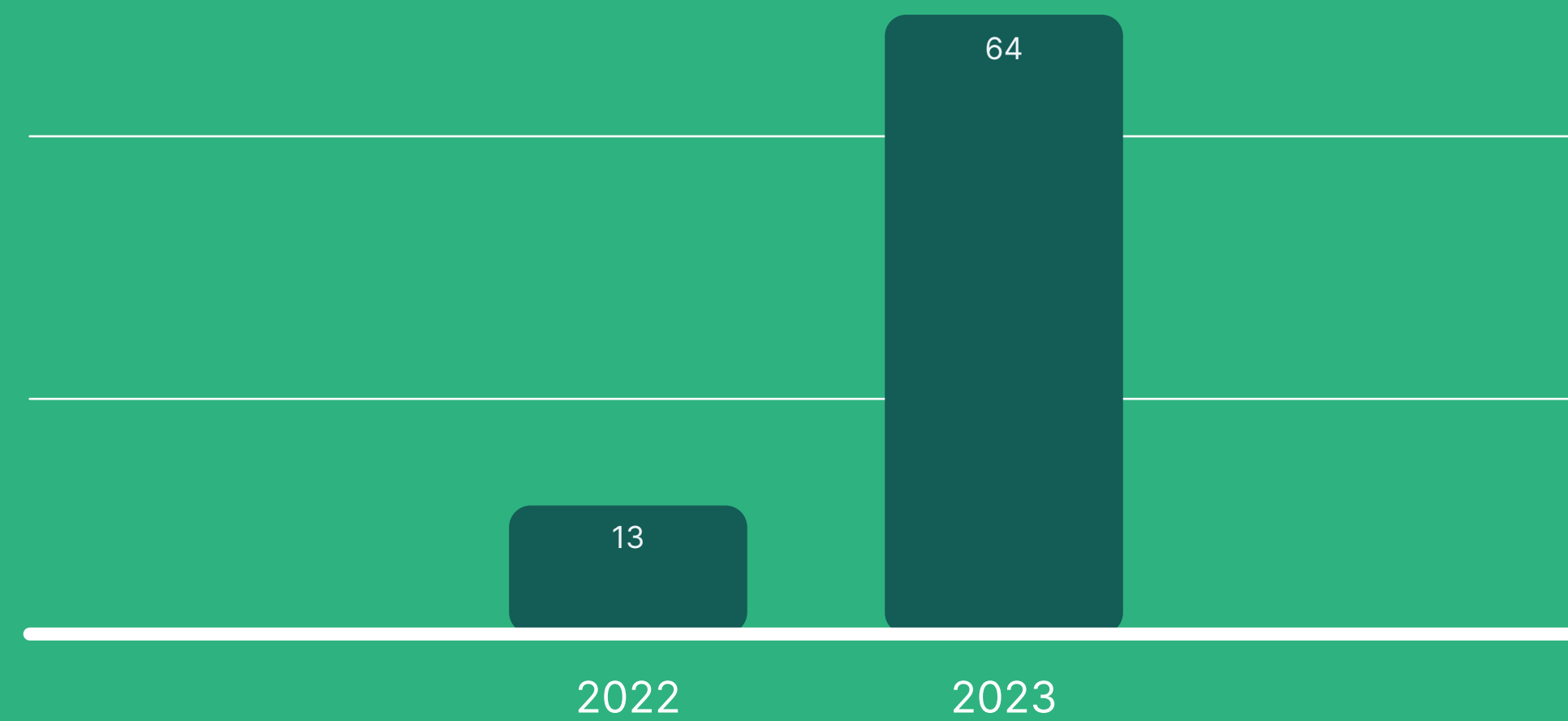
Exclusive training sessions.



PRÉ-NATAL			
NOME	Nº DE CONSULTAS	EXAME DE HIV/SÍFILIS	ATENDIMENTO ODONTOLÓGICO
Aline Rodrigues Souza	6	Ex. HIV identificado	Não identificado
Isabela Dias Ferreira	4	Ex. HIV não identificado	Não identificado
Melissa Carvalho Gomes	8	Ex. Sífilis identificado	Identificado
Valéria Santos da Silva	7	Ex. Sífilis identificado	Identificado
Mayla Oliveira Matos	3	Ex. Sífilis identificado	Não identificado
Débora Vieira Paes	5	Ex. HIV não identificado	Identificado



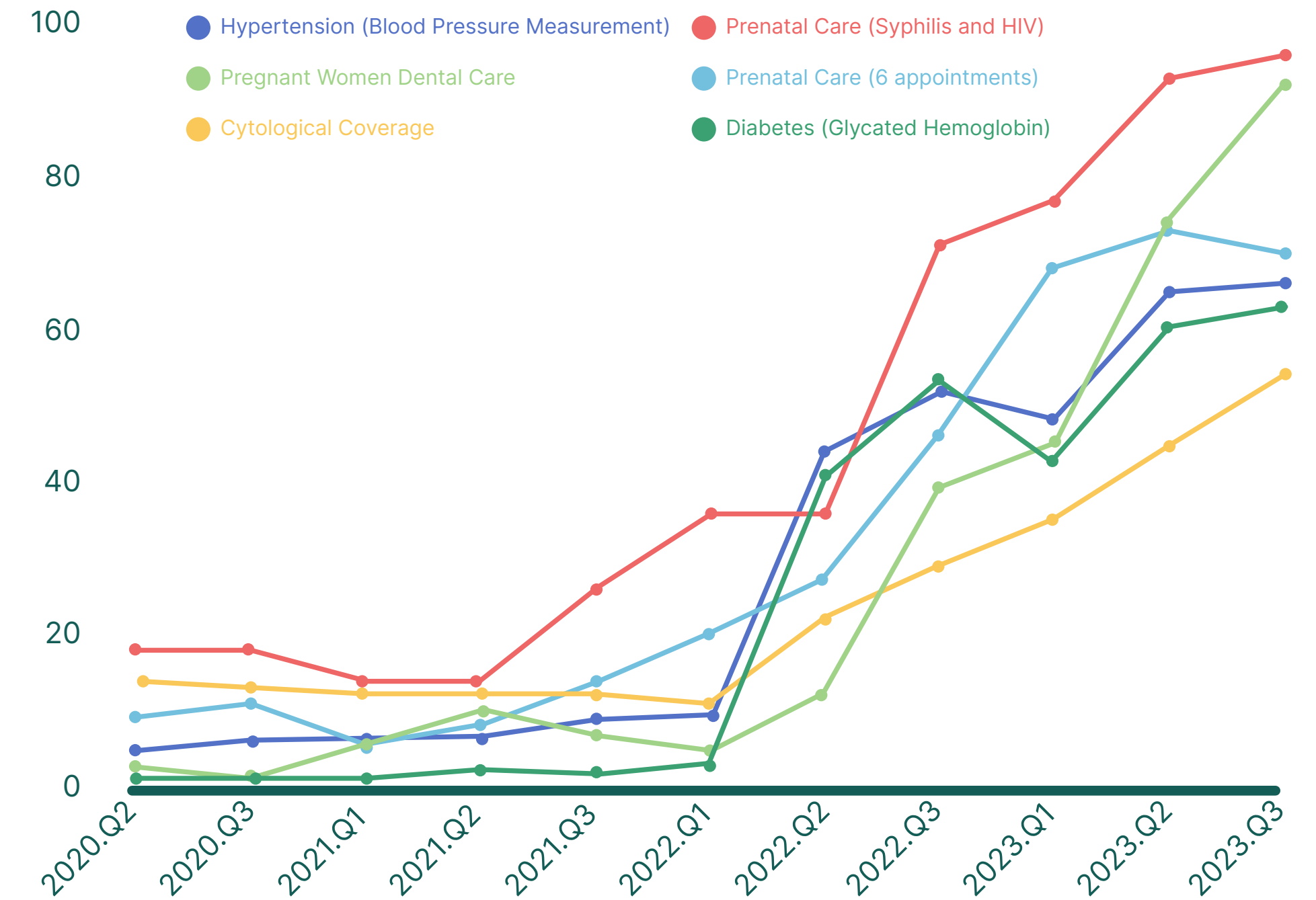
Partner Municipalities of Impulso Previne



Learn about the case of Três Marias (MG)

→ The municipality began its partnership with Impulso Previne in November 2022. Before that, it also participated in the Public Management Support program (called AGP).

→ With ImpulsoGov's support, Três Marias has shown constant progress in performance indicators over the last few quarters:



"The tracking tool [nominal list] helped me a lot in terms of hypertensive and diabetic patients. It showed such a surprising reality that we started searching for these patients. Is he really hypertensive, is he diabetic? If he is, why is he not undergoing follow-up? We only achieved this reality check with ImpulsoGov. We had no idea of the magnitude of this list."

Valdiene Dimas, nurse from Alagoinha (PE)

Mental Health Indicators Dashboard

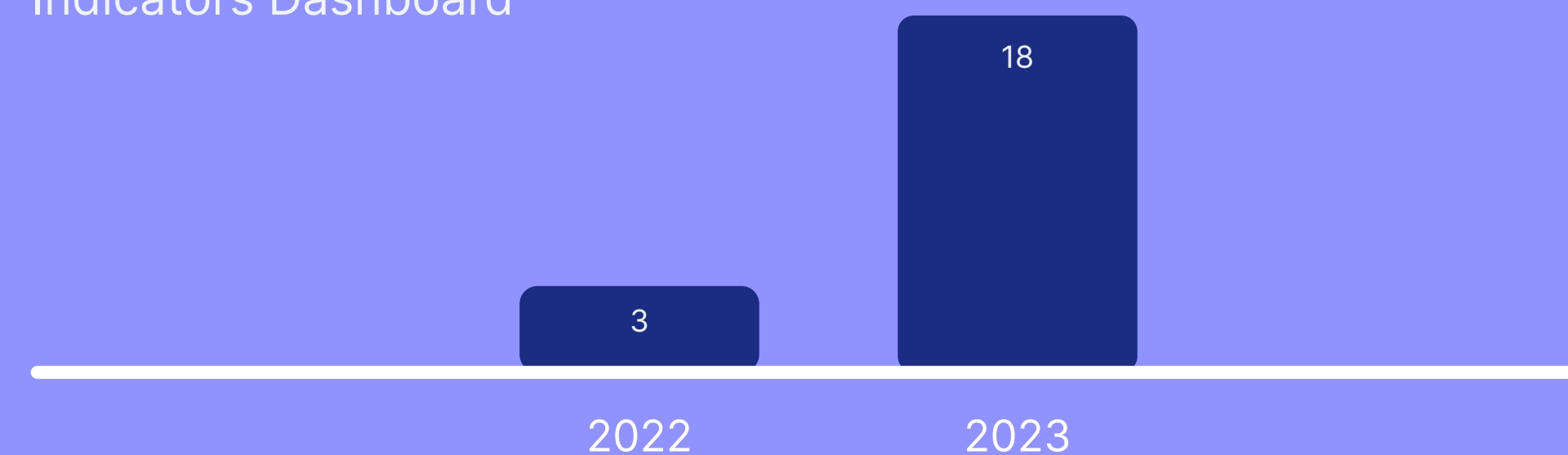
This is a **free platform** that supports the **management of municipal mental health services**.

Based on open data, a set of indicators has been developed to provide SUS managers with **key information** about the Psychosocial Care Network (RAPS) and its relationship with other healthcare networks. This way, they can **monitor the quality of care** being provided to the population and identify opportunities for improvement.



The project started in 2021, reached 3 municipalities in 2022, and in 2023, we expanded it, reaching a total of **17 municipalities with access to the platform!**

Partner Municipalities with Access to the Mental Health Indicators Dashboard



It was necessary to invest in several areas to **ensure the expansion and engagement in the use of the platform**, such as:

→ Platform Updates

In 2023, the platform underwent improvements, streamlining the process of granting new accesses and updating the data.

→ Conversational Meetings

One of the challenges in expanding the platform was the dynamic of contact with the municipalities, which became more distant, making it difficult to engage managers in the use of the tool. Therefore, the project team created actions, including conversational meetings between the municipalities, resulting in greater engagement.

→ Field Trips

In December, the project team visited Quixadá (CE) and Quixeramobim (CE), municipalities supported under the Juntos pela Saúde (Together for Health) program, to observe the dynamics of mental health service management and support the use of the platform.

Field Trip



"We are very happy with this initiative by ImpulsoGov; it will be strategic for our health planning, allowing us to **ensure the comprehensiveness of care to mental health service users.**"

Romulo Pereira de Paiva
Coordinator of Secondary Care in Quixadá (CE)

Learn about the case of Aparecida de Goiânia (GO)

→ Through the use of the Mental Health Indicators Dashboard, the municipality's professionals identified that:



78% of people hospitalized for mental health-related issues were not followed by RAPS services either before or after hospitalization.

"ImpulsoGov's support was essential. Although this data is in the domain of SUS, it is not easily accessed or analyzed. The platform clearly presented the important indicators to be evaluated to identify the main problems."

Eurides Santos Pinho, Coordinator of the Psychosocial Care Network of Aparecida de Goiânia (GO)

→ With ImpulsoGov's support, the municipality has also been developing a new protocol to ensure follow-up care for these individuals after discharge from hospitalization.

Mental Health in Primary Care

The project to strengthen Mental Health Care in Primary Care aims to support SUS in dealing with the increasing demand for care for individuals with mild to moderate depressive symptoms.

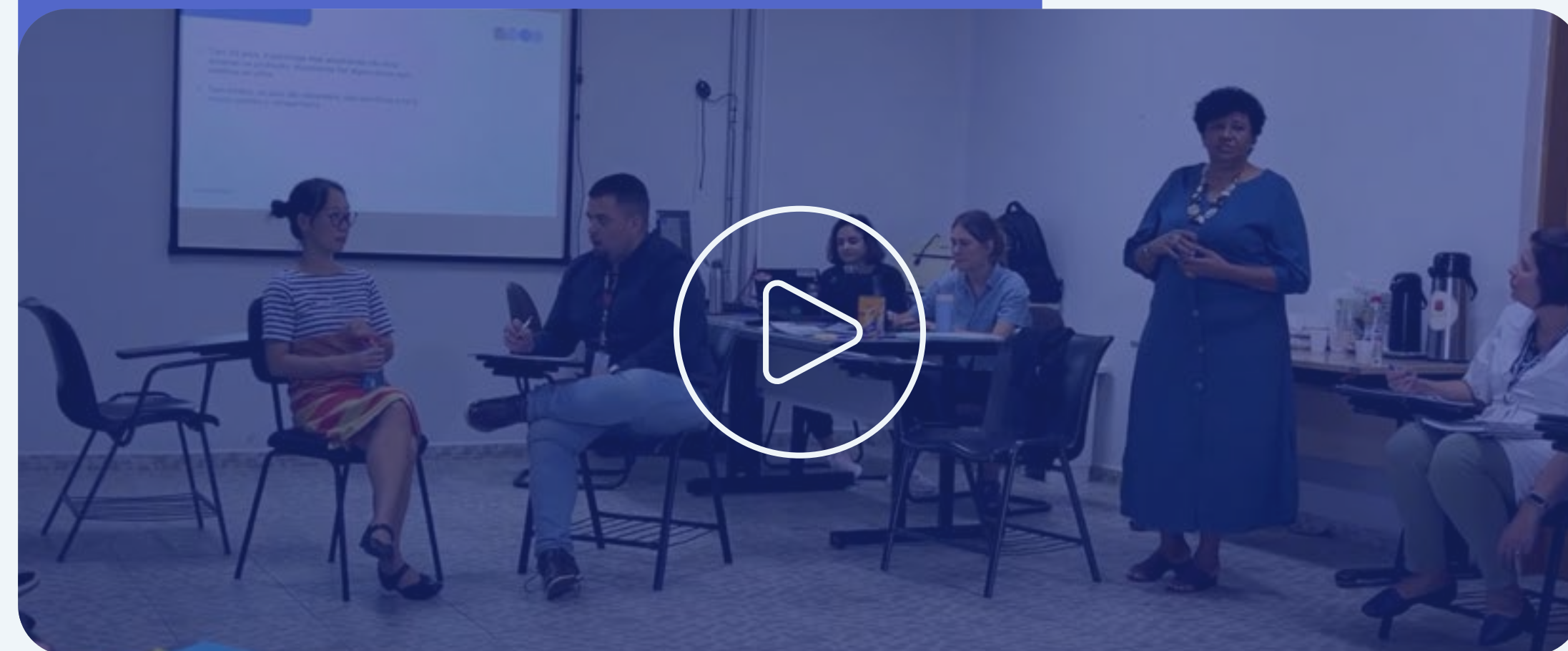


The initiative is offered free of charge and consists of three pillars:

- **Training Primary Care professionals** such as nurses, nursing technicians, and psychologists - to be able to conduct primary mental health care.
- **Supporting professionals** in implementing processes to screen individuals with mild to moderate depressive symptoms.
- **Implementing cycles of care** for the population, with formative supervision and monitoring of symptoms of the individuals assisted.

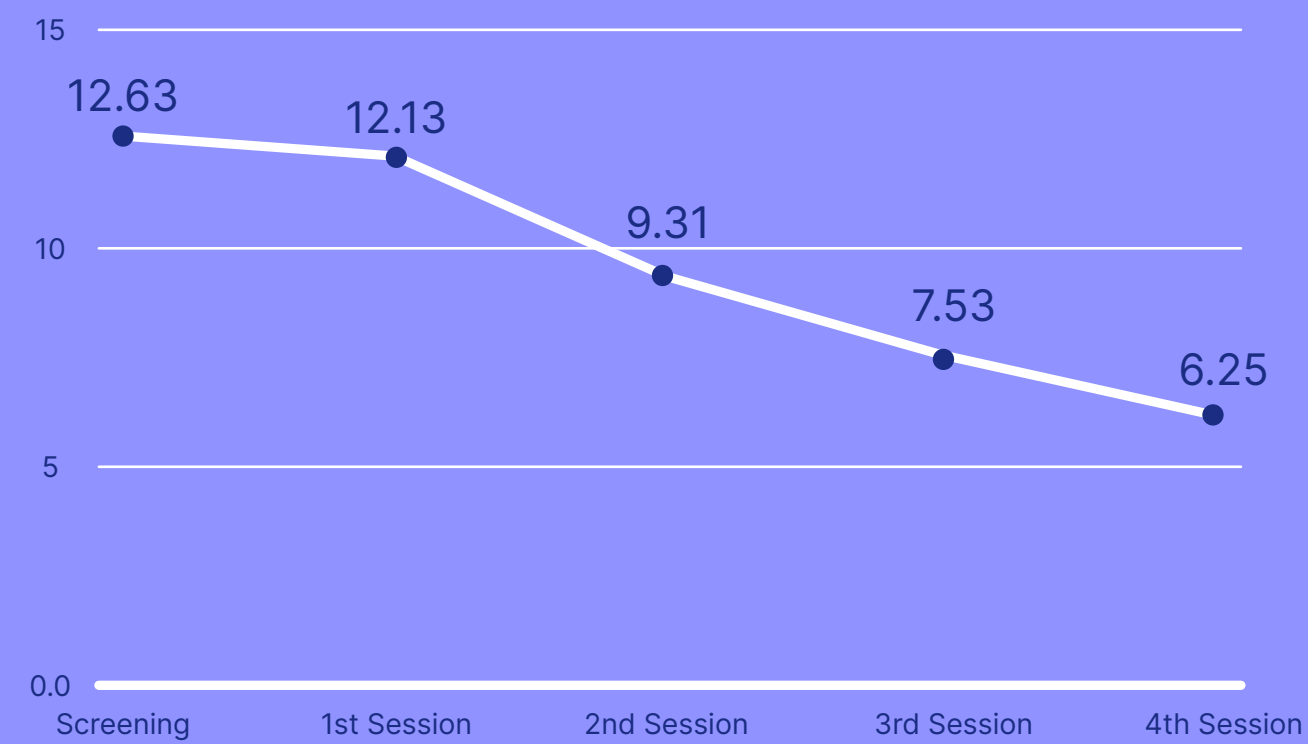
In 2023, the pilot project was designed, and a partnership was initiated with São Caetano do Sul (SP), a municipality where the first group of **16 Primary Care professionals** underwent in-person training and began the cycle of care for the population, with weekly supervision provided by ImpulsoGov.

Check out more details and testimonials in the video about the project!

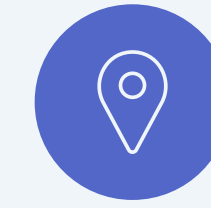


The first individuals assisted by the professionals participating in the project's training are showing improvement in depressive symptoms!

On average, a 50% reduction in PHQ-9 results:



The PHQ-9 is an instrument aimed at assisting in the identification of symptoms based on a mood scale. The chart illustrates the average PHQ-9 scores throughout the sessions conducted by the professionals. The data was obtained in February 2024 through the analysis of a sample of 16 participating users.



+160 municipalities have already shown interest in participating in the project, and we have started discussions with new cities to start a new training class in early 2024.

"Of course, severe cases should be referred to Specialized Care. But Primary Care needs to be prepared to address the most prevalent mental disorders. The more prepared these individuals are to identify and manage mild mental disorders, the healthier we are offering to the population, and we allow Specialized Care to treat severe cases."

Flavia Ismael, Mental Health Coordinator of São Caetano do Sul (SP)

AGP - Health

Support for Public Management - Health (AGP - Health)

The AGP Health, carried out in partnership with the Votorantim Institute, is a mentoring program aimed at strengthening essential skills in Primary Care to improve the health of local populations and reduce inequalities.

Targeted at Primary Care coordinations and health teams, the program uses diagnostic tools and develops action plans for implementation in municipalities.

"The activity [mapping of Primary Care coverage areas] was wonderful; I was able to see every corner of my territory. Alone, for sure, we would not have done it in such a comprehensive way."

Mara Fiamoncini, nurse from the Primary Care of Apiúna (SC)

Close work with healthcare professionals

In August 2023, our team made a field visit to some of the municipalities, where we worked on initiatives such as **strengthening data recording** in Primary Care, strategies to **improve performance in Previne Brasil indicators**, and **territorial dominion, among others**.



"ImpulsoGov's guidance shows where we are and where we can go. Before, we were lost with so much information from Previne Brasil, and with mentoring, we were able to understand and know what we need to do."

Marília Zandonai, nurse from Lontras (SC)



In 2023, **7 municipalities** in the southern, southeastern, central-western, and northeastern regions were served.

A strong and consistent effort that guided us for expansion in 2024. This year, another **16 municipalities** from all Brazilian regions will be supported by the project focusing on **challenges of care continuity, health surveillance, and strengthening of public management**.

Support for Primary Care in Recife

The project aims to assist healthcare professionals in correcting inconsistencies in citizen records in the Primary Care of the municipality. Offered free of charge, it includes training for these professionals through meetings, materials, and online and in-person events.

Additionally, a digital solution facilitates community health agents in identifying and correcting incorrect data, simplifying the process of improving the records.



First project with a large municipality in Primary Care

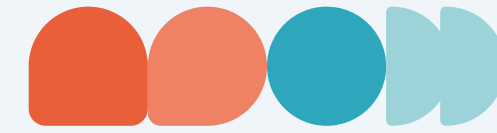
In April 2023, the municipality of Recife approached ImpulsoGov to support them in the challenges of Primary Care in the city.



Since its inception in August 2023, in the project:

- ➔ We developed the initial prototype of the Inconsistency Correction Support tool.
- ➔ We had successful activations in 6 teams.
- ➔ We received +225 positive feedback from activation meetings.
- ➔ We identified that the main registration inconsistency is citizens without a household link in the territory, meaning citizens who are not linked to their homes, impacting the organization of Primary Care (57% of inconsistent records in District I and 62% in District IV).
- ➔ We created working groups and conducted training webinars on registration record qualification and inconsistency correction with +380 professionals participating.

Recognitions



We have received several recognitions that reinforce the relevance of the work we are carrying out:



AGÊNCIA BNDES DE NOTÍCIAS

We became the first organization supported by "Juntos Pela Saúde," a BNDES matchfunding program aimed at providing resources for projects focusing on strengthening the SUS in the North and Northeast regions.

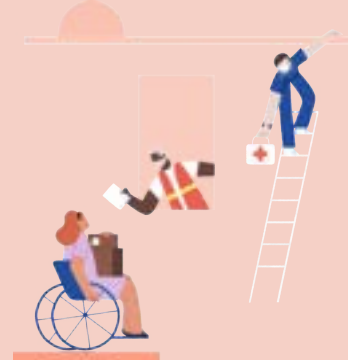
[Click here to read the article.](#)
(Portuguese version).

In partnership with the Hospital Israelita Albert Einstein Policy Center, we launched a series of articles on Primary Care and the Previne Brasil program.



turn.io  WhatsApp

We were the only Brazilian organization selected for the global Chat for Impact Health Accelerator 2023 program, by Turn.io in partnership with WhatsApp and The Agency Fund.

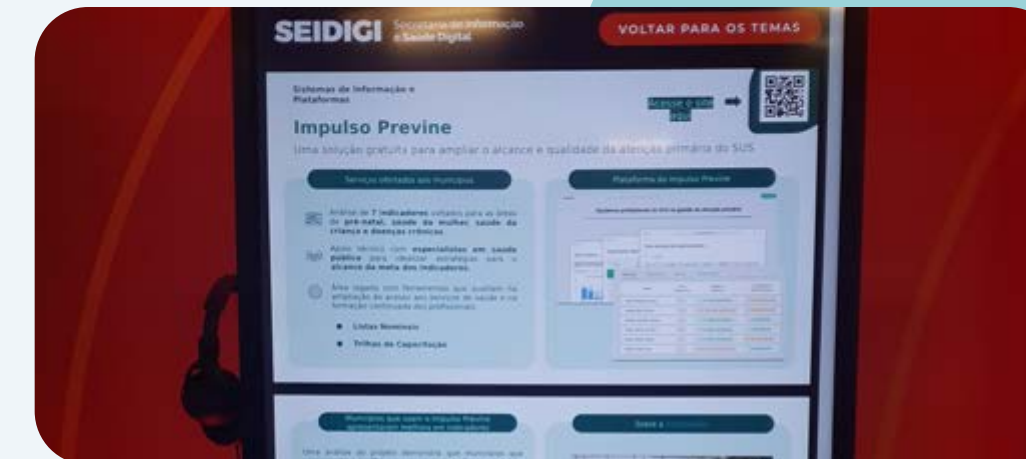


We renewed our partnership with the National Council of Municipal Health Secretaries (Conasems).

Gabrielle Arruda, from our technology team, was selected for the Young Health Programme Impact Fellowship, by AstraZeneca in partnership with One Young World - a program to support young leaders advocating for positive health impact in their communities.



SEIDIGI



Our Impulso Previne project was selected for demonstration at the International Symposium on Digital Transformation in SUS, held by the Ministry of Health.

ImpulsoGov, through its Impulso Previne project, was one of the organizations selected to receive a grant from the global Solutions for Healthy Communities program by MSD in 2023.



We participated in online and in-person events with themes related to health, technology, and social impact. Here are some highlights:



ImpulsoGov's team at the organization's booth during the 2023 Conasems Congress held in Goiânia (GO).

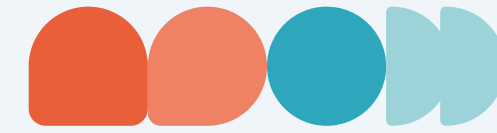


Daniela Krausz, Mental Health Projects Manager at ImpulsoGov, speaker at the "Mental Health: Investment is Key" panel during the launch of Vertentes - Mental Health Ecosystem, in Rio de Janeiro (RJ).



João Abreu, Executive Director of ImpulsoGov, speaker at the "Innovation in public health: challenges and opportunities" panel at the 10th Congress Todos Juntos Contra o Câncer, held in São Paulo (SP).

Media Coverage



ImpulsoGov's work was featured in important channels throughout 2023. Here are some highlights:

FOLHA DE S.PAULO

"SUS can be the best healthcare system in the world."
[Click here to read](#) (Portuguese version).



FOLHA DE S.PAULO

"Over 80% of municipalities fail to meet diabetes and hypertension control targets."

[Click here to read](#) (Portuguese version).

veja

"BNDES to make a million-dollar investment in a project against cervical cancer." [Click here to read](#) (Portuguese version).



FOLHA DE S.PAULO

"The path to strengthen mental health care lies within the SUS."

[Click here to read](#) (Portuguese version).

CONASEMS

"Free online training on the prenatal indicators of the Previne Brasil program is offered by the NGO ImpulsoGov."

[Click here to read](#) (Portuguese version).



TODOS JUNTOS CONTRA O CÂNCER

"We conducted a campaign during the cervical cancer prevention month in partnership with the Todos Juntos Contra o Câncer Movement, with collaborative posts on ImpulsoGov's social media and promotions made by the network's influencers."

Team Behind the Success



Photo of our in-person immersion in November 2023, which brought together a large part of this team.

Over the past years, we have expanded our reach and scale, and for this, our team continues to grow.

By the end of 2023, we had a team composed of nearly **50 professionals from 14 Brazilian states**, with expertise in different areas such as health, technology, and public management, united by the commitment to strengthen the Brazilian Public Unified Health System (SUS).

Just as since our inception, we work **remotely** and take advantage of opportunities to be together in person, for moments of connection, alignment, and celebration.



Want to be part
of the ImpulsoGov
team?

[Get in touch with us.](#)

Financial and Institutional Partners Making This Possible

Largest investments in our history and the first organization selected by Juntos Pela Saúde from BNDES

In 2023, we experienced an exceptional year, marked by the highest volume of financial support ever received, totaling over U\$1.56 million in cash, from 14 supporters.

We also became the first organization to be selected in the Juntos Pela Saúde program from BNDES.

 **14**
Supporters

 **U\$1.56**
million in cash

Thanks to the partners who supported us with resources and services, throughout the year, we were able to serve over 80 municipalities and train hundreds of healthcare professionals, thus significantly advancing the improvement of Primary Care and Mental Health services under the SUS.

We Closed Our Biggest Partnership Yet

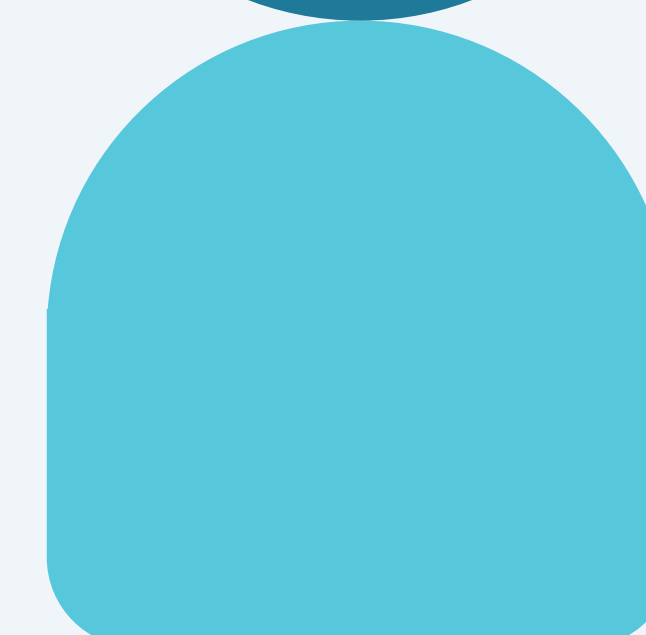
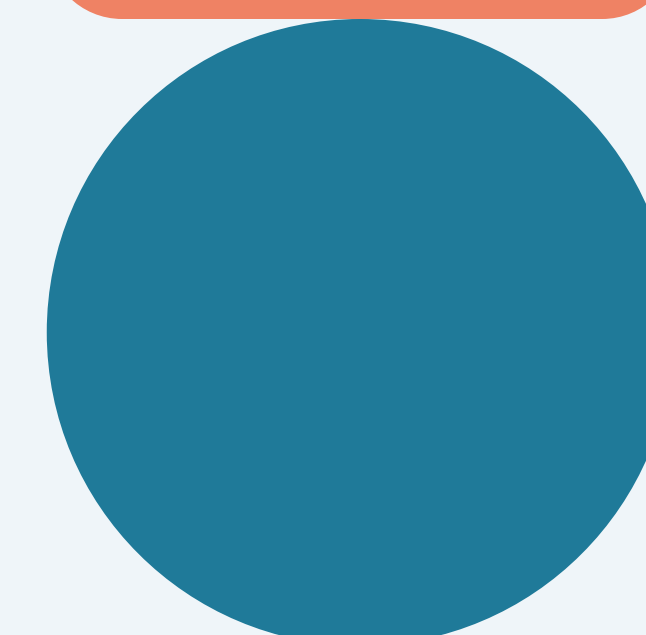
We concluded 2023 reaching another significant milestone by closing our largest partnership to date. As a result of this partnership, throughout 2024 and 2025, we will receive **U\$2.4 million in funding to be allocated to the expansion of the Impulso Previne platform.**

This generous contribution was granted by Umane and BNDES. Umane, an independent civil association, made the donation through the Juntos Pela Saúde program, an initiative of BNDES co-financed by the private sector and managed by the Institute for the Development of Social Investment (IDIS). The total amount was evenly split between Umane and BNDES.



**Software que mostra ‘pontos cegos’ do SUS
levanta R\$ 12 milhões com BNDES e Umane**

Impulso Previne, da ImpulsoGov, ajuda prefeituras a fazer gestão da atenção primária



First Partners Dinner

In November 2023, we hosted our first end-of-year partners dinner, attended by Dr. Paulo Chapchap and Joyce Toyota from Vetor Brasil-Motriz, along with funders of our projects and other strategic advisors.

We presented the progress of the year, the prospects for the coming years, and discussed questions and comments from the attendees regarding ImpulsoGov's work.



We want to express our gratitude to our essential partners, whose support was vital in achieving the goals of 2023:



Your contributions have been crucial to the success of our initiatives and to the positive impact we aim to generate in the country's public health.



"It is from Primary Care that care in SUS must be ordered, and ImpulsoGov has brought, with agility and focus on the context and working conditions of its user - the frontline healthcare professional - the solution to simplify the understanding of data and to organize the workflow of the teams based on them. I am a fan of the project, its impact on health throughout Brazil, and everything they have achieved."

Thais Junqueira,
General Superintendent of Umane

"Promoting the health and well-being of people is part of our company's commitment to all Brazilians. We are committed to building a healthier society and recognize the urgency of prioritizing mental health in Brazil. For this reason, we have joined forces with ImpulsoGov and its projects dedicated to mental health. ImpulsoGov is an organization focused and committed to its social impact through SUS, and we are happy to contribute to this work."

Maria Izabel Toro,
Executive Manager of Social Investment
at RD Saúde.

"The potential impact of Impulso's project would be reason enough for significant investment. But the transparency and competence of the managers make our decision to support the organization even easier, allowing us to fully delegate to them the choice of the best way to use our resources. It is a privilege to work with Impulso."

Bruno and Paula Rocha,
Founders of Instituto Dynamo.

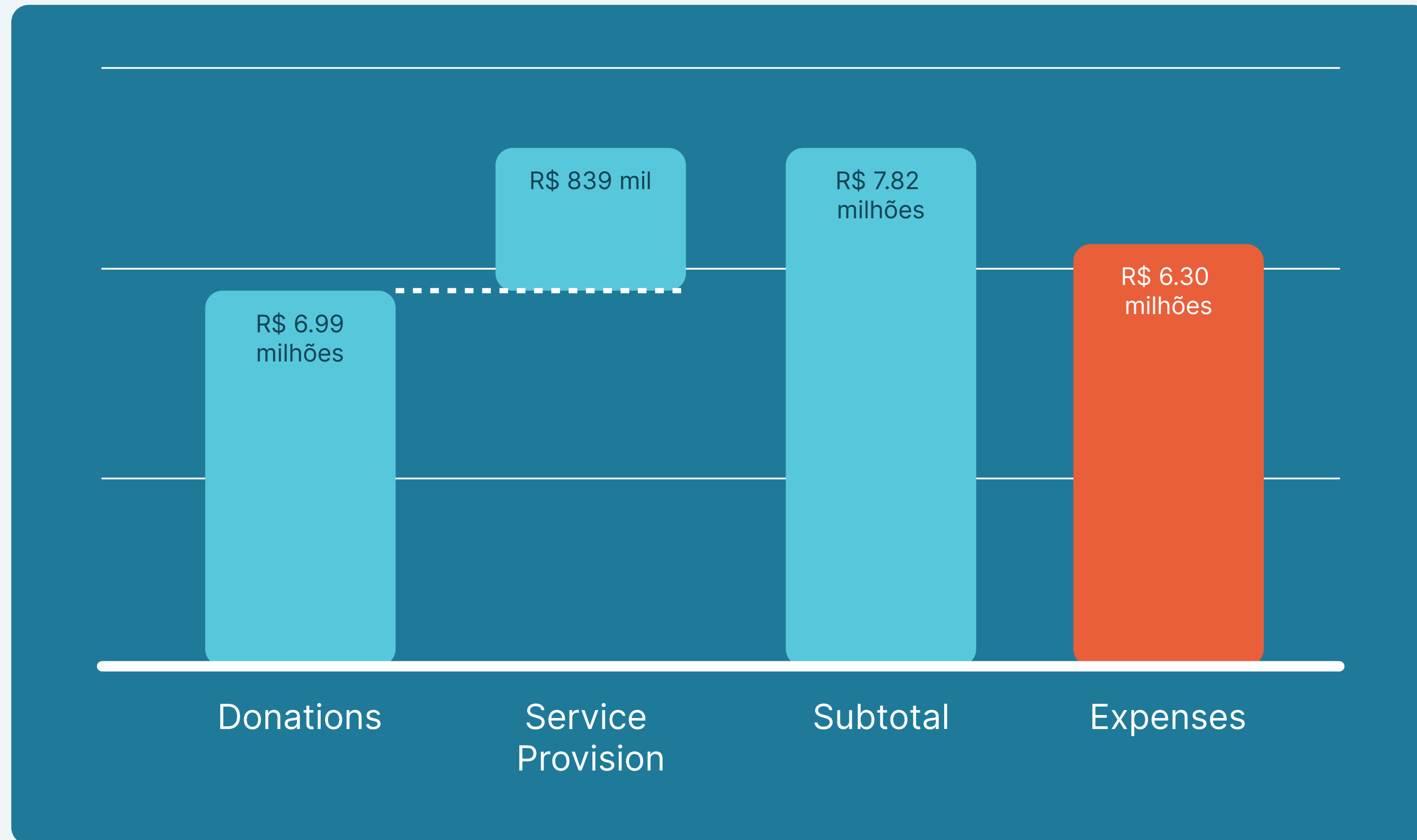
Would you like to donate resources and also be part of the transformation of public health in the country?

Contact our team:

 contato@impulsogov.org



Financial Report 2023





Annual Activity Report of ImpulsoGov 2023